GRANTS FOR THE ARTS
FY24 GENERAL OPERATING SUPPORT (GOS)
PROGRAM OVERVIEW & UPDATES
We would like to acknowledge the Ramaytush Ohlone people, who are the traditional custodians of this land. We pay our respects to the Ramaytush Ohlone elders, past, present, and future who call this place, the land that GFTA sits upon, their home. We are proud to continue their tradition of coming together and growing as a community. We thank the Ramaytush Ohlone community for their stewardship and support, and we look forward to strengthening our ties as we continue our relationship of mutual respect and understanding.
Nuts & Bolts

- Please ask questions in the Q&A box and we will review them together at the end of the presentation.

- If you have questions specific to your organization, please reach out to the program team directly: GFTA-program@sfgov.org.

- The slide deck and recording of this workshop will be added to the GFTA website by Monday, April 10, 2023.

- FAQs can also be found on https://sfgfta.org/faq.
FY24 Application Workshops

✔ Tuesday, April 4, 2023 2-3 PM

Friday, April 14, 2023 2:30-3:30 PM

Thursday, May 4, 2023 10-11 AM

These workshops are being recorded. A deck and recording of the workshop will be available on our website at https://sfgfta.org/program-information/overview-fy24-general-operating-support-grants-cycle/ by Monday, April 10.

Closed Captioning is available for all workshops.
FY24 Technical Assistance Sessions

Thursday, April 13, 2023 1:30-2:30 PM
Thursday, April 27, 2023 11–12 PM
Thursday, May 11, 2023 1:30-2:30 PM
Thursday, May 15, 2023 11-12 PM

To register for a session, please visit website
https://sfgfta.org/meetings/meetings/.
Agenda

1. Program Overview & Updates
2. Application & Scoring Overview
3. Documentation Needs
4. Q&A
GFTA Staff

Vallie Brown
Director
she/her

Tabitha Tapia
Senior Finance & Operations Manager
she/her

Amy Chou
Senior Program Officer
she/her

Lea Zhu
Finance Manager
she/her

Sarah Simon
Program Officer
she/her

Demi Vera
SF Willie Brown Fellow
they/them

FY24 Application Workshop
Timeline

- **RFP Releases**: Friday, March 31, 2023
- **RFP Closes**: Monday, May 15, 2023
- **Scoring**: August 2023
- **Grant Announcements**: September 2023
- **Intake Form & Compliance Documentation Deadline**: November 2023
- **Release Of Funds**: November 2023

FY24 Application Workshop
At Grants for the Arts (GFTA), our mission is to promote the diverse and unique communities of San Francisco by supporting the arts through equitable grantmaking.
What We Support

We offer **unrestricted, general operating support** grants to arts and cultural nonprofits that are physically based in San Francisco and have as their primary purpose the public performance or display of art, the public presentation of parades or festivals, GFTA grantee services, or arts re-granting services in San Francisco.
FY24 Updates

• Streamlined Application & Scoring System

• General Operating Support Grant Types
  • Arts Programming
  • Parades and Festivals
  • Capacity Building and Regranting
  • Arts Programming / Parades & Festivals: GFTA is only funding in-person activities/events in San Francisco.

• Criteria
  • Economic Impact (50% of score)
  • Community Engagement & Impact (35% of score)
  • Operational & Fiscal Accountability (15% of score)

• Funding & Program Budget
  • Applicant's Score (75+) x Applicant's General Operating Budget x GFTA Budget
APPLICATION AND SCORING
Application: Where is it?

We are now accepting applications for FY24 General Operating Support Grants. Click [here](#) for details.
The Request for Proposals (RFP) for GFTA’s Fiscal Year 2024 (FY24) grant cycle is now open.

**RFP Posting Period**

The RFP release and closing dates and times are as follows:

- **Release Date/Time:** Friday, March 31, 2023, 5:00 p.m.
- **Closing Date/Time:** Monday, May 15, 2023, 5:00 p.m.

**Resources**

- [Request for Proposals: General Operating Support Grants, Fiscal Year 2024](#) This document covers eligibility requirements, application overview, guidelines, and scoring guide, and key timelines. GFTA strongly recommends that you review this RFP in its entirety, prepare your application answers (you can use the .doc version below to do so), and gather the required
Application: Where is the online application?

Closing Date/Time: Monday, May 15, 2023, 5:00 p.m.

Resources

- Request for Proposals: General Operating Support Grants, Fiscal Year 2024. This document covers eligibility requirements, application overview, guidelines, and scoring guide, and key timelines. GFTA strongly recommends that you review this RFP in its entirety, prepare your application answers (you can use the .doc version below to do so), and gather the required supplemental documentation prior to starting the online application.

- Online Application

- Word doc Version of Application For your convenience, we are providing this document for drafting purposes only. All applications must be submitted online through FormAssembly.

RFP & APPLICATION GUIDELINES

At GFTA, our mission is to promote the diverse and unique communities of San Francisco by supporting the arts through equitable grantmaking. This is accomplished through General Operating Support (GOS) grants that fund the general operating expenses of San Francisco’s arts and cultural organizations.

GFTA only provides GOS grants to 501(c)(3) nonprofit organizations or to organizations fiscally sponsored by 501(c)(3) nonprofits.

GFTA strives to be a stable, dependable resource for organizations who successfully meet its funding criteria and align with GFTA’s goals of promoting vibrancy, transparency, accountability, and equity in the City and County of San Francisco (City); and is committed to supporting the full spectrum of arts organizations in the City.

The guidance contained within this RFP is intended to help you prepare your application and gather the required documentation.

Please note:

- Applications must be submitted in online form using the FormAssembly link https://sfgta.iforms.net/26.
- You are able to save your work in FormAssembly and return to it later.
- GFTA strongly recommends that you review this RFP in its entirety, prepare your application answers, and gather the required supplemental documentation prior to starting the online application.
Application: How do I save my online application?

GFTA General Operating Support Grants - Fiscal Year 2024 Application

☐ Save my progress and resume later | Resume a previously saved form

APPLICATION GUIDELINES

Thank you for applying for a General Operating Support Grant for Fiscal Year 2024 from San Francisco Grants for the Arts!

Application Period

The application release and closing dates and times are as follows:

- Release Date/Time: Friday, March 31, 2023, 5:00 p.m. (PDT)
- Closing Date/Time: Monday, May 15, 2023, 5:00 p.m. (PDT)

Applications are timestamped. Applications received after 5:00 p.m. are ineligible to be scored or funded.

- Applications must be submitted online using this FormAssembly form.
- You are able to save your work in FormAssembly and return to it later.

- In order to be eligible for funding consideration, applicants must meet all Eligibility Requirements listed on pages 23-25 of the RFP.
- The online application contains fields into which requested information is entered.
- Applicant’s answers must address all questions that are in the application except where noted otherwise.
- If you experience technical difficulties with this application, attend a Technical Assistance Workshop (dates and registration links are on page 7 of the RFP) or contact GFTA immediately to get assistance: gfta-program@sfgov.org.
- You will receive a confirmation email when your application is 100% submitted in FormAssembly. Check your junk/spam boxes if you do not see it in your primary email box and save the confirmation email.
- Incomplete applications are ineligible to be scored or funded.

Next Page

Save my progress and resume later | Resume a previously saved form
Application: What's in it?

**General Information**
*(not scored)*

- Pgs.1-10

**Scored Questions**

- Pgs.11-25
Application: Scoring Criteria

Economic Impact
50%, 50 points

Community Engagement & Impact
35%, 35 points

Operational & Fiscal Accountability
15%, 15 points
• Use bullet point responses.

• Limit your answers to the space and word limits provided.

• Provide brief, clear, and concise answers.
Application: 1C. Populations Served (Unscored)

To select more than one option:
- For PC users, hold down the CTRL button and click on all choices that apply to your organization.
- For Mac users, hold down the COMMAND button and click on all choices that apply to your organization.

If your intended ethnicity served is a general audience, please only select "General - No Specific Ethnicity"
**Application: Economic Questions – 50%, 50 points**

1A.

**Arts Programming/Parades & Festivals ONLY**

During the City’s 2023 Fiscal Year (June 30, 2022 - July 1, 2023):

- For FY23, how many in-person activities/events did you have or will you have had between July 1, 2022 and June 30, 2023?
  - Of these activities/events, how many were/will be in-person in San Francisco?

Please use the fields below to provide information for up to 5 of your most well-attended in-person, San Francisco-based activities/events that occurred or will occur between July 1, 2022 and June 30, 2023.

<table>
<thead>
<tr>
<th>Activity/Event Name</th>
<th>Date(s)</th>
<th>Total Number of Participants</th>
<th>Venue/Site Name</th>
<th>Venue/Site Neighborhood</th>
<th>Venue/Site Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ECONOMIC IMPACT - 50 points, 50% of score**

Economic Impact: Utilization of the arts & culture to drive economic recovery and activation in San Francisco.

1A. (Arts Programming / Parades & Festivals Only)

**During the City’s 2023 Fiscal Year (June 30, 2022 - July 1, 2023):**

- For FY23, how many in-person activities/events did you have or will you have had between July 1, 2022 and June 30, 2023?
  - Of these activities/events, how many were/will be in-person in San Francisco?

% of SF Events
error
This field is automatically calculated for you.

There was an error computing this field.

Please use the fields below to provide information for up to 5 of your most well-attended in-person, San Francisco-based activities/events that occurred or will occur between July 1, 2022 and June 30, 2023.

<table>
<thead>
<tr>
<th>Activity/Event Name</th>
<th>Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To add additional activities, click ‘Add another response’ at the bottom of this section.

Activity/Event Name

Activities/Events may include programming, workshops, etc.

Date(s)
error
Please provide exact date(s).

Total Number of Participants/Attendees

Venue/Site Name

Venue/Site Neighborhood

Venue/Site Capacity

FY24 Application Workshop
Application: Economic Questions – 50%, 50 points

CRITERIA: The applicant demonstrates economic investment in San Francisco through robust, diverse programming and evidence of well-attended events given the organization’s budget size and grant type.

<table>
<thead>
<tr>
<th>3 = Strongly disagree</th>
<th>6 = Disagree</th>
<th>9 = Somewhat</th>
<th>12 = Agree</th>
<th>15 = Strongly agree</th>
</tr>
</thead>
</table>

FY24 Application Workshop
Application: Economic Questions – 50%, 50 points

2. Are there additional partnerships, collaborations, or strategies you're employing in order to economically activate the neighborhood(s) in which your in-person activities/events are taking place? Please share specific examples from activities/event between July 1, 2022 and June 30, 2023. (200-word limit)*

**CRITERIA:** The applicant demonstrates strong partnerships, collaborations or strategies to economically activate the neighborhood(s) where the organization’s in person activities/events occur.

<table>
<thead>
<tr>
<th>2 = Strongly disagree</th>
<th>4 = Disagree</th>
<th>6 = Somewhat</th>
<th>8 = Agree</th>
<th>10 = Strongly agree</th>
</tr>
</thead>
</table>

FY24 Application Workshop
Application: Economic Questions – 50%, 50 points

What have your organization’s efforts been in hiring San Francisco residents between July 1, 2022 and June 30, 2023?

Average number of **full-time** paid staff (employees & contractors, 40 hours per week): *

Hint: Include employees (W-2) & contractors (1099)

Average number of **full-time** paid staff (employees & contractors) that live in San Francisco (40 hours per week): *

Hint: Include employees (W-2) & contractors (1099)

CRITERIA: The applicant demonstrates regular efforts to hire San Francisco residents given the organization’s number of employees and contractors, budget size and grant type.

3 = Strongly disagree 6 = Disagree 9 = Somewhat 12 = Agree 15 = Strongly agree
4A. During FY23 (July 1, 2022 and June 30, 2023): Please mark the below marketing and promotional efforts your organization uses to attract attendance of San Francisco residents and out of town visitors.

4B. In your marketing and promotional efforts, do you promote San Francisco commercial corridors near your FY23 (July 1, 2022 - June 30, 2023) activities/events? * Please select... Please read GFTA's definition of commercial corridors in the "Definitions" section of the RFP.
### CRITERIA: The applicant:
1. employs marketing & promotional efforts including marketing emails, social media, advertisement, partnership, broadcast (i.e., tv, radio), up-to-date website, press coverage etc.;
2. demonstrates strategies, tools, and/or specific examples of successful outreach/engagement;
3. employ marketing and promotional efforts supporting San Francisco commercial corridors near their FY23 activities/events.

<table>
<thead>
<tr>
<th>Rating</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>4</td>
<td>Disagree</td>
</tr>
<tr>
<td>6</td>
<td>Somewhat</td>
</tr>
<tr>
<td>8</td>
<td>Agree</td>
</tr>
<tr>
<td>10</td>
<td>Strongly agree</td>
</tr>
</tbody>
</table>
Application: Community Engagement Questions – 35%, 35 points

5. (Arts Programming / Parades & Festivals Only)

Please use the fields below to provide information for up to 5 in-person activities in San Francisco that best represent your mission/vision/values. Please only include activities that occurred or will occur during the City’s current fiscal year (July 1, 2022 – June 30, 2023).

To add additional activities, click "Add another response" at the bottom of this section.

CRITERIA: The applicant’s activities/events demonstrate: 1) alignment with their mission/vision/values; 2) measurable impact and value to people and neighborhoods of San Francisco; 3) efforts to reach low-income participants.

2 = Strongly disagree 4 = Disagree 6 = Somewhat 8 = Agree 10 = Strongly agree
Application: Community Engagement Questions – 35%, 35 points

6. (Arts Programming / Parades & Festivals Only)

Please use the fields below to provide information for up to 5 in-person activities in San Francisco that best represent your engagement with historically underserved people and neighborhoods. Please only include activities that occurred or will occur during the City’s current fiscal year (July 1, 2022 – June 30, 2023).

To add additional activities, click "Add another response" at the bottom of this section.

CRITERIA: The applicant’s activities specifically demonstrate: 1) being deeply embedded in and reflective of historically underserved people and neighborhoods in San Francisco and 2) a significant effort to offer free/discounted tickets/fees to historically underserved people and neighborhoods in San Francisco.

<table>
<thead>
<tr>
<th>2 = Strongly disagree</th>
<th>4 = Disagree</th>
<th>6 = Somewhat</th>
<th>8 = Agree</th>
<th>10 = Strongly agree</th>
</tr>
</thead>
</table>
Application: Community Engagement Questions – 35%, 35 points

CRITERIA: The applicant 1) has an array of San Francisco community partnerships, including (but not limited to): organizations, businesses, neighborhood or merchant associations, SFUSD school(s); 2) the depth and duration of these partnerships reflects a commitment to collaboration in San Francisco; and 3) offers rental space or subleases at a discounted rate, if they own or lease their own space/venue in San Francisco.

2 = Strongly disagree  4 = Disagree  6 = Somewhat  8 = Agree  10 = Strongly agree
Application: Community Engagement Questions – 35%, 35 points

8.
How do your organization’s programs/services contribute to San Francisco’s dynamic artistic and cultural diversity? (200 word limit) *

CRITERIA: The applicant contributes to San Francisco’s dynamic artistic and cultural diversity through the values, narratives, standards, aesthetics, and/or mechanics of its programs/services.

1 = Strongly disagree  2 = Disagree  3 = Somewhat  4 = Agree  5 = Strongly agree
Application: Operational & Fiscal Accountability Questions – 15%, 15 points

9. Describe who is engaged in fiscal oversight and reporting, and the procedures in place for monitoring and approving the organization’s finances. (200-word limit)

CRITERIA: The applicant demonstrates dedicated, experienced staff that handles the day-to-day financial activities and oversight, given the organization’s budget size. The applicant’s explanation shows a clear and detailed procedure for monitoring and approving finances.

1 = Strongly disagree  2 = Disagree  3 = Somewhat  4 = Agree  5 = Strongly agree
CRITERIA: The applicant demonstrates a well-distributed and diversified revenue stream. Diversified revenue stream can include: private foundations, government grants, corporate sponsorships, individual donors, earned income, etc.

<table>
<thead>
<tr>
<th>2 = Strongly disagree</th>
<th>4 = Disagree</th>
<th>6 = Somewhat</th>
<th>8 = Agree</th>
<th>10 = Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Application: Save a copy & put it on fridge!

Please review your response and confirm.

You MUST click the confirm button at the bottom of this page to finalize your response. If you want to print this page for your record, you may do it now.

Page 1 (Page 1/8)

GRANTS FOR THE ARTS

FY23 Awardee Intake Form

This Intake Form is related to FY23 General Operating Support grant awards. Please complete and submit this no later than Friday, September 9, 2022 or GFTA will be unable to process your contract. Important:

Awardees who received awards for more than one Grant Category (Arts Programming, Parades and Festivals, or Granting and Re-Granting) must submit one Intake Form for each Grant Category in which they were awarded.
FAQ – Where is it?

Frequently Asked Questions

Where can I find the FY24 General Operating Support (GOS) grant application?

The application for the FY24 General Operating Support (GOS) Grant Cycle can be obtained on page 4 of the FY24 Request for Proposals (RFP) and on the Overview page of the FY24 General Operating Support Grants Cycle. The application must be submitted as an online form. We strongly suggest you review the complete RFP, draft your answers, and gather all documentation before beginning your application.

How can I get a copy of the guidelines and criteria for the grant?

All guidelines and criteria are outlined on pages 4-27 in the FY24 Request for Proposals.

My organization is not a 501(c)(3). Can I still apply?

FY24 Application Workshop
Supplemental Documentation

Reference pages 24-25 of the RFP for the detailed list of required uploads for the application

Important:
• These attachments are required.
• Attachments should be uploaded in .pdf, .xls, .xlsx, .doc, .docx format.
• Each attachment must be less than 20mb before uploading. Your application cannot be processed if any file is larger than 20mb.

REQUIREMENTS FOR ALL APPLICANTS
• General Operating Budget
• Proof of San Francisco Corporate Address
Supplemental Documentation (Continued)

FOR APPLICANTS AND FISCAL SPONSORS THAT ARE NEW TO GFTA

• Applicants that have never received a grant from GFTA must also provide a list of activities/events that your organization has implemented/hosted during the last three, consecutive years.

FISCAL SPONSOR REQUIREMENTS

• Fiscal Sponsors must provide a letter signed by the Executive Director of their organization to confirm the agreement between them and the organization being sponsored.
Frequently Asked Questions

Where can I find the FY24 General Operating Support (GOS) grant application?

The application for the FY24 General Operating Support (GOS) Grant Cycle can be obtained on page 4 of the FY24 Request for Proposals (RFP) and on the Overview page of the FY24 General Operating Support Grants Cycle. The application must be submitted as an online form. We strongly suggest you review the complete RFP, draft your answers, and gather all documentation before beginning your application.

How can I get a copy of the guidelines and criteria for the grant?

All guidelines and criteria are outlined on pages 4-27 in the FY24 Request for Proposals.

My organization is not a 501(c)(3). Can I still apply?
Questions?

**Email:** gfta-program@sfgov.org

**Website:** [https://sfgfta.org/faq/](https://sfgfta.org/faq/)