

<b>GRANTS</b>	
<b>F O R</b>	<b>ARTS</b>
<b>T H E</b>	



**FY24 GENERAL OPERATING SUPPORT (GOS)  
PROGRAM OVERVIEW & UPDATES**



## **LAND ACKNOWLEDGEMENT**

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](mailto: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

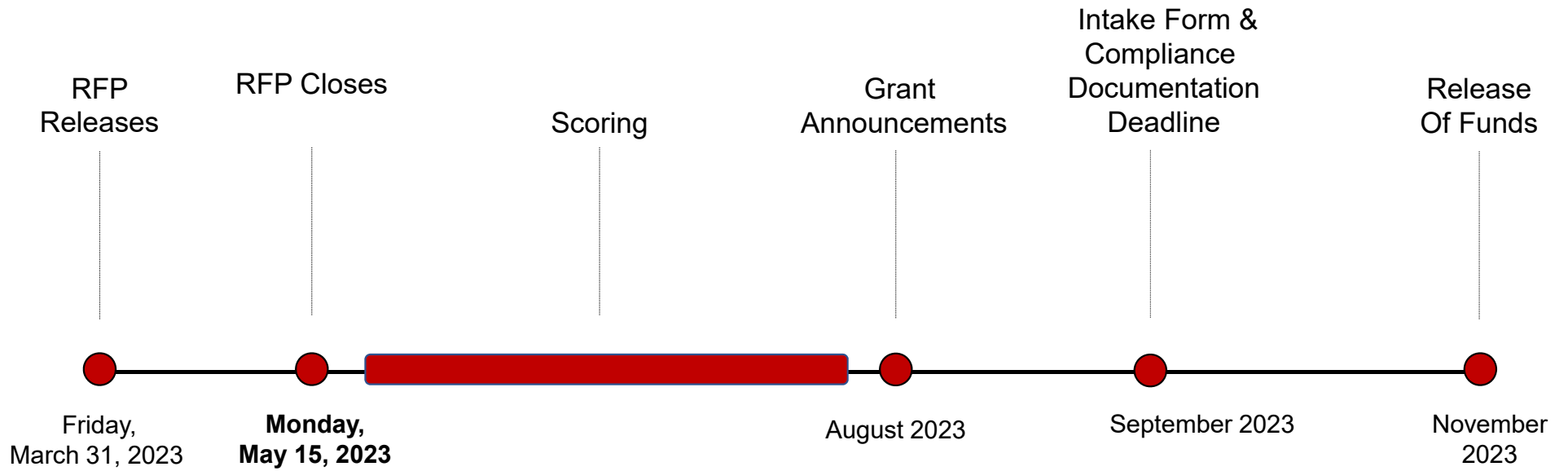


Demi Vera  
SF Willie Brown  
Fellow

they/them



# Timeline



## **GFTA Mission**

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.

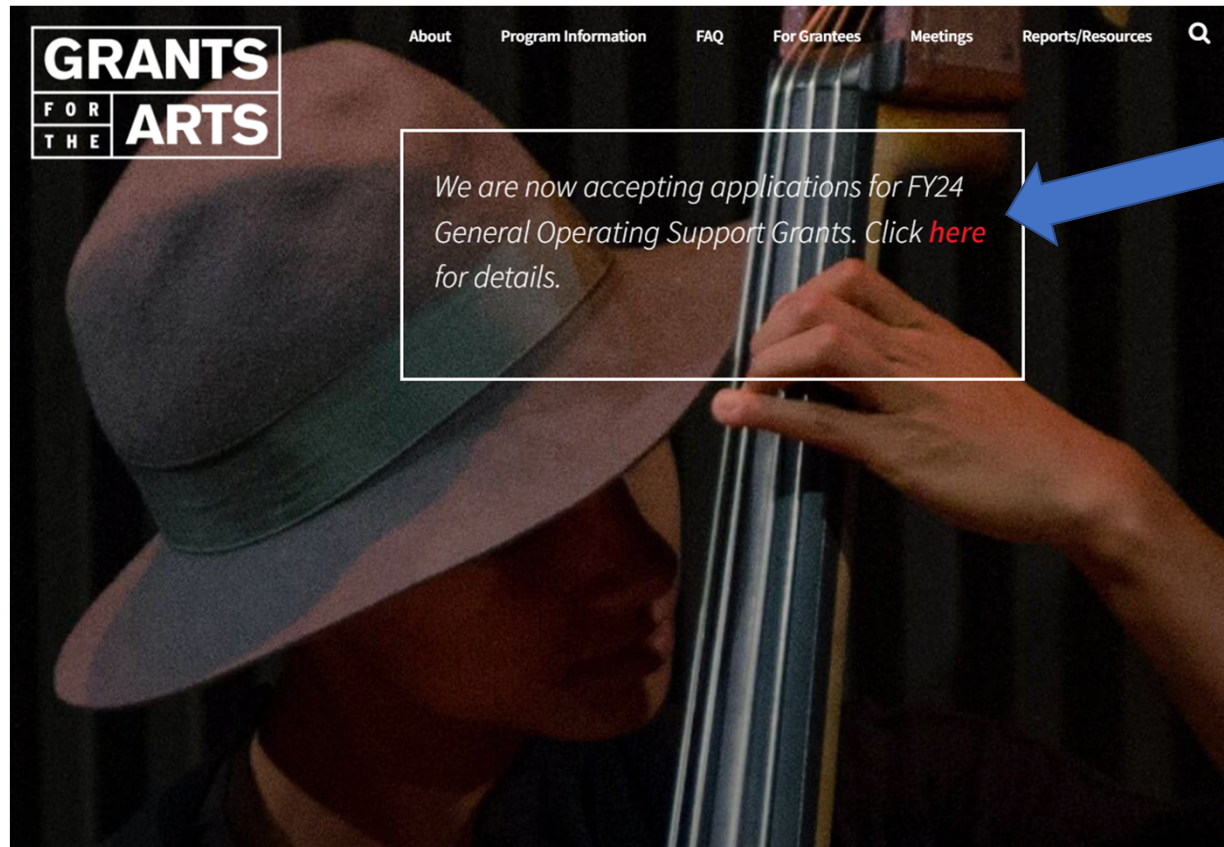
## FY24 Updates

- 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?



## Application: Where is it?

[About](#)[Program Information](#)[FAQ](#)[For Grantees](#)[Meetings](#)[Reports/Resources](#)

### Program Overview

Overview — FY24 General  
Operating Support Grants  
Cycle

## 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?



About

Program Information

FAQ

For Grantees

Meetings

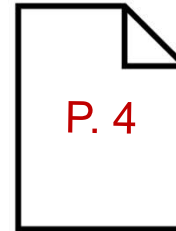
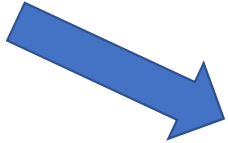
Reports/Resources



- 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 **FormAssembly** using the FormAssembly link <https://sfgfta.tfaforms.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.

files, then copy and paste them into the online application.

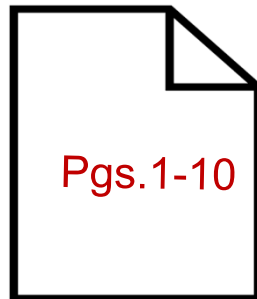
- The documentation requirements are on pages 23-25 of the RFP.
- In order to be eligible for funding consideration, applicants must meet all Eligibility Requirements listed on pages 9-10 of the RFP.
- The online application contains fields into which requested information is entered.
- Applicant's answers 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](mailto: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

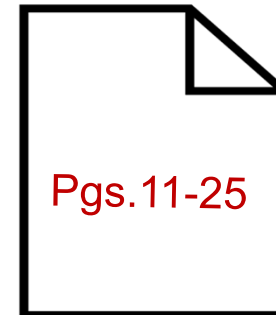
[Save my progress and resume later](#) | [Resume a previously saved form](#)

**Application: What's in it?**

**General Information**  
(not scored)



**Scored Questions**



## Application: Scoring Criteria

**Economic Impact**  
50%, 50 points



**Community  
Engagement & Impact**  
35%, 35 points



**Operational & Fiscal  
Accountability**  
15%, 15 points



## Application: Application Questions

- 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)

0%

### 1C. POPULATIONS SERVED

This section includes drop-down lists. Some lists will allow you to select more than one option.

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.

Intended Ethnicity/Ethnicities Served: \*

Please select...

General - No Specific Ethnicity  
American Indian or Alaska Native  
Asian or Asian American

If your intended ethnicity served is a general audience, please only select "General - No Specific Ethnicity"

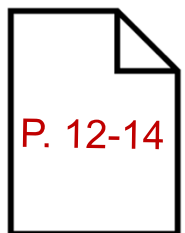
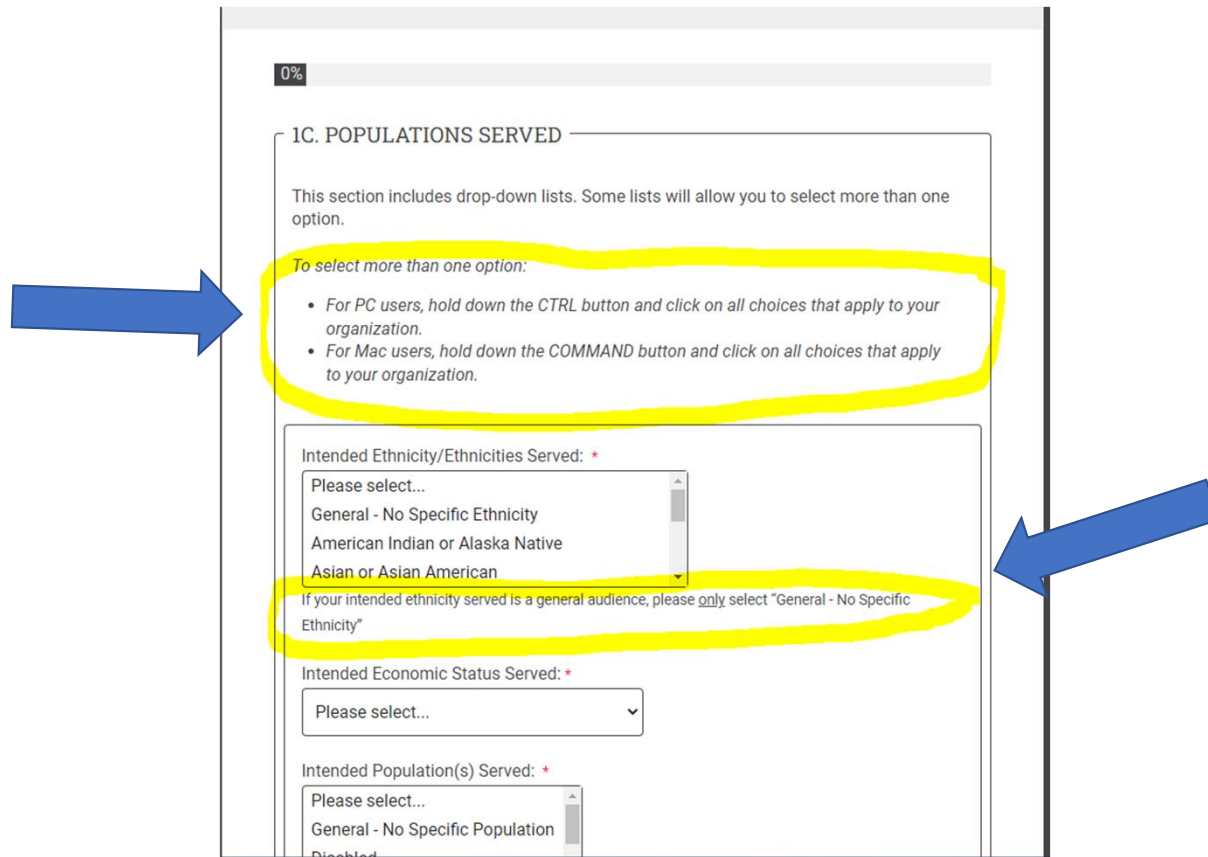
Intended Economic Status Served: \*

Please select...

Intended Population(s) Served: \*

Please select...

General - No Specific Population  
Disabled



# 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?

15

- 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.

Activity/Event Name	Date(s)	Total Number of Participants/Attendees	Venue/Site Name	Venue/Site Neighborhood	Venue/Site Capacity
Activities/Events may include programming, workshops, etc.	Please provide exact date(s)				

**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

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.

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) \*

Please provide exact date(s).

Total Number of Participants/Attendees \*

Venue/Site Name \*

Venue/Site Neighborhood \*

Venue/Site Capacity \*

## 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.

3 = Strongly disagree

6 = Disagree

9 = Somewhat

12 = Agree

15 = Strongly agree

**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.

2 = Strongly disagree

4 = Disagree

6 = Somewhat

8 = Agree

10 = Strongly agree



**Application: Economic Questions – 50%, 50 points**

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

<p>Average number of <b>full-time</b> paid staff (employees &amp; contractors, 40 hours per week): *</p> <input style="width: 100%; height: 20px;" type="text"/> <p>Hint: Include employees (W-2) &amp; contractors (1099)</p>	<p>Average number of <b>full-time</b> paid staff (employees &amp; contractors) <u>that live in San Francisco</u> (40 hours per week): *</p> <input style="width: 100%; height: 20px;" type="text"/> <p>Hint: Include employees (W-2) &amp; contractors (1099)</p>
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**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
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**Application: Economic Questions – 50%, 50 points**

**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.

## Application: Economic Questions – 50%, 50 points

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; and 3) employ marketing and promotional efforts supporting San Francisco commercial corridors near their FY23 activities/events.

2 = Strongly disagree

4 = Disagree

6 = Somewhat

8 = Agree

10 = Strongly agree

## 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.

2 = Strongly disagree

4 = Disagree

6 = Somewhat

8 = Agree

10 = Strongly agree

## Application: Community Engagement Questions – 35%. 35 points

7A. \_\_\_\_\_

Space Occupancy \*

Please select...

Tell us about the space your organization uses most.

7B. \_\_\_\_\_

Please use the fields below to provide information about **up to 6** San Francisco community partnerships or collaborations:

*To add additional partnerships/collaborations, click "Add another response" at the bottom of this section.*

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
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## 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



**Application: Operational & Fiscal Accountability Questions – 15%, 15 points**

10.

Please complete your Total Revenue (from your most recent, completed fiscal year) breakdown below:

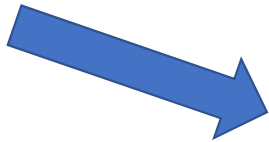
Total Revenue (\$ Amount): \*

Corporate Sponsorship (\$ Amount): \*

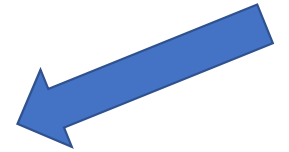
**CRITERIA:** The applicant demonstrates a well-distributed and diversified revenue stream. Diversified revenue stream can include: private foundations, government grants, corporate sponsorships, individual donors, earned income, etc.

2 = Strongly disagree	4 = Disagree	6 = Somewhat	8 = Agree	10 = Strongly agree
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**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.

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**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?



## DOCUMENTATION

## 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)**

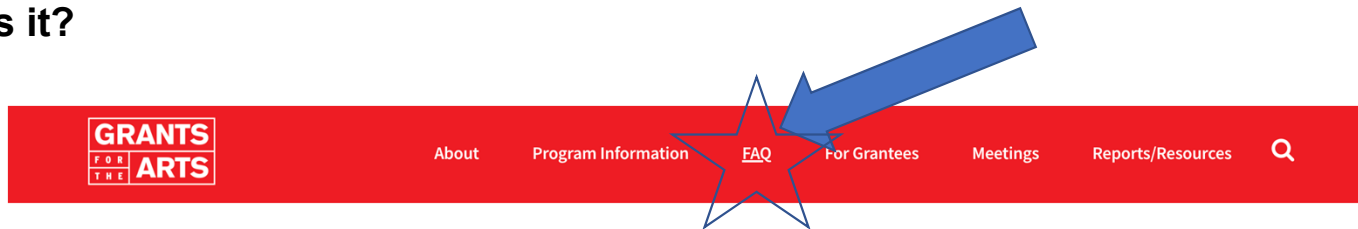
### **FOR APPLICANTS AND FISCAL SPONSORS THAT ARE NEW TO GFTA**

- 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.

## FAQ – Where is it?



## Frequently Asked Questions

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

## Questions?

**Email:** [gfta-program@sfgov.org](mailto:gfta-program@sfgov.org)

**Website:** <https://sfgfta.org/faq/>