

2019 Guidelines



A Place to Perform

ABOUT THE COMMUNITY FOUNDATION FOR GREATER ATLANTA

Since 1951, the Community Foundation for Greater Atlanta has been connecting the passions of philanthropists with the purposes of nonprofits doing that work. With nearly 70 years serving the 23-county Atlanta region and a robust team of experts, the Community Foundation leads and inspires philanthropy to increase the vitality of our region and the well-being of all residents, empowering our donors to focus on the joy of giving. The Community Foundation is a top-20 community foundation, among 750 nationally, with approximately \$1.1 billion in current assets and is Georgia's second largest foundation. Through its quality donor services and bold, innovative leadership on community issues, the Foundation received more than \$158 million from donors in 2018 and distributed more than \$112 million that same year to support nonprofits throughout the region and beyond. For more information, visit: cfgreateratlanta.org or connect with the Foundation via [Facebook](#), [LinkedIn](#) and [Twitter](#).

At the Community Foundation, we believe in the power and potential of individuals and organizations to change communities, whether those communities are physical neighborhoods, a group of individuals with a common interest or a cohort of organizations focused on similar issues. We play a variety of roles, but our key goal is to be the connecting point for the various partners, nonprofit organizations and community leaders working together toward the common vision of stronger greater Atlanta region.

IMPACT AREAS

The Community Foundation for Greater Atlanta fulfills the passions of our donors by investing in our region through grantmaking, partnerships and advocacy. To create meaningful, lasting change, our efforts align via measurable objectives through focused "Impact Areas." We practice what we preach – evolving beyond grantmaking strategies and industry jargon to real, tangible impact.

These five impact areas are our promise to the 23-county region - that in partnership with our donors, nonprofits and collaborators, we vow to make Atlanta a better place for all residents to live and thrive.



Arts



Community Development



Education



Nonprofit Effectiveness



Well-being

Arts >> Build a dynamic arts ecology to ensure all residents in our region will have access to high quality cultural experiences and diverse artistic programs.

Community Development >> Ensure that our region produces equitable economic growth, strong civic health and safe communities.

Education >> Improve outcomes and expand opportunities for all learners across the education spectrum, from early learning through post-secondary and workforce preparation.

Nonprofit Effectiveness >> Invest in the region's nonprofits with the tools and financial resources to effectively manage operations and high-performing programs.

Well-being >> Ensure a healthy, safe and engaged region, where residents have access to health care and nutritious food.

All of these impact areas are complex and multi-dimensional and require cross sector, regional collaboration: these are opportunities with solutions that cannot be achieved by any one entity. The Foundation has an extensive base of knowledge and relationships across the region, spanning diverse communities, populations and issues, making us uniquely poised to serve as a hub for impact.

WHAT IS A PLACE TO PERFORM?

A Place to Perform is an initiative of the Community Foundation for Greater Atlanta created after the theatre space of the 14th Street Playhouse became unavailable to a wide range of Atlanta's nonprofit performing arts organizations. A Place to Perform provides grants to nonprofit arts organizations to assist them financially in gaining access to performance venues so they can produce performing arts experiences for the public throughout the Foundation's 23-county metro Atlanta region.

A Place to Perform seeks to:

- ◆ **Address Inadequate Performance Space:** The program supports nonprofit arts organizations that do not have adequate performance space for a particular production or that seek to stage a production in a different venue for strategic or artistic reasons. Priority is given to organizations that have a need for a performance venue that is not met by a space currently owned or leased by the applicant.
- ◆ **Expand Equity and Access to Performances:** Barriers like geography or cost can limit access to the arts. Funds from A Place to Perform seek to improve access to performing arts productions. Priority is given to performances that are free to the public, held in public spaces or in neighborhoods that have limited access to other arts opportunities.
- ◆ **Build and Diversify Audiences:** A Place to Perform supports organizations seeking to build new audiences and increase participation in the performing arts. Priority is given to performances that are located in neighborhoods that are new to the producing organization.
- ◆ **Support Mission-Related Programming:** A Place to Perform funds increases access to venues for performances that fulfill the mission of the producing nonprofit organization.

A Place to Perform makes awards of **up to \$7,500** for direct rental costs including performance space rental, load-in costs, required equipment or venue-related technician fees, including venue-specific box office or direct front-of-house fees. Grant funds may not be applied toward artistic or general production costs.

HOW ARE APPLICANTS PRIORITIZED?

Priority will be given to organizations that:

- ◆ Have sound financial practices;
- ◆ Have a need for a performance venue that is not met by a space currently owned or leased by the applicant (e.g. seeking a different type of stage, different number of seats, different neighborhood);
- ◆ Are prepared to meet the venue's rental requirements;
- ◆ Have a reasonable assurance of the venue's availability for the time indicated in the application;
- ◆ Have a strategy to attract new/different audiences (e.g. new marketing tactics, partners, geographic reach, etc.);
- ◆ Have a strategy to increase arts access, equity and inclusion through performance (e.g. free tickets/performances, performances in public spaces or underserved neighborhoods, etc.);
- ◆ Reach audiences who have limited access to arts opportunities
- ◆ Are first time applicants to A Place to Perform grant;
- ◆ Produce performing arts in public spaces;
- ◆ Produce performing arts at no cost to the public.

Be sure to review pages 4 and 5 of the guidelines for complete eligibility criteria.

ELIGIBLE ORGANIZATIONS

Nonprofits that meet the following requirements are eligible to apply for a grant from A Place to Perform:

- ◆ Organization must be located and providing services within the Foundation's 23-county service area;
- ◆ Must be classified by the U.S. Internal Revenue Service under Section 501(c)(3) of the I.R.S. code as a nonprofit, tax-exempt organization, donations to which are deductible as charitable contributions under Section 170 (c)(2) and the I.R.S. determination must be current;
- ◆ Must be registered with the Georgia Secretary of State as a nonprofit (click here to verify: <http://corp.sos.state.ga.us/corp/soskb/csearch.asp>);
- ◆ Must have a minimum two-year operating history after the date of receipt of its 501(c)(3) classification;
- ◆ Must have at least one full-time paid employee (paid minimum wage or more, working at least 35 hours a week) for the 12 months prior to submitting an application (*please note that contractors or consultants do not count toward this requirement*);
- ◆ Organizations with annual budgets over of \$100,000 must have **audited** or **reviewed** financial statements that follow Generally Accepted Accounting Principles (GAAP) or Government Auditing Standards (GAS) for the past two completed fiscal years as required by budget size. Organizations with annual budgets over \$250,000 must have *audited* financial statements; organizations with annual budgets between \$100,000 and \$249,999 must have *reviewed financial statements*; organizations under \$100,000 may submit internal or compiled financials. (*NOTE: Audited/reviewed financials are not part of the application, but must be available upon request if needed by the Community Foundation*);
- ◆ Must have filed the end-of-grant report for any previous A Place to Perform grant;
- ◆ Must have a primary focus on presenting, producing or providing arts programming for the public;
- ◆ Must pay artists and performers associated with artistic and cultural programming;
- ◆ Must carry a current insurance policy that covers a minimum \$1 million in general liability insurance and \$1 million in accident insurance.

ELIGIBLE REQUESTS

Performances must meet with following requirements to be eligible for A Place to Perform funds:

- ◆ **Producer Originated:** Requests must originate from the producer of the performance, not the host venue.
- ◆ **Mission-Related Programming:** Performance(s) must align with the organization's mission.
- ◆ **Venue Suitability:** Requests must be to rent a venue that meets basic safety requirements including adherence to all applicable fire and safety codes, and carries appropriate insurance. Venues must be compliant with the Americans with Disabilities Act.
- ◆ **Purpose:** Requests must be for direct rental costs including performance space rental, load-in costs, required equipment or venue-related technician fees, including venue-specific box office or direct front-of-house fees.
- ◆ **Timing:** Performance(s) must take place after the award date. No retroactive grants will be awarded for performances that occur before the application deadline or during the application review. (Award notification dates are noted on page six.) Organizations must also be able to provide the venue rental agreement and certificate of insurance at least 10 business days before the performance date.
- ◆ **Promotion:** Performance(s) must intended for and promoted to a general audience (e.g. performance cannot be by private invitation only).
- ◆ Must pay performers associated with programming.

INELIGIBLE REQUESTS

- ◆ Requests may not include funds for artistic or general production costs.
- ◆ Requests to obtain space for fundraising events are ineligible.
- ◆ Requests for support for venues or performances that take place outside of the Foundation's 23-county service area will not be considered.

FUNDING OPPORTUNITIES

2019 A Place to Perform Schedule	
Friday, April 5, 2019 at noon	Application Deadline (Complete applications include an Organizational Profile, Common Grant Application and A Place to Perform Grant Application Supplement)
By Friday, May 17, 2019	Applicants notified of funding decision
Friday, August 30, 2019 at noon	Application Deadline (Complete applications include an Organizational Profile, Common Grant Application and A Place to Perform Grant Application Supplement)
By Friday, October 8, 2019	Applicants notified of funding decision

HOW TO APPLY

A complete application includes an Organizational Profile, Common Grant Application and A Place to Perform Grant Application Supplement. All application materials must be submitted through the Foundation's Nonprofit Online Portal. Click [here](#) to access the Nonprofit Online Portal.

TIPS FOR COMPLETING THE APPLICATION

- ◆ [Instructions for Completing the Organizational Profile](#)
- ◆ [Instructions for Completing the Common Grant Application](#)

IF AWARDED, HOW IT WILL WORK?

If selected to receive A Place to Perform grant, recipients will be required to sign a grant contract with the Community Foundation for Greater Atlanta within 30 days of receiving notification. As part of the Foundation's contract, recipients will be asked to provide the venue contract and proof of liability insurance for the venue rental period at least 10 business days before the performance start date. Grant funds will be distributed when the conditions of the contract have been met.

What costs associated with renting a venue are covered by A Place to Perform?

In order of decreasing priority, A Place to Perform will cover the following categories of costs:

- ◆ Venue rental fees;
- ◆ Costs that are related venue usage (e.g. the venue requires use its technician or box office system and staff);
- ◆ Costs that are not contractually required by the venue but deemed by the performing organization as necessary to use the space (e.g. performing organization feels the need to hire a security guard for when the show lets out late at night; the venue does not provide enough chairs and additional chairs need to be rented);
- ◆ Costs that would add to the success of the production in this venue but are not essential.

In short, if you were budgeting for this without a grant, what expenses would you prioritize? What expenses are required? For all costs above you need to make the case in your application about how they would impact your ability to rent the venue and make a successful production.

Costs that are not eligible for support include:

- ◆ Basic production costs that would be incurred in any venue. A Place to Perform seeks to expand the options your organization has for choosing venues, not replace regular operating expenses.

May I charge a fee for my production?

Yes.

Why does A Place to Perform ask for the plan for attracting an audience?

The intent of the program is to increase opportunities for audiences throughout the metro Atlanta region. For a grant to be successful, the funded production must establish an audience goal and have a marketing plan to meet it. When answering this question, please be specific about your plan.

My organization rents this space each year, can we apply for A Place to Perform to cover the costs?

Yes.

Will this cover education programs?

This program is designed to provide space for artistic staged performances.

HOW DO I LEARN MORE ABOUT A PLACE TO PERFORM?

The Community Foundation staff will provide one online [orientation session](#) on **Tuesday, March 12 at 2:30 p.m.** It will be recorded. The webinar recording be available on the [A Place to Perform](#) page after January 23. For further information, please contact us at 404.688.5525 or grants@cfgreateratlanta.org.