**PNC Arts Alive is a $4 million, multi-year initiative
designed to support visual and performing arts organizations.**

2024 INSTRUCTIONS & GUIDELINES

INTRODUCTION

PNC Arts Alive is a $4-million, multi-year program by The PNC Foundation designed to support visual and performing arts organizations.   The goal is to increase engagement in the arts and to make the arts more accessible to diverse audiences in Greater St. Louis.

The PNC Arts Alive program is intended to be a program between PNC and the Arts/Culture community in St. Louis as we look to arts organizations to play a key role in designing the future of arts in St. Louis and beyond.

Circumstances in our environment have made it abundantly clear that organizations must think differently. The evolution of PNC Arts Alive presents organizations with the space, funding, and time to pursue this opportunity. At its core PNC Arts Alive has always focused on challenging organizations to take new approaches to audience development.

Our hope is that by continuing to challenge organizations to explore and embrace evolutions, this will help ensure organizations will be at the forefront of sustainable programing.

A key component of support that will be provided to selected organizations is a focus on next generation capacity-building. **As a cohort, grantees will build their capacity in modern problem-solving practices through a six-week design thinking program facilitated by PNC's Experience Innovation team.** The intention is for grant recipients to develop practices that could be implemented to the programs in real time and further advance the objectives of PNC Arts Alive.

FUNDING PRIORITIES

- New programs or evolutions to existing programs that increase audience development and diversification, especially by engaging communities that are traditionally underserved or under-represented
- Ongoing audience development and engagement through unique programming opportunities that demonstrate innovation throughout the duration of the funding period vs. episodic engagement
- Programs that effectively use creative marketing and engagement techniques to promote the program, extend the reach of the art form beyond the organization's physical space; or result in new audience /member development or retention

The funding period is August 1, 2024 through July 31, 2026.

PROCESS

All interested arts organizations that meet the eligibility requirements must apply to be considered. PNC Arts Alive is a competitive application process. A team of PNC reviewers will evaluate and score each application based on, among other things, how well the application questions were answered and align with the stated funding priorities listed above. Organizations are encouraged to start with the **Eligibility Requirements, Checklist and Elevator Pitch** document to ensure your organization meets the criteria.

INSTRUCTIONS

PNC Arts Alive is a one-phase application requiring supporting documentation. Directions for application and a list of required documents is available on **pncartsalive.com/stlouis**

- The application and supporting material should be submitted to the PNC online system Cybergrants. No hardcopies will be accepted. All applicants will receive confirmation of receipt of their grant application via email.
- To obtain access to Cybergrants visit **www.cybergrants.com/pncfoundation/application**
- Applicants must upload the **Eligibility Requirements, Checklist and Elevator Pitch** document, the **Budget Template** and a **Year 1 Marketing/PR plan** as supporting documentation.
- Application period: opens – 4/8/2024 and closes –5/17/2024.
- Application deadline: 5/17/24 by 5:00 p.m. Late and/or incomplete applications will not be considered.
- Notification: Applicants will be notified by 7/12/24 whether or not they will be receiving a PNC Arts Alive grant.

Questions? Specific grant questions will be answered via e-mail from 4/8/24 – 5/7/24. E-mail questions to: **sarah.m.bowman@pnc.com** and we will respond within 48 hours. Due to volume, we will not be answering individual questions after 5/7/24.

GRANT RANGE & TYPE
- Grants of $40,000 and above will be awarded.
- Minimum request is $20,000/yr as grants will be distributed across a 24-month funding cycle.
- Grants will be made for projects and programs only.
- Grant requests can be made for an existing or new program.
- If you are requesting funding for multiple organizations that are collaborating on a grant application, there can only be one lead applicant who is responsible for administering the grant.
- No operating, capital, challenge, or matching grants will be considered.

SUGGESTIONS FOR COMPLETING CYBERGRANTS APPLICATION
These suggestions will support a robust application:
- When completing the prompt *"State how your organization addresses either of the PNC Foundation's funding priorities"* focus on the three funding priorities of PNC Arts Alive.
- When completing the prompt *"Describe the specific project or activity that is the focus of the grant request"* address how you will reach new and diverse audiences and in what ways your proposed program is innovative/groundbreaking.
- When completing the prompt *"Describe your fundraising plan for this project or activity"* address if PNC is the only supporter of the project and/or list other funders and describe modifications if additional funding is not secured.
- When completing the Budget Template document, each organization should request two years of payments. Payments requested for Year 1 and Year 2 do not need to match but should equal a minimum of $40,000 over the course of two years. Reminder: use the Arts Alive Budget Template available for download at pncartsalive.com/stlouis and not the general budget template available for download on the cybergrants portal.

In addition to what is specifically requested within the Attachments section, ensure the following information is also reflected in the attachments section of the grant application:
- Upload the 2024 PNC Arts Alive Eligibility Requirements, Checklist and Elevator Pitch document (upload to the additional materials section)
- When building a Project Schedule attachment include when and where your program *(not outreach)* will take place. List key dates with locations. If there is more than one date or location list all.
- In the attachments section of the cybergrants application upload a description of the proposed Marketing and PR plan for Year 1 only. The Marketing/PR plan for Year 2 should remain flexible to allow for implementation of concepts/approaches covered during the capacity building sessions and therefore should not be uploaded at this time. There is no Marketing/PR plan template. This is intentional so that you can present information in a format to best supports your application. Upload your proposed marketing & PR plan to in the additional materials section.