

Finding Funding for Arts Programming:

- Learn how to get funding to implement creative arts programming for your residents AND
- Fulfill your OHIO Quality Improvement Project requirement

Free Webinar Presented by:

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Elizabeth “Like” Lokon, PhD

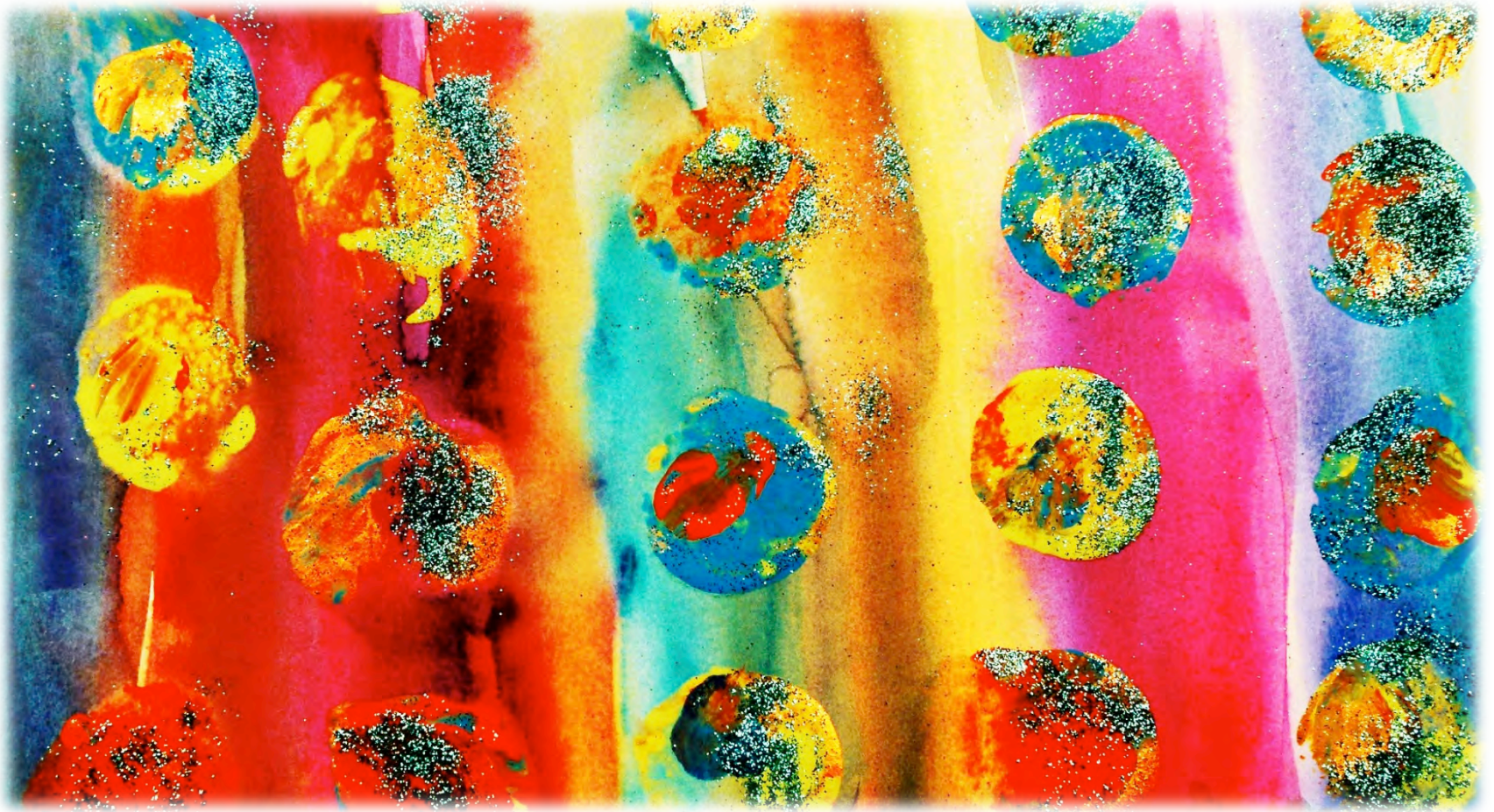


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Overview

- Webinar objectives:
 1. Guidance for non-profit organizations to find funding for arts programming
 2. Information for Ohio nursing homes (for-/non-profit) to apply for funding to implement OMA program
- Finding Funding for arts programming, Q&A
- Introduction to OMA
- Quality Improvement Project funding for Ohio nursing homes with Medicaid certification
- Q&A

Finding Funding for Arts Programming



Finding Funding for Arts Programs



“Fundraising is like dating was in high school...hard work, intertwined with great risk and continual rejection.”

-- *Martin Teitel, foundation executive*

Funding Sources



- ❑ Local arts agencies
- ❑ Local aging or social services agencies
- ❑ Foundations:
 - Community foundations
 - Private foundations

Local Arts Agencies

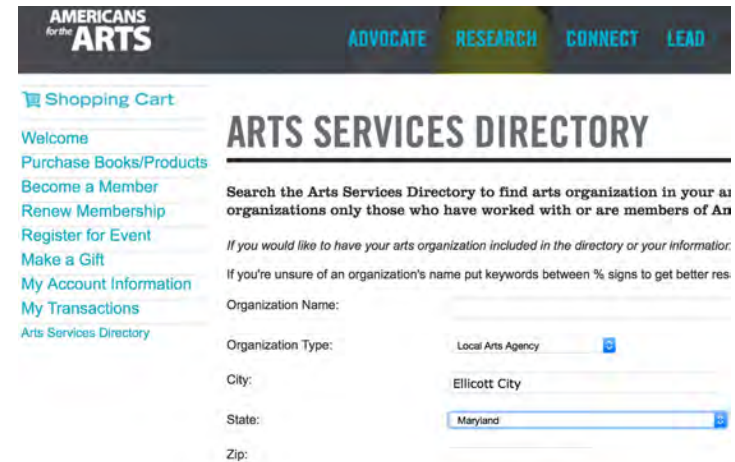


- Mission: foster the arts at the local level
- Go by various names (agencies, councils, commissions, united arts funds)
- Many make grants to:
 - nonprofits for art-focused projects
 - individual artists for fellowships, residencies, etc.

To Find Your Local Arts Agency

Visit Americans for the Arts
(www.americansforthearts.org)

- Go to “Arts Services Directory”
- Under “organization type” choose LAA
- Type in your location



The screenshot shows the homepage of the Americans for the Arts website. The header includes the logo and navigation links: ADVOCATE, RESEARCH, CONNECT, and LEAD. A sidebar on the left contains links for Shopping Cart, Welcome, Purchase Books/Products, Become a Member, Renew Membership, Register for Event, Make a Gift, My Account Information, My Transactions, and Arts Services Directory. The main content area is titled "ARTS SERVICES DIRECTORY" and contains instructions on how to use the search function. Below the instructions is a search form with fields for Organization Name, Organization Type (with a dropdown menu showing "Local Arts Agency"), City (with a dropdown menu showing "Ellicott City"), State (with a dropdown menu showing "Maryland"), and Zip.

AMERICANS for the ARTS

ADVOCATE RESEARCH CONNECT LEAD

Shopping Cart

Welcome
Purchase Books/Products
Become a Member
Renew Membership
Register for Event
Make a Gift
My Account Information
My Transactions
Arts Services Directory

ARTS SERVICES DIRECTORY

Search the Arts Services Directory to find arts organization in your area. Organizations only those who have worked with or are members of Americans for the Arts.

If you would like to have your arts organization included in the directory or your information, please contact us.

If you're unsure of an organization's name put keywords between % signs to get better results.

Organization Name:

Organization Type:

City:

State:

Zip:

Aging or Human Services Agencies



- ❑ Government entities
- ❑ Some give grants to nonprofits to deliver services or reach underserved populations (e.g. older adults, people with dementia)
- ❑ Search agency websites or news releases to find possible grant programs

Community Foundations



- Make grants in a specific geographic area
- Work for community betterment
 - Generally have certain focuses (e.g. health, education, arts/culture, environment, etc.)
 - Your project needs to fit within their areas of interest

Private Foundations

- Foundations created by endowments from individuals, families, companies
- Make grants to achieve specific purposes.

Examples of foundations' missions:

Helen Bader Foundation (Wisconsin): "...expand critical services for people with Alzheimer's disease with a focus on underserved communities."

The SCAN Foundation (California): "...transform care for older adults in ways that preserve dignity and encourage independence."

Searching for Funders



You want to identify funders:

- ☐ Whose priorities align with the goals of your arts program.
- ☐ Who make grants to organizations like yours.
- ☐ Who make grants in your geographic area.

Info Source: Foundation Center



- ☐ New York-based nonprofit
- ☐ Comprehensive information on grantmakers and grantseeking
- ☐ Extensive information available on its website (www.foundationcenter.org)

Foundation Center




“Foundation Directory Online”:
Database with detailed info
on 100,000+ grantmakers

To access the directory:

- Conduct free basic search on Foundation Center website.
- Pay monthly fee to access more info and search tools
- Access directory free at 400 public libraries. (Check website for “Funding Information Network” locations near you.)

Sample Search

 FOUNDATION CENTER

Quick Start

GrantmakersGrantsCompanies990sSearch

Q Search Form > Search Results

Your Search

☐ Search Within:
seniors

☐ Grantmaker Location:
Ohio

Save Search

Narrow Your Results

Add Keyword

+

Grantmakers

Results: 1-100 of 277


Narrowing the list

- Check funder profiles in the Foundation Directory's database
- Check funder's own website, if they have one.

The Greater Cincinnati Foundation

[Profile](#)[Search Grants](#)[Map Grants](#)[Chart Grants](#)[News](#)[Social Media](#)[Publications](#)


Profile

 Compact View

Jump To

- [Additional Contact Information](#)
- [Background](#)
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- [Purpose and Activities](#)
- [Program Area\(s\)](#)
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- [Selected Grants](#)

At A Glance



The Greater Cincinnati Foundation
200 W. 4th St.
Cincinnati, OH United States 45202-2775
Contact: Shiloh Turner, V.P., Community Investment; For grants: Kay Pennington, Community Investment Coord.
E-mail: info@gcfdn.org
URL: <http://www.gcfdn.org>

Type of Grantmaker
Community foundation

Financial Data
(yr. ended 2012-12-31)
Assets: \$488,528,967
Total giving: \$66,538,978

EIN
310669700

990-PF
2012 2011 2010 2009 2008 2007 2006 2005 2004 2003 2002
[Learn more about the information displayed in Forms 990 and 990-PF, as well as processing errors announced by the IRS.](#)

Additional Contact Information

Grant application e-mail: penningtonk@gcfdn.org

[Top of Page](#)

Check Funder's 990-PF

- ❑ IRS return that private foundations must file annually
- ❑ Lists grant awards, among other things.
- ❑ Search 990-PF's free at Foundation Center website

QUICKLY FIND THE 990S OF FOUNDATIONS AND PUBLIC CHARITIES

990 Finder

Name:

Ohio National Foundation

State:

Ohio

EIN (no dashes):

SEARCH

[More search options](#)

990-PF Example

Form 990-PF Department of the Treasury Internal Revenue Service	Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation ▶ Do not enter social security numbers on this form as it may be made public. ▶ Information about Form 990-PF and its separate instructions is at www.irs.gov/form990pf .	OMB No 1545-0052 <div style="border: 1px solid black; padding: 5px; display: inline-block;"> 2014 </div> Open to Public Inspection		
For calendar year 2014 or tax year beginning , 2014, and ending , 20				
Name of foundation THE OHIO NATIONAL FOUNDATION		A Employer identification number 31-1230164		
Number and street (or P O box number if mail is not delivered to street address) ONE FINANCIAL WAY	Room/suite	B Telephone number (see instructions) (513) 794-6100		
City or town, state or province, country, and ZIP or foreign postal code CINCINNATI, OH 45242		C If exemption application is pending, check here <input type="checkbox"/>		
G Check all that apply:	<input type="checkbox"/> Initial return <input type="checkbox"/> Final return <input type="checkbox"/> Address change	<input type="checkbox"/> Initial return of a former public charity <input type="checkbox"/> Amended return <input type="checkbox"/> Name change		
H Check type of organization: <input checked="" type="checkbox"/> Section 501(c)(3) exempt private foundation <input type="checkbox"/> Section 4947(a)(1) nonexempt charitable trust <input type="checkbox"/> Other taxable private foundation		D 1 Foreign organizations, check here <input type="checkbox"/> 2 Foreign organizations meeting the 85% test, check here and attach computation <input type="checkbox"/>		
I Fair market value of all assets at end of year (from Part II, col (c), line 16) ▶ \$ 4,440,712.		E If private foundation status was terminated under section 507(b)(1)(A), check here <input type="checkbox"/>		
J Accounting method: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other (specify) _____ (Part I, column (d) must be on cash basis.)		F If the foundation is in a 60-month termination under section 507(b)(1)(B), check here <input type="checkbox"/>		
Part I Analysis of Revenue and Expenses (The total of amounts in columns (b), (c), and (d) may not necessarily equal the amounts in column (a) (see instructions))				
	(a) Revenue and expenses per books	(b) Net investment income	(c) Adjusted net income	(d) Disbursements for charitable purposes (cash basis only)
1 Contributions, gifts, grants, etc., received (attach schedule)	1,500,191			
2 Check <input type="checkbox"/> if the foundation is not required to attach Sch. B				
3 Interest on savings and temporary cash investments				
4 Dividends and interest from securities	43,703	43,703		ATCH 1
5a Gross rents				
b Net rental income or (loss)				

Sample 990-PF: What You'll Learn

THE OHIO NATIONAL FOUNDATION EIN 31-1230164
Year Ended December 31, 2014
Form 990-PF, Part XV, Line 3

GRANTS AND CONTRIBUTIONS PAID DURING THE YEAR

Name of Recipient	Address	Purpose of Contribution	Amount
NKY Head Start Elsmere Branch	Elsmere, KY 41018	awards	\$1,000.00
Upward Basket ball	Spartanburg, SC 29301	awards	\$1,000.00
Alzheimer's Association	Cincinnati, OH 45202	contribution	\$2,000.00
American Cancer Society	Cincinnati, OH 45242	contribution	\$650.00
American Cancer Society	Cincinnati, OH 45242	contribution	\$250.00
American Cancer Society	Cincinnati, OH 45242	contribution	\$250.00
American College	Bryn Mawr, PA 19010	contribution	\$10,000.00
American Heart Association	Cincinnati, OH 45219	contribution	\$125.00
American Heart Association	Cincinnati, OH 45219	contribution	\$5,000.00
American Red Cross	Cincinnati, OH 45202	contribution	\$25,000.00
Animal Svs Center of Mesilla Valley	Las Cruces, NM 88012	contribution	\$250.00
Arts Wave	Cincinnati, OH 45208	contribution	\$30,000.00
Bethesda Foundation	Cincinnati, OH 45242	contribution	\$5,000.00
Bethesda Foundation	Cincinnati, OH 45242	contribution	\$2,500.00
Bethesda Lyceum	Cincinnati, OH 45242	contribution	\$4,250.00
Big Brothers Big Sisters of Greater Cinti	Cincinnati, OH 45202	contribution	\$2,000.00
Blue Ash Montgomery Symphony	Cincinnati, OH 45242	contribution	\$500.00
Boy Scouts of America	Cincinnati, OH 45202	contribution	\$50,000.00
Chalfield College	Fayetteville, OH 45118	contribution	\$20,000.00
Children's Hospital	Cincinnati, OH 45229	contribution	\$5,000.00
Children's Hospital Celestial Ball	Cincinnati, OH 45229	contribution	\$7,600.00
Cincinnati Children's Hospital	Cincinnati, OH 45229	contribution	\$2,500.00
Cincinnati Children's Hospital	Cincinnati, OH 45229	contribution	\$5,000.00
Cincinnati Children's Hospital	Cincinnati, OH 45229	contribution	\$2,500.00
Cincinnati Museum Center	Cincinnati, OH 45202	contribution	\$50,000.00

- Total giving: **\$1.3 million (2014)**
- Types, locations of grantees: (include arts, health-care, disease-focused organizations)
- Typical grant range: **\$1,000-\$25,000**

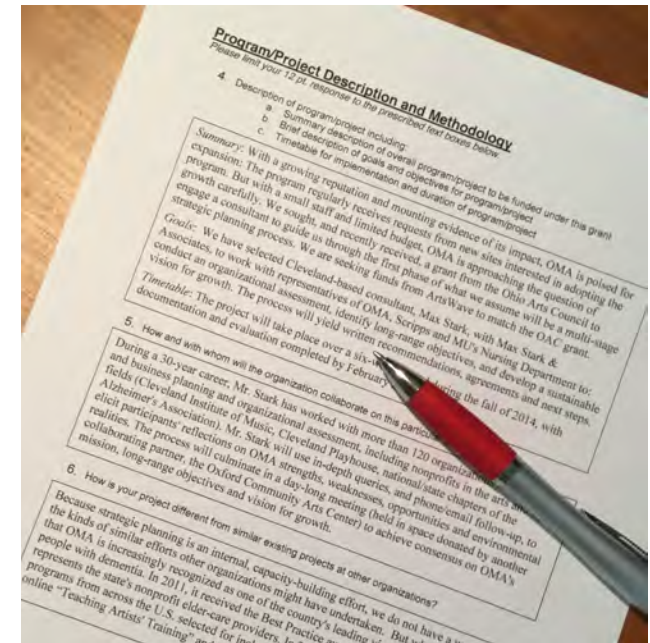
Contact the funder



- After you've done your homework, contact prospective funders to:
 - Clarify any unanswered questions
 - See if they feel your program is a possible fit
 - Get advice/tips on submitting an application

Writing the Proposal

- Clearly explain how your project fits the funder's goals
- Follow the “3 C's”:
Make the proposal **C**lear,
Concise and **C**ompelling



Show Your Program's Impact

- ❑ Use quotes to show human impact
- ❑ Cite research findings



Address Funder Stereotypes

Many funders still assume that arts-in-aging programs are “macaroni crafts at the senior center.”

-- John Feather, CEO,
Grantmakers in Aging



Address Other Funder Concerns



Funders want to know:

- **Evaluation:** How you will assess the program's success?
- **Sustainability:** How you will support the program when the grant is finished?

Include Supporting Items

- ❑ Photos of artwork
- ❑ Videos
- ❑ Letters of support
 - Original
 - Heartfelt



When You Receive Word...

- ❑ If the proposal isn't funded, find out why.
- ❑ If you get the grant, congratulations!
- ❑ Work on making this the "beginning of a beautiful relationship."



What is OMA?

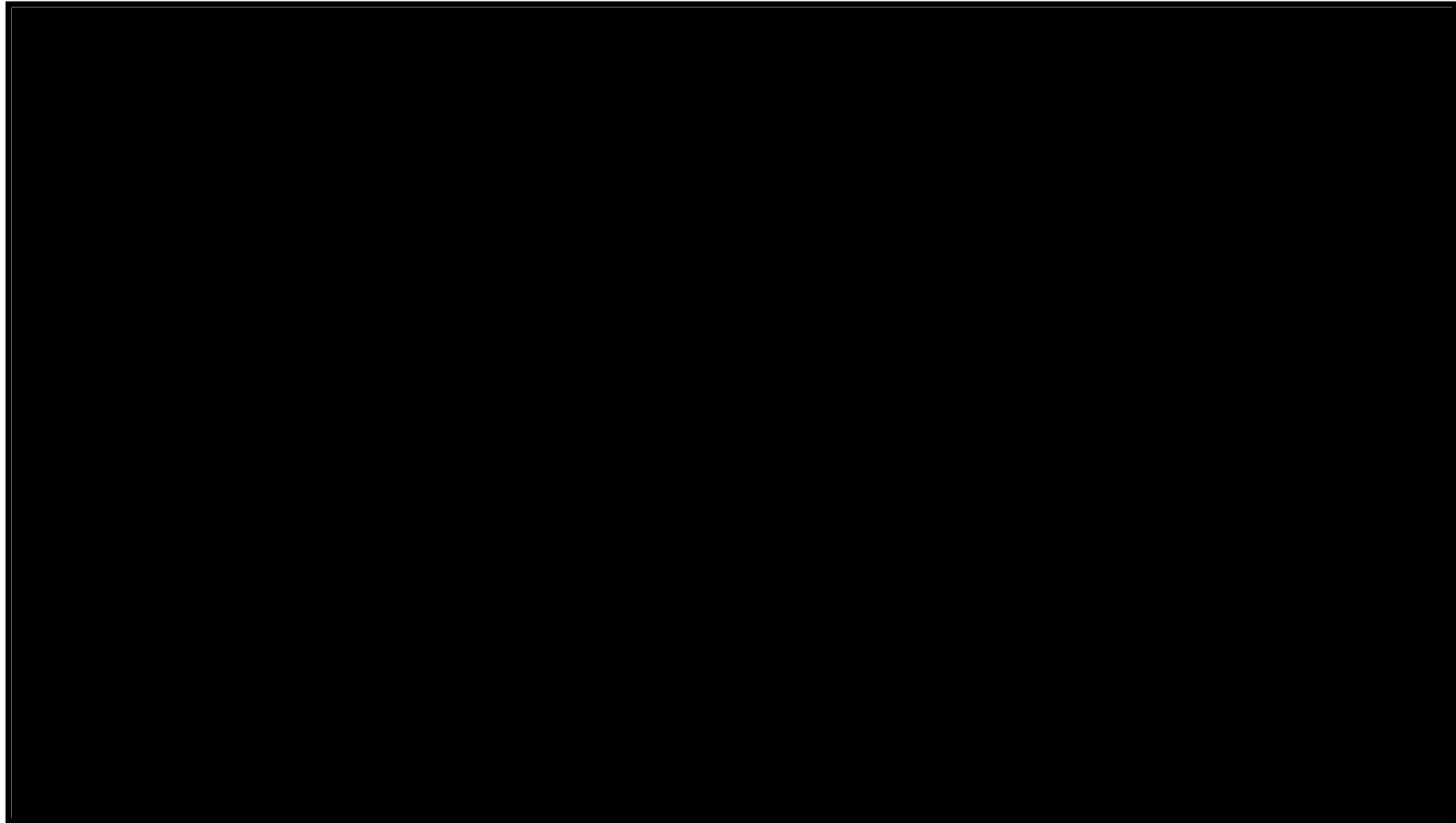


OMA is an
intergenerational
art program for
people with
dementia,
developed at
Scripps
Gerontology Ctr.



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www.ScrippsOMA.org



Why implement OMA?

- OMA meets OHIO Quality Improvement Project requirement to renew nursing home license
- OMA improves quality of life of people with dementia
- OMA improves volunteers attitudes toward aging and people with dementia

What funding is available for OMA in Ohio?

Thanks to Ohio Department of Medicaid, we have:

- **\$1500**/nursing home for art supplies
- **3 night lodging and mileage** (no flights) for up to 4 team members from nursing home that are located greater than 50 miles from Oxford, Ohio
- **\$600**/person registration is required and it is **NOT** part of the ODM funding.

Who is eligible to apply for funding?

- ❑ Must be licensed as an **Ohio nursing homes** with Medicaid certification
- ❑ **For profit & non-profit** facilities may apply
- ❑ Must be a **new** OMA site
- ❑ Sites that have discontinued OMA may apply
- ❑ Different nursing homes under the same organization may apply separately

Training Logistics

The first cohort will be trained in **Oxford, OH** on:

- **May 22-25 or June 5-8, 2017**
- Day 1: 5-8 pm, Days 2-4: 8 am – 5:30 pm
- Trainees will receive all tools to do OMA successfully.
- CEUs are available from:
 - NAB (20.5 hours)
 - BELTSS (19 hours)
 - NCCAP (13.25 hours)
 - NCCDP (20.5 hours)
 - CSWMFT (6.5 hours)



Who should attend OMA training?

- ❑ Administrators
- ❑ Resident life staff, activity directors
- ❑ Special care unit managers, DON
- ❑ Volunteer coordinators
- ❑ Local artists
- ❑ Service learning educators as partners (no need to be employed by the nursing home to join the team)
- ❑ **Non-Ohioans** can attend training, but no funding is available

Next steps

- Application deadline: Nov. 14, 2016
- 14 facilities will be selected in the first cohort.
- Learn more at www.ScrippsOMA.org or www.ScrippsAging.org
- A hybrid program for the next cohorts will be available in 2017-19 (combination of online training and a 1-day in-person training in key Ohio cities)
- 2017-18: 34 facilities
- 2018-19: 54 facilities

www.ScrippsAging.org

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Scripps Gerontology Center

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Quality Improvement Project RFP

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Related Links

[Quality Improvement Project Request for Proposals](#)

[OMA re-stART](#)

[Free Webinar: Funding for Arts-based Programing in Long-Term Care Facilities](#)





The Ohio Department of Aging designated OMA as an

Ohio Quality Improvement Project

>> LEARN MORE

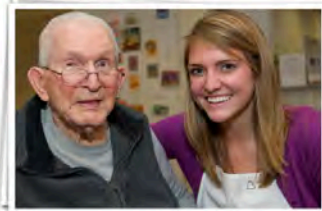
Academics • Scripps Gerontology Center • Community Connections • Opening Minds through Art

Opening Minds through Art

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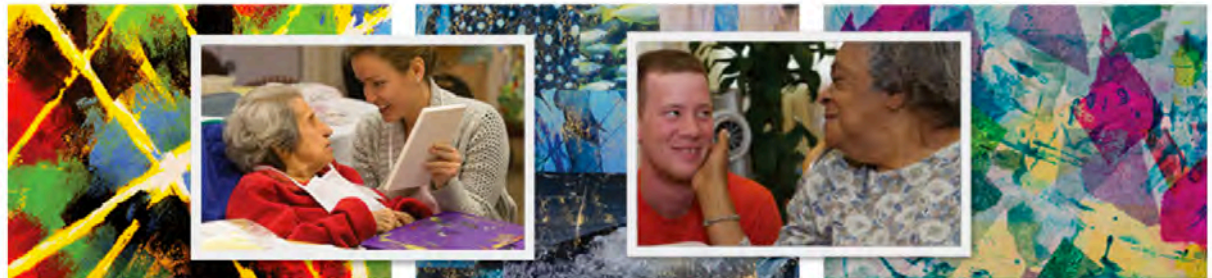
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*Making a Positive
Difference*

Building bridges across age and cognitive barriers through art.




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Quality Improvement Project

Request for Proposals

Completing the Application

1. Please describe **your organization** and its commitment to person-centered care and creative arts (limit 400 words)
2. Please describe the **organizational support** that you will have to implement this OMA program (limit 200 words).
3. Please describe the **challenges** you will have to address before attempting to implement OMA (limit 200 words).

- 
4. Please explain briefly your **team's experiences** in the areas below (A “team” may consist of staff members and other collaborators planning to adopt the OMA program) (limit 400 words):
 5. Do you have a **source of volunteers** identified to facilitate the program? Yes / No (limit 200 words)
 6. Please state the dollar amount and explain your **activity/programming budget** and the number of people served with this budget.



Art is the ark of the Imagination

that floats free with age

and leaves the limits of Memory behind

B. Simcock

Thank you!

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ScrippsOMA.org



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