



# Strengthening Indianapolis Through Arts and Cultural Innovation

## Frequently Asked Questions

### General

#### What do you mean by arts and culture?

For purposes of this initiative, we define arts and culture broadly to include visual, performing, literary and media arts, as well as amenities and events such as parks (and other public spaces) and festivals. Examples of the types of charitable organizations that typically are viewed as promoting arts and culture include arts institutions, museums, zoos, symphonies, dance troupes, musical groups, historical societies, and libraries. As indicated in the [Request for Proposals](#), however, other charitable organizations – such as schools, religious organizations, community centers, community foundations, United Ways, governmental departments or agencies, and centers that celebrate different cultures and ethnicities – may also engage in activities that promote arts and culture.

#### What does it mean that the majority of an applicant's idea must be implemented within Marion County?

The primary aim of this initiative is to strengthen Indianapolis through arts and cultural innovation. Therefore, most of the activities being conducted to implement an idea funded under the initiative should take place in Marion County. For example, a theatre company's idea to produce a play at two locations in Indianapolis and one in southern Indiana could meet this requirement.

#### Why does this initiative focus so heavily on Marion County?

Lilly Endowment's grantmaking with respect to arts and culture historically has been focused primarily in Marion County and on institutions with statewide impact. While there are many worthy arts and cultural projects outside Marion County, the Endowment makes very few exceptions to this longstanding practice. Although this initiative does in fact allow applicants to request funding to conduct some activities in other areas, its focus will remain on Marion County.

#### Will submitting an application for this initiative jeopardize my charitable organization's chances of receiving funding from Lilly Endowment for other purposes?

No. This opportunity should be viewed as an addition to the Endowment's typical grantmaking efforts.

#### How much money can my charitable organization request?

There is not a formula that directs an applicant to request a specific amount of funding. Eligible charitable organizations are invited to submit applications for ideas that range from \$7,500 to \$10 million. However, an applicant should ensure it has the capacity — either on its own or in conjunction with collaborators — to execute the idea(s) it proposes.

### Can my eligible organization request grant funds to be spent over multiple years to support the idea it proposes?

The [Request for Proposals](#) does not mandate a specific time period during which grant funds must be spent. Therefore, it is permissible to submit an application with a grant period that spans multiple years. In general, it is rare for Lilly Endowment to make grants that extend beyond a three- to five-year period. Regardless of the length of time during which grant funds will be spent, the Endowment expects that each successful grant will be paid as a single sum (rather than in parts paid out over multiple years).

### Can the budget that my eligible charitable organization submits include grant funding to help sustain the idea it proposes?

It depends. We anticipate that some of the ideas being proposed, e.g., one-time festivals or projects, will not need to be sustained. If, however, the idea being proposed has an extended or ongoing implementation timeframe, an applicant should consider how the idea will be sustained after the grant period and incorporate this information into its concept paper. It is permissible for an applicant to allocate up to 20 percent of the funds requested from Lilly Endowment to sustainability activities that are related exclusively to the idea being proposed. Funds may not be allocated to an organization's broader sustainability efforts. Appropriate sustainability activities might include: focused fundraising or development efforts, reallocation of other revenues to continue activities related to the proposed idea, or seed funding for an endowment to support sustainability of the proposed idea. Applicants who are invited to submit full proposals will meet with Endowment staff to discuss their proposal preparation, and these discussions may include questions about how the idea will be sustained after the grant period.

### How many grants will you award?

As part of this initiative, Lilly Endowment will award up to \$25 million to support compelling projects to strengthen Indianapolis' cultural vitality. The Endowment welcomes ideas ranging from \$7,500 to \$10 million and is not targeting a specific number of grants.

### Will this grant opportunity be offered again?

We do not currently have plans to make this an ongoing grant program. Therefore, we recommend you view it as a one-time grant opportunity.

### Can my charitable organization submit multiple applications, either on our own or in collaboration with others?

An eligible charitable organization may participate in more than one application under this initiative. However, please be sure that your organization has the capacity to execute any and all ideas with which it proposes to be involved.

### What do you mean by collaboration?

For purposes of this initiative, we consider collaboration to be a mutually beneficial relationship between two or more organizations to conduct or support activities described in an application. Typically, each organization in a collaboration makes contributions (staff time, financial resources, marketing, subject matter expertise, etc.) towards a shared goal.

### Is it mandatory that my charitable organization collaborate with other organizations?

Collaboration is encouraged but not required in every case; however, in some situations collaboration is necessary. If an eligible charitable organization is based outside of Marion County, it must collaborate with an eligible charitable organization based in Marion County. Additionally, if an eligible Marion County-based charitable organization's focus lies outside of arts and cultural programs, the Endowment asks that the

application include a collaboration with an arts or cultural organization.

### Can my charitable organization collaborate with a for-profit or non-charitable entity?

For-profit and non-charitable entities can be vendors, contractors, participants or service providers with respect to activities being conducted to implement the idea outlined in an application. However, in cases where collaboration is necessary (e.g., when the primary applicant is a charitable organization based outside of Marion County or itself is not focused on arts and cultural programs), the collaborating entity must be a charitable organization. So, for example, a charitable organization based in Evansville does not become eligible for the initiative by collaborating with a for-profit venue in Marion County. The Evansville organization could, however, submit an application in collaboration with an eligible charitable theatre group based in Marion County and contract with a for-profit vendor to provide catering services.

### My eligible charitable organization has an idea that includes collaboration with another eligible charitable organization. Which organization should be the applicant for this initiative?

In every case, the applicant must be an Indiana-based eligible charitable organization. Beyond that, collaborating organizations should work together to determine which organization is best suited to serve as the applicant. Keep in mind that, should a grant be awarded, an applicant enters into a legally binding grant agreement with Lilly Endowment that includes a number of commitments for which that applicant is ultimately responsible

## Eligibility

### What are the basic eligibility requirements for all applicants?

Any Indiana-based Internal Revenue Code section 501(c)(3) organization treated as a public charity described in Code section 509(a)(1) or 509(a)(2), or treated as a Type I or Type II supporting organization under Code section 509(a)(3), is eligible to apply for a grant under this initiative.

The majority of an applicant's idea must be implemented within Marion County (as described above). Additionally:

- If the applicant is not based in Marion County, the idea being proposed must include a collaboration with a Marion County-based charitable organization
- If arts and culture is not a core component of the applicant's mission, the idea must include a collaboration with an arts and cultural organization

For more details about the eligibility requirements, please see the [Request for Proposals](#).

### What do you mean by the eligibility requirement that arts and culture must be a "core component of the applicant's mission?"

For the purposes of this initiative, arts and culture must be "a core component of the applicant's mission" if the applicant wishes to apply without collaborating with a separate arts and cultural organization. By "core component of the applicant's mission," we mean that the promotion of arts and culture is the applicant's primary endeavor. A Marion County-based charitable organization still can serve as the applicant for this initiative if its application includes a collaboration with an arts and cultural organization. Further questions about whether your charitable organization meets this eligibility requirement should be emailed to [arts@lei.org](mailto:arts@lei.org).

### My charitable organization is based outside Marion County. Is it eligible to submit an application?

It depends. In every case, the applicant must be an Indiana-based eligible charitable organization. So, if your charitable organization is based in Indiana but not in Marion County, your organization can be the applicant as long as the application includes a collaboration with an eligible Marion County-based organization. For example, an otherwise eligible zoo in Fort Wayne may be the applicant for a collaboration with an eligible Marion County-based library for support of an animal conservation forum at the library. But if your organization is based outside of Indiana, it may not be the applicant. For example, an otherwise eligible zoo in Chicago may NOT be the applicant for a collaboration with an eligible Marion County-based library for support of an animal conservation forum at the library; however, the eligible Marion County-based library can submit an application for the collaboration. (See the FAQ about national organizations and universities [below] for situations in which a non-Indiana charitable organization with separate divisions may be treated as an Indiana/Marion County-based entity.)

### My charitable organization is not an arts or cultural organization. Is it eligible to submit an application?

If arts and culture is not a core component of a Marion County-based charitable organization that is otherwise eligible, the application must include a collaboration with an arts and cultural organization (wherever located). For example, an affordable housing charitable organization in Marion County may submit an application in collaboration with a Smithsonian Institution museum located in Washington, D.C., for support of a public arts project to be implemented in low-income neighborhoods in Marion County.

### My nonprofit is a national organization with distinct chapters or divisions around the country or a university with campuses in various locations. Is it eligible to submit an application for an idea to be implemented by its separately located, operated and identified Marion County location?

Yes. An otherwise eligible charitable organization with a distinct campus, chapter or division with a substantial location, operation and identity in Marion County will be considered "Indiana/Marion County-based" for purposes of this initiative. Further questions about whether your charitable organization is eligible to participate in this initiative should be emailed to [arts@lei.org](mailto:arts@lei.org).

### My organization has not received its Code section 501(c)(3) status. Is it eligible to submit an application?

We welcome applications from all charitable organizations that meet the eligibility requirements outlined in the [Request for Proposals](#). If an organization does not have its Code section 501(c)(3) public charity status by the March 30 application deadline, it will not be considered to have met these requirements. Therefore, it would need to work as a vendor, contractor, participant or service provider with an eligible charitable organization to participate in this initiative, and the application would have to come from that eligible charitable organization.

## Application

### When is the application deadline?

Initial applications must be submitted by Friday, March 30, 2018, at noon eastern standard time.

### How does my charitable organization submit an application?

Applications must be submitted via the application form at [www.lillyendowmentarts.org](http://www.lillyendowmentarts.org).

### Can my charitable organization hand deliver its application or submit it via email / fax / regular or overnight mail?

No. Applications must be submitted via the application form at [www.lillyendowmentarts.org](http://www.lillyendowmentarts.org).

### What should my charitable organization's application include?

A complete application includes an executive summary not to exceed 150 words, a concept paper, a preliminary budget (with a short budget narrative explaining the major budget categories), and tax information about your organization. Applicants also have the option to submit a 90-second or less video and up to five letters of support.

### What is included in the page limits listed in the Request for Proposals?

Two-, four- or six-page limits described in the [Request for Proposals](#) apply to concept papers. Other elements of the application (executive summary, preliminary budget, budget narrative, tax information, etc.) fall outside of this limit.

### Does my charitable organization's application have to address more than one of the guiding questions listed in the Request for Proposals?

Proposed ideas should address one or more of the guiding questions listed in the [Request for Proposals](#). It is permissible but not necessary to address more than one question.

### My charitable organization has a lot to say. Can its concept paper be a bit longer?

No. Concept papers should be written in 10-point font or larger with 1-inch margins. As set forth in the [Request for Proposals](#), the length of each concept paper should be limited based on the amount of money being requested: If requesting \$50,000 or less, the concept paper should be no more than 2 pages. If requesting more than \$50,000 and up to \$1 million, the concept paper should be no more than 4 pages. If requesting more than \$1 million up to a maximum of \$10 million, the concept paper should be no more than 6 pages.

### Does my charitable organization have to submit letters of support?

No. They are optional.

### Does my charitable organization have to submit a video?

No. A video is optional. Lilly Endowment included an optional video component to give applicants an opportunity to show and explain things that may be hard to convey on paper.

### Does my video have to be created by a professional videographer?

No, it does not need to be produced professionally. Using a phone, laptop and/or digital camera is adequate.

### What criteria will be used to evaluate applications and, if invited, full proposals?

Ideas will be judged on their own merit and against the pool of other ideas. The following criteria, among others, will guide the Endowment's grantmaking decisions in this initiative: creativity, feasibility, impact, rationale and, in appropriate cases, sustainability. Consideration also will be given to the scope and depth of community benefit you expect to achieve in relation to the size of your proposed budget to implement the idea. Additional criteria may be used to evaluate full proposals.

### What happens after my charitable organization submits an application? When will we find out if it received a grant?

Applications will be reviewed by Lilly Endowment staff and other reviewers selected by the Endowment. During the review process, the Endowment may determine that it may be beneficial to combine and/or coordinate ideas proposed in separate applications, and in such a case, may suggest collaborations among applicants.

For ideas with budgets of more than \$50,000: In the late spring, applicants will receive notification of whether or not they are invited to submit a full proposal. Invited applicants will meet with Endowment staff to discuss their proposal preparation and then submit full proposals to the Endowment by Wednesday, August 15, 2018, at noon eastern standard time. Grant announcements for this group are anticipated to take place on or before December 31, 2018.

For ideas with budgets of \$50,000 or less: The Endowment may make a funding decision based on a charitable organization's initial application or may request additional information and/or a meeting. Grant announcements may be made more quickly for these projects.

### If my charitable organization is invited to submit a full proposal, does that mean that it will receive a grant?

No. This is a competitive initiative, and an invitation to submit a full proposal should not be construed as a sign that a grant will be awarded.

### What criteria will be used to evaluate applications and, if invited, full proposals?

Ideas will be judged on their own merit and against the pool of other ideas. The following criteria, among others, will guide Lilly Endowment's grantmaking decisions in this initiative: creativity, feasibility, impact, rationale and, in appropriate cases, sustainability. Consideration also will be given to the scope and depth of community benefit you expect to achieve in relation to the size of your proposed budget to implement the idea. Additional criteria may be used to evaluate full proposals.

### How will grant decisions be made?

Initial applications and full proposals will be reviewed by Lilly Endowment staff and other reviewers selected by the Endowment. Final decisions will be made by the Endowment under its regular grantmaking procedures.