



Cultural Equity Initiatives (CEI)
Grant Application Instructions
How to Prepare and Submit your Application

For any questions about CEI, contact Program Officer Jennifer Chu at jennifer.chu@sfgov.org or 415-535-7305.

How to Apply

DEADLINE TO APPLY: Thursday, November 2, 2023 at 12 p.m.

APPLICATIONS ARE AVAILABLE ONLINE AT <https://sfartscommission.us-1.smartsimple.com/>

Applications must be submitted online. Emailed applications are not accepted. In fairness to others, we cannot accept late or incomplete applications. If the applicant does not provide the complete set of information in the appropriate format by the deadline, the application may be deemed incomplete and ineligible. No deadline extensions will be granted.

If you need special accommodations, you must contact Program Officer Jennifer Chu at jennifer.chu@sfgov.org or 415-535-7305 at least two weeks before the application deadline, in order for us to appropriately accommodate.

CEI GRANT GUIDELINES ARE AVAILABLE ONLINE AT: [HERE](#)

To review list of important dates, eligibility, project requirements and scoring criteria.

VIEW UPCOMING GRANTSEEKER INFORMATION SESSIONS AT:
<https://sfartscommission.org/content/grant-information-sessions>

STEP 1: Eligibility Questions

1. Under **New to the System? - Click Register**
2. Select **Registered Nonprofit Organization**
3. Complete eligibility questions.
4. Once the eligibility criteria are met you will be able to register your organization profile on the Registration page.

5. Fill out the contact information.
6. You will receive an email from SmartSimple (noreply@smartsimplemailer.com) to set up your password.
7. Once you create your password you can log into the grant portal to fill out the CEI application.
8. If you have questions about eligibility, contact Program Officer Jennifer Chu at jennifer.chu@sfgov.org or 415-535-7305.

STEP 2: Application Preparation

We strongly advise applicants to use the information in this document to prepare their application responses in a **SEPARATE DOCUMENT**. Applicants should paste their completed answers into the online application when they are ready to submit the application.

Character Count Link: <https://wordcounter.net/character-count>

Use this website to help you manage the character count and words written in your responses to questions related to project information.

Applicants are able to save their progress and return to the online application, as needed. To do so, complete the following steps:

1. Check the **Save Draft** box at the bottom of the page.
2. When you log back into your account you will see the **Applications** section.
3. Click on **In Progress** to find your application.

You can print a copy of or save a pdf of your application by clicking the **Application Summary** button that is above the section tabs in the SMARTSIMPLE online application.



STEP 3: Application

The following are the questions included in the nonprofit organization application and the documents that are required.

- Click on the top menu of tabs to enter each section of the application.
- Click **SAVE** after you enter the information in each tab.

Application Part 1. APPLICANT INFORMATION

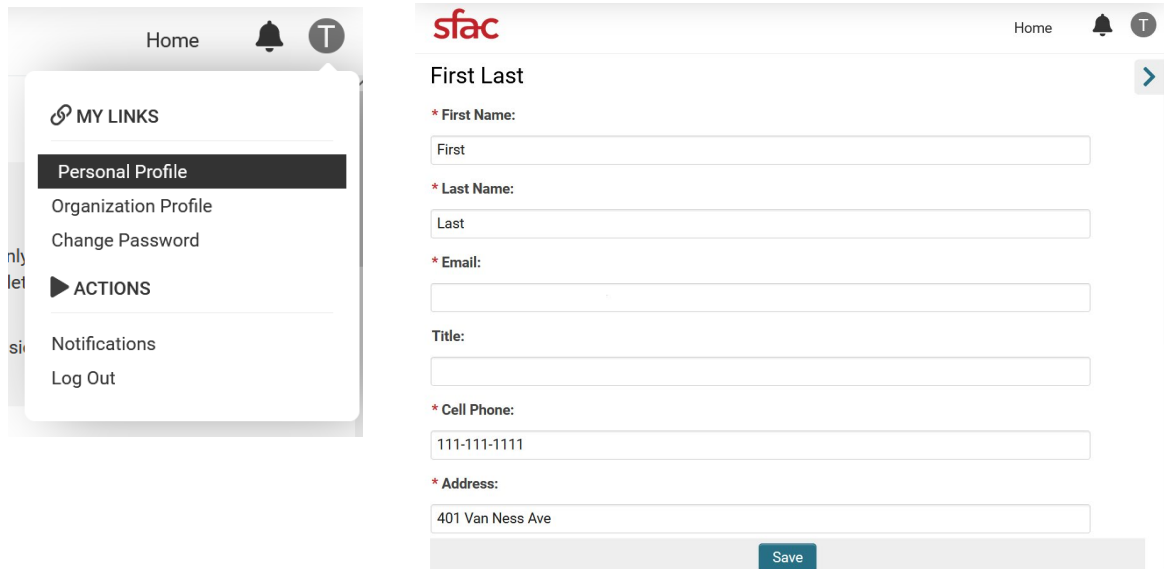
Enter and upload this information on the APPLICANT INFORMATION tab of the SMARTSIMPLE online application.

- Enter the Legal Name of Applicant - Enter name as it appears on IRS form 990.
- Organization Information:
 - Update the Organization Information by clicking the circle button in the upper right corner of the application (to the right of the “Home” and bell icon) to access the **MY LINKS** menu.
 - From the MY LINKS menu, select **Organization Profile** and update the applicable fields. **CLICK SAVE.**
 - From the **Organization Profile**, you can assign the **Primary Contact**.

The image shows two screenshots of the SMARTSIMPLE application interface. The left screenshot displays the 'MY LINKS' menu, which is open, showing options: Personal Profile, Organization Profile (highlighted), Change Password, and ACTIONS (with a play button icon). Below the ACTIONS section are Notifications and Log Out. The right screenshot shows the 'Test - SF Arts Organization' form. The form fields are: Organization Name (Test - SF Arts Organization), Phone (111-111-1111), Address (401 Van Ness Ave), Address 2, City (San Francisco), State (California), Zip Code (94102), Website, and Primary Contact (a dropdown menu showing 'First Last').

- Mission Statement (100 Words)
- Core Programs and Services (250 Words)
- Intended Communities/Audience (250 Words)
- Primary Contact Name, Title, Contact Email, Contact Cell Phone Number, Address
 - Update the primary contact by clicking the circle button in the upper right corner of the application (to the right of the “Home” and bell icon) to access the **MY LINKS** menu.
 - From the MY LINKS menu, select **Personal Profile** and update the applicable fields. **CLICK SAVE.**

- **Please note** that the **Organization** field is automatically populated with the information in the **Organization Profile** section (also available from the **MY LINKS** menu)



Verifiable Proof of San Francisco address: This may be in the form of a utilities bill (water/sewage, power gas/electricity or internet), telephone/cell phone bill, bank or credit card statement, signed lease agreement, mortgage statement.

Documents should be no more than three (3) months old (September to November 2023) and must include the applicant's name.

If using a fiscal sponsor, the Applicant's address must be different from their fiscal Documents

Proof of IRS good standing: Visit IRS-Tax exempt Organization Search: <https://apps.irs.gov/app/eos>. Select Database "Pub 78 Data". Search for applicant organization EIN number or Organization Name. Select the correct organization. Save a PDF of the screen titled "Publication 78 Data" that shows your organization listed.


Proof of CA Franchise Tax Board good standing: Visit <https://webapp.ftb.ca.gov/eletter/?Submit=Check+Status> . Search for the application organization Entity number or Organization Name. Select the correct organization and select Generate Letter. Save a PDF of the Entity Status Letter that shows your organization listed and in good standing.




NEW: Proof of CA Attorney General-Registry of Charitable Trusts good standing: Visit [CA Attorney General Registry of Charitable Trusts](#)

Search for the applicant organization name or fiscal sponsor's entity number
Save a PDF of the screen titled "Registrant Details" that shows your organization listed as current and upload below.

San Francisco Art Activities

- [**CLICK SAVE DRAFT at bottom of page**](#)
- [**ART Activity Table will appear**](#)
- List Four/4 San Francisco Art Activities Open to the public
 - Activity (25 word limit/95 Characters With Spaces)
 - Date (date picker)
 - San Francisco Facility/Address/Virtual Platform (25 word limit/95 Characters With Spaces)
 - Estimated Attendance (number)
 - Brief Description (100 word limit/400 Characters with Spaces)

 The applicant must demonstrate a history of consistent programmatic history and public benefit to the City of San Francisco, its neighborhoods and communities over the last two years. Please list 4 activities below between November 1, 2021 and June 30, 2023. Activities can be virtual or in person as long as they include San Francisco audience members or attendees.

Activity	Date	San Francisco Facility/Address/Virtual Platform	Estimated Attendance	Brief Description
<input type="text"/>	<input type="text" value="mm/dd/yyyy"/> 	<input type="text"/>	<input type="text"/>	<input type="text"/> 
				

- The applicant must demonstrate a consistent programmatic history and public benefit to the City of San Francisco, its neighborhoods and communities **over the last two years (November 1, 2021 - June 30, 2023)**.
- Activities can be virtual or in person as long as they include San Francisco Audience members or attendees.
- Examples include festivals, readings, panels, networking events, pre-recorded work shared with a live audience, etc.

Application Part 2: FISCAL SPONSOR INFORMATION (if applicable)

If you select "Yes" to having a fiscal sponsor, the following information will appear:

- **Fiscal Sponsor Contact Information:**
 - Legal Name of Fiscal Sponsor
 - Fiscal Sponsor Executive Leader's First Name
 - Fiscal Sponsor Executive Leader's Last Name
 - Fiscal Sponsor Executive Leader's Title
 - Fiscal Sponsor Email
 - Fiscal Sponsor Cell Phone Number
 - Fiscal Sponsor Corporate Address

Required Fiscal Sponsor Documents:

- Signed Fiscal sponsor Form [Here](#) or Signed Fiscal sponsor contract, agreement or MOU
- Fiscal sponsor proof of IRS good standing
- Fiscal sponsor proof of CA Franchise Tax Board good standing
- Fiscal sponsor proof of CA Attorney General-Registry of Charitable Trusts good standing
- Fiscal sponsor's proof of San Francisco corporate address

Application Part 3. PROJECT INFORMATION

Amount Requested:

- Applicants can request up to \$100,000. **(Enter numbers only).**
*Please review CEI guidelines funding chart in the [FY24 CEI guidelines](#) to determine the eligible request amount.

Annual Operating Revenue:

- The applicant organization's average annual operating revenue from the two (2) most recently completed fiscal years. **(Enter numbers only)**

Project Summary Provide a brief Project Summary that starts with this sentence "San Francisco Arts Commission funds will be used to support...(75 word limit/285 Characters With Spaces)

Racial Equity (30 Points)

- **Question 1 (30 Points)** Describe the organization's history engaging communities identified in the [Cultural Equity Endowment legislation](#) and how this grant will enhance the organization's mission. **(300 Words/1200 Characters With Spaces)**
 - **SCORING CRITERIA:** Organization demonstrates a history and mission of engaging communities identified in the [Cultural Equity Endowment legislation](#). Panelists may also refer to Mission Statement, Core Programs and Services and Intended Communities/Audience.

San Francisco Arts Community Impact (40 Points) – Please note: these questions are answered on different tabs in the SMARTSIMPLE online application.

- **Question 2a (20 Points) Grant Plan and Budget**
 - **Grant Plan: FILL IN GRANT PLAN ACTIVITIES ON GRANT PLAN TAB IN SMARTSIMPLE ONLINE APPLICATION:**
See pages 9-11 for more information.
 - **Project Budget: FILL IN PROJECT BUDGET ON PROJECT BUDGET AND FINANCIALS TAB IN SMARTSIMPLE ONLINE APPLICATION:**
See pages 11-12 for more information.
 - **SCORING CRITERIA:** Completed grant plan aligns with project summary and describes what the organization hopes to achieve; and budget aligns with the project summary and line items are explained in detail.

Panelists may also refer to Mission Statement, Core Programs and Services and Intended Communities/Audience.

- **Question 2b (10 Points) Work Samples:** Upload up to 5 Work Samples that express the organization’s mission and reflect the communities engaged.
 - **Work Samples: FILL OUT WORK SAMPLES AT THE END IN THE WORK SAMPLE TABLE IN THE WORK SAMPLES TAB IN THE SMARTSIMPLE ONLINE APPLICATION.**
See pages 12-15 for more information.
 - **SCORING CRITERIA:** Organization has clear artistic vision, consistent presence and benefit for San Francisco communities, plays a vital role in San Francisco’s arts and culture ecosystem and measures and understands benefits of their artistic programming. Panelists may also refer to Mission Statement, Core Programs and Services and Intended Communities/Audience.

- **Question 2c (10 Points) Program Evaluation:** How does the organization collect and share community feedback internally and externally? **(300 Words/1200 Characters With Spaces)**
 - **ANSWER THIS QUESTION IN THE PROJECT INFORMATION TAB OF THE SMARTSIMPLE ONLINE APPLICATION.**
 - **SCORING CRITERIA:** Organization has clear artistic vision, consistent presence and benefit for San Francisco communities, plays a vital role in San Francisco’s arts and culture ecosystem and measures and understands benefits of their artistic programming. Panelists may also refer to Mission Statement, Core Programs and Services and Intended Communities/Audience.

Operational Effectiveness (30 Points) – Please note: some of these questions are answered on a separate tab in SMARTSIMPLE online application.

- **Question 3: (10 Points)** Add the names of the Advisory Board or Board of Directors, role on the board and explain their experience with historically underserved communities, including those listed in the [Cultural Equity Endowment legislation](#) (300 Words/1200 Characters With Spaces / Up to ten)
 - ANSWER THIS QUESTION IN THE PROJECT INFORMATION TAB OF THE SMARTSIMPLE ONLINE APPLICATION.
 - **SCORING CRITERIA:** Organization demonstrates appropriate advisory or governance structure, diverse community representation and experience with historically underserved communities, including those listed in Cultural Equity Endowment legislation.

- **Question 4 (10 points)** Provide brief bios of the core staff and include relevant community-based experience and professional qualifications. (1,000 characters with spaces/ Up to 3 Bios)
 - ANSWER THIS QUESTION IN THE PROJECT INFORMATION TAB OF THE SMARTSIMPLE ONLINE APPLICATION.
 - **SCORING CRITERIA:** Has appropriate staff with relevant skills and community-based experience with intended audience/or communities.

- **Question 5 (10 points)** Describe who is engaged in fiscal oversight and reporting, and the process for how your organization develops its annual budget. (300 Words/1200 Characters With Spaces)
 - ANSWER THIS QUESTION IN THE PROJECT INFORMATION TAB OF THE SMARTSIMPLE ONLINE APPLICATION.
 - Upload the following financial documents in PDF on the **PROJECT BUDGET AND FINANCIALS TAB OF THE SMARTSIMPLE ONLINE APPLICATION.**
 - Nonprofits: IRS 990, 990-EZ, 990-N Postcard
 - Fiscally Sponsored Organizations: Profit and Loss Statements and Balance Sheets for the last two completed fiscal years
 - Organization Budget Notes (250 Words)
 - **SCORING CRITERIA:** Organization demonstrates a process of financial planning and monitoring.

Application Part 4. GRANT PLAN

- San Francisco Arts Community Impact - Question 2a Completed Grant Plan

and Budget

- FILL IN GRANT PLAN ACTIVITIES ON GRANT PLAN TAB
- **SCORING CRITERIA:** Completed grant plan aligns with project summary and describes what the organization hopes to achieve. Panelists may also refer to Mission Statement, Core Programs and Services and Intended Communities/Audience.

- **Click the OPEN button to enter the grant plan activities**

Please limit your Activity Description to 250 characters, and the Activity Outputs to 100 characters, including spaces.

Activity Description	Activity Outputs	Date activity will be completed
Identify a consultant to work with the Board of Directors with	1 consultant hired; 1 onboarding manual.	09/30/2025
		mm/dd/yyyy
		mm/dd/yyyy
Submit SFAC Interim Report.	1 Interim Report.	06/30/2025
		mm/dd/yyyy

Save

- **Click the + button to add a row**

Grant Plan: The project activities must take place during the grant period: JULY 1, 2024 — JUNE 30, 2026.

Grant activities listed below may be in person or virtual.

To create the grant plan describe eight (8) primary activities and include the anticipated outputs the applicant hopes to achieve with the completed date in chronological order.

The fourth (4) activity is the interim report, please add the below:
Activity Description: Submit SFAC Interim Report
Activity Output: 1 Interim Report.
Date Activity will be Completed by: 6/30/2025

The eighth (8) activity is the final report, please add the below:
Activity Description: Submit SFAC Final Report
Activity Output: 1 Final Report.
Date Activity will be Completed by: 6/30/2026

- **Activity Description** (60 words/250 characters w/ spaces): Each activity should be described succinctly in one sentence and clearly outline the steps needed to ensure a successful outcome.
 - *Example:* Identify a consultant to work with the Board of Directors with developing Executive Director job description, recruitment plan and onboarding process. (approximately 10hrs/month for 4 months = 80hrs x \$90/hr. = \$7,200)
- **Activity Outputs** (30 words/100 characters w/ spaces):
 - *Example:* 1 consultant hired; 1 onboarding manual.
- **Date activity will be completed:**
 - Each activity should have an anticipated completion date that falls within the grant term of July 1, 2024 - JUNE 30, 2026.
 - *Example:* 09/30/2025.
- **CLICK SAVE**
- **CLICK X in upper right corner to return to the grant plan tab**

Application Part 5. PROJECT BUDGET

From San Francisco Arts Community Impact - Question 2a Completed Grant Plan and Budget

- **FILL OUT ON PROJECT BUDGET & FINANCIALS TAB**
- **SCORING CRITERIA:** Budget aligns with the project summary and line items are explained in detail.
- **Click the OPEN button to enter budget form**
- Enter Project Budget and notes detailing itemized expenses. For each expense, provide the name, hourly rate, and/or breakdown of costs in the "Notes" field (8 words/45 characters with spaces)
- For each expense, provide the name, hourly rate, and/or breakdown of costs in the Notes field.
- Download the budget template for a complete list of expenses here (Excel required): [LINK to Download FY24 Budget template](#)

Budget — Mozilla Firefox

https://sfartscommission.us-1.smartsimple.com/s_viewxmlpage.jsp?fieldid=OEQKelZhYWZQXGNSYKdc3INXB5sY35zAgYOAgwBBwE 80%

i Budget notes 45 characters maximum, including spaces.

Personnel Expenses

	Amount	Notes
Salaries and Benefits		
W2 Employees (salaries)	\$0.00	
Employee Taxes and Benefits	\$0.00	
Independent Contractors		
Administrative	\$0.00	
Artistic/Technical	\$0.00	
Professional Services	\$0.00	
SUBTOTAL - PERSONNEL EXPENSES	\$0.00	

Save Clear


- **CLICK SAVE**
- **CLICK X in upper right corner to return to the project budget and financials tab**
- **Project Budget Notes:** If this grant request is part of a larger project budget, please provide information on expenditures covered by other funding source(s). (250 words)







Application Part 6. WORK SAMPLES

From San Francisco Arts Community Impact - Question 2b (10 Points) Work Samples: Upload up to 5 Work Samples that express the organization’s mission and reflect the communities engaged.

- **SCORING CRITERIA:** Organization has clear artistic vision, consistent presence and benefit for San Francisco communities, plays a vital role in San Francisco’s arts and culture ecosystem and measures and understands benefits of their artistic programming. Panelists may also refer to Mission Statement, Core Programs and Services and Intended Communities/Audience.
- Prepare your work samples in advance. Work samples should express the organization’s mission and reflect the communities engaged.
- Panelists will spend no more than ten (10) minutes reviewing your work samples.
- **Click the OPEN Button to enter five works samples labels and link**
- **Click the + Button to add a row.**

- List five (5) work samples in this table.
- For each work sample provide the following:
 - Title
 - Genre
 - Date that the work happened
 - Description (100 word/400 characters with spaces limit)
 - URL or file
 - Viewing cure
 - **PASSWORD IF APPLICABLE**
- **IF YOU ARE UPLOADING FILES CLICK the Arrow Up/Upload Button**
- Label the Work Samples this way - WS1, WS2, WS3, WS4. WS5
- Upload or drag your file to upload
- Accepted file types: pdf, doc, docx, mpg, mp3, mp4, vma, divx, mov, avi, wmv, wma, jpg, png.
- **CLICK SAVE**
- **CLICK X in upper right corner to return to the work sample tab**

 Please list five work samples in this table. If you are uploading files, label the Work Sample numerically e.g. WS1, WS2, WS3. Work Sample Description 400 characters including spaces maximum.

Title of work/Name of document	Artistic Genre or Practice	Date of performance/ Date work completed	A short description of the work or works	Please select either URL or Upload File
WS1		mm/dd/yyyy 		Please Select 
WS2		mm/dd/yyyy 		Please Select 
				
				

Please select either URL or Upload File	URL of work sample (if applicable)	Viewing Que	Password, if needed to view the file.	
Please Select ▾				✕
Please Select ▾				✕

[Save](#)

Technical Notes:

- The total size of all your work sample uploads cannot exceed 35MB.
- The total number of individually uploaded or linked work samples cannot exceed five (5).
- To avoid exceeding this size limit, we recommend linking to work hosted online whenever possible.
- The total size of your application uploads including your CV/Resume, Proof of Address and Fiscal Sponsor form, cannot exceed 50 MB.

Keeping the technical limitations above in mind, you can upload or link to any combination the following:

- Five (5) Images
 - Images are best for still practices: craft, design, craft-based traditional art, visual art.
 - While your work samples will not be scored on the quality of the image, please take care to provide images that are clear and relevant to your proposed project.
 - You can upload all five (5) images separately or by combining them into one file. If you are uploading directly to the form and planning to provide more than one type of work sample, we strongly encourage combining images into one file upload.
- Five (5) Pages
 - Pages are best for document based practices: comics, design plans, graphic novels, music scores, theater scripts, websites, writing.
- We recommend sharing a connected narrative with pages.
- Five (5) Minutes of Audio or Video
 - Audio or Video are best for dynamic practices: dance, film, media,

- music performance, theater performance, performance-based traditional arts.
- Clips and highlights do not always show a complete concept, movement, narrative or thought. We recommend at least three (3) minutes of uninterrupted audio or video to best demonstrate your work to the panelists.

STEP 4. DEMOGRAPHIC SURVEY

- The San Francisco Arts Commission collects demographic data about our grant applicants to better serve our communities and to maintain our commitment to equity.
- **ANY DATA YOU PROVIDE WILL NOT BE SEEN BY PANELISTS OR USED IN THE EVALUATION OF YOUR APPLICATION.**
- It will be used to evaluate and inform outreach and technical assistance strategies for San Francisco Arts Commission staff.
- We understand that the criteria/categories in this survey might not be perfect, and we appreciate any feedback to revise categories in ways that may feel more appropriate. We thank you for your participation!

Demographic Survey Questions

1. How did you learn about this grant opportunity?
2. If applicable, please specify which cultural ambassador or organization informed you about this opportunity.
3. Is more than half of your audience BIPOC (Black, Indigenous, People of Color)?
 - a. If yes, of that BIPOC majority, please select which one of the following groups is most represented. (select one)
4. In which supervisorial district are you or your organization located?
5. Is this your first time applying for a grant from SFAC?
6. Any comments about this survey or the overall application?

STEP 5. CERTIFICATION AND RELEASE

- This page requires you to confirm that the application information that you submitted is true and correct.
- Enter the contact name
- Enter the contact title
- The date is automatically added and not visible to the applicant, it is visible in the administrative view.
- **BE SURE YOU ARE READY TO SUBMIT YOUR APPLICATION**
- **YOUR APPLICATION CANNOT BE REOPENED**
- **WHEN YOU ARE READY TO SUBMIT YOUR APPLICATION**
- **CLICK THE SUBMIT BUTTON**
- You will receive an email confirmation that your application has been submitted, that includes a pdf copy of your application.
- If you do not receive this email, please contact sfac.grants@sfgov.org.