

CULTURAL COALITION

serving southeastern & northeastern CT

P.O. Box 95, New London, CT 06320 | (860) 448-5135 | info@CultureSECT.org | www.CultureSECT.org

Request for Applications – Guidelines *(FINAL 1/26/24)*

Problem Gambling Awareness Through the Arts Initiative - 2024

Overview:

The Cultural Coalition is seeking applications from individual artists, creative businesses, or 501c(3) organizations from Eastern Connecticut who are interested in participating in a new “Problem Gambling Awareness Through the Arts Initiative.”

Selected participants will receive funding to increase awareness of problem gambling by using art to engage with specific populations such as Black, Latino/a, Indigenous, Asian American and Pacific Islanders cultural communities, or within the LGBTQIA+ or Veteran communities.

Details:

- The “art project” or “arts-based approach” means the broadest interpretation of using art as a creative communication and education tool for disseminating information, increasing awareness, and preventing problem gambling. Using art is a way to engage with people and tailor the message so that it is noticed, heard/seen, and remembered.
- Art examples may include, but are not limited to: painting, sculpture, art exhibit, mural, poetry, music, photography, play/theater, and storytelling. *At least one artform must be identified in the application.*
- The art project and promotion plan for the awareness campaign should be designed to reach specific populations or cultural communities, such as Black, Latino/a, Indigenous, Asian American and Pacific Islanders, LGBTQIA+, or Veteran communities. *At least one cultural community or specific population must be identified in the application.*
- The target audience for this increased awareness campaign is adults (age 18 & older) *(not teens/youth)*. *The plan for the art-based awareness campaign/distribution of info must be described in the application.*
- Only one application per artist, business, or organization is allowed.
- Grant funding period is from the time of award notification/grant agreement, estimated in late March 2024, through the end of August 2024. *(see timeline p.2)* Funds must be used only for activities during the funding period. No retroactive expenses. All funds must be fully expended during the grant period.
- The grant funds must be used for the art project and promotion/dissemination of information related to the awareness campaign. Eligible uses of grant funds include, but are not limited to: payment for artist, supplies/equipment/technology/facilities, materials for program/activities, and marketing/promotion. *An estimated budget, with itemized expenses must be submitted with the application (template is provided).*
- Any in-person public activities, must take place in an [ADA compliant location](#)-*NEA Brief Accessibility checklist*
- The Cultural Coalition utilizes the lens of READI – Relevance, Equity, Accessible, Diverse, Inclusive – in our work and grant programs, which is in alignment with [CT Office of the Arts policy](#) and national best practices. *Applicants will be asked to explain how their project will incorporate READI practices.*
- The online application link to SurveyMonkey will be available Feb. 1st on our website [cultureSECT.org](#). The Application Preview PDF and Budget Template is available now. Also see technical notes on page 2 of these guidelines. Please contact us as soon as possible if you need assistance completing the form.

Guidelines continued on page 2

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Who is Eligible?

- Active creative businesses*, individual artists or teaching artists^, and 501c(3) non-profit organizations.
- The applicant must be located/based in the Cultural Coalition’s service area in Eastern Connecticut (*see the list of the 42 southeast and northeast municipalities [HERE](#)*)
- The applicant must be age 18+. All applicants must provide a w-9 as part of the application.
- ^Only individuals who have reported taxable earned income from work as an artist or teaching artist in the tax years 2021 or 2022 are eligible. *A declaration of % income earned as an artist and proof of current activity is required in the application.*
- *For profit creative businesses are sole-proprietors or entities that engage in graphic design, photography/videography, printing/publishing, or marketing/advertising or other related creative services. *Proof of business ownership and current activity is required in the application.*
- Applicants with Fiscal Sponsors are not eligible.

Funding and Project Agreements/Reporting:

The Cultural Coalition will select up to nine (9) participants who will each receive \$5,000 to support the costs of creating an art project and implementing a plan to use the art to disseminate information and increase awareness about problem gambling to the specific population or cultural community.

- Grantees will receive ½ of the stipend at the beginning of the award following the return of a signed Grant Agreement and ½ of the stipend will be sent at the conclusion of the project.
- Grantees will be required to participate in a 1 hour, online Problem Gambling Overview Training.
- Resources, problem gambling language, and logos for use in the promotion will also be outlined.
- Grantees will be required to attend brief online progress meetings (*approx. 6 check-ins*) with the Cultural Coalition staff during the 6 month art project development and dissemination phase.
- Grantees will receive and be required to complete an online Evaluation Tool to collect data measuring how many people were reached through their art project and qualitative data from those who observed or participated in the art project.
- Other Final Report requirements will be outlined in the Grant Agreement, including the preparation of an actual use of funds budget (*please save all your receipts related to the project.*)

Estimated Grant Timeline:

Application Information Session (<i>online</i>)	Jan. 30, 2024 from 3:30-4:30pm
Application Open (<i>1 month</i>)	Feb. 1, 2024 to March 1, 2024
Grant Recipients Announced/Grant Agreements Completed	by end of March 2024
Program Gambling Overview Training (<i>online</i>)	late March/early April 2024
Art project and info. dissemination plan due to Cultural Coalition	by May 30, 2024
Art-based awareness campaign and Evaluation Tool completed	by August 30, 2024

Technical Notes for using the online Survey Monkey Application:

- Applicants must be prepared to complete the online application in its entirety and on the same device.
- Users are unable to save and return to the application at a later time.
- Applicants are encouraged to review these Guidelines, preview the application questions & budget template. Application responses should be prepared in a WORD document, then copied and pasted into the appropriate sections online. Budget & other uploads should also be prepared in advance.