

Applying for grants from PECO

Criteria for Funding:

Nearly every arts organization endeavors to break down barriers to participation and expose its programs as broadly as possible to wide and diverse audiences, but it can be elusive. Smaller, community-based, and community-focused arts groups do not lack imagination or aspiration but struggle from a lack of resources—money, know-how, and internal capacity to attract more people to engage with them more often and deeply.

As most arts organizations moved to a more remote program environment, they have shifted to a hybrid platform where virtual is now a standard option. As a result, many organizations experienced an explosion of audience participation by breaking geographic boundaries. The opportunity to expose community-based organizations to audiences beyond their walls has re-defined "audience." Even when arts venues re-opened, many did not abandon the virtual stage. We encourage applicants to think creatively about how they may use these funds to enhance their virtual platforms, create new platforms, or otherwise boost technology use, especially to audiences who may have rarely participated.

Priority will be given to projects that (a) demonstrate the ability to reach new and diverse audiences and (b) have intentions to continue to sustain new audiences.

Eligible activities could include, but are not limited to:

- Creating new education and public programs that are of particular interest to new audiences.
- Developing community collaborations with non-arts venues to create joint programming and increase recognition.
- Enhancing outreach activities.
- Improving marketing and promotional programs to increase local awareness.
- Supporting technology enhancements, such as those that increase the reach of your programs to more diverse audiences, collecting demographic data of your audience, improving the quality of virtual programs, etc.
- Conducting audience research to determine barriers; creating a plan to reduce barriers.

Grant Amounts and Logistics:

- Nonprofits may apply for one or two-year grants of up to \$10,000 per year for a maximum of \$20,000 over two years.
- If the organization is awarded a grant and will be part of a larger project, the organization will need to indicate how it intends to pay for its full cost.
- If the organization applies for funding equal to or in excess of \$5,000, it will be required to submit a DEI form.

Who Can Apply?

Eligible Applicants:

- Nonprofit arts and cultural institutions with annual operating budgets up to \$2.5 million.
- Non-arts organizations with annual operating arts budgets up to \$2.5 million, have a history and track record of providing arts and cultural programming and have documented efforts that include advancing access to arts and culture, especially to attract diverse populations.
- If not incorporated, organizations may use a 501(c)3 fiscal sponsor.
- Organizations must operate within PECO's service footprint, Bucks, Chester, Delaware, Montgomery, Philadelphia, and York counties.
- Eligible applicants must be in good standing with PECO related to the provision of utilities.

Ineligible Applicants:

- Schools, school districts, governments, and government-run organizations are ineligible to apply.
- PECO does not award grants to individuals or faith-based organizations.

Grant Conditions:

- Applicants must demonstrate a commitment to making artistic programs accessible, available, and relevant to a diverse range of participants.
- The applicant's cultural offerings must be open to the general public.
- Funds may be used to supplement current staff salaries for this project.
- Funds may be used to cover all costs associated with project implementation.
- Applicants awarded funds for their projects will be expected to fully expend the grant award by the end of the grant period (1 or 2 years).
- Applicants will complete a Final Outcome Report two months after the end of the grant period. Two-year grants will require a mid-term report at the end of the first year and a final report two months after the grant period.
- Documentation of the project will be required and can include photographs, videos, or other types of documentation. The report must also include an explanation of accounting justifying the use of the grant funds, such as documentation of invoices, canceled checks, settlement sheets, etc., as necessary for the particular project

Important Dates:

July 1 – Grant Application Opens

July 12 – Application Workshop for prospective applicants

August 31 – Grant Application Closes

October 15 – Grant Announcements

Click to apply - <https://www.cybergrants.com/exelon/PoweringTheArts>