



MetLife Foundation

Creative Aging Program

2013 Grant Application Guidelines

Application Deadline: 5:00 PM EST, December 18, 2012

The goals of the National Guild for Community Arts Education's *MetLife Foundation Creative Aging Program (CAP)* are to increase the capacity of nonprofit community arts education providers to serve older adults, expand and/or deepen existing creative aging programs of high quality, and identify exemplary creative aging programs as models for the field. To accomplish these, the program provides grants, training and technical assistance to nonprofit community arts education providers that are Full Members of the National Guild.

FUNDING OPPORTUNITY

Grants of up to \$12,500 are available to support creative aging programs in 2013. Most grant awards are expected to range from \$7,500 to \$10,000.

Organizations that submit highly rated applications may be eligible to receive supplemental funding of up to \$2,000 to underwrite their participation in a project to document and disseminate (via the National Guild's newsletter, website and national conference) the practices they employ. Eligibility to apply for supplemental grants is by invitation only. Invitations will be extended following the announcement of grant awards in February 2013.

ELIGIBILITY REQUIREMENTS

In order to apply, an organization must:

1. have an annual operating budget of \$150,000 or more.
2. operate as a 501(c)3 organization or department/division thereof (organizations operating under the fiscal sponsorship of another agency are not eligible).
3. be a Full Member in good standing of the National Guild for Community Arts Education as of December 11, 2012. Non-member organizations intending to apply should submit a membership application and first-year dues payment on or before December 11, 2012. For more information, go to www.nationalguild.org/Join.aspx.

CAP does not fund:

1. government agencies
2. organizations not incorporated and providing service within the United States
3. organizations that have received three consecutive years of CAP funding; or
4. arts therapy programs or programs primarily serving those with dementia.

FUNDING CRITERIA

Organizations selected for funding will have demonstrated their capacity and a sustained commitment to provide exemplary creative aging programs that:

1. serve a minimum of 25 adults aged 55 and above (older adults may be grouped into up to three smaller classes)
2. provide each older adult a minimum of 20 weekly sessions of sustained, sequential skill-based instruction in one or more art forms between January 2 and December 31, 2013 (the program may be divided into segments such as semesters or trimesters)

3. are conducted by professional teaching artists skilled at working with older adults
4. exhibit a commitment to ongoing professional development
5. help older adults attain positive and measurable arts learning, creative, and social engagement outcomes
6. measure and improve impact and effectiveness through formative and summative evaluation
7. seek to deepen or extend programmatic impact; and
8. continually incorporate activities that broaden support for the program and increase its sustainability.

APPLICATION PROCESS

All application materials must be received in the Guild's office by 5:00 PM Eastern Standard Time on Tuesday, December 18, 2012. Late applications will not be considered.

Applications must include the following documents in the order listed. Label each with the name of your organization.

1. Cover Form (provided), signed by your CEO
2. Narrative (4 pages maximum)
3. Timeline (1 page maximum)
4. Bios of key personnel including teaching artists, program directors and other individuals (including those at partner organizations, if applicable) responsible for program design, delivery and evaluation (1 page maximum)
5. Organizational Finances Form (provided)
6. Project Budget Form (provided)
7. Sample lesson plan
8. Sample assessment tool
9. Memorandum of Understanding from each partner organization (if applicable) on its letterhead and signed by its CEO. The MOU should clearly describe the partner organization's role and responsibilities.

Step 1 Mail six complete copies of your application to:

Creative Aging Program Applications
c/o National Guild for Community Arts Education
520 8th Avenue, Suite 302
New York, NY 10018

Use binder clips to fasten each copy of your application. Do not staple materials or place them in binders or folders.

Supplemental Materials: Include one copy of your organization's most recent audited financial statements and current 501(c)3 IRS determination letter in your application package.

Step 2 Combine your above-listed documents into a single PDF file and email it as an attachment to CreativeAging@nationalguild.org. The subject line of your email should read: **2013 CAP Proposal: *Your Organization Name***.

REVIEW PROCESS

Applications will be evaluated and ranked by an independent panel of experts in creative aging. The National Guild and MetLife Foundation will make funding decisions based on the panel's recommendations. **Funding decisions will be announced by February 28, 2013.** (Your program activities may start as early as January 2, 2013.)

PROPOSAL NARRATIVE

In evaluating proposals, review panelists will consider the extent to which applicants address the funding criteria in the Proposal Narrative and the clarity and relevance of the budget and other attachments.

Using no more than **four single-spaced** pages with 12-point type and one-inch margins, address the following topics **using the headings provided in bold**:

1. **Commitment** – Describe your organization’s commitment to creative aging as evidenced by your mission, strategic plan and other indicators. How long has your organization provided creative aging programming?
2. **Demographics** – How many older adults will receive at least 20 weekly sessions of sequential arts instruction through your program? What are their demographics? (If your program is intergenerational, provide this information for younger students as well.)
3. **Need** – How was the need for your program determined?
4. **Design** – Describe how your program was designed and who was/is involved in the design process.
5. **Facilities** – Describe the facilities where the program will take place.
6. **Programmatic Activities** – Describe the nature and scope of programmatic activities; a typical session/class/rehearsal and the number, length and frequency of sessions; the overall arc and sequence of the program, including activities in which older adults share their art with the community; and the process used to determine what will be created, studied, exhibited and/or performed. Tie in the lesson plan you’ve attached to your description of programmatic activities.
7. **Outcomes** – Describe, in measurable terms, the program’s intended outcomes.
8. **Assessment and Evaluation** – Describe how you will assess and evaluate the program in relation to the outcomes you described above. Who will be involved in the assessment and evaluation activities? How will you use the information generated by your assessment and evaluation process? Describe how the assessment tool you’ve attached will be used.
9. **Marketing & Recruitment** – How will you market the program and recruit older adults?
10. **Support** – Beyond the funds you are requesting through CAP, what other sources of revenue will you seek for this program? What activities will you undertake during the grant period to increase awareness of and support for the program?
11. **Increasing Impact** – How will you use grant funds to increase the impact of your program?
12. **Partner(s)** – If you are partnering with another organization, describe its role and responsibilities.
 - *Note, if working with a partner organization, you must include a Memorandum of Understanding signed by the CEO of your partner organization that confirms the specifics of its commitment to the program for which you are seeking funding.*

APPLICANT ORIENTATION WEBINAR

Organizations interested in applying are invited to attend a webinar on navigating the application process and the characteristics of successful applications. The webinar will be held at 1:00 PM EST/10:00 AM PST on Wednesday, November 28, 2012. There is no charge to participate. To register, go to <https://www4.gotomeeting.com/register/541388551>. The webinar will be recorded and posted on www.nationalguild.org by Friday, November 30, 2012.

RECOMMENDED RESOURCES

This program is part of the National Guild’s [Creative Aging Initiative](#). Applicants are strongly encouraged to refer to [Creativity Matters: The Arts and Aging Toolkit](#) before submitting a proposal.

TIMELINE

Informational conference call for organizations intending to apply	November 28, 2012
Applications due	December 18, 2012
Earliest start date for eligible programs	January 2, 2013
Applicants notified as to the status of their proposal	February 28, 2013
First grant awards payments (50% of total award) distributed	March 15, 2013
Midterm reports due	July 31, 2013
Final grant payments distributed	August 30, 2013
Final reports due	December 18, 2013

QUESTIONS

Please direct all questions to: Ken Cole, Associate Director, National Guild for Community Arts Education, 212-268-3337 ext. 18, kencole@nationalguild.org.