



GRANT GUIDELINES: PNC ARTS ALIVE

For Organizations with an Annual Operating Budget of \$150,000+

PNC Arts Alive a multi-million dollar funding initiative of The PNC Foundation, designed to support visual and performing arts organizations and make the arts accessible to all audiences. Since its debut in 2009, PNC Arts Alive has provided \$15 million in funding to support more than 300 art exhibitions, interactive installations, performances, festivals, and pop-up arts experiences, all benefiting 2+ million community members here in Greater Philadelphia.

IMPORTANT INFORMATION FOR THE CURRENT GRANT CYCLE

In 2025, PNC will consider requests for in-person arts programming, in alignment with the funding guidelines below. PNC will prioritize requests that advance community arts engagement, new audience development and engagement, and the continued strength and viability of the broader arts sector. In recognition of the still rapidly changing social environment, PNC will also consider requests for organizational planning or capacity-building, so long as they result in tangible arts program outputs or early pilot program efforts; new program offerings; or other such initiatives. Program salary support remains an approved project expense but should not comprise 100% of the submitted grant budget.

Please be advised that the 2025 PNC Arts Alive grant cycle is expected to be highly competitive due to anticipated application volume. Applicants should be aware that funding is not guaranteed.

FUNDING ELIGIBILITY GUIDELINES: CHECK ALL THAT APPLY

- ☐ Applicant organizations must have an annual operating budget of \$150,000 or more.
- ☐ Grants will be awarded for a one-year grant term: September 1, 2025 to August 31, 2026.
- ☐ Minimum grant size to be awarded is \$25,000 with an average grant size of \$50,000.
- ☐ Grants will be made to support new or existing in-person arts programs or projects. Proposals for operating support; capital costs; or challenge / matching grants will not be considered.
- ☐ Requests for organizational planning and capacity-building are permitted, so long as they result in tangible program outputs or early pilot program efforts; new program offerings; or other initiatives. Program salary support is an approved project expense but should not comprise 100% of the grant budget.
- ☐ Applicant organizations must be visual or performing arts organizations, incorporated under their own tax-exempt status, with a clear mission of delivering arts programming. Individuals, sole proprietorships, for-profit entities, and government agencies are ineligible to apply.
- ☐ Applicants must be based in and serve the communities of the five-county Greater Philadelphia region (Philadelphia, Montgomery, Bucks, Chester, Delaware counties); Southern New Jersey (Camden, Burlington, Cumberland, Gloucester, Salem, Atlantic, and Cape May Counties); or Northern Delaware (Kent and New Castle Counties).

- ☐ All applicants must be of sound financial and legal standing and in full compliance with all local, state, and federal regulations, including those of the IRS, and must maintain open, non-discriminatory employment, membership, and outreach practices.
- ☐ **Excluded Applicant Organizations** include elementary / secondary schools, universities, and non-profit entities whose missions are primarily religious, science-, or history-based. (Check box to indicate you are not an excluded applicant.)
 - ☐ Programming that provides instruction, outreach, or interaction with school-aged children (e.g., in-classroom /afterschool programming, outreach, or free student ticketing) is likewise typically excluded regardless of applicant type. (Check box to indicate you are not seeking support for a free ticketing / student outreach program.)

GRANT APPLICATION PROCESS & TIMELINE: APPLICATION DEADLINE MARCH 1, 2025

PNC Arts Alive is a competitive grant program, with a one-year funding term that runs September 1, 2025 - August 31, 2026. Interested organizations meeting all qualifications must submit the attached grant application, and all required attachments, no later than **March 1, 2025**. All requests should be submitted to elyssa.wallace@pnc.com. Incomplete, late and/or hard copy applications will not be considered.

Proposals will be carefully evaluated for adherence to all PNC Arts Alive grant guidelines. Applicant organizations meeting all criteria will then receive a URL link to input all application information into PNC's online CyberGrants portal. During this secondary online application process, which will take place mid- to late April, additional proposal materials including Audited Financial Statements; a Brief Fundraising Plan; and other related materials may be required, though every effort has been made to minimize the amount of duplicate information being requested in both this first application and the online grant request.

GRANT EVALUATION & NOTIFICATION

Following grant submission, a team of PNC reviewers will evaluate each request based on how well the proposed project aligns with the stated funding priorities, and the quality of the application materials among other factors. Grant notification and grant disbursement will take place in early summer, for the grant term beginning **September 1, 2025**.

IMPORTANT REPORTING REQUIREMENTS FOR CURRENT PNC GRANTEES

All PNC grantees are required to submit a post-grant report at the conclusion of their grant term. If you received a PNC Arts Alive grant in 2024, either an interim or final grant report must be submitted via PNC's CyberGrants portal before your organization is eligible to submit any new PNC Foundation requests.

QUESTIONS?

Due to anticipated application volume, PNC is regrettably unable to respond to requests for applicant planning conversations. PNC will attempt to answer any process- or application-related questions you may have, but we will be unable to provide feedback on specific project concepts. To schedule a time to connect, please contact elyssa.wallace@pnc.com, hugh.mcstravick@pnc.com, or mary.biddle@pnc.com. Requests for conversations will be considered in the order they are received.



GRANT APPLICATION: *PNC ARTS ALIVE*

I. ORGANIZATION INFORMATION

ORGANIZATION NAME:

ORGANIZATION ADDRESS:

GRANT APPLICATION PREPARER

FIRST:

LAST:

TITLE:

EMAIL:

EXECUTIVE DIRECTOR

FIRST:

LAST:

TITLE:

EMAIL:

ORGANIZATIONAL BUDGET

TOTAL OPERATING BUDGET (CURRENT YEAR): \$

(FISCAL YEAR DATES:)

TOTAL OPERATING BUDGET (PRIOR YEAR): \$

(FISCAL YEAR DATES:)

☐ *I confirm that my organization has an annual operating budget of \$150,000+.*

PAST FUNDING

Has your organization received a grant from the PNC Foundation, or other PNC funding? Yes ☐ No ☐

If yes, please identify dates, amounts, and specific grant program for the past five years.

II. PROGRAM DETAILS

FULL PROGRAM NAME:

(Please include PNC branding opportunities if included in the title – i.e. XYZ presented by PNC Arts Alive)

ART DISCIPLINE:

EXECUTIVE PROGRAM SUMMARY (200 WORD MAX)

PROGRAM START DATE:

PROGRAM END DATE:

Is this a new program? Yes ☐ No ☐

Are program dates subject to change? Yes ☐ No ☐

PROGRAM LOCATION / VENUE (Name and address):

COUNTY IN WHICH PROGRAM WILL OCCUR:

TARGET AUDIENCE (Describe the audience the program will serve):

NUMBER OF INDIVIDUALS TO BE REACHED:

PERCENTAGE LOW-TO-MODERATE (LMI) INDIVIDUALS SERVED:

III. PROPOSED FUNDING DETAILS

TOTAL PROJECT BUDGET:

GRANT AMOUNT REQUESTED:

PLEASE LIST OTHER POTENTIAL FUNDERS AND INDICATE IF FUNDING IS SECURED OR PENDING:

III. GRANT NARRATIVE

The grant narrative below is intended to provide PNC with a snapshot of your program idea, target audience, and anticipated outcomes. Please answer these questions succinctly but completely.

1. PROJECT / PROGRAM DESCRIPTION: Please provide an overview of the program you propose, including all key program / implementation information. Please address: A) When and where your program or events will take place, including key dates and locations. B) A description of your key target audience and your organization's strategy for attracting and engaging that audience. C) How your organization will specifically implement all program plans. (300 Word Max)

2. ADDRESSING PNC FOUNDATION'S FUNDING PRIORITIES: Please explain how the project makes the arts more accessible, approachable, or a part of everyday life. How does your project attract or serve diverse or traditionally underrepresented audiences, or otherwise remove barriers to arts participation and increase engagement? (300 Word Max)

V. REQUIRED ATTACHMENTS FOR ALL PNC ARTS ALIVE APPLICANTS

- ☐ A Completed PNC Arts Alive Grant Application (This includes the PNC Funding Eligibility Guidelines / Checklist)
- ☐ A Current Organizational Budget (With Fiscal Year Dates)
- ☐ A Completed PNC Foundation Project Budget Template