



INTRODUCTION

PNC Arts Alive is a multi-million dollar initiative by the PNC Foundation designed to support visual and performing arts organizations. The goal is to increase engagement in the arts and to make the arts more accessible to diverse audiences in Central Ohio. The 2024 Central Ohio funding period begins on July 1, 2024 and ends on June 30, 2025.

PROCESS

All interested arts organizations that meet the eligibility requirements must apply to be considered for funding. PNC Arts Alive is a competitive application process. A team of PNC reviewers will evaluate and score each application based on how well the application questions are answered. Organizations are encouraged to start with the Eligibility Requirements Checklist to ensure that they meet the necessary criteria before completing an application.

FUNDING PRIORITIES

- New programs or evolutions to existing programs that increase audience development and diversification, especially by engaging communities that are traditionally underserved or under-represented
- Ongoing audience development and engagement through unique programming opportunities that demonstrate innovation throughout the duration of the funding period vs. episodic engagement
- Programs that effectively use creative marketing and engagement techniques to promote the program, extend the reach of the art form beyond the organization's physical space; or result in new audience/member development or retention

INSTRUCTIONS

PNC Arts Alive is a one-phase application requiring supporting documentation. To apply, complete the General Grants Application in [CyberGrants](#) and attach the required supporting documents. These include the Eligibility Requirements Checklist and Elevator Pitch, Budget Template, and Project Schedule Template provided on the [Central Ohio Arts Alive Website](#) as well as a Marketing and PR plan to be created by the applicant.

- **Application deadline: May 13, 2024 at 5:00 PM (EST)**
- Application period begins on April 1, 2024 and ends on May 13, 2024. Late and/or incomplete applications will not be considered.
- All applications and supporting materials must be submitted to CyberGrants. No hard copies or electronic copies submitted through avenues other than CyberGrants will be accepted.
- All applicants must complete CyberGrants application in its entirety.
- All applicants must upload all required supporting documents including:
 - Eligibility Requirements Checklist and Elevator Pitch (provided)
 - Budget Template (provided)
 - Project Schedule Template (provided)

- Marketing and PR plan (to be created by applicant)
- All applicants will be notified by June 28, 2024 regarding the status of their PNC Arts Alive application.

SUGGESTIONS FOR COMPLETING CYBERGRANTS APPLICATION

- When completing the prompt “State how your organization addresses either of the PNC Foundation’s funding priorities” focus on the three funding priorities of PNC Arts Alive.
- When completing the prompt “Describe the specific project or activity that is the focus of the grant request” address how you will reach new and diverse audiences and in what ways your proposed program is innovative/groundbreaking.
- When completing the prompt “Describe your fundraising plan for this project or activity” address if PNC is the only supporter of the project and/or list other funders. Describe modifications that will be made to program if additional funding is not secured.

QUESTIONS?

Please direct any questions about the Arts Alive application process to artsalivecolumbus@pnc.com and we will respond within 48 hours. Questions will be answered until May 6, 2024. Please do not call individual PNC contacts with questions.