

# SO YOU WANT TO GET FUNDED?

## FUNDSEEKING BASICS (ESSENTIALS)



## Los Angeles County Arts Commission

**October 6, 2015**

**Presented by**

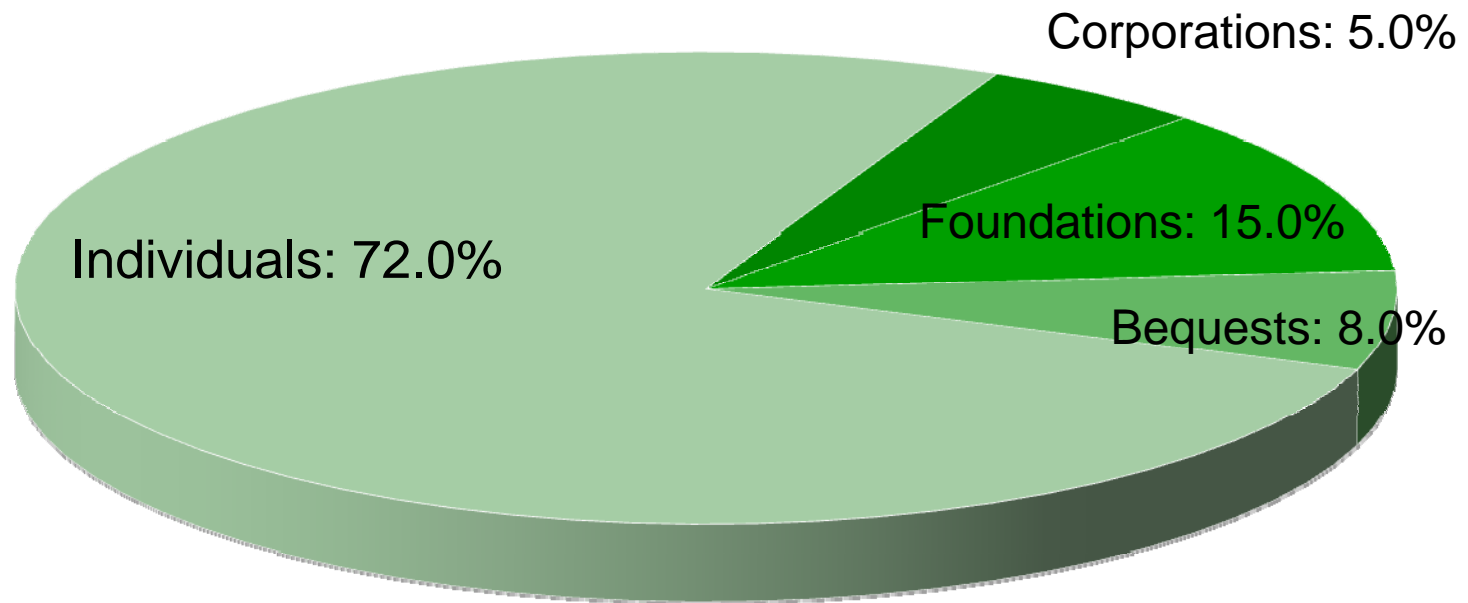
**John Glaza, MSW**

**714-330-7292 • [glazaconsulting@gmail.com](mailto:glazaconsulting@gmail.com)**

# WORKSHOP OBJECTIVES

- How to locate funding opportunities
- Who gives grants/differences in funding sources
- How to determine if a funder is a good match
- How to identify organizational information essential for a grant proposal
- Tips for writing winning proposals
- What grant reviewers look for when evaluating

# 2014 CONTRIBUTIONS: \$358.38 BILLION



Source: Giving USA 2015 Report

# 2014 GIVING USA HIGHLIGHTS

- 7.1 percent increase in total contributions
- 5.7 percent increase by individuals
- 8.2 percent increase by foundations
- 15.5 percent increase in bequests
- 13.7 percent increase by corporations

# MORE GIVING USA HIGHLIGHTS

- Estimated contributed amount to religious organizations has reached its highest value ever.
- Giving to education was strengthened by the contributions of several large gifts.
- While modest in growth, giving to human services has not seen a decline since 2002.
- Rising 9.2 percent, giving to arts, culture and humanities saw the highest increase in giving among all subsectors.

# KEY QUESTIONS

- Who are you?
- What is a grant?
- Who gets grants?
- Who gives grants?
- How do you get grants?

# WHO ARE YOU? (KNOW THYSELF...)

- Public/mutual benefit, 501(c)(3), for profit
- Vision – Mission (Purpose) – Values
- Organizational structure
- Board of Directors
- Budget (institutional, programmatic)
- Financial statements
- Audit – financial review
- 990 tax filing – 501(c)(3) requirement
- Other funders – partners, collaborations
- Letters of support – testimonials

# TELL US MORE...PROFILE

- What's compelling – case statement
- Who do you serve?
- How many do you serve?
- How do you measure success?



# WHY IS A CASE STATEMENT SO IMPORTANT?

- A journalist can't write an article without answering the who, what, when, why and how. How can we expect to raise funds without answering the same questions about our organizations?
- A case statement does precisely that—it answers the who, what, when, why and how of our organizations and their quest for charitable support. It is the principal written “argument” in the rationale for fundraising.
- The case statement is one of the key building blocks that any organization should have in order to raise charitable support. In fact, it has been identified by the Association of Fundraising Professionals (AFP) as one of the essential elements of successful fundraising.

# WHAT A CASE STATEMENT ISN'T

- A strategic plan
- Everything there is to know about your organization
- A grant proposal (although grant proposals can be developed from it)
- A work of fiction
- An insomnia cure (or, at least it shouldn't be!)

# WHAT A CASE STATEMENT IS

- A case statement is a clear statement of the need your agency addresses, how you address it, what makes you unique, and how others can help.
- Typically in “white paper format,” it is a document that can be used to draft all other publications and presentations—Web sites, grant proposals, brochures, etc. It can also be used on its own.
- The case also requires your board and staff to determine the central vision of your organization—in other words, it gets everyone on the same page!

# TIPS FOR WRITING THE CASE STATEMENT

- Make it clear
- Make it urgent
- Make it complete
- Make it interesting
- Paint images in your readers' minds (testimonials are a great way to do this)
- Don't overstate the facts—this is NOT a work of fiction!
- Do your homework—make sure the facts are correct
- Summarize—particularly when it comes to facts, figures, financials, statistics, etc.
- Include a call to action
- Reread, revisit, revise

# WHAT IS A GRANT?

- Contract/agreement/MOU
- Restricted and unrestricted funds
- Program/services specific
- Sometimes general operating
- Set time period (1 year, multi-yr)

# WHO GETS GRANTS?

- Established 501(c)(3), for profit, other
- Start-ups – less likely
- Sometimes faith-based/religious
- Seldom individuals
- Sometimes artists/PAF

# WHO GIVES GRANTS?

- Private Foundations
- Government (local, state, federal)
- Corporations
- Clubs and organizations
- Religious institutions
- Sometimes individuals

# ARTS-RELATED WEBSITES – WWW...

- [www.grants.gov](http://www.grants.gov) (main federal portal)
- [www.nea.gov](http://www.nea.gov) (main federal arts portal)
- [www.cac.ca.gov](http://www.cac.ca.gov) (California Arts Council)
- [www.irvine.org](http://www.irvine.org) (James Irvine Foundation)
- [www.lacountyarts.org](http://www.lacountyarts.org) (LACAC)
- [www.artslb.org](http://www.artslb.org) (Arts Council for Long Beach)



# NUMBERS: GET THEM NOW!

- EIN – Employer Identification Number
- DUNS Number: [www.dnb.com/us](http://www.dnb.com/us)
- Central Contractor Registry: [www.ccr.gov](http://www.ccr.gov)
  - *Only required if applying for federal grants*

# FINDING A (SEEMINGLY) PERFECT FEDERAL GRANT OPPORTUNITY

- RFP, RFA, RFQ or NOFA
- Federal Register: [www.gpo.gov/fdsys](http://www.gpo.gov/fdsys)
- Application guidelines posted online

# WHAT TO LOOK FOR

- Total dollar allocation
- Grant size
- # of grants to be awarded
- # of years of funding
- Geographic area served
- Fit to mission/purpose
- What are our chances of winning grant?

# FOUNDATION GRANTS

## HOW DO YOU GET THEM?

- Research potential funders
- Network
- Read industry and local news
- Develop relationships
- Involve your governing body (BoD)
- Attend grant maker panels

# MONITOR FUNDER COMMUNITY WWW...

- [fdncenter.org](http://fdncenter.org) – Foundation Center
- [philanthropy.com](http://philanthropy.com) – Chronicle of Philanthropy
- [charitychannel.com](http://charitychannel.com)
- [socialgrantmakers.org](http://socialgrantmakers.org) – local funder news

# ***FD ONLINE***

- Grantmakers: 140,000 + foundations and corporate donors
- 3.8 million recent grants
- Half million key decision makers
- Updated weekly
- Available locally and online

# ONLINE DEMONSTRATION

- FD Online

<http://fconline.foundationcenter.org>

Cooperating collections in California

- [Grants.gov](http://Grants.gov)

# SUPPORT YOUR CASE

- In-house research
- Census data
- [www.healthycity.org](http://www.healthycity.org) – data/maps resources
- Community resources – library databases
- Testimonials



# HEALTHY CITY

The screenshot displays the Healthy City website interface within a browser window. The browser's address bar shows the URL <http://www.healthycity.org/>. The website features a navigation menu with the following items: Home, Services, Maps, Data, Connect, and Account. A search bar is located at the top right, with the text "Service, Organizations, Data" and "ZIP Code" entered, and a "GO" button. Below the navigation menu, the main content area is divided into several sections:

- Welcome to Healthy City, California's information + action resource for service referrals and social change.** This section includes a sub-header "Our Work" and a description: "We engage and support communities and partners through three core capacities: Data & Technology, Capacity Building, and Technical Assistance. [Read more >](#)"
- FEATURES & NEWS** section, which includes several news items:
  - San Mateo County Redistricting: Draw Your Lines!** - "After each Decennial Census, the boundaries of district... [Read more >](#)"
  - Child Care Data Update Featuring New Numbers from CA's Community Care Licensing Division (CCLD)** - "Healthy City and Advancement Project are major advocates... [Read more >](#)"
  - See California Pollution Burden by ZIP Code!** - "The Office of Environmental Health Hazard Assessment... [Read more >](#)"

At the bottom of the page, there are four main action buttons:

- FIND A SERVICE** (with a magnifying glass icon)
- BUILD A MAP** (with a map icon)
- CHART AND ANALYZE DATA** (with a bar chart icon)
- SHARE AND CONNECT** (with a speech bubble icon)

# FIND YOUR FUNDERS!

- Develop broad list/diversify
- Narrow list/search for best fit
- Obtain proposal guidelines
- Send Letter of Inquiry or call for specifics
- Review and clarify
- In-person or telephone meeting
- Submit LOI or proposal

# ELEMENTS OF AN LOI

- Introduction
- Organization description
- Statement of need
- Project description
- Other funders
- Summary

# BASIC PROPOSAL ELEMENTS

- Summary
- Introduction
- Project Plan
  - Who benefits?
  - What will be different/improved?
  - What are you going to do?
- Budget and Narrative
- Attachments

# TIPS FOR WRITING WINNING PROPOSALS

- Follow guidelines perfectly (font, size, margins, page numbers, spacing, etc.)
- Demonstrate your expertise
- Make reference to models of service
- Include qualifications of staff – resumes
- Strong measurement outcomes – evaluation
- Relevant project budget – goals and objectives

# GRANT REVIEWER TIPS

- Subject matter experts, providers, expert grantwriters
- Read everything: Score 1-100, 1-60, etc.
- Pay attention to scoring allocation
- Prepare accurate Table of Contents
- Tell your story
- Do not exceed page limit

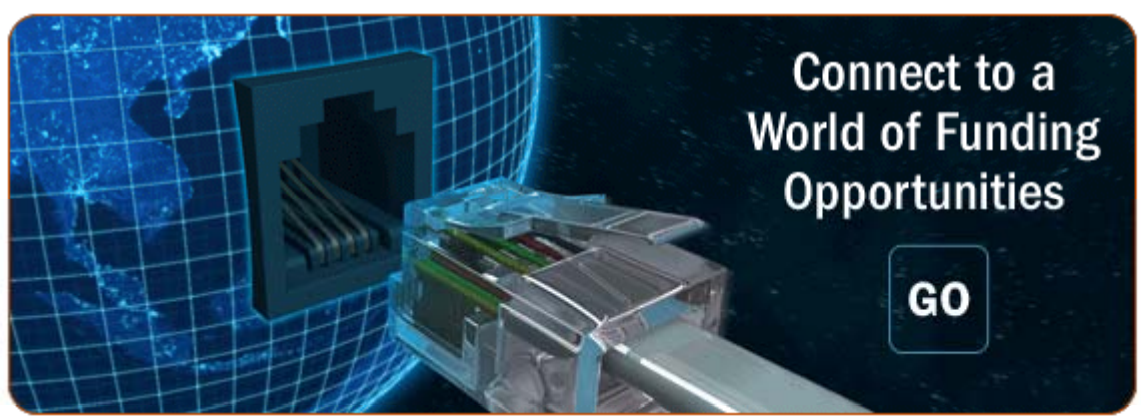
## MORE TIPS

- Thorough budget and budget narrative
- Measurable objectives
- Use professional if you need one
- Ask for copy of review score/comments
- Obtain copy of winning proposal



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Welcome, Long Beach Nonprofit Partnership. Let's get started.

## Power Search

Search 9 databases at once!  
Grantmakers • Companies • Grants • 990s • News • Jobs • RFPs • PubHub Reports • Nonprofit Literature

### Map of Cross-Border Giving

Free for Professional subscribers: Access the Foundation Center's new *Map of Cross-Border Giving* as part of your Professional subscription. See grants from U.S. grantmakers to non-U.S. recipients.

### Grantsfire: Real-Time Grant Reporting Online

Foundations are increasing the transparency of their grantmaking through the Foundation Center's Grantsfire system. Using an innovative format called hGrant, Grantsfire technology allows foundations to submit and post grant data electronically in near real-time, as the grants are made available almost immediately through an RSS feed or API. Grantsfire—a part of Glasspockets.org—facilitates grant reporting for grantmakers and increases the timeliness and accessibility of this information for everyone.

[Visit Grantsfire and subscribe to see grants as they're published»](#)

[Headlines](#)

[RFPs](#)

- Employee volunteer services (941)
- Employee-related scholarships (687)
- Endowments (1786)
- Equipment (3113)
- Exchange programs (102)
- Faculty/staff development (1)
- Fellowships (1089)
- Film/video/radio (151)
- General/operating support (23790)
- Grants to individuals (3503)
- In-kind gifts (1573)
- Income development (272)
- Internship funds (368)
- Land acquisition (678)
- Loaned talent (89)
- Loans--to individuals (86)
- Management development/capacity building (832)
- Matching/challenge support (2657)
- Pro bono services - legal (2)
- Pro bono services - marketing/branding (1)
- Professorships (414)
- Program development (5825)

[view index](#)

**Grantmaker Location**

**State**

[view index](#)

California

**County**

[view index](#)

**City**

[view index](#)

**Metro Area**

[view index](#)

**Congressional District**

[view index](#)

**ZIP Code**

**Fields of Interest**

[view index](#)

arts education

**Types of Support**

[view index](#)

General/operating support

**Geographic Focus**

[view index](#)

**Trustees, Officers, and Donors**

[view index](#)

**Type of Grantmaker**

[view index](#)

Total Giving

From:  To:

**Keyword Search**

Exclude grantmakers not accepting applications.

Results: 1-20 of 20

(hide guided search)

- Grantmaker State:**  
California
- Fields of Interest:**  
arts education
- Types of Support:**  
General/operating support
- Applications Accepted:**  
Yes

**Narrow Your Results**

**Grantmakers**

**Geographic Focus**

- California (18)
- Washington (3)
- Massachusetts (2)
- New York (2)
- Texas (2)
- National; international (1)
- South Carolina (1)

**Type of Grantmaker**

- Independent foundation (10)
- Company-sponsored foundation (4)
- Operating foundation (3)
- Corporate giving

Search Within Results

- Print/Save Records  Print/Save List  Export List  Save Search  Modify Search

| Grantmaker Name ▲   | City, State       | Total Assets  | Total Giving |
|---|-------------------|---------------|--------------|
| <input type="checkbox"/> Adobe Systems Incorporated Corporate Giving Program                    | San Jose, CA      | \$0           | \$39,907,774 |
| <input type="checkbox"/> Airborne Teacher Trust Fund, Inc., The                                 | Carmel, CA        | \$3,339       | \$114,594    |
| <input type="checkbox"/> Cathay Bank Foundation   | Los Angeles, CA   | \$200         | \$727,530    |
| <input type="checkbox"/> Chapman Foundation, William McCaskey Chapman and Adaline Dinsmore, The | Monterey, CA      | \$8,796,843   | \$591,400    |
| <input type="checkbox"/> Cisco Systems Foundation   | San Jose, CA      | \$101,864,385 | \$9,827,232  |
| <input checked="" type="checkbox"/> Eisner Foundation, Inc., The                                | Beverly Hills, CA | \$105,844,359 | \$6,368,004  |
| <input type="checkbox"/> Fluor Foundation, The  | Aliso Viejo, CA   | \$15,908,964  | \$4,047,885  |
| <input type="checkbox"/> Haas Fund, Walter and Elise  | San Francisco, CA | \$188,900,000 | \$13,113,263 |
| <input type="checkbox"/> Hale Foundation, Crescent Porter                                       | Mill Valley, CA   | \$40,415,138  | \$2,286,940  |
| <input type="checkbox"/> Kallis Foundation, A California Public Benefit                         | Los Angeles, CA   | \$84,778      | \$5,000      |

# FOUNDATION DIRECTORY ONLINE PROFESSIONAL

## The Eisner Foundation, Inc.

[«Previous Record](#) | [Next Record»](#)  
[Close Window](#)

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- Profile
- Search Grants
- Map Grants
- Chart Grants
- News
- People

### Profile

Last Updated: 7/29/2010

Standard View Compact View

#### Jump To

- Donor(s)
- Background
- Limitations
- Purpose and Activities
- Fields of Interest
- Geographic Focus
- Types of Support
- Application Information
- Officers and Directors
- Number of Staff
- Memberships
- Financial Data
- Additional Location Information
- Selected Grants

#### At A Glance

**The Eisner Foundation, Inc.**  
233 South Beverly Dr.  
Beverly Hills, CA 90212-3896  
Contact: Trent Stamp, Exec. Dir.  
Fax: (310) 777-3644  
E-mail: [info@eisnerfoundatio...](mailto:info@eisnerfoundatio...)  
URL: [www.eisnerfoundation.org](http://www.eisnerfoundation.org)

**Type of Grantmaker**  
Independent foundation

**IRS Exemption Status**  
501(c)(3)

**Additional Descriptor**  
Family foundation

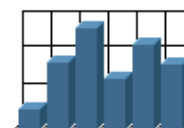
**Financial Data**  
(yr. ended 12/31/08)  
Assets: \$105,844,359  
Total giving: \$6,368,004

**EIN**  
954607191  
**990-PF**

#### Map Grants



#### Chart Grants



#### Tools

- E-mail
- Print/Save
- Add to My Alerts

#### Tag this record:

Foundation Directory Online - Grantmaker Profile - Windows Internet Explorer

http://fconline.foundationcenter.org/companion/new\_page.php?row1data=&row2data=California+&county=&row3data=&msa=&cd=&zip=&row4data=arts+education&row7data=C

Member by Eisner  
Jane B. Eisner

**Background** [Top of Page](#)

Established in 1996 in CA.

Founded by Michael D. Eisner and his wife Jane Eisner. Michael D. Eisner is an entertainment executive and business man. As C.E.O. and President of the movie studio at Paramount Pictures, he oversaw the release of hit films such as "Saturday Night Fever," "Grease," the "Star Trek" film franchise, and "Beverly Hills Cop," and hit television shows such as "Happy Days," "Laverne & Shirley," "Cheers" and "Family Ties." As the Chairman and C.E.O. of The Walt Disney Company from 1984 until 2005, he oversaw the films "Who Framed Roger Rabbit," "The Little Mermaid," "Beauty and the Beast," "Aladdin," "The Lion King," "Pocahontas," and "Tarzan," all of which won Academy Awards. In 2005, Eisner founded the investment firm The Tornante Co., which invests in and creates media and entertainment.

At the close of 2008, the market value of the foundation's assets totaled \$105.8 million, a 33 percent decrease from 2007 value (\$157.9 million)

**Limitations** [Top of Page](#)

Giving limited to Los Angeles County CA.

No support for sectarian purposes.

Generally, no grants to individuals, annual campaigns, existing obligations, re-granting programs, sponsoring conferences or special events.

**Purpose and Activities** [Top of Page](#)

The foundation exists to provide access and opportunity for disadvantaged children and the aging of Los Angeles County, CA.

**Fields of Interest** [Top of Page](#)

**Subjects**

- Arts education
- Athletics/sports, school programs
- Crime/violence prevention, abuse prevention
- Elementary/secondary education

Internet | Protected Mode: On 100%

# GRANTS.GOV



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HOME | ABOUT | SEARCH GRANTS | APPLICANTS | GRANTORS | SYSTEM-TO-SYSTEM | FORMS | OUTREACH | SUPPORT

### Find Grants

SEARCH Grants.gov for your federal grants by keywords or more specific criteria. All discretionary grants offered by the 26 federal grant-making agencies can be found on Grants.gov. You do not have to register with Grants.gov to find grant opportunities.

[Search Grant Opportunities »](#)

### Find Open Grant Opportunities

NEWEST OPPORTUNITIES | BROWSE CATEGORIES | BROWSE AGENCIES | BROWSE ELIGIBILITIES | [View More »](#)

| Funding Opportunity Number | Opportunity Title  | Agency                                      |
|----------------------------|--|---|
| 14-SN-0002                 | Hypoxia Monitoring, Alert, and Mitigation System   | Office of Naval Research                    |
| RFI-486-14-00001           | Local Capacity Initiative  | Thailand USAID-Bangkok                      |
| APS-306-13-000002          | Afghanistan's Counter Trafficking in Persons   | Afghanistan USAID-Kabul                     |
| RFA-663-13-000006          | Reading for Ethiopia's Achievement Developed (READ) Community Outreach   | Ethiopia USAID-Addis Ababa                  |
| W81XWH-BAA-14-1            | U.S. Army Medical Research and Materiel Command Broad Agency Announcement  | Dept. of the Army -- USAMRAA                |
| DE-FOA-0000995             | FY 2014 Continuation of Solicitation for the Office of Science Financial Assistance Program  | Office of Science                           |
| DE-FOA-0001003             | Exploratory Research for Extreme-Scale Science   | Office of Science                           |
| P13AS00260                 | American Battlefield Protection Program Battlefield Preservation Project Grants  | National Park Service                       |
| RFA-HS-14-006              | Patient-Centered Outcomes Research (PCOR) for Treatment Options in Uterine Fibroids: Developing a Prospective Multi-Center Doctor-lead Clinical Practice (DEP) | Agency for Health Care Research and Quality |

### What's New

[SAM Quick Start Guide For New Grantee Registration](#) and [SAM Video Tutorial for New Applicants](#) are tools created by the General Services Administration to assist those registering with the System for Award Management (SAM). If you have questions or concerns about your SAM registration, please contact the Federal Support desk at <https://www.fsd.gov>.

[Grants.gov Applicant Training Video](#) - Need a quick lesson on how to Register, Find and Apply? Watch this short video to get tips on registering with Grants.gov; finding grant opportunities; understanding your search results; and applying for opportunities. If you have any additional questions please visit the [Applicant Resources](#) section of Grants.gov.

### Grants.Gov Blog

**GRANTS.GOV ALERT: Grants.gov Operational Status**  
The Department of Health and Human Services anticipates that the Grants.gov system will remain in an operational status, but with reduced federal support staff presence, should a lapse in appropriations occur. In addition, we anticipate that the Grants.gov Contact Center will remain available, and provide assistance to callers. HHS, as Managing Partner, in collaboration with OMB and the Grants.gov Program Management Office, will keep the federal grantor community updated as to the status of the Grants.gov system as plans evolve during the government shutdown.  
[View More Blog Entries »](#)

### Financial Assistance

Grants.gov does not provide personal financial assistance. To learn where you may find personal help, please visit USA.gov. The United States Government does not require payment, of any kind, to receive federal grants. To report fraud, please contact the Department of Health and Human Services, Office of the Inspector General.

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http://www.grants.gov/search-grants.html?FundingCategories%3DAR%7CArts%20[...]

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SEARCH: Grant Opportunities | Enter Keyword... | GO

GRANTS.GOV > Search Grants

## SEARCH GRANTS

**BASIC SEARCH CRITERIA:**  
 Keyword(s):   
 Funding Opp #:   
 CFDA Number:

**OPPORTUNITY STATUS:**  
 Open (12)  
 Closed (3)  
 Archived (151)

**FUNDING INSTRUMENT TYPE:**  
 All Funding Instruments  
 Cooperative Agreement (1)  
 Grant (12)  
 Other (1)  
 Procurement Contract (1)

**ELIGIBILITY:**  
 All Eligibilities  
 City or township governments (3)  
 County governments (3)  
 Independent school districts (3)  
 Individuals (1)

**CATEGORY:**  
 All Categories  
 Agriculture (19)  
 Arts (see 'Cultural Affairs' in CFDA) (12)  
 Business and Commerce (10)  
 Community Development (19)

**AGENCY:**  
 All Agencies  
 All Corporation for National and Community Service (1)  
 All Department of State (2)  
 All Institute of Museum and Library Services (5)

**SEARCH RESULTS:**  
 SORT BY: [Open Date (Descending)] | DATE RANGE: [All Available] | Search Tips | Export Results

**1 - 12 OF 12 MATCHING RESULTS:**

| Funding Opportunity #        | Opportunity Title   | Agency   | Open Date  | Close Date |
|------------------------------|---|--|------------|------------|
| 2014NEA01OT                  | NEA Our Town Application, FY 2014   | National Endowment for the Arts                | 09/24/2013 | 01/13/2014 |
| MFA-FY14                     | Museums for America   | Institute of Museum and Library Services       | 09/16/2013 | 12/02/2013 |
| SPARKS-FY14                  | Sparks! Ignition Grants for Museums   | Institute of Museum and Library Services       | 09/16/2013 | 12/02/2013 |
| AAHC-FY14                    | Museum Grants for African American History and Culture  | Institute of Museum and Library Services       | 09/16/2013 | 12/02/2013 |
| NANH-FY14                    | Native American/Native Hawaiian Museum Services   | Institute of Museum and Library Services       | 09/16/2013 | 12/02/2013 |
| NLG-MUSEUMS-FY14             | National Leadership Grants for Museums  | Institute of Museum and Library Services       | 09/16/2013 | 12/02/2013 |
| CNCS-GRANTS-09062013         | AmeriCorps State and National Grant Competitions  | Corporation for National and Community Service | 09/06/2013 | 01/08/2014 |
| 2014NEAORA                   | Research: Art Works   | National Endowment for the Arts                | 08/14/2013 | 11/05/2013 |
| ECA-ECALMAQM-14-002          | Official U.S. Presentation at the 56th International Art Exhibition, Venice, Italy, June through November, 2015 | Bureau Of Educational and Cultural Affairs     | 08/05/2013 | 10/11/2013 |
| 2014NEA03LFTP                | NEA Literature Fellowships: Translation Projects, FY 2015   | National Endowment for the Arts                | 07/23/2013 | 12/09/2013 |
| S-SAECI-13-GR-050-NEA-061813 | Saudi American Educational and Cultural Initiative Grant  | U.S. Mission to Saudi Arabia                   | 06/18/2013 |            |
| RG-12102012-OPP1             | This is a test. Please DO NOT submit.   | IV&V Test Agency                               | 12/21/2012 | 02/15/2014 |



The screenshot shows the NEA website homepage in a browser window. The address bar displays "http://arts.gov/" and the page title is "Home | NEA". The main header features the text "NATIONAL ENDOWMENT FOR THE ARTS" in large, bold, black letters. To the right of this text is a paragraph: "The National Endowment for the Arts is an independent federal agency that funds and promotes artistic excellence, creativity, and innovation for the benefit of individuals and communities." Below this paragraph is the "ART WORKS." logo, which consists of three triangles (red, blue, and yellow) above the text. The header also includes social media icons for Facebook, Twitter, YouTube, RSS, and iTunes U, along with a "Subscribe" button and a search bar. A navigation menu is located below the header, with links for "HOME", "ABOUT", "GRANTS", "NEWS", "LIFETIME HONORS", "PUBLICATIONS", "ARTISTIC FIELDS", and "CONTACT". The main content area features a purple background with the text "Celebrating the 2014 NEA National Heritage Fellows!" and "September 19, 2014 Concert Webcast Archive". To the right of this text is a photograph of five performers on stage, including a man in a suit playing a guitar and a woman in a colorful, ornate costume.

# LA COUNTY ARTS COMMISSION

The screenshot shows a web browser window with the URL <http://lacountyarts.org/>. The browser's address bar and menu bar are visible. The main content area features a central navigation menu for the Los Angeles County Arts Commission, organized into several color-coded sections:

- John Anson Ford Theatres** (Teal): Summer Season, [Inside] the Ford
- Arts Resources** (Blue): About Us, Join E-mail List, Arts Links
- Civic Art** (Yellow): Opportunities & Resources, Policies and Procedures, Active Projects, County Collection
- Arts Education: Arts for All** (Red): Programs for Educators, Programs for Students, News and Events, Other Resources
- Los Angeles County Arts Commission** (Dark Blue): Central logo and text
- Grants and Professional Development** (Purple): Grants, Internships, Professional Development, Initiatives
- Public / Special Events** (Orange): Holiday Celebration, Free Concerts in Public Sites, Musicians Roster
- Communications and Calendar** (Green): Publications, Announcements, Application Deadlines, News and Press Kit, Master Calendar

Below the navigation menu, there are social media icons for Facebook, Twitter, and YouTube. A search bar is labeled "Search Site" with a "Go" button. At the bottom, there are links for "LA County Homepage" and "Most Wanted Delinquent Parents".

## **FINAL THOUGHT...**

**Funders need to give away  
their money...**

**why not you?**