



## Digital Capacity Grant Guidelines and FAQ

Updated 1/26/2021

Updated guidance in response to applicant questions is marked with a \*

Since the onset of the COVID-19 pandemic, organizations have pivoted to offering creative, accessible, and free online humanities platforms and programs. In many cases, these programs have found audiences far beyond traditional in-person attendees. While digital divides remain, virtual and hybrid programs reach over entrenched barriers like accessibility of locations, neighborhood segregation, competing responsibilities for working people, and more. Even when possibilities for re-opening improve, virtual platforms and programs will continue to be a space for the humanities to grow and find new audiences.

This winter, Mass Humanities is offering grants for public humanities projects that build organizations' digital capacity and increase digital access to the humanities. Digital capacity grants will enable organizations to develop their digital profiles and programs, assess their impact, and weave digital access into the array of humanities programs regularly available to public audiences. Potential eligible projects could include an online series that improves on past programs through staff training and new equipment; staff training and equipment for a hybrid program that enables interaction between in-person and virtual attendees; digitizing and improving accessibility for high-demand collections or media; working with photographers and videographers to create interactive virtual tours.

### Timeline

Applications will open noon, January, 14th and close on February 7th at 11:59pm. Mass Humanities will notify recipients the week of March 29th.

### Amount of Funding

Applicants can request up to \$5000 in project funds. For projects awarded grants, Mass Humanities will award requests in full.

### Who is Eligible to Apply?

Applicant organizations must be

- A 501(c)(3) non-profit or fiscally sponsored association  
or  
A state or federally recognized tribe
- In compliance with state and federal regulations which bar discrimination on the basis of race, gender, religious creed, color, national origin, ancestry, disability, age, or sexual orientation, and which require accessibility for persons with disabilities. Specifically:
  - [The Americans with Disabilities Act of 1990 \(ADA\)](#)
  - [Section 504 of the Rehabilitation Act of 1973 \(Section 504\)](#)
  - [Title VI of the Civil Rights Act of 1964](#)
  - [Title IX of the Education Amendments of 1972](#)
  - [The Age Discrimination Act of 1975](#)

Applicant organizations with open Mass Humanities grants (except recipients of 2020 Support Grants) must submit final reports for their grant by January 29th to be eligible for Digital Capacity Grants. Recipients of 2020 Support Grants who have not completed their final reports may still apply.

Applicants cannot be

- Individuals
- Government agencies or entities
- Universities, colleges, or academic departments
- Schools or pre-schools
- Political or advocacy organizations
- Religious organizations, though they may serve as a fiscal sponsor
- Media organizations or filmmakers

*Applicant organizations cannot apply to Mass Humanities for the same project under a different grant line. (For example, an organization cannot apply for a Digital Capacity Grant and a Bridge Street Sponsorship for the same three online programs).*

## **What Kind of Projects Are Eligible?**

To be eligible a project needs to

- Have defined goals and completion date
- Be open to the public or K-12 students.
- Serve Massachusetts residents (though out-of-state participants may also attend)
- Be free for participants or users
- Meaningfully engage with the humanities
- Use digital programs or platforms for the humanities components of the project

## **What we cannot fund:**

- Work undertaken or supplies purchased before or after the grant period
- Fundraising activities, capital campaigns, or organizational strategic planning
- Programs that do not serve Massachusetts residents
- Courses or professional development for participants (cost of training for project staff is allowed)
- Re-grants to other organizations
- The promotion of a particular political, religious, or ideological point of view
- Lobbying or advocacy for specific public policies or legislation
- Direct social service, e.g., counseling, therapeutic, legal, or medical services
- The creation of professional art or artistic performances

- Ticket costs if the revenue from ticket sales goes to the applicant organization
- Cost of entertainment, food, or alcohol
- Scholarships or prizes

### **Requirements for project budgets:**

- Any equipment purchased with MH funds must be used for the publicly accessible humanities components of the project.
- Applicant organizations must at least equally match the amount of funding requested of Mass Humanities through a combination of cash and in-kind contributions. That is, a project that requests \$5000 from Mass Humanities must provide at least \$5000 in cash or donated services from non-Mass Humanities sources. An organizations' own funds and contributions of cash are known as the "cash-share." Contributions of donated time, supplies, or services, are known as the "in-kind share."
- At least 10% of a project's funding match must be in cash-share (as opposed to "in-kind share").
  - Applicants may not use other project-based Mass Cultural Council funding (e.g. a Local Cultural Council Grant) in their cash-share.\*
  - Applicants may not use federal grants in their cash-share.\*

### **Review Criteria**

Proposals will be reviewed by Mass Humanities board and staff for the following:

- Potential public interest in and impact of the project
- Centrality of the humanities to the project
- Viability of the project plan
- Potential for the project to advance the applicant organization's digital capacity for future humanities engagement.

Mass Humanities will prioritize

- Small organizations (approximately 5 full-time equivalent employees or fewer)
- Geographic distribution of funded projects
- Variety of funded projects

### **Reporting and Publicity**

- Funded projects will receive 90% of their award upon submitting their grant contract. Remaining funds will be awarded upon completion of a brief final report on project outcomes, public engagement, and use of funds.
- Funded projects will be required to submit an events report.
- Funded projects that need to make major changes to the scope, timeline, format, key project staff, or budget changes of more than \$500 per-line item should submit a "change request" form in the online grants system for approval.
- Funded projects will acknowledge Mass Humanities and the Mass Cultural Council in publicity.

### **How to Apply**

If your organization is a 501(c)(3) and you have applied for a Mass Humanities grant on its behalf in the past, log in to the system and start the application.

If you or your organization is new to Mass Humanities, you will need to create an account. To create an account, you will need to know your organization's address and tax-ID number.

If your organization has applied to Mass Humanities in the past using a fiscal sponsor, please reach out to [grants@masshumanities.org](mailto:grants@masshumanities.org) to assist you in updating your account information.

Log in to the application system [here](#).

## FAQ

### What are the humanities?

The humanities are the tools by which we comprehend the past, forge new ideas, and express ourselves as participants in a free society. Traditionally they have been defined by fields of study including: literature, language, history, philosophy, archaeology, comparative religion, law, ethics, interpretation of the arts, and social sciences that use humanities methods. They also include cultural heritage, community-based history and storytelling, and informed civic discussions. Of course, new humanities fields and topics emerge all the time. What they share is a focus on understanding the human experience in context.

### What about interdisciplinary projects?

Mass Humanities welcomes projects that link the humanities with other fields. Interdisciplinary approaches include

- **Arts and Humanities:** Arts and humanities go great together. The humanities provide context to deepen our understanding of the arts. Mass Humanities does not fund professional performances or works of artistic expression, but we do fund projects that engage arts audiences or participants in humanities-based discussion and reflection.
- **Policy and Humanities:** By understanding who we are, we can make informed choices about how we live. Mass Humanities supports projects that engage the complex historical and ethical perspectives we need to make important choices. Instead of prescribing policy solutions or a single point of view, Mass Humanities-funded projects empower participants with the knowledge to understand the choices they face.
- **Social Sciences and Humanities:** More and more, humanities approaches are being used in fields that once were considered sciences, such as economics, political science, anthropology and geography. Humanities approaches in these fields and others should emphasize qualitative questions about the human past and present as opposed to quantitative models of behavior.

### What do you mean by “advance the applicant organization’s digital capacity?”

Digital capacity grants should enable the applicant to try something new with digital formats, to build on what they are already able to do. For example, at the completion of the project, the applicant organization’s staff and/or constituents could have new skills, partnerships, or platforms applicable to future digital or hybrid projects; or the applicant organization could have acquired and learned to use new equipment that they will also apply to future projects.

### **Can I apply to create or update my organization's website?**

An organization whose mission is based in the humanities may apply to create or update its website if its current site and digital profile is severely limited in its functionality. Any website project should increase access to and awareness of the applicant's humanities content.

### **Can a Digital Capacity Grant pay for online programming related to a theatrical production?**

A Digital Capacity Grant cannot fund a theatrical performance, but it can fund free humanities programs related to a performance if the performance is also free or if the humanities program is of interest to audiences regardless of their ability to access the performance. Either way, applicants will need to make a case for public interest in the humanities program.

### **Can I also apply for a Bridge Street Sponsorship?**

Organizations can apply for a Bridge Street Sponsorship if that application is for a separate project. For example, a historical society could apply for a Bridge Street Sponsorship for three online programs it is planning for May, 2021. It could not apply for a Digital Capacity Grant for the same programs. However, it could apply for a Digital Capacity Grant for different program where it is experimenting with hybrid audience interaction models.

### **If I'm awarded a Digital Capacity Grant, can I apply for another Mass Humanities Grant before I submit my final report?**

It depends on the type of grant. Some smaller grants and special initiatives, like Reading Frederick Douglass Together, are available to applicants that have not yet submitted a final report for their other grant. Most grant lines, however, are not available to applicants who have not submitted final reports.

### **Can I use other grants for my match?\***

It depends on the type of grant. Here's a quick guide:

- Eligible matching grants include (but are not limited to): family foundation grants, community foundation grants, operating support from Mass Cultural Council (ex: Gateway operating grants or COVID relief grants), individual donor contributions.
- Project-based grants from Mass Cultural Council are ineligible for matching. They include Local Cultural Council Grants and Mass Cultural Council Project Grants.
- Federal grants are ineligible for matching.

### **Do I need to register in SAM (federal System for Award Management) to apply for this grant?\***

No. You do not need to register in SAM.

### **I already purchased a piece of equipment and completed some training. Can I count the equipment and training toward my match?\***

No. Only equipment purchased or work undertaken during the grant period (see below) can be included in your budget. This rule applies to all budget categories.

### **What is the “grant period?”\***

The grant period is the time you set to complete the project. Typically, Mass Humanities awards grants for a twelve-month grant period or shorter, starting after the grant award date. The application will ask you to select a grant period start and end date. Grant period start dates **MUST** be after the award date (week of March 29th). The application will also ask you to note how Mass Humanities will be recognized in program publicity. If your program includes an event, make sure your answer demonstrates that you have adequate time to include Mass Humanities in publicity.

### **What is a “media organization?”\***

For the purpose of this grant, a media organization is an organization whose primary programming is the production of audio or video content, or news, analysis, or commentary (in any format). Small book publishers that primarily serve Massachusetts audiences are eligible. Non-media organizations are welcome to partner with media organizations (such as a cable access station for production, equipment, or training) but the project must primarily serve the non-media applicant organization.

### **Does the humanities personnel have to be from Massachusetts?\***

No. The person serving as the humanities personnel on your project does not have to be from Massachusetts.

### **Can the humanities personnel be on staff at the applicant organization?\***

Yes. The person serving as the humanities personnel can be on staff at the applicant organization.

### **If the program we offer is free for participants during the grant period, can we offer it for a fee later?\***

Yes. You can require a fee for your program after the grant period as long as the program is offered for free during the grant period.

### **Does Mass Humanities plan to offer this grant opportunity again in the future?\***

Mass Humanities does not currently have plans to offer this opportunity again in the future.

### **Can this grant pay for a cultural festival?\***

Mass Humanities cannot fund performers at a cultural festival but could fund humanities events at a cultural festival. Humanities events could include interpretation of art (including interpretation of music or performance), or education about cultural heritage and practices.

**Your guidelines say you'll prioritize small organizations. Does that mean large organizations shouldn't apply?\***

Mass Humanities welcomes applications from large organizations and expects to fund large organizations, but we will also ensure that small organizations are well represented among funded projects.

**If we want to apply to digitize a collection, are there any restrictions on the type of collection to be digitized?\***

There are no restrictions on format. Collections must be history or humanities based. They can be video, audio, print or manuscript, or images. This grant does not support the digitization of art collections.

**Do fiscal sponsors have to be located in Massachusetts to be eligible?\***

No. Fiscal sponsors do not have to be from Massachusetts, but the project must primarily serve a Massachusetts audience.

**Does my organization have to be located in Massachusetts to be eligible?\***

Your project must be designed to primarily serve a Massachusetts audience, though other audiences may be interested. It is very rare for organizations based outside of Massachusetts to meet that requirement.

**Are there budget maximums for personnel or equipment?\***

No. There are no maximums for any budget lines.

**If I create a hybrid program, can I charge for the in-person attendees?\***

You can charge tickets for in-person attendees but the digital side of the program must be free to participants and actively engage them.

**Can we purchase a Content Management System to make a public web portal for local history collections?\***

Yes, as long as the system will be used for a humanities-based collection during the grant period.

**What is an advocacy organization?\***

For the purposes of this grant, an advocacy organization is an organization that does not comply with federal rules limiting political lobbying or legislative action for 501(c)(3)s. Funded projects cannot advocate for particular legislation or policies or a particular program of political or social action.

**I'm not sure if my project is eligible. Can I talk with someone?\***

Mass Humanities staff are happy to answer questions. Please send inquiries to [grants@masshumanities.org](mailto:grants@masshumanities.org) and we will respond as soon as we can.