

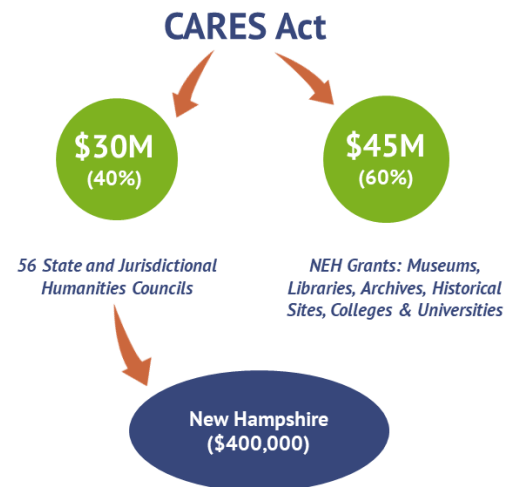


## CARES Act General Operating Support Grant Program

Preliminary After-Action Review • July 2020

In April, Congress passed the *Coronavirus Aid, Relief, and Economic Security Act (CARES Act)* which provided \$75 million in supplemental funding to assist cultural institutions affected by the coronavirus. \$30 million of that was allocated to our state and jurisdictional humanities organizations to support grants to eligible nonprofits for humanities programming and general operating support.

As a result, New Hampshire Humanities (NHH) received \$420,200 in supplemental funding from the National Endowment for the Humanities (NEH), and launched our *CARES Act General Operating Support Grants Program* on May 1<sup>st</sup>, making available \$400,000 in general operating support grants to eligible New Hampshire-based cultural nonprofits and public libraries ranging from \$2,500 to \$10,000. NHH retained \$20,200 (5%) of the award for administrative overhead.



While we anticipated a high level of demand, the depth and breadth of financial need was overwhelming, with 80% of the applicant organizations indicating they are applying for additional sources of financial support to sustain and maintain operations to the extent possible through the current pandemic and into the foreseeable future.

On Friday, May 1<sup>st</sup>, NHH launched our CARES Act General Operating Support Grant Program and over the span of 13 business days committed all available grant dollars. In total, NHH received 89 CARES Act General Operating Support Grant applications and after careful

review, funded 64 applications totaling \$400,000, positively impacting 47 communities throughout the Granite State.

We understood early on in the planning and development process that for us to be successful in attracting the broadest pool of applicants possible, it required us to cast the widest net imaginable, requiring a push and pull marketing and communication strategy involving a myriad of private and public partners.

The initial phase of the strategy involved the development of NHH's [CARES Act General Operating Support landing page](#) intended to be a "one stop shop" containing all the information and application materials an applicant might require, including a Frequently Asked Questions (FAQ) document, and links to additional resources.

Shortly thereafter, NHH developed a public broadcast message for distribution to our state and local non-profit partners, academic institutions, peer organizations, federal and state elected officials, media contacts, and local business and industry partners, making them aware of NHH's effort to support our state's humanities and cultural sectors including a direct ask they share our CARES Act General Operating Support Grant information with their stakeholders.

In preparation for the demand and impending launch, NHH's chief operating officer and operations staff developed the required Grants Management and Monitoring & Evaluation Systems required for the efficient processing and review of all CARES Act Grant applications. Like other aspect of this effort, these systems were developed in coordination with other organizations charged with distributing additional CARES Act funds in the state, including the New Hampshire Charitable Foundation, New Hampshire State Council on the Arts, New Hampshire Community Development Finance Authority, and the New Hampshire Department of Natural & Cultural Resources.

As mentioned, NHH launched the CARES Act General Operating Support Grant Program on May 1<sup>st</sup> and over the span of 13 business days committed all available grant dollars, having received 89 CARES Act General Operating Support Grant applications, funding 64 applications totaling \$400,000, and positively impacting 47 Granite State communities. Applicant organizations' annual operating budgets ranged from \$6K to \$500K, with 51 of the 64 grant recipients having sought other sources of financial support beyond our CARES Act grants, including the Paycheck Protection Plan and the Economic Injury Disaster Loan Emergency Advance, with the degree of financial need varying greatly by organizational type (e.g., libraries, museums, cultural organizations, and historical societies). When evaluating the distribution of CARES Act funds by organizational type, 41% of the available grant dollars were allocated to NH libraries, 27% to historical societies, 20% to cultural nonprofits, and 13% to museums.

NHH's Preliminary After-Action Review revealed the CARES Act funds were equitably distributed throughout NH, with all ten NH counties benefitting from support, including NH's historically underrepresented regions, with 57% of the CARES Act funds distributed in the 2<sup>nd</sup> Congressional District and 43% in the 1<sup>st</sup> Congressional District. In preparation for this preliminary report, NHH developed an [ARC GIS Story Map](#) and [Story Map Dashboard](#), allowing the reader to interact with the data and related visualization tools.

In conclusion, NHH was honored to participate and assist with the distribution of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) funds to our state's cultural institutions and public libraries. We believe NHH's support of the CARES Act is critically important work, having already yielded an immediate positive impact on the sector, as exemplified by this quote from a CARES Act grant recipient:

*“Words cannot express the joy and gratitude I feel. We wholeheartedly thank you for this grant award. When I shared the news with our founder, through tears, smiles, and excitement I said, ‘We are going to survive 2020, our 20<sup>th</sup> anniversary!’ You will never know how much this means to our organization as we redefine our existence and our future through this new normal.”*

~ CARES Act Grant Recipient

## Acknowledgements

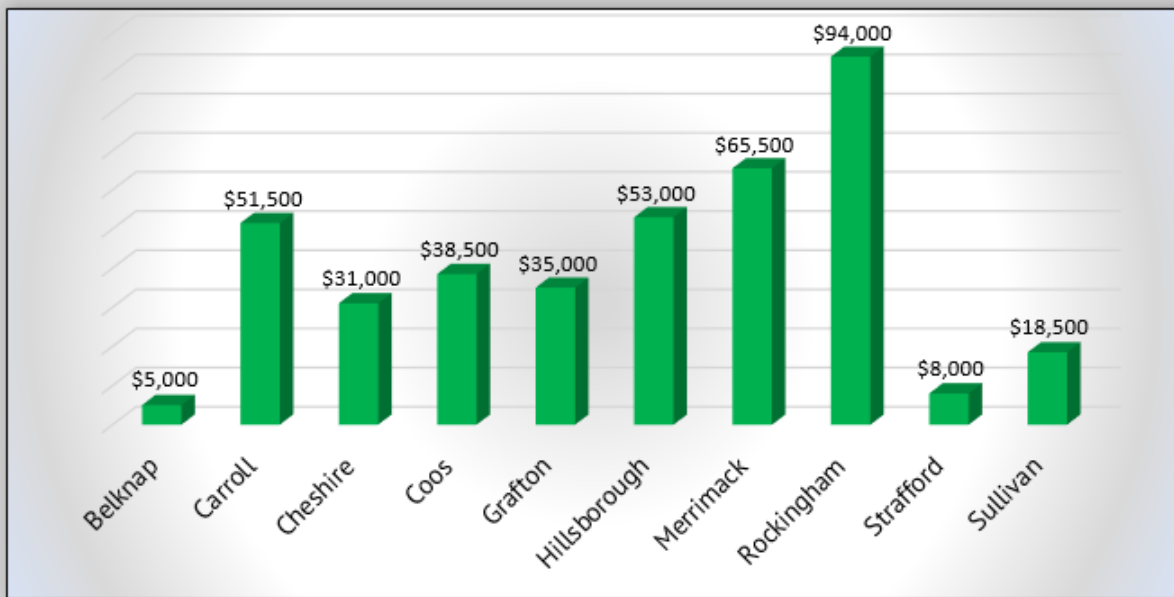
While the quantitative elements of the effort sound notable, the work of NHH did not occur in isolation, without the support of our state humanities peer organizations. We'd like to thank Illinois Humanities, Indiana Humanities, and Humanities Washington for the guidance, technical assistance, collegiality, and support in helping develop our CARES Act General Operating Support Grant Application, Rubrics, FAQ document, and related materials. We also want to offer our sincere appreciation to our peers at the Federation of State Humanities Councils and the National Endowment for the Humanities for their leadership and direction.

This support and the numerous conversations between state humanities organization allowed us to launch our CARES Act grants program more quickly and efficiently than anticipated.

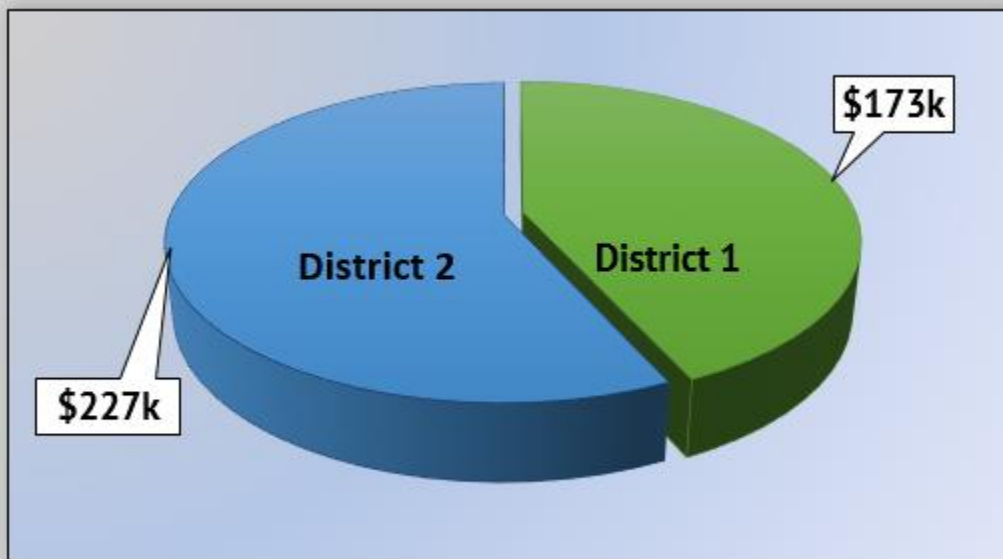
# Charts & Graphs

## CARES Act Grants Distribution by County

County	Total Population	% of Population	% of CARES Act Funds
Hillsborough County	411,087	30%	13%
Rockingham County	305,129	22%	24%
Merrimack County	149,452	11%	16%
Strafford County	128,237	9%	2%
Grafton County	89,811	7%	9%
Cheshire County	76,263	6%	8%
Belknap County	60,640	4%	1%
Carroll County	47,840	4%	13%
Sullivan County	43,125	3%	5%
Coos County	32,038	2%	10%
<b>New Hampshire</b>	<b>1,356,458</b>	<b>100%</b>	<b>100%</b>



## CARES Act Grants Distribution by Congressional District

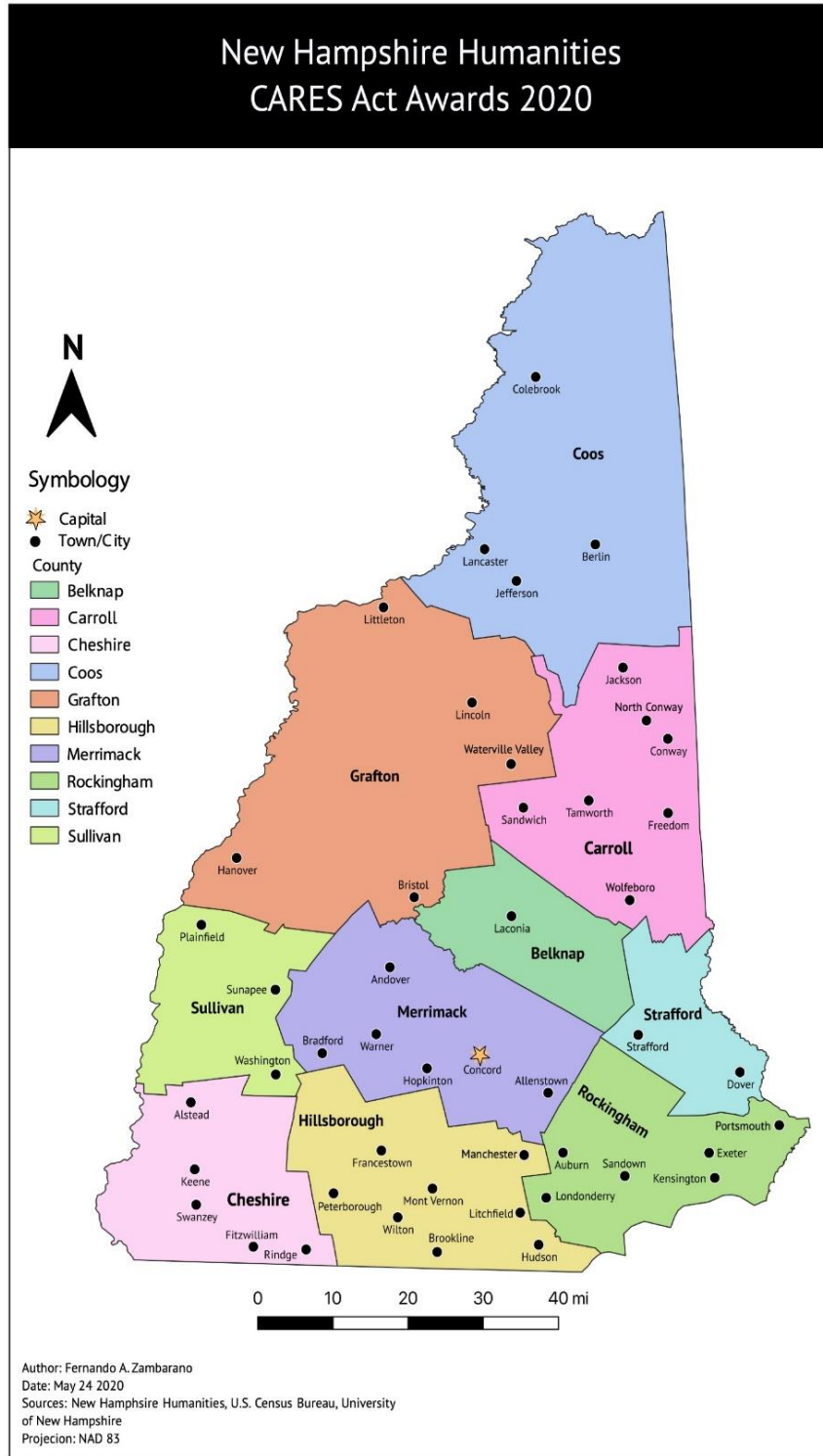


## CARES Act Grants Distribution by Organizational Type



# CARES Act Grants Distribution by City/Town

64 grants awarded in total, impacting 47 New Hampshire communities





**Organizations funded by New Hampshire Humanities through the CARES Act**

**Belknap County**

Belknap Mill Society

**Carroll County**

Cook Memorial Library  
Freedom Public Library  
Friends of the Conway Public Library  
Jackson Public Library  
New Hampshire Boat Museum  
North Conway Public Library  
Samuel H. Wentworth Library  
Tamworth History Center

**Cheshire County**

Cathedral of the Pines  
Fitzwilliam Town Library  
Historical Society of Cheshire Country  
Mill Hollow Heritage Association  
Mt. Caesar Union Library  
Shedd-Porter Memorial Library  
Shedd-Porter Memorial Library

**Coos County**

Berlin & Coos County Historical Society  
Berlin Public Library  
Jefferson Historical Society  
Lancaster Historical Society  
Poore Family Foundation for North Country Conservancy

**Grafton County**

Hanover Historical Society  
Lincoln Public Library  
Littleton Public Library  
Margret & H.A. Rey Center  
Minot-Sleeper Library

**Hillsborough County**

Aaron Cutler Memorial Library  
Brookline Public Library  
Daland Memorial Library  
George H. Bixby Memorial Library  
Global Citizens Circle  
Hudson Historical Society

**Hillsborough County (continued)**

Journeys in Education DBA Mariposa Museum  
Manchester Historic Association  
Peterborough Historical Society DBA: Monadnock  
Center for History and Culture  
Wilton Public and Gregg Free Library  
World Affairs Council of New Hampshire

**Merrimack County**

Allenstown Public Library  
Andover Historical Society  
Bradford Historical Society  
Hopkinton Historical Society  
New Hampshire Antiquarian Society DBA  
Kimball Jenkins Inc.  
New Hampshire Institute for Civics Education  
New Hampshire Preservation Alliance  
New Hampshire Telephone Museum  
Park Street Foundation, NH State Library  
Warner Historical Society

**Rockingham County**

American Independence Museum  
Black Heritage Trail of NH, Inc.  
Griffin Free Public Library  
Kensington Public Library  
Londonderry Historical Society  
National Society of the Colonial Dames of America in NH  
New Hampshire Theatre Project  
NH Aviation Historical Society DBA Aviation Museum of NH  
Portsmouth Submarine Memorial Association  
Sandown Public Library  
Seacoast African American Cultural Center  
Warner House Association

**Strafford County**

Annie E. Woodman Institute Museum  
New Durham Public Library

**Sullivan County**

Plainfield Public Libraries  
Sunapee Historical Society, Inc.  
Washington Historical Society