



GRANTS MANAGEMENT SOFTWARE

GO SMART™

MEDIA KIT

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GO Smart is an affordable, cloud-based grant application system tailored for small to medium funders of arts programming with a goal to be the most **inclusive, accessible, and equitable grants management solution for the arts.**

ABOUT US

THE SMART CHOICE

- ✓ **BUILD & CUSTOMIZE YOUR APPLICATION**
- ✓ **COMMUNICATE WITH APPLICANTS**
- ✓ **BUILD PANELS AND GENERATE SCORES**
- ✓ **DOWNLOAD REPORTS**
- ✓ **SAVE AND STORE DATA**

PRODUCT FEATURES





Photo by Four Rivers Cultural Center. Dia De Los Muertos.

“Distributing grants through GO Smart is not just an efficient and effective choice for grants administrators, but it is also a financial investment in the arts. WESTAF, the parent company of GO Smart, aspires to provide opportunities to every artist and arts organization to amplify their voice, broaden their audience, and inspire a generation beyond their own. Administering grants through GO Smart assists WESTAF’s ongoing commitment to diversity, equity, inclusion, and accessibility in the arts sector.”

We’re proud to share that over 80 organizations spanning across the United States, Pacific Jurisdictions, and Canada, have used GO Smart to provide artistic opportunities and more than \$450,000,000 to their communities.”

— Christian Gaines, WESTAF Executive Director

ArtsHERE

In 2022, GO Smart was chosen as the universal application platform for ArtsHERE, a national pilot program to be conducted in partnership with WESTAF and its five fellow Regional Arts Organizations. The program will promote equal access to the arts and address participation in historically underserved communities.

COVID-19 Relief Funding

Arts funders quickly recognized the immense impact of the COVID-19 pandemic on the arts and culture sector. They stepped up to provide much-needed relief funding to support struggling artists and arts organizations with financial assistance to ensure the arts continue to thrive, even in the face of adversity. In the weeks and months after the pandemic began, GO Smart's clients were able to leverage their existing GO Smart granting sites to get immediate funds to artists and arts organizations, sometimes within a day or two of receiving national funds with which they were tasked to distribute.

WESTAF Grants

WESTAF, GO Smart's parent organization, distributes their own grants using the platform. Funds go towards [TourWest](#), [BIPOC Artist fund](#), [Emerging Leaders of Color](#), [COVID Relief](#), and more.



SPECIAL PROJECTS



Photo by Laura Durant. Black Theatre Troupe Blues in the Night.



Photo by Leslie Lewis. Dancing Earth Outreach, Southern Ute Cultural Center, Ignacio, Colorado.

COLOR SCHEME



#23828B



#506884



#007CAD

TYPOGRAPHY

Helvetica Neue Light
Helvetica Neue Normal
Helvetica Neue Bold

LOGOS



(PRIMARY)



(SECONDARY)

BRANDING GUIDE

[Please click here to view our branding guide.](#)

WRITING GUIDE

[Please click here to view our writing guide.](#)



THE CITY OF SANTA FE
ARTS COMMISSION



City of
**Santa
Monica**



CITY OF SAN ANTONIO
WORLD HERITAGE OFFICE



HAWAI'I
STATE FOUNDATION on
CULTURE and the ARTS



ALASKA STATE
COUNCIL ON THE ARTS

chapman  cultural center
Discover. Experience. Celebrate.



Seattle
Parks & Recreation
healthy people healthy environment strong communities



OUR CLIENTS



Jessica Gronich, Program Manager

Jessica Gronich manages the day-to-day business processes for GO Smart and collaborates on product development. Gronich also ensures that clients receive high-level support and advice regarding the design of their grant processes.



Natalie Villa, Project Management Specialist

Natalie Villa facilitates communication and technical processes among the internal technology team, program teams, and external development companies for CaFÉ, CVSuite, GO Smart, Public Art Archive, and ZAPP.



Paul Nguyen, Director of Technology

Paul Nguyen leads the technology strategy for WESTAF's web services, business intelligence, security, compliance and implementation, digital marketing tools, data architecture, and more. He has a successful history of guiding WESTAF's Software as a Service (SaaS) products, having served in various tech roles from 2007-2019 and, more recently, serving on WESTAF's board of trustees.



Natalie Scherlong, Communications Manager

Natalie Scherlong works to broaden WESTAF's impact through internal and external communication strategy. She develops, coordinates, and implements the day-to-day activities that support WESTAF's communications, public relations, brand management, and strategic initiatives and assists in coordinating and planning various conferences, meetings, and events.



Samantha Ortega, Marketing Manager

Samantha Ortega assists in planning and executing comprehensive marketing strategies for WESTAF's technology products that drive leads, opportunities, and sales. Ortega manages the organization's online public profile and presence and increases online engagement with WESTAF's products and services across all platforms.



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 [/GOSmart.org](https://www.facebook.com/GOSmart.org)

POWERED BY WESTAF

CONNECT WITH US



Photo by Harrison Goodale. Connor Youngblood performing at the Drive & Jive in Fort Collins in 2020.