



**ARTSWESTCHESTER GRANTS PROGRAM**  
**CATEGORY: YONKERS CULTURAL ARTS INITIATIVE**  
**2015 GRANT GUIDELINES**  
**Application Deadline Monday May 11, 2015, 5:00 p.m.**

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## **I. OVERVIEW OF THE ARTSWESTCHESTER GRANTS PROGRAM**

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In order to meet the cultural needs of county residents, cultural organizations and artists, ArtsWestchester's grants program provides funding opportunities in several categories. Funding may not be available in every category each year. While each category has a different focus, the following criteria are common to all:

- Artistic Merit of Programs
- Impact
- Financial Viability
- Community Need
- Diversity and Inclusiveness

The weight ArtsWestchester places on each criteria may vary from category to category. Funding opportunities intended to strengthen the arts in community life may, for example, place greater weight upon community need and impact.

## **II. YONKERS CULTURAL ARTS INITIATIVE GRANTS**

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The Yonkers Cultural Initiative is designed to help Yonkers' community-based cultural organizations enhance the cultural programs and services they provide to city resident. The grants also help locally-based cultural organizations to build their capacity and to contribute to the city's community building and economic development efforts. Yonkers Cultural Initiative awards are over and above the funding your organization received from Arts Westchester in our Basic Program Support or Arts Alive categories. The Yonkers Cultural Initiative awards are made possible with support from Westchester County Board.

### **WHAT IS THE APPLICATION DEADLINE?**

**DEADLINE: MONDAY, MAY 11, 2015.**

You must submit your completed application by the deadline: **5:00 p.m. Monday, May 11, 2015**

### **HOW DOES AN ORGANIZATION APPLY?**

Use the on-line application available at <https://artswestchester.org/grants>. Your completed application will be stored on our servers, but we encourage you to keep a copy of your completed application for your records. In certain situations an artist may apply in partnership of an organization. For more information about artist applications or technical issues with the on-line application, please contact Eric Siegel, [esiegel@artswestchester.org](mailto:esiegel@artswestchester.org) or (914) 428-4220, ext. 324.

## HOW MUCH MAY AN ORGANIZATION REQUEST?

You may request a maximum of \$15,000. The awards are competitive; the average award is approximately \$7,500. We recognize that the award may not cover the complete cost of your proposed project, and your budget should reflect additional sources of income as required. You may submit only *one* request for 2014 funds.

## WHAT IS THE PERIOD OF SUPPORT?

Projects must take place between July 1, 2015 and June 30, 2016.

## MAY WE SUBMIT MORE THAN ONE REQUEST?

No. Your organization may only request support for one project in this category. You may, however, submit an application for a separate project in the Project Support category.

## III. APPLYING FOR A 2014 MOUNT VERNON CULTURAL ARTS GRANT

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### WHAT ARE THE ELIGIBILITY REQUIREMENTS?

To be eligible for a Yonkers Cultural Arts Initiative grant the organization must:

- Demonstrate 501(c)(3) federal tax exempt status as a private, not for profit organization incorporated in New York State
- Have a mission statement that clearly delineates the arts or local history as primary, both in focus and in actual operation (“arts” includes developing skill in or knowledge of a discipline.)
- Have been providing arts/cultural programs in Yonkers for Primary at least the last three years
- Be headquartered in the City of Yonkers
- Have received funding through a Basic Program Support, Project Support or Arts Alive Grant within the past two years
- Must be in good standing regarding submission of required reports
- Must operate in a way that does not discriminate on the basis of race, color, national origin, gender, disability or sexual orientation.

### WHAT TYPES OF PROJECTS/ACTIVITIES ARTS ELIGIBLE FOR SUPPORT?

The project/activity for which you are requesting support must:

- take place in the City of Yonkers
- be a *new* project/activity or *one* that significantly expands or enhances activities planned for your 2015-2016 season.

**Please note:** If you applied for Basic Program Support, Project Support or an Arts Alive grant, your request for funds through this initiative must be for programs/activities that are different from those supported through these funding categories.

## ARE THERE ANY RESTRICTIONS?

The following are **not eligible** for a Yonkers Cultural Initiative award:

- Projects/programs that are operated by the City of Yonkers or are part of the services it provides to residents
- General operating support requests
- Capital projects
- Programs, projects, activities funded through an ArtsWestchester grant in another category
- Fund-raising activities
- Deficit-reduction activities
- Programs/activities open only to members
- Purchase of equipment or non-consumable supplies or materials

**Note:** Organizations that receive direct support from Westchester County Government are not eligible for ArtsWestchester grants.

## HOW ARE GRANTS DETERMINED?

Once your application is submitted Arts Westchester's staff reviews it for completeness. As part of the review process, a staff member may contact you by telephone to clarify certain information; however, it is your responsibility to submit a complete and accurate application

The Grants Committee of ArtsWestchester's Board will review all applications and make recommendations to the Board of Trustees. The Committee's recommendations are then voted on by the full Board of Trustees, which makes the final decision on all grants.

## WHAT CRITERIA DOES THE PANELIST CONSIDER AS THEY REVIEW APPLICATIONS?

Awards are based on a competitive review process. Each application is reviewed on the basis of its own merits and against others in the application pool. The committee will make funding recommendations based primarily on the following below. In this category, impact, community need, inclusiveness are weighted most heavily:

### A. Artist Merit

- Programming that demonstrates creativity and vision.
- Programming that demonstrates consistent high quality, whether in innovative or traditional genres or approaches.
- Qualifications, background, and experience of the artists involved. (As part of your application, be sure to include bios or resumes and support materials that help the panel judge artistic merit.)

**B. Impact and Community Need**

- The benefit(s) the public receives from your organization, its program and activities. Benefits may include, but are not limited to: providing access to artistic disciplines/experiences under-represented in the county; employing/contracting with Westchester artists; benefits to the local economy; the number of people served; providing Westchester underserved people/communities with access to the arts.

**NOTE:** ArtsWestchester considers as “underserved” people who have limited access to arts services. Their participation in the arts may be marginalized due to geography, race, economic status, gender, sexual preference, age, religion or disability.

**C. Financial Viability of the Project**

- Demonstration of effective fundraising efforts.
- Demonstration of fiscal stability.
- Organizational history, leadership, and accomplishments.
- Appropriateness of the project budget.

**D. Diversity and Inclusiveness**

- Demonstration of ongoing efforts to be inclusive at every level of operations, including board, staff, artists, programs and activities, audience, selection of vendors, marketing and communications.
- Evidence of an inclusive audience/participants based on the demographics of your service area.

**E. Program Feasibility**

- Clearly defined objectives and ability to achieve them
- Audience outreach and publicity plans
- Evidence of sound management and financial stability
- Ability to complete the project

**HOW IMPORTANT IS DIVERSITY / INCLUSIVENESS?**

Very. ArtsWestchester’s Mount Vernon Cultural Arts Initiative grants are supported by public dollars. Therefore, we seek to support organizations that demonstrate on-going efforts to include people of all races, ethnicities, nationalities, socio-economic status, genders, sexual orientations, religions and those with disabilities. We expect that funded organizations reflect inclusiveness in the areas of policy, administration, artistic, technical, programming and audience and any other areas that may be relevant.

At the same time, we recognize that your organization’s service area informs its efforts to be inclusive, and that organizations will address diversity / inclusiveness in different ways.

As part of its recent strategic planning process, ArtsWestchester's Board of Trustees determined that your organization's efforts to become more diverse and inclusive at every level of operations will be an increasingly important factor in determining your award.

The panel reviewing your application will assess your organization's goals for increasing diversity at every level of your organization, and your accomplishments.

#### **IS APPLICATION ASSISTANCE AVAILABLE?**

Yes. If you would like to speak to a program officer about your application, please contact (914) 428-4220, ext 317.

#### **WHEN WILL WE KNOW IF WE HAVE BEEN AWARDED A GRANT?**

ArtsWestchester will announce awards in mid-June 2015.

#### **WHAT IS THE APPEALS PROCESS?**

ArtsWestchester will review written requests for reconsideration if we do not fund your request. You may only appeal the funding decision under the following circumstances, demonstrating:

- The panel did not adhere to the review criteria specified.
- ArtsWestchester provided incomplete or incorrect information to the panel.

Dissatisfaction with the funding decision is not justification for an appeal. The introduction of new information not submitted with the original application cannot be used to justify an appeal. Appeals must be made, in writing, to the Deputy Director, Program & Policy of ArtsWestchester within 15 business days of the written notification of the funding decision. An Appeals Panel will review the request, and will notify the applicant of the funding decision, which will be final. Appeals will be reviewed by a panel separate from the original panel.

#### **IV. COMPLETING THE PROJECT SUPPORT APPLICATION FORM**

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ArtsWestchester recommends that you answer the questions in Word, then cut and paste the answers into the on-line application. Most of the questions are self-explanatory and do not require narrative answers. Remember to save your work at the bottom of each page.

#### **Under ORGANIZATION INFORMATION**

**Organizational Overview:** Provide a brief narrative describing your organization. Include information about its history; size; the community/region/audience it serves; programs and activities; and any efforts/accomplishments related to engaging a broad and diverse population. Use the following subheadings to organize your narrative (3,000 characters maximum):

- History
- Audience
- Programs and Activities

- Diversity Efforts/Accomplishments

### **Under PROJECT INFORMATION**

**Project Narrative:** Please begin your narrative with the phrase “[Name of Organization] seeks a \$[XX] Project Support grant to [XXX]. Then cover each of the points below, using them as subheadings (6500 characters maximum). NOTE: If your project is an expansion/enhancement of your on-going activities supported by Basic Program Support, your answers should relate to the expansion/enhancement, which is the proposed project.

- Major project activities
- Target population and how you will engage them
- Need for the project and impact on the community
- Key individuals, partner organizations, artists and their qualifications (bios are required as attachments)
- Goals and anticipated outcomes, as appropriate
- Plans for publicizing/promoting the project

**For organizations applying for need-based financial aid: What policies and procedures guide the distribution of aid?** Provide a brief but thorough description of the decision-making process; include information about how you inform the general public about the opportunity to apply for aid (2,000 characters maximum).

**Project Budget:** Enter anticipated income and expenses for the proposed project and provide details in the “Description” column. For example – if there are staff costs, indicate staff position and percentage of staff time allocated to the project; indicate how many tickets you expect to sell; indicate whether anticipated income has been secured. The more information you give the panel, the fewer questions they will have when reviewing the project budget. Lines 5, 15, 16, 29, 30, 31, and 33 will fill in automatically.

**Income:** Each income item should be entered in the fiscal year in which the project occurs or will occur, regardless of the year in which the revenue is received. Show the gross revenue amount received in each category. Do not report loans or prior year’s surplus as income.

**Earned income includes the following:**

1. Tickets/Admission: Revenue derived from the sale of admissions tickets, subscriptions, etc.
2. Tuition/Workshop Fees: Fees earned from classes or workshops
3. Other Earned Income: Gross income derived from concessions, sales, parking, publications, rentals, etc. (specify)
4. Gross from Fundraising Event/Activity: Gross proceeds from fundraising events such as a gala, benefit, golf-outing, etc.
5. Total Earned Income: Total of lines 1–4 (this will fill in automatically)

**Contributed income includes the following:**

6. Corporate/Business Support: Cash contributions from businesses, corporations, and corporate foundations
7. Foundation Support: Cash contributions from private foundations
8. Individual Support: Cash contributions from individual donors
9. Government Support – Federal: Cash contributions from federal agencies such as the National Endowment for the Arts, Institute of Museum Services (IMS), Community Development Block Grants,

Urban Development Action Grants, National Endowment for the Humanities, Department of Education, etc. received directly by your organization

10. Government Support – State: Cash contributions from the New York State Council for the Arts and/or any other division of New York State government received directly by your organization
11. Government Support – County: Cash contributions from Westchester County Government received directly by your organization
12. Government Support – Municipal: Cash contributions from any local municipal government received directly by your organization
13. Other Unearned Support: Any other unearned income (specify)
14. In-Kind Support: The value of all donated services, materials, or facilities associated with the project. In-kind contributions can be counted as part of the one-to-one match for a Project Support award. Please detail any significant in-kind contributions anticipated for the project, such as donated space or printing, in the space provided. Be sure to include any in-kind contributions from municipalities.
15. Total Contributed Income: Total of lines 6 through 14 (this will fill in automatically)
16. Total Income: Total of lines 5 and 15 (this will fill in automatically)

**Expenses:** Each item should be entered in the fiscal year in which the project occurs or will occur, regardless of the year in which the expenses are paid. Expense figures should include salaries and fees whether from employees or independent contractors.

17. Personnel – Administrative: (Personnel salaries are those for which your organization files a W-2 Wages Statement.) Administrative employees include executive and supervisory administrative staff, clerical and other front-of-the-house and box-office staff, maintenance and security staff
18. Personnel – Artistic: Employee salaries and wages (W-2 form) for artistic directors, curators, and artists
19. Personnel – Technical: Employee salaries and wages for technical or production staff and management
20. Contract Fees/Services – Artistic: Fees (reported on Form 1099), including payments to firms or persons for artistic services of individuals who are not ordinarily considered employees of the organization
21. Contract Fees/Services – Other: Fees (reported on Form 1099) for non-artistic services of individuals who are not ordinarily considered employees of the organization. These may be consultants or employees of other organizations, whose services are specifically identified with the project (for example: legal, accounting, advertising, or design consultants).
22. Marketing/Advertising: All costs for marketing/publicity/promotion directly associated with the project. Do not include payments to individuals or firms that belong under Personnel or Contract Fees/Services.
23. Postage: All costs for mailings directly associated with the project
24. Printing: All costs for printing directly associated with the project
25. Travel: All costs for the travel of individuals, directly related to the project
26. Space Rental: All costs specifically identified with rental of office, rehearsal, theater hall, gallery, and other spaces directly related to the project
27. Equipment Rental: All costs for rental of equipment directly related to the project
28. Materials/Supplies: All costs for purchase of materials and supplies directly related to the project
29. Other: All expenses directly related to the project not entered in other categories (specify)
30. Total Expenses: Total of lines 17–29 (this will fill in automatically)
31. Income less Expenses: Lines 16 minus 30 (this will fill in automatically)
32. Project Support Request

33. Balance: Lines 31 plus 32 (this will fill in automatically)

#### IV. THE COMPONENTS OF A COMPLETE PROJECT SUPPORT APPLICATION

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**Deadline: Monday, May 11, 2015.** Your electronic application must be completed and submitted by 5:00 p.m. Friday, May 11 2015.

**The Project Support application consists of the application form *and* the required materials described below, including work samples.**

All materials are to be submitted online with your application form. The “upload” portal is at the end of the application form.

Acceptable file types are Adobe Acrobat PDF, Excel, JPEG, MP3, and MP4. If materials are in the form of URLs, please create a separate PDF file titled “URL Materials,” including a description of the work sample/content and the URL (link) embedded in the text document. URLs cannot be password protected and must remain live through June 10, 2015. Arts Westchester reserves the right to review any/all of the online sources.

- Maximum number of files (including optional support materials)
  - PDF 10
  - Excel 5
  - JPEG 10
  - MP3 5
  - MP4 5
- Maximum size of all files combined – 250MB

**REQUIRED MATERIALS:** The following items are *required*. If any are missing, your application is considered incomplete and may be determined ineligible for review.

1. **Completed online application form**
2. **Resumes or bios of key personnel and artists involved in the project**
3. **Work samples** that indicate the artistic merit of your organization’s programming during the past two years and of the proposed project in particular. These may include, but are not limited to:
  - **Artworks** uploaded as JPEG and MP4 files; include an explanatory list in a separate PDF file
  - **Performances/Presentations** uploaded as MP3 and MP4 files. You may also include Web links to clips hosted on external sites (YouTube, VIZIO, etc.). The panel is unlikely to review more than 3 minutes; cue to the correct chapter or time stamp.
  - **Manuscripts, Catalogues, and other Printed Materials** uploaded as PDF files.