I. OVERVIEW OF THE ARTSWESTCHESTER GRANTS PROGRAM

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 and Community Need
- Financial Viability and Organizational History
- 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. PROJECT SUPPORT GRANTS

DEADLINE: FRIDAY, APRIL 11, 2014.
Your electronic application must be completed and submitted by 11:59 p.m. April 11th.

For 2014, ArtsWestchester is introducing a new funding category: Project Support. This funding category makes our grants-making more flexible and enables us to better align funding to the wide variety of arts and cultural organizations in Westchester County. ArtsWestchester defines "project" broadly: you may apply for support for a series of related events such as a film series or summer concert series; for an individual program or event; for a special program or pilot project. This funding category is primarily intended for organizations with modest incomes that are run by volunteers; for cultural organizations whose public programming is developed and funded by a friend's groups; and cultural organizations that offer a relatively limited season of arts programs/activities. Organizations that are eligible for Basic Program Support may choose to apply for Project Support instead. Grants in the Project Support category are made possible with funds from Westchester County Government.

WHAT IS THE DIFFERENCE BETWEEN PROJECT SUPPORT AND BASIC PROGRAM SUPPORT?

The Project Support funding is directed toward a specific activity or set of activities, while Basic Program Support funds your organization's ongoing arts activities. The criteria the panel uses during the review process is weighted differently. Basic Program Support includes a thorough review of factors such as your organization's history, financial stability, leadership, overall programming, etc. While these factors may have some bearing on recommendations for Project Support, the panel's primary concern is on the merits and feasibility of the particular activities for

which you seek support. In addition, the application form is shorter and easier to complete than the Basic Program Support application.

Note: In general, ArtsWestchester does not provide Project Support Grants to cultural organizations that are part of a college or university or of a nonprofit organization incorporated outside of New York State. However, the following types of organizations *may* be eligible for Basic Program support[1]:

- Arts organizations that are arms of Westchester-based public colleges or universities that do not receive support from Westchester County Government.
- Arts organizations or historic sites that are located in Westchester, but are part of an organization that is incorporated and operated outside New York State.
- Arts organizations or historic sites that are operated by a state agency.

ArtsWestchester will determine eligibility on a case-by-case basis, following a review of a completed pre-qualification questionnaire, which is due in the fall prior to the application deadline. For more information, contact: Joanne Mongelli, Deputy Director, 914.428.4220 ext 317; jmongelli@artswestchester.org

WHAT ARE THE ELIGIBILITY REQUIREMENTS?

To be eligible for Project Support your 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 a governing board that meets regularly, operates under a set of Bylaws and has at least one-third of its members residing in Westchester County
- Must be in good standing regarding submission of required reports
- Have an annual revenue of at least $50,000 in your most recently completed fiscal year
- Have presented at least three full seasons in Westchester County prior to submitting this application.
- Project must occur between July 1, 2014 - June 30, 2015

 Note: Friends groups associated with arts organizations/historic sites are eligible to apply for project support

WHAT TYPES OF ACTIVITIES ARE ELIGIBLE FOR PROJECT SUPPORT?

A wide-variety of activities are eligible for support, including but not limited to:
- A series of related activities, such as an exhibition, film or concert series
- A single event, such as a concert or arts festival
- Arts-in-education or arts education programs at your site or in schools or community-based organizations, such as art-making workshops in homeless shelters or curricula-related artist residencies

- Need-based financial aid for participants enrolling in classes or instructional programs

HOW MANY APPLICATIONS MAY I SUBMIT?

You may submit up to two applications for funding in FY 2014.

WHAT IS THE MAXIMUM AWARD?

The maximum award is $15,000 per project.

ARE MATCHING FUNDS REQUIRED?

Yes. Project Support awards fund up to 50% of total project costs. You must provide a one-to-one cash match.

MAY I APPLY FOR FUNDING IN OTHER CATEGORIES?

If you apply for Project Support you may not apply for Basic Program Support or Arts Alive in the same year.

HOW WILL I ACKNOWLEDGE ARTSWESTCHETER'S SUPPORT?

If you are awarded a grant, you sign an agreement to acknowledge our support by using our logo and credit line on printed and electronic materials (announcement cards, posters, programs, and your website), as well as under the appropriate category on your list of contributors. These acknowledgements help build greater public awareness of the importance of public support.

How Does a Project Grant Impact Your Fund-Raising?

You may solicit funds from other sources with the exception of Westchester County Government. ArtsWestchester works in partnership with local cultural organizations to raise funds from Westchester County for these grants. This united approach is essential to our success and to maintaining a process that is fair, impartial and apolitical. If you receive a Project Grant, therefore, you are prohibited from requesting, accepting or receiving county funds during the contract period. To do so is a violation of our contract and may result in loss of funding.

ARE THERE FUNDING RESTRICTIONS?

Yes. Program Support funds may not be used to support:
- Activities conducted outside of Westchester County
- Activities opened only to members or not fully open to the public (with the exception of school-based educational programs and activities)
- Benefits, fund-raising activities, development staff
- Capital expenses or projects
- Deficit reduction
- Grant-making organizations/activities
- Prize money or awards
- Purchase of equipment
- Refreshments
- Classes or instructional programs, except need-based financial aid
- Programs/activities that are primarily therapeutic, except by prior approval

In addition, ArtsWestchester does not fund municipalities or arms of government, schools, colleges, or organizations that are primarily recreational or therapeutic.

Note: You may not apply for Project Support and Basic Program Support or an Arts Alive grant in the same funding year.

HOW ARE GRANTS DETERMINED?

Once your application is submitted ArtsWestchester'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. An independent panel reviews your application, along with other applications in the same tier.

The panel recommends organizations for funding as well as the dollar amount of awards. The Grants Committee of ArtsWestchester's Board of Trustees reviews the panel's recommendations and makes its recommendation to ArtsWestchester's Board of Trustees, which makes the final decision on all grants.

WHAT IS THE COMPOSITION OF THE PANEL?

ArtsWestchester also solicits recommendations for panelists from individuals and organizations that have expertise in particular artistic fields. Each panel consists of a group of experts in a variety of disciplines. Each panel has a sufficient number of participants to insure a wide diversity of viewpoints, ethnicities, experiences, and artistic disciplines.

You may recommend a panelist by visiting our website, www.artswestchester.org and clicking on "Get Involved."

WHAT CRITERIA DO THE PANELIST CONSIDER AS THEY REVIEW APPLICATIONS?

The panel reviewing your application for a Project Support grant primarily considers the merits of your proposed project, using the following criteria:

A. **Artistic Merit of Programs**
    - Programming that demonstrates creativity and vision.
    - Programming that demonstrates consistently 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; impact on the local economy; the number of people served; providing Westchester's 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 and Organizational Stability**
    - Demonstration of effective fundraising efforts.
    - Demonstration of fiscal stability.
    - Organizational history, leadership, and accomplishments

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.

For Organizations Whose Primary Mission Is Instructional
- Basis upon which need-based financial aid is distributed.
- Strategies and effectiveness at informing the public about the opportunity to apply for need-based financial aid.

HOW IMPORTANT IS DIVERSITY / INCLUSIVENESS?

Very. ArtsWestchester's Project Support 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 with a program officer about your application, please contact (914) 428-4220 ext. 317 to make an appointment.

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

ArtsWestchester will announce awards in mid-June 2014.

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:

- That the review committee did not adhere to the guidelines
- That ArtsWestchester provided incomplete or incorrect information to the review committee

ArtsWestchester will accept appeal requests up to thirty days after the date of the rejection notification. Requests must be made in writing, addressed to Joanne Mongelli, Deputy Director, ArtsWestchester, 31 Mamaroneck Avenue, White Plains New York, 10601.

ArtsWestchester recommends that you answer the questions in Word, then cut and paste the answers into the on-line application.   Use 12 point type.

Most of the questions are self explanatory, and do not require narrative answers.

- **Organizational Overview**. Provide a brief narrative, include the following subheads to organize your narrative:
  - o Overall purpose, programs and activities
  - o The size and general demographics of the community/region/audience that you serve throughout the year
  - o Any efforts/accomplishments related to engaging a broad and diverse segment of the community

- **Scope of Services**. One question, "Organizational Overview" requires you to provide a list of programs. Create a table or Excel chart and upload. Please follow the sample format below. Adapt to best reflect your organization's programs and activities.
  Note: This information is required of first time applicants, to demonstrate the eligibility criteria of three years of providing public programs in advance of the application date:

2014-2015 Scope of Services
Sample:

PROGRAM (exhibition, performance, workshops, lectures, readings, classes) List multi-session workshops or productions with more than one performance once)	NUMBER/ DURATION
Exhibition: "Close to the Vest" multimedia	1; 3 months
Exhibition: "Photography of the Middle East"	1; 2 months
Concert: "Contemporary American Symphonies"	1; 3 performances
Family Workshops	10; 1 session per
Adult art-making classes	36 per year; average 10 sessions

*List an exhibition as one presentation; for concerts, play, etc., list the number of presentations; for multi-session workshop list the number of sessions. See guidelines for details

- 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 in the guidelines.
  - o Major project activities
  - o Target population and how you will engage them
  - o Need for the project and the impact on the community
  - o Key individuals, partner organizations, artists and their qualifications (bios are required as attachments)
  - o Anticipated outcomes, as appropriate

V. WHAT ARE THE COMPONENTS OF A COMPLETE PROJECT APPLICATION?

Your electronic application must me completed and submitted by 11:59 p.m. April 11th.

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

Required. The following are *required.* If any are missing, your application is incomplete and may be determined ineligible to submit for review. Artist bios and work samples are critically important to the panel's ability to assess artistic merit.

 Upload to the application:
- Project budget
- Resumes or bios of key administrative and artistic personnel
- Current Board of Directors list with names of officers, occupation, and city and state of residence.
- Three-year programmatic history (demonstrates eligibility - see "Scope of Service" section for requirement)
- Proof of not-for-profit status must be demonstrated with:
  IRS tax exempt letter 501 (c)(3)

All support materials are to be submitted on-line with your application. This includes forms, documents and work samples. ArtsWestchester reserves the right to review any/all of on line sources.
NOTE: Resumes of artists and work samples are important to the panel's ability to assess the artistic merit of your proposed project.

Work Samples. Work samples should include work created within the last three years. Include only one type of work sample from list below. Space is provided on the application to include the title, size, medium and date image was created.   Note: work samples are important to determining the artistic merit of your proposed project.

The panel is unlikely to review more than 3 minutes of audio/visual work samples, be sure to include where to reviewer should start performance art work samples.

- **Visual Arts Projects:** No more than **ten** labeled digital images in JPEG format.
- **Performing Arts, Film, Media or Other Time-Based Projects**: Space is provided on the application to include title, starting point, web-address to link to content, and description of what is to be viewed or heard.
  - **Video:** Upload a video to on-line storage vault, or include as Web link to clip hosted on external site (YouTube, vizio, etc.). Maximum file size: 250 MB.
  - **Audio:** Upload to on-line storage vault or include as Web links to clips hosted on external sites. (YouTube, vizio, etc.). Maximum file size: 235 MB
- **Literary Project:** No more than 20 pages to be uploaded as PDF format.

Optional Support Materials (All should be in PDF format)
- Brochures (no more than three)
- Catalogues (no more than three)
- Newspaper clippings/ on-line articles

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. Admissions/ Memberships – Revenue derived from the sale of admissions tickets, subscriptions, etc.
2. Contracted Services – Revenue derived from fees earned through the sale of services. Include sale of services, such as workshops; to other community organizations, government contracts for specific services, performances, or residency fees, etc.
3. Tuition/Class Fees – Include any fees earned from your own classes or workshops.
4. Other Earned Income – Include gross income derived from concessions, sales, parking, publications, rentals, etc. (specify).
5. Total Earned Income –

Contributed income includes the following:
6. Gross from Fundraising Events – Gross proceeds from fundraising events such as galas, benefits, golf-outings, etc.
7. Corporate / Business Support – Cash support from contributions given by businesses, corporations and corporate foundations.
8. Foundation Support – Cash support from contributions given by private foundations.
9. Individual Support – Cash support from contributions given by individual donors.
10. ArtsWestchester Grant(s) received – Include any grants received from ArtsWestchester except for Project Support. Include: Arts Partners Challenge, Challenge for the Arts, Music Therapy, Mt. Vernon or Yonkers Cultural Arts Initiative grants received.
11. Other Private Support – Cash support received from any other non-governmental source. Please note the source of this funding.
12. Government Support: NEA – Funds from the National Endowment for the Arts received directly by your organization.
13. Government / Other Federal –: Funds from such federal agencies as the 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.
14. Government Support: NYSCA – Funds from the New York State Council for the Arts received directly by your organization.
15. Government Support: Other State – Funds from any division of New York State government excluding NYSCA.
16. Government Support: County – Funds from Westchester County Government received directly by your organization.
17. Government Support: Municipal – Funds from any local municipal government.
18. Other Unearned – Include any other unearned income, please specify source.
19. Total Unearned Income: Total of lines 6 through 18.
20. Total Income: Total of lines 5 and 19.

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.

21. <u>Personnel: Administrative</u> – Personnel salaries are those for which your organization files a W-2 Wages Statement, including payments of salaries and wages for executive and supervisory administrative staff, clerical and other front-of-the-house and box office staff, maintenance, and security staff.
22. <u>Personnel: Artistic</u> – Employee salaries and wages for artistic directors and artists.
23. <u>Personnel: Technical</u> – Employee salaries and wages for technical or production staff and management.
24. <u>Fringe Benefits</u> – Total of all fringe benefits paid to employees.
25. <u>Consultant Fees/Services: Artistic</u> – Outside fees are payments reported on Form 1099, including payments to firms or persons for artistic services of individuals who are not ordinarily considered employees of your organization.
26. <u>Consultant Fees/Services: Outside</u> – Payments to firms or persons 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 and accounting, advertising, design services.
27. <u>Consultant Fees/Services: Music Therapist</u> – Music Therapy applicants only. Payments to music therapists.
28. <u>Space Rental</u> – Payments specifically identified with rental of office, rehearsal, theater hall, gallery and other spaces.
29. <u>Travel</u> – All costs for travel directly related to the travel of individuals.
30. <u>Marketing / Advertising</u> – All costs for marketing / publicity / promotion. Do not include payments to individuals or firms that belong under Personnel or Outside Fees/Services: Other.
31. <u>Fundraising</u>- All costs associated with fundraising events such as galas, benefits, golf-outings, etc.

The value of all donated services, materials or facilities. In-kind contributions are **NOT** to be included in the operating budget above. Please detail any significant in-kind contributions anticipated during the request year, such as donated space or printing, in the space provided. Be sure to include any in-kind contributions from municipalities.