



**ARTSWESTCHESTER GRANTS PROGRAM  
2017-18 GRANT GUIDELINES  
CATEGORY: Project Support  
Application Deadline: Friday, April 7, 2017**

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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 every 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
- Diversity and Inclusiveness

The weight ArtsWestchester places on each criterion may vary from category to category. Funding opportunities intended to strengthen the arts in community life may, for example, place greater weight on community need and impact. (In the Basic Program Support funding category, the criteria have equal weight.)

## **II. THE PROJECT SUPPORT FUNDING CATEGORY**

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**Application Deadline: Friday, April 7, 2017**

Your electronic application must be completed and submitted by 11:59 pm, April 7, 2017.

This funding category is primarily intended for cultural organizations with modest incomes that are run by volunteers; organizations whose public programming is developed and funded by friends groups; and 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.

ArtsWestchester defines "project" broadly. Organizations may apply for support for a series of related events – such as a film series, concert series, or workshop series; an individual program or event – such as an exhibition or performance; a special program – such as a festival; or a pilot project. 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?**

Project Support funding is directed toward a specific activity or set of activities, while Basic Program Support funds an organization's ongoing arts activities. The criteria the panel uses during the review process are 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 focus is on the merits and feasibility of the particular

activities for which you seek support. The Project Support 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 libraries, cultural organizations that are part of a college or university, or to groups that are part of a nonprofit organization incorporated outside of New York State. However, the following types of organizations *may* be eligible for Project support:

- Arts organizations that are affiliated with 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. For more information, contact: Joanne Mongelli, Deputy Director, at 914-428-4220, ext. 317, or [jmongelli@artswestchester.org](mailto:jmongelli@artswestchester.org).

**Note:** “Friends” groups associated with arts organizations/historic sites are eligible to apply for Project Support.

### 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” include 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.
- 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.
- Provide services between July 1, 2017 and June 30, 2018, the period covered by this grant.

### 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 a film or concert series
- A single event, such as an exhibition, performance, or arts festival
- Arts-in-education or arts education programs at your site or in schools or community-based organizations, such as curricula-related artist residencies or art-making workshops in homeless shelters
- 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 Project Support funding in FY 2017-18.

### 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 match, which may be all cash or a combination of cash and in-kind contributions.

### 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.

### WHAT ARE MY RESPONSIBILITIES AS A GRANTEE?

If ArtsWestchester's Board of Trustees approves a grant to your organization, you will receive a contract for cultural services. The contract indicates the amount of your grant and the scope of service (based on your application) that you agree to provide during the contract year. The contract also states your responsibilities, the terms and conditions Westchester County Government requires of our subcontractors, and reporting requirements.

You will also receive an agreement to acknowledge ArtsWestchester's support by using our logo and credit line on printed and electronic materials associated with your project (announcement cards, posters, programs, and your website), as well as under the appropriate category on your list of contributors. These acknowledgements are a requirement for all Project Support awardees, and help build greater awareness of the importance of public support.

### HOW DOES A PROJECT GRANT IMPACT MY 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 Support grant, therefore, you are prohibited from requesting, accepting, or receiving county funds during the contract period. To do so is a violation of your contract and may result in loss of funding.

## III. APPLYING FOR A 2017-18 PROJECT SUPPORT GRANT

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### ARE THERE FUNDING RESTRICTIONS?

**Yes. Project Support funds may not be utilized to support the following:**

- Activities conducted outside of Westchester County
- Activities not fully open to the public – for example, activities restricted to an organization's membership. Funded activities must be open to the public and funded as such (with the exception of school-based educational programs and activities).
- Benefits, fundraising activities, development staff
- Capital expenses or projects
- Deficit reduction
- Grant-making organizations/activities
- Prize money or awards
- Purchase of equipment

- Purchase of refreshments
- Tuition-based 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.

**Organizations with a mission that is primarily to provide skill-based instruction, or that derive 40% or more of their income from tuition/fees for classes/instruction, may not utilize Project Support funds to support their regular classes or instructional programs; they may be used, however, to provide need-based financial aid or to support public programs such as exhibitions or concerts.**

### HOW ARE PROJECT SUPPORT 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 Project Support category.

The panel recommends projects 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 own recommendations to the entire Board of Trustees, which makes the final decision on all grants.

### WHAT IS THE COMPOSITION OF THE PANEL?

The panel consists of a group of experts in a variety of disciplines; it has a sufficient number of participants to insure a wide diversity of viewpoints, ethnicities, and experiences.

To insure impartiality and to avoid conflicts of interest, ArtsWestchester selects panelists primarily from outside Westchester to adjudicate applications for Project Support funding. Recommendations are solicited from individuals and organizations that have expertise in particular artistic fields.

You may recommend a panelist by visiting our website, [www.artswestchester.org](http://www.artswestchester.org), and clicking on “Get Involved.”

### WHAT CRITERIA DO THE PANELISTS CONSIDER AS THEY REVIEW APPLICATIONS?

The panel reviewing your application for a Project Support grant considers the merits of your proposed project and your ability to see it to fruition, as well as the completeness and accuracy of your application. Make sure you address/discuss/demonstrate the following:

#### A. Artistic Merit

- Quality of the project; evidence of creativity and vision
- 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

- Benefit(s) the public receives from the project. Benefits may include, but are not limited to: providing access to artistic disciplines/experiences under-represented in the county; employing/contracting with Westchester artists; furthering the local economy; or serving/engaging Westchester’s underserved communities.

(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.)

- Evidence of community support

### **C. Financial Viability**

- Appropriateness of budget
- Ability to secure additional funding required for the project

### **D. Diversity and Inclusiveness**

- Degree to which the project will involve diverse/inclusive participants and/or audiences, based on the demographics of your service area
- Plans for publicizing the project

### **For organizations whose primary mission is instructional:**

- Basis upon which need-based financial aid is distributed
- Strategies for informing the public about the opportunity to apply for need-based financial aid

## **HOW IMPORTANT IS DIVERSITY/INCLUSIVENESS?**

Diversity/inclusiveness is very important. ArtsWestchester’s Project Support grants are supported by public dollars. Therefore, we seek to support projects that demonstrate efforts to include people of all races, ethnicities, nationalities, socio-economic backgrounds, genders, sexual orientations, and religions, as well as those with disabilities. We expect funded organizations to reflect inclusiveness in the areas of policy, administration, programming, audience, and any others that may be relevant. At the same time, we recognize that an organization’s service area informs its efforts to be inclusive, and that organizations will address diversity/inclusiveness in different ways.

## **IS APPLICATION ASSISTANCE AVAILABLE?**

Yes. If you would like to speak with a program officer about your application, please contact Sue Abbott at 914-428-4220, ext. 304, or [sabbott@artswestchester.org](mailto:sabbott@artswestchester.org), to schedule an appointment.

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

ArtsWestchester will announce awards in late June 2017.

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

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

- The review committee did not adhere to the guidelines.
- 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.

## 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.



On the application form, point to this symbol for further details.

### Under ORGANIZATION INFORMATION

**Organizational Mission and Programming 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:

- 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 following points, indicating them as subheadings (6500 characters maximum):

- 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.

**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. Classes/Workshop Fees: Fees earned from tuition, 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. Left blank on purpose
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. Fundraising Expenses: Expenses from fundraising events directly related to the project
24. Printing: All costs for printing and mailings 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)

Budget Notes (Optional)

Please use this area to add additional detail to the project budget, including plans to address a projected deficit (if applicable). Also list In-Kind Support here. 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.

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

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**Deadline: Friday, April 7, 2017.** Your electronic application must be completed and submitted by 11:59 pm, Friday, April 7, 2017.

**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, 2016. 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. **Organizational Budgets for current year (2016-17) and Proposal Year (2017-18)**
2. **IRS tax exempt letter 501 (c)(3)**
3. **Resumes or bios of key personnel and artists involved in the project**
4. **List of Current Board of Directors**, including name, profession, city of residence and number of years on the board

5. **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.

**First-time applicants must include:**

6. **List of Programs** for the current year (2016–2017) and two previous years (2015–2016 and 2014–2015). Include type of program/activity; title; and duration or number of presentations/sessions. Adapt the sample chart below to best align with your organization’s activities. Under “Duration or Number of Presentations/Sessions” list the number of times the program/project/activity takes place. For a class or workshop, list the number of sessions per class/workshop. 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.

7. **Current bylaws**

**2016–2017 Scope of Services (Sample)**

| Type of Program/Activity | Title and/or Description  | Duration or Number of Presentations/Sessions |
|--------------------------|---|--|
| Exhibition               | “Beyond the Bed: The American Quilt Evolution”: 35 quilt masterpieces trace the evolution of the North American quilt – in form, fashion, and function – from the beginning of the 19th century to the present day. | 1 exhibition; 4 months                       |
| Performance              | “Beauty and the Beast”: ballet for young audiences  | 1 performance                                |
| Concert                  | Jaime Laredo, violin & conductor, Jennifer Koh, violin (includes open rehearsal and pre-concert discussion with artists)  | 2 performances                               |
| Classes for adults       | Ceramics, painting, video, sculpture, photography   | 32 distinct courses; average 10 sessions per |
| Film                     | Westchester Jewish Film Festival: documentaries, dramas, and live appearances celebrating the diversity of the Jewish experience  | 34 films, 76 screenings                      |

**Organizations applying for financial aid must include:**

8. **Sample of your application for need-based financial aid**

**OPTIONAL SUPPORT MATERIALS:** We encourage you to include, as appropriate (submit as PDFs):

- Marketing materials: brochures/programs (maximum: three)
- Press clippings/on-line articles (maximum: three)

**Before you click the “submit” button at the end of the application form, we encourage you to you save a copy of the completed form in your files. The application will be accessible in read-only format after the deadline.**