



# **ARTS ALIVE 2019 GUIDELINES**

**WESTCHESTER APPLICATION DUE DATE: WEDNESDAY, SEPTEMBER 26, 2018**  
**ROCKLAND APPLICATION DUE DATE: TUESDAY, OCTOBER 2, 2018**

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## ArtsWestchester Organizational History

ArtsWestchester, Westchester County's designated arts agency, was established in 1965 as a leadership and service organization. Formerly known as Westchester Arts Council, it is now the largest private, not-for-profit arts council in New York State. ArtsWestchester fosters the arts in all their diverse forms, with the goal of making the arts available and accessible to all county residents. ArtsWestchester addresses this goal by providing financial support and technical assistance to Rockland and Westchester's cultural organizations and artists and by providing direct services to the public. The belief that the arts are for everyone is fundamental to ArtsWestchester and informs all our programs and activities including decisions regarding awarding of grants.

In addition to its role as a grants-maker, ArtsWestchester:

- is the prime promoter of the local cultural community, helping to build participation in the arts through an extensive program of marketing and information services. The website, [www.artswestchester.org](http://www.artswestchester.org) serves as a one-stop for information about cultural happenings throughout the county.
- helps integrate the arts into the fabric of life through our community activities that include providing artist residencies to schools, human service agencies and community organizations; a folk arts program that showcases the rich cultural traditions of the county's residents, and leading county-wide programmatic and marketing initiatives.
- serves as the leading advocate for the arts, building partnerships with leaders in business, education and government.

ArtsWestchester owns and operates a historic, nine-story building, in downtown White Plains, which it has adapted for use as a cultural center. The building houses artists' studios, venues for exhibitions and performances, rehearsal and meeting space for not-for-profit cultural groups and office space for our affiliates and arts-related businesses.

## Overview of ArtsWestchester's Grants Programs

In order to meet the cultural needs of county residents, cultural organizations and artists, ArtsWestchester's grants program provides funding opportunities in several categories: Arts Alive (a program of the New York State Council on the Arts), Arts for Special Needs, Basic Program Support, Art\$W Challenge, Mount Vernon Arts Initiative, Project Support, and Yonkers Arts Initiative. 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/Programmatic Excellence
- Impact and Benefits to the Community
- Managerial/Fiscal Oversight and Viability
- 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 benefits to the community. In the Basic Program Support and Project Support funding categories, the criteria have equal weight.

## 2019 Arts Alive Grants: Overview and General Guidelines

The Arts Alive grant category is one of ArtsWestchester's most effective means of supporting arts activity for the region's geographically, economically, and ethnically diverse population. This funding opportunity helps to ensure that residents throughout the region have access to the arts in their communities, particularly in areas where access is limited.

Arts Alive Grants are made possible with funds from the Decentralization Program (DEC) - a regrant program of the New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the NYS Legislature - and administered by ArtsWestchester.

There are three distinct Arts Alive funding opportunities:

- **Arts Alive Project** grants constitute the largest component of the Arts Alive funding category. These grants support community-based arts and cultural projects developed by cultural groups and organizations, individual artists, and collectives; and other types of nonprofit organizations that offer arts activities as part of their on-going operations may also apply. Supported projects must be fully open to the public.
- **Arts Alive Artist** grants support the creation and presentation of new work by professional artists. An essential element of this funding is the inclusion of community engagement component. The project must engage a segment of the community through a public program, such as an exhibition or performance that is open to the public, and/or the inclusion of community involvement in the development and creative process of the artists' project.
- **Arts Alive Education** grants support lifelong learning in the arts. Funded activities may take place in classrooms; after-school programs; or community sites, including agencies serving people with disabilities, day-care and senior centers.

## BASIC ELIGIBILITY

### I. Organizations

Organizations may apply for Project and/or Education grants. In order to apply directly, your organization must:

- Be designated as a New York State not-for-profit, based in Westchester or Rockland and whose primary area of service is within Westchester or Rockland; a proposed project must take place in the same county where the applicant organization is legally based.
- Be governed by an active board of trustees that meets regularly or be able to demonstrate that it is working toward establishing such a board
- Conduct all activities in a way that does not discriminate on the basis of race, color, national origin, disability, gender, or sexual orientation.

If your organization is not yet incorporated as a not-for-profit, you may apply through a **fiscal sponsor or community partner** that submits the application on your behalf (see section below on Applying through a Fiscal Sponsor or Applying with a Community Partners).

### II. Artists

Artists may apply for any of the Arts Alive funding opportunities:

- Project grant (through a fiscal sponsor or community partner – (see sections below on Applying through a Fiscal Sponsor or Applying with a Community Partner),
- Education grant in partnership with a Westchester or Rockland public school (K-12) or community-based organization
- Artist grant. To be eligible, you must reside in or rent/own a studio in Westchester or Rockland at the time of the application and for the duration of the project.

#### Applying through a Fiscal Sponsor

**Fiscal Sponsor:** A fiscal sponsor is a nonprofit organization that agrees to receive funds for your project and pass them on to you. The fiscal sponsor is the legal applicant and has agreed to extend its nonprofit status to an individual artist or group. If awarded a grant, the contract will be executed by the fiscal sponsor. A fiscal sponsor of an Arts Alive applicant must meet all the eligibility requirements of an applicant organization (see above). Note:

- The fiscal sponsor must be based in Westchester or Rockland; however, the sponsored applicant is not required to reside in Westchester or Rockland.
- An Arts Alive applicant may serve as a fiscal sponsor and may sponsor more than one applicant. These sponsored requests do not count towards the three request limit or \$5000 maximum. Direct NYSCA applicants however, may not serve as a fiscal sponsor for Arts Alive.
- The fiscal sponsor must be based in the county in which the proposed activity is taking place.
- The sponsored applicant is limited to three requests in any combination of categories totaling no more than \$5000.

- If awarded, the fiscal sponsor will receive a 1099 tax form from ArtsWestchester at the end of the year. The fiscal sponsor is responsible for issuing a 1099 directly to the artist/collective.

If applying through a fiscal sponsor, your application must include:

- A letter of agreement between you and your fiscal sponsor
- A letter of agreement between you and the venue you will be using (if applicable)
- A letter of commitment from the partner organization or school (if applicable), confirming partnership with the applicant artist, letter must outline the scope of the partnership and both the partner and applicant's investment or contribution (in-kind and/or cash) towards the proposed project

### **Applying with a Community Partner**

Community Partner: An individual artist, collective or an unincorporated arts organization may apply for Arts Alive directly if working in partnership with a community-based non-profit organization in Westchester or Rockland County. If applying in partnership, the legal applicant will be the individual artist, group or unincorporated entity. A community partner of an Arts Alive applicant must meet all the eligibility requirements of an applicant organization (see page six above). Note:

- The applicant and the partner organization or school must both be based in the county in which the proposed activity is taking place.

If applying through a community-based partner, your application must include:

- A letter of commitment confirming the partnership with the applicant and outlining the scope of the partnership and each partner's investment or contribution (in-kind and/or cash) towards the proposed project.

Note: A community-based non-profit partner cannot be a direct NYSCA applicant in any category.

### **How does my organization/fiscal sponsor demonstrate not-for-profit status?**

Organizations show evidence of not-for-profit status through one of the following:

- Letter of Determination from the IRS indicating tax exempt status under section 501(c)(3)
- Documentation of charter by the New York State Board of Regents under section 216 of the New York State Education Law
- Documentation of incorporation under section 402 of the New York State Not-for-Profit Corporation Law
- Current New York State Bureau of Charities (Office of the Attorney General) filing receipt
- Official authorization as an arm of local government (i.e.: a formal letter on official stationery signed by the appropriate county, city, town or village executive)

Note: A New York State Tax Exemption Certificate from the Department of Taxation and Finance is not considered proof of not-for-profit status and should not be submitted.

**May I apply if I received an Arts Alive grant in the past?**

If you received an Arts Alive Project grant or an Arts Alive Education grant previously, you may apply for 2019 funding. Since the awards are competitive, receiving a grant one year does not guarantee funding in subsequent years.

If you received an Individual Artist award you must wait two years before you may apply again.

**What is the period of support?**

All projects must take place between January 1, 2019 and December 31, 2019.

**What are the age requirements?**

All individual applicants, artists, and organizational representatives must be at least 18 years of age at the time of application.

**May I submit more than one funding request?**

Cultural Organizations, unincorporated arts groups and artists, may submit up to three requests in for Project and/or Education totaling no more than \$5,000. Fiscally-sponsored requests are exempt from the 3-request limit and \$5,000 request cap.

Individual Artists applying for an Artist grant may each submit only one request for \$2,500.

**What expenses are eligible for Arts Alive funding?**

- Activities/projects of local arts organizations
- Artist fees
- Marketing/publicity costs
- Administrative expenses directly related to the project
- Supplies and materials needed for the execution of the program/project

**What is ArtsWestchester NOT able to fund through Arts Alive Grants?**

- New York State agencies and departments (including SUNY schools)
- Public universities, colleges; and public, private, or parochial secondary and elementary schools
- Artists who are employed by ArtsWestchester or are members of ArtsWestchester's Board of Trustees
- Student projects
- Unincorporated applicants without an eligible sponsor or partner organization (Exception: Individual Artist categories)
- Organizations and Artists that have applied to NYSCA in the most recent cycle. After NYSCA's application deadline, a list of organizations that have applied directly to NYSCA can be obtained upon request. Organizations on this list are ineligible for Arts Alive funding.
- Organizations that receive funding in the Basic Program Support or Project Support categories. However, organizations who receive Basic or Project Support may serve as a fiscal sponsor on an Arts Alive application if they meet the other funding criteria.



- Projects involving partners that apply directly to NYSCA. NYSCA grantees may not serve as fiscal sponsor or community partner for an Arts Alive applicant nor can a NYSCA grantee benefit from ticket sales or revenue from an Arts Alive project.  
**Note:** A NYSCA grantee may offer their venue gratis to an Arts Alive-funded project. The Arts Alive grantee may pay for any direct costs related to use of the venue such as custodial, however:
  - The NYSCA grantee must not handle box office or ticketing
  - The NYSCA grantee must not profit from the Arts Alive program (i.e. ticket sales, donations, etc.)
  - The program must not be advertised as part of the NYSCA grantee's season/programming
- Non-incorporated chapters of organizations whose "parent" is incorporated outside of the Westchester or Rockland area
- Start-up or seed funding for the establishment of a new organization
- General operating expenses (e.g. Office supplies, rental of office space)
- Requests greater than an applicant's project expenses minus total project income
- Past re-grantees that have failed to submit final reports
- Operating expenses of privately-owned facilities (e.g. homes and studios)
- ArtsAlive Project may not fund activities that are not open to the general public such as camps, clubs or college associations
- Events that take place in private homes
- Projects currently supported by an ArtsWestchester grant in a different category
- Projects taking place outside of Westchester or Rockland County and/or not directed toward Westchester or Rockland audiences
- Projects that are recreational, therapeutic, rehabilitative, or worship-based in nature
- Entertainment costs including receptions, food or fundraising events
- Activities that are not arts-related including balloons, clowns, magic, "sip and paint"
- At-risk/social service programs when the focus is primarily for rehabilitative, worship or therapeutic purposes
- Acquisition of works of art
- Contingency funds
- Permanent equipment or capital improvements
- Creation of textbooks or classroom material
- Lobbying expenses
- Programs in which children are used as professional artists (paid a fee)
- Regrants by applicants to fund other activities
- Cash prizes, juried shows, fellowships, scholarships and other awards to students

### **What is the review process?**

It is your responsibility to submit a complete and accurate application. As part of the technical assistance process, however, ArtsWestchester staff will review your application and may contact you to clarify and review information and to suggest ways to strengthen the application.

Awards are based on a competitive review process. Each application is evaluated on its own merits and against others in the application pool. An independent panel reviews all applications and makes recommendations for funding as well as for the dollar amount of awards. The panel members are artists, arts administrators, and educators who live and/or work in Westchester.

The Grants Committee of ArtsWestchester's Board of Trustees reviews the panel's recommendations and makes its recommendations to ArtsWestchester's 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.

### **Are support materials required?**

Yes. There are both required and optional support materials for each grant opportunity. In particular, work samples are required in all three grant categories. Work samples you submit help the panel assess the artistic merit of the proposed project. They are critically important to your application. Work samples for all categories of Arts Alive grants should represent work from the last three years.

- Individual Artist:
  - Sample of your professional work
  - Sample of work produced by students or workshop participants with whom you have worked (as appropriate)
  - Concise description of the work submitted: its context and approach
- Cultural Organizations:
  - Sample of past productions, exhibitions, events, etc.
  - Sample of work student's produced through their participation in your organizations education program
  - Concise description of the work submitted: its context and approach
- Work samples should represent work from the last three years.
  - Visual Arts Projects: no more than 10 labeled images in JPEG format, be sure to include title, date created, size and medium. (up to 10MB)
  - Performing Arts, Film Media or Other Time-Based Projects: Video and audio clips uploaded or included as a web-links hosted on external sites should be no more than 3 minutes, and time stamped to the correct chapter or time. (up to 250MB)
- Literary Projects: No more than 20 pages to be uploaded as jpegs with application (up to 10MB)

Please refer to each grant category's guidelines for a detailed list of required support materials.

### **Supplemental Materials (Optional, for all categories)**

You may also include a limited number (up to three items each) of supplemental materials:

- Newspaper clippings
- Brochures
- Letters of Support

### **How will I know if I have received a 2019 Arts Alive Grant?**

ArtsWestchester will notify all applicants by email regarding the status of their application in January 2019. Applications and support materials will be stored on an encrypted server for future use. If you do not wish to have your application and support materials saved, it is your responsibility to delete the files from the server.

### **Is there an appeals process?**

Yes. ArtsWestchester maintains an appeals process to ensure that funding decisions are fair and impartial. The basis on which you may appeal are:

- Failure of the panel to adhere to the review criteria specified
- Submission by ArtsWestchester of 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 Executive Director of ArtsWestchester within 10 days of the written notification of the funding decision. An Appeals Panel, separate from the original panel, will review the request and will notify you of the appeal decision, which will be final.

### **Grantee Responsibilities and Reporting**

Westchester applicants will be notified of the funding decision in January 2019. Rockland applicants will be notified in March 2019. Applicants who have been awarded funding will receive further instructions on accessing and completing their grant agreement. Award payments are made in a single lump sum once the grant agreement has been fully executed.

Project Schedule and Revised Budget: If awarded funding, a project/performance schedule and revised project budget must be submitted along with the grant award documentation. Templates will be included with the award documentation to be completed. Both forms are required elements of the funding agreement, contracts are considered incomplete until a project schedule and revised budget are submitted.

Program Credit: ArtsWestchester requires Arts Alive grantees to acknowledge its support. Acknowledgement of your ArtsWestchester funding is essential to building public awareness that State tax dollars are used to provide valued local arts programs and services. Since your award supports your organization's ongoing activities, you should acknowledge ArtsWestchester, and when possible, New York State Council on the Arts (NYSCA), on your website as well as in all printed materials.

Reporting: Grantees are required to submit a project schedule at least six (6) weeks before the funded activity takes place. All Grantees are required to file a final grant report with ArtsWestchester upon completion of the funded cultural event either thirty (30) days after the completion of the project or December 31, 2019, whichever comes first. Eligibility to apply for future grants is contingent upon receipt of a complete final report.

### Is application assistance available?

Yes. Free information sessions will be held on:

#### **Tuesday, July 24**

**5:30pm**

**Suffern Free Library**  
210 Lafayette Avenue  
Suffern, NY

#### **Thursday, August 2**

**10:30am**

**Nyack Library**  
59 South Broadway  
Nyack, NY  
(this workshop will be  
followed by office hours until  
3pm)

#### **Tuesday, August 14**

**5:30pm**

**Blue Door Art Center**  
13 Riverdale Avenue  
Yonkers, NY

#### **Tuesday, August 28**

**9:30am**

**ArtsWestchester**  
31 Mamaroneck Avenue  
White Plains, NY  
(this workshop will be  
followed by office hours until  
4pm)

#### **Wednesday, August 29**

**5:30pm**

**Garner Art Center**  
55 West Railroad Avenue  
Garnersville, NY  
(this workshop will be  
preceded by office hours 2-  
5:30pm)

#### **Wednesday, September 5**

**5:30pm**

**Clay Art Center**  
40 Beech Street  
Port Chester, NY

#### **Thursday, September 13**

**5:30pm**

**Schoolhouse Theatre**  
3 Owens Road  
North Salem, NY

Please RSVP for application information sessions. If you are unable to attend a session, *one-on-one assistance is available by appointment only*. Please call the grants department at (914) 428-4220 or email [grants@artswestchester.org](mailto:grants@artswestchester.org).

### What are the deadlines?

Westchester applications must be submitted by **11:59 PM on Wednesday, September 26, 2018**.

Rockland applications must be submitted by **11:59 PM on Tuesday, October 2, 2018**.

### How do I access the application?

Applications and all supplemental materials are accepted online only and may be accessed by visiting <https://artswestchestergrants.submittable.com/>. If you experience difficulty with the online application, please contact the grants department at [grants@artswestchester.org](mailto:grants@artswestchester.org) or (914) 428-4220.

Materials submitted via mail or email will not be considered.

## Guidelines: Arts Alive Project Grant

Arts Alive Project Grants support community-based arts activities throughout Westchester and Rockland County. Activities in all arts disciplines are eligible for support. Arts Alive Project Grants may include but are not limited to: art-making workshop series, performances, festivals, screenings, and readings. All funded projects must be open to the general public.

The goals of the Arts Alive Project Grant program include:

- Making the arts available at the local level
- Fostering the development of emerging arts organizations
- Supporting local artists
- Supporting the cultural expression of Westchester or Rockland's ethnic groups
- Increasing access to the arts in communities that traditionally have been underserved. (Underserved communities are comprised of individuals who have limited access to art programs, services, or resources and may be marginalized due to geography, race, economic status, gender, gender identity, sexual orientation, age, religion, or disability. The term "community" can refer to a group of people with a common heritage or characteristics, whether or not living in the same place. Age alone – i.e. youth, seniors – does not qualify a group as being under-served.)

While we encourage artists to apply, Arts Alive Project Grants are not fellowships or support for you to create original work. Rather, these grants enable you to develop and implement a project that directly benefits the community. If you are seeking funds to create new work, we encourage you to review the supplementary guidelines for Arts Alive Artist Grants.

### **Who is eligible to apply?**

Both organizations and artists may apply for an Arts Alive Project Grant if they meet the eligibility requirements outlined in the "General Guidelines" for Arts Alive Grants.

- ArtsWestchester gives priority to community-based cultural organizations. Other types of organizations are eligible to apply if they demonstrate a track record of providing cultural programs.
- Artists and unincorporated arts organizations must apply either through a fiscal sponsor or with a community partner.

### **What is the amount of the award?**

Arts Alive Project Grants range from \$1,000 to \$5,000. In 2018 the average grant amount was \$1,500. You may apply for up to 50% of the total amount of the proposed budget. You are required to raise the additional funds, which may be a combination of cash and in-kind contributions. Priority is given to applications with a significant cash match, which demonstrates a strong commitment to the success of the project.

### **What criteria will the panel use?**

The panel will make funding recommendations based primarily on the following criteria:

**1. Artistic/Programmatic Excellence** - Applicants will be evaluated based on the following artistic questions. Applications need to address not only the artist's/organization's background/history and strengths, but also how/why the work is being created.

- Quality of the proposed project; evidence of creativity and vision
- Qualifications, background, and experience of the artists involved (resume and recent work samples must be included).
- The strength/clarity of the concept or influence behind the artistic work or services proposed.
- The context in which the work or services are being presented and the appropriateness of the work or services in that context.

**2. Impact and Benefits to the Community.**

Applications will be evaluated for:

- 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 or Rockland 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, which could include individual and/or Board support, levels of participation, etc.
- The contribution the artwork and/or services make to the development of a vibrant arts and cultural community in the state.
- How well the project/organization provides thoughtful and well-designed educational and interactive activities that help build audience appreciation and understanding of the organization and its work.
- Attendance data, relevant to the population of the community to be served, as well as participant feedback (if available and appropriate).
- The extent to which the project/organization uses venues that are fully accessible to the public and comply with all safety and accessibility standards.
- Efforts to reach and engage a broad array of artists and audiences.

**3. Managerial/Fiscal Oversight and Viability**

Responsible management includes:

- Appropriateness of project budget,
- Ability to secure additional funding required for the project,
- Existence of a professional staff appropriate to the size and mission of the organization,
- Appropriate compensation of artists,
- Engaging in appropriate, cost-effective fundraising activities (as applicable).
- Soundness of the proposed budget and ability to raise 50% of the project cost

#### **4. Diversity and Inclusiveness**

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

#### **Are there funding priorities?**

With limited funds available, ArtsWestchester identified the following priorities:

- Emerging cultural organizations
- Projects that reach under-served Westchester or Rockland communities (those that may be marginalized due to geography, race, economic status, gender, sexual preference, age, religion or disability)
- Projects that reflect cultural traditions or contemporary expressions of a particular heritage/nationality/ethnicity
- Projects that engage and/or directly benefit a significant number of people

Note: ArtsWestchester seeks to support locally-based arts activities throughout the county, and seeks a broad-range of applications. Some projects of merit may be recommended for funding, even though they may not address one of the priorities.

#### **Required and Supplemental Materials**

All materials must be submitted online as part of your application and must be submitted by the application deadline.

#### **I. Required Materials**

If support materials are in the form of URLs, please create a separate text document titled "URL Support Materials," including a description of the work sample/content and the URL (link) embedded in the text document. ArtsWestchester reserves the right to review any/all of the on-line sources.

##### **A. Proof of Non-Profit Status in the one of the following formats:**

- Letter of Determination from the IRS indicating tax exempt status under section 501(c)(3)
- Documentation of charter by the New York State Board of Regents under section 216 of the New York State Education Law
- Documentation of incorporation under section 402 of the New York State Not-for-Profit Corporation Law
- Current New York State Bureau of Charities (Office of the Attorney General) filing receipt
- Official authorization as an arm of local government (i.e.: a formal letter on official stationary signed by the appropriate county, city, town or village executive)

- B. Most recent signed Treasurer's report or audited financial statement from the last completed fiscal year or IRS form 990 from the last completed fiscal year. A copy of a 990-N postcard is not acceptable documentation.
- C. Board of Directors list with names of officers, occupations, city/state of residents.
- D. Resumes of administrative personnel who are involved in the project.
- E. Resumes of artists who are involved in the project.
- F. Work samples for all categories of Arts Alive grants should represent work from the last three years.
  - Visual Arts Projects: no more than 10 labeled images in JPEG format, be sure to include title, date created, size and medium (up to 10MB)
  - Performing Arts, Film Media or Other Time-Based Projects: Video and audio clips uploaded or included as a web-links hosted on external sites should be no more than 3 minutes, and time stamped to the correct chapter or time (up to 250MB)
  - Literary Projects: No more than 20 pages to be uploaded as jpegs (up to 10MB)

**II. Supplemental Materials** – Please refer to page 11 for a list of Supplemental Materials.



## Guidelines: Arts Alive Artist Grant

### **What is an Arts Alive Artist Grant?**

An Arts Alive Artist Grant provides direct support to an individual professional artist for the creation of new work. An essential element of this funding is a community engagement component. The project must engage a segment of the community through a public program, such as an exhibition or performance that is open to the public, and/or the inclusion of community involvement in the development and creative process of the artists' project. This can be in the form of feedback, response, interaction and/or social practice by or with community members. Some examples of this type of interaction are interviews with a segment of the community, creation of parallel work by a community group, or stories and anecdotes collected from a community group that relate to the concept or content of the project.

An Arts Alive Artist Grant is designed to increase support for local artist-initiated activity and to highlight the role of artists as important members of the community. These grants are intended to support creative (not interpretive) artists interested in working within a community setting.

### **Who is eligible to apply?**

Applicants/artists must be at least 18 years of age at the time of application. Individual Artist applicants must be current New York State residents and must be resident in Westchester or Rockland at the time of the application and for the duration of the project. Proof of residency is required. All documents must contain the individual's name and address and documentation must be dated no earlier than 2018.

List of acceptable proof of residency documents must include one of the following:

- Telephone Bill
- Credit card or bank statement (first page only; social security and financial information should be blocked)
- Current lease or mortgage agreement listing the artist's name and NYS County address
- NY State Driver's License or ID card
- Voter Registration Card

Student projects are not eligible for support.

Artists may apply directly, rather than through a fiscal agent. Artists who are awarded must wait two years before applying again. If you were awarded funding during the 2017 grant cycle you cannot apply again until the 2020 cycle.

### **What is the amount of the award?**

The amount of an Arts Alive Artist Grant is \$2,500. ArtsWestchester will award up to four Artist Grants in each county in a given year. The grant does not require a monetary match or additional income. However, if your total project expenses are more than \$2,500, you must indicate additional sources of income in your application form and budget.

**May I submit more than one funding request?**

You may submit only one application in this category per funding cycle. However, you may submit up to two additional requests in other Arts Alive funding categories. The combined total of your requests cannot exceed \$5,000.

**What criteria will the panel use?** The panel will make funding recommendations based primarily on the following criteria:

**A. Artistic Merit** - Applicants will be evaluated based on the following artistic questions. Application should include address not only the artist's background/history and strengths but also how/why the work is being created.

- Programming that demonstrates creativity and vision.
- Programming that demonstrates consistent high quality, whether in innovative or traditional genres or approaches.
- The strength/clarity of the concept or influence behind the artistic work or services proposed.
- 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 Committee judge artistic merit.)

**B. Impact and Community Need**

- The benefit(s) the public receives from your programming 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 or Rockland artists; benefits to the local economy; the number of people served; providing Westchester Rockland 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.
- Evidence of community support
- The contribution the artwork and/or services make to the development of a vibrant arts and cultural community in the state.
- Project demonstrates significant efforts to reach and engage a broad array of audiences.

**C. Financial Viability of the Project**

- Feasibility of the project budget.
- Artistic history and accomplishments
- Demonstration of effective fundraising efforts (as needed)
- Demonstration of fiscal stability.

**D. Diversity and Inclusiveness**

- Evidence of an inclusive audience/participants based on the demographics of your proposed service area.

- Clear, cohesive plan for audience engagement

#### **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

#### **Required and Supplemental Materials**

All materials must be submitted online by the application deadline.

#### **I. Required Materials for Artist Grants**

If support materials are in the form of URLs, please create a separate text document titled “URL Support Materials,” including a description of the work sample/content and the URL (link) embedded in the text document. ArtsWestchester reserves the right to review any/all of the on-line sources.

- A. Resumes of artists who are involved in the project.
- B. Work samples for all categories of Arts Alive grants should represent work from the last three years.
  - Visual Arts Projects: no more than 10 labeled images in JPEG format, be sure to include title, date created, size and medium. (up to 10MB)
  - Performing Arts, Film Media or Other Time-Based Projects: Video and audio clips uploaded or included as a web-links hosted on external sites should be no more than 3 minutes, and time stamped to the correct chapter or time. (up to 250MB)
  - Literary Projects: No more than 20 pages to be uploaded as jpegs with application (up to 10MB)

#### **II. Supplemental Materials – Please refer to page 11 for a list of Supplemental Materials.**

## Guidelines: Arts Alive Arts Education Grant

### **What is an Arts Alive Education Grant?**

An Arts Alive Education Grant provides support for partnerships between individual artists or arts organizations and Westchester or Rockland public schools (grades K-12), learning centers, and community sites. The Arts Education category has two funding priorities:

- 1) **K-12 In-School Projects** and
- 2) **After-School and Community-based Learning.**

Funds can support arts education projects that take place in-school during the school day and/or in after-school and community-based settings for youth and/or senior learners. Emphasis is placed on the depth and quality of the creative process through which participants learn through or about the arts. Inter-curricular collaboration for in-school projects is encouraged but not required.

Projects must focus on the exploration of art and the artistic process, and center on the development and implementation of sequential, skill-based study that incorporates one or more art forms and includes a minimum of three (3) hands-on learning sessions with the same students and teacher. ArtsWestchester encourages projects that integrate the arts into the curriculum, but curriculum integration is not required. The primary goal is to provide students of all ages with rich artistic learning experiences.

### **For applicants working in partnership with a public school:**

A letter of commitment from the partner school to the arts organization or artist must be included with the application in order to be eligible for funding. The letter of commitment must outline in detail the partner(s) support of the project (monetarily and otherwise) and anticipated roles and responsibilities for each partner involved. The partnership letter should be on the partner(s) letterhead and signed by the principal.

### **For applicants working in partnership with a Community-based Organization:**

A letter of commitment from the community-based partner to the artist, arts organization, or unincorporated entity must be included with the application in order to be eligible for funding. The letter of commitment must outline in detail the partner(s) support of the project (monetarily and otherwise) and anticipated roles and responsibilities for each partner involved. The partnership letter should be on the partner(s) letterhead and signed by the director of the partner organization.

We recommend that support materials include lesson plans, evaluation plan, video/photo work samples of past Arts Education work, participant evaluation forms, and letters of recommendation.

### **Who is eligible to apply?**

Cultural organizations, community agencies and artists may apply for an Arts Alive Arts Education Grant if they meet the eligibility requirements outlined in the "General Guidelines" for Arts Alive Grants. For school partnerships, an artist or cultural organization serves as the applicant.

### **What types of projects are eligible for support?**

To be eligible for support, projects must:

- Engage participants in hands-on, arts-making Focus on developing skills in one or more art form
- Provide a minimum of three sessions with the same participants
- Have clear goals and outcomes related to learning in the arts
- Include an assessment strategy

In addition, classroom-based projects:

- May integrate arts learning into other areas of the curricula

### **What types of projects are not eligible for support?**

Arts Alive Arts Education Grants do not fund projects that:

- Appear to replace the role of certified art, music, dance, or theater teachers
- Take students out of regular classes or involve a selected group of students
- Involve scholarships, contests, or student performing groups
- Are essentially therapeutic, rehabilitative, or recreational
- Are currently supported by or under consideration for New York State Council on the Arts Empire State Partnership (NSCA/ESP) and/or Partners for Arts Education/School Partnership funding

### **What is the amount of the award?**

Arts Alive Arts Education Grants range from \$1,000 to \$2,500. You may apply for up to 50% of the total project cost.

- Is this a matching grant?  
Yes. ArtsWestchester will match a portion of the funds your school partner provides. If the school's contribution consists of a combination of cash and in-kind, at least half must be in cash. For example, if the total project cost is \$4,000, the school partner must provide \$2,000: \$1,000 of which must be in cash and \$1,000 of which may be in-kind.
- When will I receive ArtsWestchester's funds?  
You must send ArtsWestchester documentation that you received the school funds before we release grant funds.

### **Are there any funding restrictions?**

Yes. In addition to the items listed in the Arts Alive General Guidelines, Arts Alive grants will not fund teachers'/substitutes' salaries, BOCES administrative costs, or supplies and materials that are generally on hand. These should not be included in the budget and cannot be counted as part of the school match.

### **May I submit more than one funding request?**

Yes. You may submit a total of up to three requests, including requests in other Arts Alive funding categories. The combined total of your requests cannot exceed \$5,000.

### **Are there funding priorities for Education Grants?**

Yes. ArtsWestchester gives priority to:

- First-time applicants
- Projects for which the majority of the funding is designated for fees to the artist/arts organization
- Projects for which the majority of matching funds come from the school or school district rather than the PTA/PTO
- Projects that reach communities that traditionally have been underserved. (Underserved communities are comprised of individuals who have limited access to art programs, services, or resources and may be marginalized due to geography, race, economic status, gender, gender identity, sexual orientation, age, religion, or disability. The term “community” can refer to a group of people with a common heritage or characteristics, whether or not living in the same place. Age alone – i.e. youth, seniors – does not qualify a group as being under-served.)

### **What criteria will the panel use?**

In addition to the overall criteria described in the general guidelines, there are criteria related specifically to the Arts Alive Education grant. The panel will make funding recommendations based primarily on the following criteria, which should be addressed in the project narrative:

- Artistic Merit
  - Artistic merit as evidenced by creative work and professional accomplishments
  - Applicant’s successful experience in conducting school or community-based sequential arts-making workshops
- Community Benefit
  - Project address a specific need
  - Appropriateness of outcomes
  - Number of students served
- Project Feasibility
  - Evidence that the project is a collaboration between the artist/organization and teachers/community site
  - Clearly defined objectives and ability to achieve them
  - Clarity, appropriateness and feasibility of evaluation and assessment plan
  - Soundness of the proposed budget and ability to raise 50% of the project cost

### **Required and Supplemental Materials – Education Grants**

Required and supplemental materials must be submitted on-line as part of your application and must be submitted by the application deadline.

### **I. Required Materials**

If support materials are in the form of URLs, please create a separate text document titled "URL Support Materials," including a description of the work sample/content and the URL (link) embedded in the text document. ArtsWestchester reserves the right to review any/all of the on-line sources.

- A. Proof of Non-Profit Status in the one of the following formats:
  - Letter of Determination from the IRS indicating tax exempt status under section 501(c)(3)
  - Documentation of charter by the New York State Board of Regents under section 216 of the New York State Education Law
  - Documentation of incorporation under section 402 of the New York State Not-for-Profit Corporation Law
  - Current New York State Bureau of Charities (Office of the Attorney General) filing receipt
  - Official authorization as an arm of local government (i.e.: a formal letter on official stationary signed by the appropriate county, city, town or village executive)
- B. Resumes of administrative personnel who are involved in the project.
- C. Resumes of artists who are involved in the project.
- D. Letter of Commitment of Funds specifying the source and dollar amount allocated for the project
- E. Work samples for all categories of Arts Alive grants should represent work from the last three years.
  - If you are an artist:
    - Sample of your professional work
    - Sample of work produced by students with whom you have worked
    - Concise description of the work submitted: its context and approach
  - If you are a cultural organization:
    - Sample of work student's produced through their participation in your organizations education program
    - Sample of participating artists' professional work
    - Concise description of the work submitted: its context and approach
  - Work samples should represent work from the last three years.
    - Visual Arts Projects: no more than 10 labeled images in JPEG format, be sure to include title, date created, size and medium. (up to 10MB)
    - Performing Arts, Film Media or Other Time-Based Projects: Video and audio clips uploaded or included as a web-links hosted on external sites should be no more than 3 minutes, and time stamped to the correct chapter or time. (up to 250MB)
  - Literary Projects: No more than 20 pages to be uploaded as jpegs with application (up to 10MB)

## **II. Supplemental Materials**

In addition to the list of general supplemental materials on page 11, support materials may include lesson plans, evaluation plan, video/photo work samples of past Arts Education work, participant evaluation forms, and/or letters of recommendation.



## PANEL REVIEW

The panel's review system is based on scores from Poor (1) to Extraordinary (10).

### "Weaknesses" are defined as follows:

- **Negligible:** A weakness that does not lessen impact but if improved could create a greater impact
- **Minor:** An easily addressable weakness that does not substantially lessen impact.
- **Moderate:** A weakness that lessens impact.
- **Major:** A weakness that severely limits impact.

Rating	Description	Strengths/Weaknesses
10	Extraordinary	
9	Exceptional	Exceptionally strong (model and standard for field or discipline with essentially no weaknesses)
8	Outstanding	Extremely strong with negligible weaknesses
7	Excellent	Very strong with some minor weaknesses
6	Very Good	Strong but contains several minor weaknesses
5	Good	Strong but with at least one moderate weakness

4	Satisfactory	Some strengths but with some moderate weaknesses
3	Fair	Some strengths but with at least one major weakness
2	Marginal	A few strengths and a few major weaknesses
1	Poor	

## Example of a Letter of Agreement between Applicant and Fiscal Agent

<<On your organization letterhead>>

This Letter of Agreement between \_\_\_\_\_ (“the fiscal agent”) and \_\_\_\_\_ (“the applicant”) is entered into for the purpose of setting forth the terms of the relationship between the conduit and the applicant in connection with the Arts Alive Project Grants program administered by ArtsWestchester.

This Letter of Agreement shall continue in force and be binding until such time as all grant monies are disbursed to the artist for the project as described in the Arts Alive Project Grant guidelines and the Decentralization Funding Agreement (“the project”).

The parties hereby agree to the following specific terms and conditions:

A. The fiscal agent agrees to:

- (i) receive, record and disburse the grant monies to the applicant, it being expressly understood that the grant monies are and shall remain the property of the applicant;
- (ii) refrain from making or imposing artistic decisions on the project or any substantive changes in the project, it being understood that artistic control and proprietary rights remain exclusively with the applicant;
- (iii) supply proof of not-for-profit status, indicated by one of the following:
  - a. 501(c)(3) letter of tax exempt status, Section 501(c)(3) of the Internal Revenue Service
  - b. Certificate of Incorporation under Section 402 of the New York State Not-for-Profit Law
  - c. Charter from New York Board of Regents under 216 of the Education Law
  - d. Current New York State Bureau of Charities filing receipt
- (iv) Complete the Fiscal Agent Information section of the Application.
- (v) Sign and date the Decentralization Funding Agreement upon receipt.

B. The applicant agrees to:

- (i) credit the fiscal agent on all publicity, advertisements, and acknowledgements related to the project in the form of mutually agreed to by the parties;
- (ii) inform the fiscal agent in a timely manner of all substantive changes in the project, as originally described in the Decentralization Funding Agreement; and
- (iii) assume all responsibilities and liabilities related to the successful and timely completion of the project, including the completion of required forms.

\_\_\_\_\_  
Fiscal Agent Officer Signature

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Date

**Example of a Letter of Agreement between Applicant and Community Partner (If Applicable)**

**<<On your organization letter head>>**

This Letter of Agreement between \_\_\_\_\_ (“the proposed partner”) and \_\_\_\_\_ (“the applicant”) is entered into for the purpose of setting forth the understanding between the proposed partner and the applicant in connection with the Arts Alive Grants program administered by ArtsWestchester. The proposed partner acknowledges that the project contemplated by the applicant will be of benefit to it and enhance its reputation; the proposed partner further acknowledges that the applicant is relying upon the proposed partner making its location available.

The proposed partner accordingly agrees to permit the applicant to

\_\_\_\_\_

\_\_\_\_\_ at its location on \_\_\_\_\_.

This Agreement is expressly conditioned upon the award of grant monies to the applicant by Arts Alive Grants.

The applicant shall notify the aforementioned site promptly upon receipt of notification of the disposition of the grant application from Arts Alive Grants. If the grant application has not been approved or if the award notification is not received by the applicant from Arts Alive Grants on or before January 31, 2019 then this Agreement shall be cancelled without liability to either party and the parties shall have no further obligation to one another.

\_\_\_\_\_  
Proposed Partner Officer Signature

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Date