2020 ART$W CHALLENGE GRANT GUIDELINES

WHAT ARE ART$W CHALLENGE FUNDS?
Art$W Challenge awards provide an opportunity for our current and past grantees to boost their operating income by attracting new contributions. Support from Westchester County Executive and Board of Legislators enables ArtsWestchester to match new or increased money raised during the designated period of time. Contributors must certify that their gift is a response to the Art$W Challenge. We encourage fundraising efforts that support education initiatives and youth programs.

WHO IS ELIGIBLE TO PARTICIPATE?
To participate in the Art$W Challenge, you must be an organization that received ArtsWestchester grant funding in one of the following categories within the last three years (2018-2020): Basic Program Support, Project Support, Yonkers Arts Initiative, Mount Vernon Arts Initiative.
And
New in 2020 – If your organization received an Arts Alive grant within the past five years (2015-2020) you are eligible to participate.

WHAT IS THE DESIGNATED TIME PERIOD FOR THE 2020 ART$W CHALLENGE?
Only new or increased funds raised between Wednesday, September 23, 2020 and Thursday, December 31, 2020 are eligible for the match. Funds contributed or dated before September 23, 2020 or after December 31, 2020 are not eligible for matching funds.

WHEN IS THE DEADLINE TO PARTICIPATE?
The deadline to submit documentation is Thursday, December 31, 2020, consistent with the last day of the designated period. For funds to be eligible for a match, you must submit completed certification form(s) and documentation of payment(s) by 5:00 p.m. December 31, 2020. See documentation requirements and submission instructions on page 3.

PLEASE NOTE: Funding is limited and available on a first-come, first served basis until all funds have been allocated. Submitting by the deadline does not guarantee funding. Please email grants@artswestchester.org with any questions.
WHAT ARE THE MAXIMUM AWARDS?
The maximum award your organization is eligible to receive is based on the category in which you most recently received funding. If you are unsure what category you belong to, please contact grants@artswestchester.org. Funds are allocated on a first-come, first served basis. All awards are subject to availability of funds.

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<tr>
<th>Basic Program Support Grantees</th>
<th>Project Support Grantees</th>
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<tr>
<td>Are eligible to receive up to $7,500</td>
<td>Are eligible to receive up to $7,500</td>
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<tr>
<th>Arts Alive Grantees (Westchester County Only)</th>
<th>Mount Vernon Arts Initiative &amp; Yonkers Arts Initiative Grantees</th>
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<tr>
<td>Are eligible to receive up to $1,500</td>
<td>Are eligible to receive up to $5,000</td>
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If you received grants in more than one category listed above, you are eligible to receive the larger maximum award amount of the categories in which you were funded. You may not add the two maximum award amounts together.

DEFINITION OF “NEW” MONEY
Funds from first-time contributors are eligible for the match. If past contributors increase the amount of their gift above that of their largest total giving at any point during the past two years, ArtsWestchester will match the increase amount.

To be eligible for ArtSW Challenge matching funds, donations must be made in direct response to an ArtSW Challenge appeal, such as through a donor solicitation letter or a “paddle raise” specifically for the ArtSW Challenge at an event.

HOW DO I DEMONSTRATE THAT THE FUNDS RAISED ARE NEW?
Only first-time gifts or amounts above a current contributor’s highest annual contribution for the past two years are eligible to be matched. For example:

- If Mr. Jones made a first-time contribution of $1,000 to your organization within the designated period, the entire $1,000 is eligible, subject to availability of funds.

- If Ms. Young made contributions of $1,000 in 2018 and in 2019 and then makes a contribution of $1,500 within the designated period, the $500 increase is eligible, subject to availability of funds.
CAN TICKETS TO FUNDRAISING EVENTS BE CONSIDERED DONATIONS THAT CAN BE MATCHED?
Tickets to fundraising events can be submitted to the ArtSW Challenge if
  • The event is identified and promoted as an opportunity for your organization to raise funds for the ArtSW Challenge.

AND

  • It is a first-time ticket buyer, or someone who has increased their ticket level in response to the match.

Only the tax-deductible amount allowed by law can be applied to the ArtSW Challenge match.

DOES THE SOURCE OF FUNDING MATTER?
Yes. Only funds raised specifically to meet the ArtSW Challenge are eligible for the match. Your contributors must certify that this is their intention by signing a donor certification form which can be found on our website. Donations must be received by the recipient organization, pledges for future payment are not eligible. The restrictions that apply to your Basic Support, Project Support, Yonkers Arts Initiative or Mount Vernon Arts Initiative Contract for Services apply; you may not solicit funds from Westchester County Government.

WHAT IS THE PROCESS FOR OBTAINING ART$W CHALLENGE FUNDS?
ArtsWestchester requires the following documentation:

1) Proof of payment
   • Photocopy of the check, credit card receipts, online contribution receipts (For example: PayPal) are acceptable.
   • Cash donations may be eligible if submitted with clear proof of payment/receipt.

2) Completed donor certification form(s)
   • The donor certification form must be signed by the donor and the Executive Director or Board President of your organization. Electronic signatures are acceptable.
   • Please complete a donor certification form for each donor. If a single donor gave multiple gifts, they may complete only one form for their total donation(s).
   • Donors may not self-certify. For example, if the Board President is the donor then the form must be signed by the Executive Director.

The donor certification form can be found online at: artsww.org/challenge.
WHERE DO I SEND OUR DOCUMENTATION?

New in 2020 — You may submit all required documentation to ArtsWestchester via email to grants@artswestchester.org. In addition, you must submit hard copies of all documentation by mailing or dropping off at the ArtsWestchester office.

ArtsWestchester will acknowledge the date the email was received as your submission date but please submit hard copy materials promptly after emailing. Please note – If hard copies are not received, your submission may not be considered eligible.

Do not mail actual checks to ArtsWestchester.

To submit electronically, please email documentation to:
Grants@artswestchester.org
Subject Line: Challenge Submission – ORGANIZATION NAME
The electronic submission should come from the participating organization, not the donor.
Please submit materials in PDF or JPG format.

To submit hard-copy documentation please mail to or drop off at:
ArtsWestchester
Attn: Lauren Brady, Grants Dept.
31 Mamaroneck Avenue, 3rd Floor
White Plains, NY 10601

We encourage you to submit documentation as soon as it is complete. For example, if you have documented receipt of a $1,000 donation for the Art$W Challenge, send the documentation to ArtsWestchester immediately, even if you are expecting another donation shortly. If you are raising funds in small increments, for example through a membership appeal, please do not submit documentation until you are requesting a total match of at least $500.

HOW WILL ARTSWESTCHESTER DISTRIBUTE THE ART$W CHALLENGE FUNDS?

ArtsWestchester will distribute all funds in early 2021, once ArtsWestchester receives the funds from Westchester County. Organizations participating in the Challenge will receive acknowledgement from ArtsWestchester as submissions are received. Acknowledgement that a submission was received does not guarantee funding, since funding is available on a first-come, first-served basis.

ARE THERE RESTRICTIONS ON THE USE OF FUNDS?

The Art$W Challenge awards support general operations and programs. You may not apply the awards to capital projects, deficit reduction initiatives or special fundraising events.

WHOM MAY I CONTACT WITH QUESTIONS?

If you have questions, please contact Lauren Brady at lbrady@artswestchester.org or 914-428-4220.