



2021 ART\$WCHALLENGE GRANT GUIDELINES

WHAT IS THE ART\$WCHALLENGE GRANT?

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?

Westchester-based organizations that received grant funding in one of the following categories within the last three years (2019-2021): Basic Program Support, Project Support, Yonkers Arts Initiative or Mount Vernon Arts Initiative.

Arts Alive grantees (Westchester County only) that received a grant within the past five years, (2016-2021) are eligible to participate.

WHAT IS THE DESIGNATED TIME PERIOD FOR THE 2021 ART\$W CHALLENGE?

New or increased funds raised between **Sunday, August 15, 2021 and Friday, December 15, 2021** are eligible for the match. Funds contributed or dated before or after these dates are not eligible for matching funds.

WHEN IS THE DEADLINE TO PARTICIPATE?

Fundraising Deadline: The final day to raise funds is **December 15, 2021**.

Submission Deadline: You must submit all required supporting documentation **via email** no later than **Monday, December 20, 2021 at 5:00PM** to be eligible for the match.

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.

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.

Basic Program Support Grantees
Are eligible to receive up to \$7,500

Project Support Grantees
Are eligible to receive up to \$7,500

**Arts Alive Grantees
(Westchester County Only)**
Are eligible to receive up to \$1,500

**Mount Vernon Arts Initiative &
Yonkers Arts Initiative Grantees**
Are eligible to receive up to \$5,000

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.

HOW DO I PARTICIPATE?

ArtsWestchester requires that participating organizations submit the following documentation **via email** to grants@artswestchester.org by the submission deadline of **December 20, 2021 at 5PM**.

1) PROOF OF PAYMENT

Photocopy of the check, credit card receipts, online contribution receipts, screenshot of online payment with clear indication of donor name, date of payment and amount (example: PayPal, Venmo, Facebook, etc.) are acceptable. Cash donations may be eligible if submitted with clear proof of payment/receipt.

NEW IN 2021: If the online payment system takes a fee, ArtsWestchester can match the full/gross donation amount inclusive of transaction fee.

2) PROOF OF DONOR CERTIFICATION

Donors must certify that their donation was made in direct response to the 2021 Art\$W Challenge. This can be done in one of the following ways:

Option 1: Complete the ArtsWestchester Donor Certification Form

The form is available at: artsw.org/challenge. This form should be signed by the donor and the Executive Director or Board President of the receiving organization. Electronic signatures are acceptable. Donors may not self-certify. For example, if the Board President is the donor then the form must be signed by the Executive Director.

OR

Option 2: Online “Check Box” Certification

To streamline the online giving process, if your organization plans to solicit several gifts through an online giving campaign, you may implement a “check box” for donors to

certify that their donation is **intended for the 2021 Art\$W Challenge**. It will be the participating organization's responsibility to confirm if any given online donation was eligible (based on a given donor's history) and provide ArtsWestchester with a report of donor who completed the "check boxes".

- **Check Box Statement Example:**
 - ✓ By allocating my donation to the 2021 Giving Tuesday Art\$W Challenge Campaign, I certify that my new or increased gift is donated is for the purpose of the 2021 Art\$W Challenge.

WHERE DO I SEND OUR DOCUMENTATION?

All required documentation should be submitted to ArtsWestchester via email to grants@artswestchester.org.

NEW IN 2021: Hard copies do not need to be submitted.

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.

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.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE 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 Art\$W Challenge matching funds, donations must be made in direct response to an Art\$W Challenge appeal, such as through a donor solicitation letter or a "paddle raise" specifically for the Art\$W 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 2019 and in 2020 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 Art\$W Challenge if

- The event is identified and promoted as an opportunity for your organization to raise funds for the Art\$W 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 Art\$W Challenge match.

DOES THE SOURCE OF FUNDING MATTER?

Yes, only funds raised specifically to meet the Art\$W 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.

HOW WILL ARTSWESTCHESTER DISTRIBUTE THE ART\$W CHALLENGE FUNDS?

ArtsWestchester will distribute all funds in early 2022, 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 grants@artswestchester.org

