



Guidelines: Expanding Audiences and Cultural Participation Regrant

DEADLINE: TUESDAY FEBRUARY 20, 11:59pm

Participants of Staten Island Arts's **Expanding Audiences and Cultural Participation** initiative are invited to apply for grants that will support the implementation of new initiatives to expand cultural participation across Richmond County. Priority will be given to new initiatives that focus on equitable inclusion of diverse populations, particularly service to or involving under-represented groups such as people of color, people with disabilities, and LGBTQIA populations.

Competitive proposals will include: a realistic project plan that outlines the inclusion of specific demographics, short-term project goals, how those goals relate to long-term outcomes, and how organizations plan to sustain the work after the grant period. Applicants may request between \$3,000 - \$50,000 for implementation projects occurring between April 1, 2018 - March 31, 2019. Organizations **may not submit more than one application**, including those in which the organization is named as a partner.

Applications will be accepted online until 11:59pm on TUESDAY FEBRUARY 20, 2018. All Staten Island Arts grants are online only. Emailed or hard copies will not be accepted.

This initiative is an opportunity through Staten Island Arts' Expanding Audiences and Cultural Participation program. The program has been made possible through the generosity of New York Community Trust, The Staten Island Foundation, the Altman Foundation, the Stavros Niarchos Foundation, and Time Warner Foundation.

APPLICATION PROCEDURES AND TECHNICAL ASSISTANCE

Staten Island Arts staff and field consultants are available to assist applicants with program design, grant writing and budgeting assistance, application draft reviews, and application technical issues. All in-person technical assistance activities take place at ArtSpace@Staten Island Arts, located at 23 Navy Pier Court, on the waterfront in Stapleton.

Program Design Doctor's Hours

Staff from Walker International Communications Group are available for consultation on program design and implementation, and resource development. The team from **Walker**

International Communications Group (Donna Walker-Kuhne, Toni Hendrix, Richard Pelzer) **will be available for Doctor's Hours on Friday, January 19, 2018 from 1-4pm.** Appointments can be booked for 30 minute-long sessions with each of the consultants. To make an appointment, sign up at <http://bit.ly/EACPDDoctorsHours>.

Information Sessions

It is STRONGLY recommended that applicants attend an information session. Participants will receive an overview of the guidelines and online application, and have an opportunity to ask questions of consultants and staff in order to craft their most competitive proposal. Information sessions led by Grants Management Consultant Morgan Lindsey Tachco will take place on the following days:

- Tuesday, January 23, 3-5pm.
RSVP for this seminar at <http://bit.ly/EACPIInfoSession123>
- Thursday, February 1, 7-9pm.
RSVP for this seminar at <http://bit.ly/EACPIInfoSession21>

Application Draft Reviews

Applicants will have the opportunity to submit a draft of their application for review by Grants Management Consultant Morgan Lindsey Tachco until one week prior to the deadline (February 13, 2018). An application draft review will take place through a 30-minute phone meeting. Applicants wishing to reserve a draft review slot must sign up via this link: <https://mtachco.youcanbook.me>, and submit a draft of their application no later than 24 hours prior to the meeting.

Questions for Morgan Lindsey Tachco (info sessions and draft reviews): 718.447.3329 x 1004 | mtachco@statenilandarts.org.

OVERVIEW

Cultural experiences have proven to make individual lives better by creating opportunities for people to see and express themselves. Cultural experiences for people of all ages can provide a central gathering place where people experience ideas and images outside the scope of their own day-to-day lives. Through those experiences, culture helps to achieve greater understanding of the world, which in turn has the potential for change within individuals and their surroundings. Perhaps more than anything else, the arts have the potential to strengthen communities, bring people together across demographic, economic and social barriers.

Recognizing that cultural exploration must be central in bringing about social change, Staten Island Arts—along with a cohort of pre-eminent funders—seeks to support the island's cultural organizations as they work to achieve greater equity and inclusion on Staten Island. At a time of crucial changes in the borough, **Expanding Audiences and Cultural Participation** offers an opportunity for local cultural organizations to create opportunities for cultural engagement and to foster environments that will decrease (if not eliminate) attitudes of bias and inequity.

To date, **Expanding Audiences and Cultural Participation** has provided support for selected participants through professional development, technical assistance, and exposure to ideas and practices that will usher in a new era for cultural exploration and presentation on Staten Island. The launch of this regrant phase offers participants an opportunity to build on the training experienced in Phase 1 by creating a proposal to support a new initiative or approach to audience development, with particular emphasis on achieving greater levels of equity and inclusion. This competitive application process will provide significant levels of financial support to organizations showing genuine commitment to change within their own organizations and in the larger landscape of Staten Island.

Eligible program activities include (but are not limited to):

- Strategic marketing campaigns whose long-term goal is greater inclusivity;
- New programming initiative through which cultural understanding and exchange will be achieved;
- Creation, presentation, and marketing of community engagement events;
- Arts education activities for learners of all ages that also engage families and/or their larger communities;
- Engagement activities and/or programming that will broaden the base of non-English speakers; and
- Professional development/education activities aimed at creating greater levels of awareness about equity, diversity and inclusion.

Funding may be used to support staff members engaged in implementing the proposed program. Consultants may be employed through this initiative, and the applicant must describe how the consultant/s will be enfolded into organizational culture.

Please Note:

- Organizations seeking funding for existing programming activities may only request support for their expansion through service to communities/areas it does not currently serve and/or service to traditionally underserved populations. Applicant must demonstrate that *new strategies* will be created to expand the current practices of that program.
- While marketing is expected to be a component of the project, it is advised that applicants requesting support for creation of printed or digital marketing materials should include this as a component of a larger program request—not the sole focus.

In the selection process, priority will be given to:

- Initiatives whose long-term goals are to extend the applicant’s practices in programming, outreach, staffing, and board education and cultivation to a broad, non-homogenous audience. Particular emphasis is placed on communities traditionally underrepresented or underserved, with goals that include greater levels of equity, diversity and inclusion.
- Of secondary priority will be projects whose focus is the more general goal of audience development.

ELIGIBILITY

Applicants must:

- Be a participant of Staten Island Arts's **Expanding Audiences and Cultural Participation** program. *Organizations outside of this cohort who are interested in applying may serve as a partner on a participant's proposal.*
- Submit a complete application by the deadline of **TUESDAY FEBRUARY 20, 2018** at 11:59pm.

Applicants are not eligible if they:

- Are not a program participant.
- Have received funding from Staten Island Arts in years prior to 2017 and have failed to complete a Final Report.

Funding is provided for:

- Implementation of initiatives with the goals of:
 - Achieving greater racial inclusion in audience and/or programming demographics; or
 - Increased participation from communities of color through diverse programming options; or
 - Increased levels of racial equity and understanding about issues of diversity, equity and inclusion within the applicant's organization; or
 - Audience development through expansion to a geographic area or community on Staten Island that is outside the applicant's existing geographic and socio-economic demographics
- Projects whose outcomes are related to the expanded capacity, direct community engagement, and/or increased cultural competency of the organizational applicant.
- Projects that can be initiated and implemented during the funding period: April 1, 2018 - March 31, 2019.

Funding cannot be used for:

- General operating expenses, overhead or administrative costs unrelated to the proposed project.
- Regranting programs, scholarships, fellowships, or cash prizes.
- Major equipment purchases, property or mortgage payments, or capital improvements such as building construction or renovation.
- Ongoing programs, projects, or initiatives that do not relate to the goals of the Expanding Audiences and Cultural Participation program.
- Activities that are fundamentally religious in nature or conducted solely by an organization whose primary mission is religious practice.
- Activities that fall outside of the grant period: April 1, 2018 - March 31, 2019.

Partnerships

Funding from **Expanding Audiences and Cultural Participation** can be utilized to support partnerships created to meet the goals of expanded audience development and achievement of inclusive practices. Partnerships may be made with other cultural

organizations or with non-profit organizations from the social and multi-service sectors, community-based organizations serving particular geographic areas or ethnic communities, and churches with robust outreach programs whose functions are other than religious worship.

Partnerships are not a necessary component of your project. They are recommended as a way of creating a stronger community and dialogue.

Organizations requesting support for projects that include a non-profit partnership will be asked to provide a letter of support. Questions will include an overview of the origin and longevity of the partnership, its goals, and financial arrangements.

CRITERIA

Through this initiative, Staten Island Arts is committed to funding a variety of projects with respect to organization size; artistic discipline; geographic location; theory and methodology; proposed communities to be included; and projected outcomes.

Proposals will be chosen based on the following criteria:

- Clearly defined goals and measurables that articulate how support from this initiative will support the expanded capacity, direct community engagement, and/or increased cultural competency of the organizational applicant
- Originality of approach utilized to achieve the stated goal/s
- Clarity of narrative regarding structure and chronological implementation of the program
- Demonstration of capacity to successfully support and complete the project, as demonstrated through strategic thinking about its relationship to organizational mission
- Demonstration of fiscal competence through project budget, detailed budget notes, and sustainability of program after the grant cycle.

Program Criteria

All proposed programs should meet the priorities—either primary or secondary—of this particular initiative.

- Priority will be given to proposals that articulate the specific demographic group(s) they are expanding their work to include, whether it be a cultural, social, racial, range of ability, age, or socio-economic demographic.
 - Applicants will be expected to describe the reasoning or thought process that led to determination of the community served through the program.
- Proposals should articulate the organization's current competency to include said demographic, identify specific learning areas to be built upon, and outline realistic short-term deliverables for the project in the context of this being a long-term, strategic initiative.
- Evaluation of partnership proposals will include a review of the status of the partnership and the ability to sustain it beyond this grant program.

Budget Criteria

Staten Island Arts recognizes and honors that, for many applicants, funding available through this initiative will be provided as start-up monies for new programming. As such, **requests MAY be for 100% of the total project cost** during the period of the award cycle.

Funding requests may not include ineligible costs, as outlined in the ELIGIBILITY section of these guidelines (p.4). Applicants are not required to match funds but those who are able to do so have the opportunity to outline additional funds in the Project Budget Form.

It is recommended that the applicant's request amount should not exceed 30% of the organization's overall operating expense budget.

PROPOSAL MATERIALS

All proposal materials can be found online at statenilandarts.org. Please review all materials before submitting an application. The proposal components are:

Narrative

Narrative questions are provided by Staten Island Arts, and answers are submitted into the online application form. Applicants will complete narrative responses to questions about the project's primary focus, participants, practices and outcomes. Narrative should describe the project in detail.

Budget

All proposals must include a budget submitted on the Excel form provided by Staten Island Arts. Budgets must include a formal request amount, detailed information about the expense lines for how funding will be utilized (and which includes items that fall within the eligible costs as outlined in ELIGIBILITY, p. 4).

Required Support Materials

This includes descriptions of Mission and Activities, as well as demographics of the applicant organization and audience. Also required are: Board of Directors List, Organizational Chart, Proof of Non-profit Status, Audited Financials, and a Financial Statement.

Supplemental materials

Applicants are encouraged to upload any supporting documents that support the panel's understanding of the cultural significance of the organization's history and programming, such as publicity and marketing materials. Additional support documents include resumes of relevant personnel to the project, and a partner letter of support.

SELECTION AND REVIEW PROCESS

Funding decisions will be made after a competitive application process with applications reviewed by members of the funding cohort as well as independent representatives from the field. All proposals will be reviewed and evaluated on the organizational and programmatic criteria set forth in the Guidelines.

PAYMENT

Staten Island Arts will release payment of the regrant funds in two installments: a first payment of 80% of the total award amount and a final payment of 20%. Awardees will be required to sign a grant agreement with Staten Island Arts. Release of monies will be dependent on: first, the execution of the grant agreement and, last, the receipt and approval of the final report.

In the final report due at the conclusion of the project, awardees will be expected to report on the activities via the submission of a final payment request, accompanied by supporting documentation. Documentation should reflect the proper funding credits as stated in the grant agreement. Upon approval of the final report, the remaining 20% of the funding will be issued to the Awardee. Grantees that do not comply with reporting requirements in a timely manner will forfeit current and future opportunities for funding from New York Community Trust, The Staten Island Foundation, the Altman Foundation, the Stavros Niarchos Foundation, Time Warner and Staten Island Arts, including funds remaining for this initiative.

PERFORMANCE EVALUATION

The expenditure of the regrant funds will be monitored by Staten Island Arts staff throughout the grant period to ensure that funds are being spent in accordance with the terms of the Grant Agreement.

Awardees will be expected to participate in ongoing public learning sessions led by Donna Walker-Kuhne and the team of Walker International Communications Group (and other consultants) as well as one-on-one engagement with WICG and Staten Island Arts staff.

Performance evaluation will be based on the goals, objectives and outcomes described in the original proposal and its Project Plan. Other performance measures include the quality and timeliness of the documents submitted, site visits and program reviews.

QUESTIONS?

Please contact Morgan Lindsey Tachco, Grants Management Consultant
718.447.3329 x 1004 | mtachco@statenilandarts.org