



ARTSWESTCHESTER GRANTS PROGRAM
2023-24 GRANT GUIDELINES
CATEGORY: Basic Program Support Full Application
Application Deadline: Wednesday, May 3, 2023 by 11:59pm

I. OVERVIEW OF THE ARTSWESTCHESTER GRANTS PROGRAM

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 evaluation criteria are common to all:

- Artistic Merit of Programs
- Impact and Community Need
- Financial Viability
- Equity, Diversity, Inclusion, and Accessibility

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.

II. THE BASIC SUPPORT FUNDING CATEGORY

Application Deadline:

Your electronic application must be completed and submitted by **Wednesday, May 3, 2023 at 11:59 pm.**

WHAT ARE BASIC PROGRAM SUPPORT GRANTS?

ArtsWestchester provides Basic Program Support to a wide variety of not-for-profit arts organizations and historic sites. Eligible organizations include those with a professional staff as well as those that are volunteer-run. The Basic Program Support category is structured into three tiers. To the extent possible, your application will be reviewed against those submitted by organizations of similar size and scope.

Basic Program Support awards are directed toward ongoing activities and provide support to established organizations that offer programs and services throughout most of the year, but applicants are encouraged to be as specific as possible as to the needs and planned use of funding. While the artistic merit of your programming is critically important, awards are based on an assessment of *all* aspects of your organization, including financial stability, strength and involvement of the board, scope of programming, number of people and geographic area served, and inclusiveness at all levels of operation (including board, staff, and audience). Basic Program Support grants are made possible with funds from Westchester County Government.

Providing Basic Program Support is only one of many ways in which ArtsWestchester supports your organization. Janet Langsam, ArtsWestchester’s Chief Executive Officer, is available to meet with you to offer advice and assistance, particularly at times when your organization may face challenges. Please email grants@artswestchester.org to schedule an appointment.

WHAT ARE THE ELIGIBILITY REQUIREMENTS?

To be eligible for a 2023 Basic Program Support grant 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.
- Present a full season of programs in Westchester that are open and accessible to the public.
- Have presented at least three full seasons in Westchester County prior to submitting this application.
- Be in good standing regarding submission of required reports to ArtsWestchester.
- Demonstrate total income of at least \$100,000 in the most recently completed fiscal year.
- Meet all requirements of your organization’s tier (listed below).
- Have received a Basic Program Support award in 2022-23.
- Provide programs and services between July 1, 2023, and June 30, 2024, the time period covered by this grant.

WHY ARE THERE TIERS IN THE BASIC SUPPORT CATEGORY?

Westchester’s cultural community is exceedingly diverse, encompassing organizations of various sizes, with differing missions and disciplines. Each contributes in its own way to the county’s vibrant cultural life. A tier structure enables your organization’s application to be reviewed, to the extent possible, against organizations of similar size and scope. There are three tiers in Basic Program Support. Please review the eligibility requirements below to determine which tier is most appropriate for your organization. ArtsWestchester’s staff is available to discuss your eligibility and request prior to the application deadline.

WHAT ARE THE SPECIFIC ELIGIBILITY CRITERIA FOR EACH TIER?

Cultural Destinations

Maximum Grant: \$40,000

Grants in this tier are intended to support organizations that have evolved as destinations, attracting a significant number of tourists and visitors from the tri-state region, in addition to serving Westchester residents.

You belong in this tier if your organization:

- Had an annual operating income of at least \$1,500,000 in 2022 (or your most recently completed fiscal year).
- Received a 2022 Basic Program Support grant in this tier or a Basic Program Support grant in the Signature or Cornerstone tier for the past two consecutive years.

- Operates a site where the primary components of your season take place.
- Has an executive director and least two other full-time professional staff members who are responsible for the organization's ongoing operations.
- Provides a full season of public programs, spanning at least seven months.
- Has presented at least three full seasons in Westchester County prior to submitting an application for 2023-24 funding.
- Draws a regional audience, attracting people from throughout Westchester County and beyond.

Requests may not exceed 5% of your organization's total income for the last completed fiscal year.

Signature Organizations

Maximum Grant: \$40,000

Grants in this tier support organizations that provide public programs at least ten months of the year and that serve residents from the entire county or from a broad region within the county such as the Sound Shore region, River Towns, or Northern Westchester.

You belong in this category if your organization:

- Had an annual operating income of at least \$500,000 in 2022 (or your most recently completed fiscal year).
- Has an executive director and at least one full-time, professional staff member who is responsible for the organization's ongoing operations.
- Provides a full season of public programs.
- Has presented at least three full seasons in Westchester County prior to submitting an application for 2023-24 funding.

Requests may not exceed 15% of your organization's total income for the last completed fiscal year.

Cornerstone Organizations

Maximum Grant: \$30,000

Grants in this tier support organizations that play a central role in delivering cultural services to a limited area (primarily a local community). Your organization may operate with paid or volunteer staff.

You belong in this tier if your organization:

- Had an annual operating income of at least \$100,000 in 2022 (or your most recently completed fiscal year).
- Provides a full season of public programs.
- Has presented at least three full seasons in Westchester County prior to submitting an application for 2023-24 funding.

Requests may not exceed 15% of your organization's total income for the last completed fiscal year.

III. APPLYING FOR A 2023-24 BASIC PROGRAM SUPPORT GRANT

ARE THERE FUNDING RESTRICTIONS?

Yes. Basic Program 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 (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
- Cultural activities provided through a “friends” group

In addition, ArtsWestchester does not fund municipalities or arms of government, schools, colleges, or organizations that are primarily recreational or therapeutic.

Organizations that derive 40% or more of their income from tuition or fees for workshops and instructional programs must allocate 50% of their Basic Program Support award to need-based financial aid.

Organizations with a mission that is primarily to provide skill-based instruction must allocate 100% of their Basic Program Support award to need-based financial aid.

IF MY ORGANIZATION IS ELIGIBLE FOR BASIC PROGRAM SUPPORT, MAY I APPLY FOR PROJECT SUPPORT?

No. The Project Support category is only open by invitation for the 2023-24 cycle. If you are interested in exploring this option in the future, please contact Grants staff at grants@artswestchester.org.

HOW DOES A BASIC GRANT IMPACT MY FUNDRAISING?

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 Basic Support. This united approach is essential to our success and to maintaining a process that is fair, impartial, and apolitical. *If you receive a Basic 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.*

HOW ARE BASIC PROGRAM 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 or email to clarify certain information; however, it is your responsibility to submit a complete and accurate application. An independent panel may review your application and make recommendations based on your submission. The Grants Committee reviews any panel recommendations and staff comments and presents final

recommendations to the Board. Please note: your organization is not guaranteed funding, any significant changes since your last review may impact your 2023 award.

WHAT IS THE COMPOSITION OF THE PANEL?

When convened, 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 Basic Program 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, and clicking on “Get Involved” located in the “Support” tab.

WHAT CRITERIA IS CONSIDERED AS APPLICATIONS ARE REVIEWED?

Basic Program Support grants are based on the merits of your organization as a whole, including its mission, capacity, scope of services, financial stability, efforts and accomplishments regarding inclusiveness, and the completeness and accuracy of your application.

A. Artistic Merit of Programs

- Quality of programming; 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 Committee judge artistic merit.

B. Community Service, Benefits and Impact

- Benefit(s) the public receives from your organization, its programs, and its activities. Benefits might 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 under-resourced communities.¹
- Scope of programs, activities, and people served is comparable to your 2022-23 application. (Programming impacted by Covid will be taken into consideration)
- Evidence of community support (e.g. individual giving, letters of support, community partnerships).

C. Financial Viability and Organizational Stability

- Effectiveness of fundraising efforts.
- Fiscal stability.
- Organizational history, leadership, and accomplishments.

D. Equity, Diversity, and Inclusion

- Ongoing demonstrated efforts to be equitable and inclusive in every aspect of operations, including board, staff, artists, programs and activities, audience, marketing and communications, and contractual services.

¹ArtsWestchester considers as “under-resourced” 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 inclusive audiences/participants based on the demographics of your service area.

For Cultural Destinations only:

- Efforts to build a regional audience.
- Results of these efforts.

For organizations whose primary mission is instructional and/or who derive 40% or more of their annual income from tuition or fees for workshops, classes, and instructional programs:

- Process for determining need-based financial aid is distributed
- Strategies for informing the public about the opportunity to apply for need-based financial aid
- Impact of existing financial aid practices – organization’s current allocation for need-based financial aid, exclusive of ArtsWestchester support.

HOW IMPORTANT IS EQUITY, DIVERSITY, AND INCLUSION?

Equity, diversity, and inclusion are very important. ArtsWestchester’s Basic Program Support grants are supported by public dollars. Therefore, we seek to support organizations that demonstrate ongoing efforts to include, engage, and exhibit 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 all areas of operation – including policy, administration and board, programming, and audience.

An organization’s efforts to become more diverse and inclusive at every level of operation are significant factors in determining an award. 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.

SCORING

The 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
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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	

IS APPLICATION ASSISTANCE AVAILABLE?

Yes. If you would like to speak with a program officer about your application, please contact the Grants staff at grants@artswestchester.org to schedule an appointment.

WHEN WILL WE KNOW IF WE HAVE BEEN AWARDED A BASIC PROGRAM SUPPORT GRANT?

ArtsWestchester will announce awards in late June 2023.

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 Sue Abbott, Director of Grant Programs, ArtsWestchester, 31 Mamaroneck Avenue, White Plains, New York, 10601.

IV. COMPLETING THE APPLICATION FORM

The following information provides guidance in answering the questions on the application form. Please review the evaluation criteria and keep them in mind as you complete your application. Remember to save your work at the bottom of the application page. Most of the questions are self-explanatory, narrative questions are included below. Remember to save your work frequently.

Several of the text boxes limit the number of characters you may use in your answers. The limit is sufficient. Please remember that reviewers want clear, concise, and specific answers. Bullets are a helpful device. Do not feel you have to use the maximum number of characters in your answers.

We recommend drafting answers in Microsoft Word (or comparable program) then copying and pasting into the application.

ORGANIZATION INFORMATION

Principal Administrative Staff: Please list all principal administrative and artistic staff members, e.g., Executive Director, Marketing Director and/or Curator). Include name, title, full-time or part-time, number of years with the organization, and salary range. ArtsWestchester is interested in salary information only as it pertains to organizational structure, and will not be shared or released to a third party. If senior leadership is volunteer-based, please indicate.

Updated Staff Information: List any significant changes to key administrative staff (for volunteer-run organizations, changes in the organizational leadership) since your last application. Upload resumes and/or biographies of staff who have joined since your last application.

Board Information: Please list how many people are required to serve on your Board, how many actual Board members your organization has, and how many of them made a financial contribution in the last year. Complete table on Board demographics.

Required Upload: List of Board of Directors, including name, profession, city of residence, and number of years on the board.

Strategic Plan: Please indicate whether or not your organization has a strategic plan. If yes, please upload the most recent plan.

Statement on EDIA – Please upload any publicly-shared statements on Equity, Diversity, Inclusion and Access, and plans for efforts towards these ideals in the future.

PROGRAMS AND SERVICES

Programs and Services Overview: Provide information that enables the reviewers to understand your organization, the scope and artistic merit of your programs and services. Describe, for example, your ongoing programs and activities; the artists/artworks you present and how they are selected; the artistic vision that informs your public programming (1500 characters maximum).

List of Programs – Request Year: To the extent possible, upload a comprehensive list of programs and activities for the current season (2023-24) and, to the extent possible, for the request year (2023-24). 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. Please use format of the sample below.

SAMPLE 2023–2024 Scope of Services

PROGRAM (exhibition, performance, workshops, lectures, readings, classes) List multi-session workshops or productions with more than one performance once)	NUMBER /Duration
Exhibition: “Close to the Vest” multimedia	1; 3 months
Exhibition: “Photography of the Middle East”	1; 2 months
Concert: “Contemporary American Symphonies”	1; 3 performances
Family Workshops	10; 1 session per
Concert Series, “American Masters”	4 concerts
Adult art-making classes	36 per year; average 10 sessions

Arts Education Programs and Activities: This section enables you to provide the committee with information about programs designed for students, integrating the arts into the core curricula, on-site education programs, and outreach programs in the community. If your organization primarily provides skill-based instruction, you do not have to complete this section.

Skilled-Based Instruction: This section is designed for organizations such as music, dance, or theatre schools that primarily provide skill-based training, and for organizations that derive 40% or more of their

income from instructional activities such as courses, classes, or workshops. Please note: Basic Program Support to organizations whose primary mission is to provide skill-based instruction is limited to funding for need-based financial aid.

FINANCIAL INFORMATION

The Organizational Budget form aligns with the New York State Council on the Arts budget form.

Income: Please show actual income for the prior year and projections for the current and request years. 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. Totals will auto-fill.

Note: Please ***do not*** include dollar signs in the budget template (this will "lock" the template).

Earned income includes the following:

1. Admissions: Revenue derived from the sale of admissions tickets, subscriptions, etc.
2. Contracted Services: Revenue derived from fees earned through the sale of services. Include sale of services (such as workshops) to other community organizations, government contracts for specific services, performance, or residency fees, etc.
3. Tuition and Workshop Fees: Fees earned from your own classes or workshops.
4. Fundraising Events (Gross): Gross proceeds from fundraising events such as galas, benefits, gold-outings, etc.
5. Sales and Concessions: Gross income derived from concessions, sales, parking, publications, rentals, etc. (specify).
6. Rental Income: Income derived from renting space(s) to outside users.
7. Advertising/Sponsorships: Income generated by advertising in your programs or at your events; sponsorships received for your programming.
8. Investment/Dividends/Transfer: Revenues from investments (such as an endowment), dividends or transfers into your operating budget. Do not include transfers for capital investments.
9. Other Earned Income: other earned income that does not fit into any of the above categories (specify).
10. Total Earned Income: Total of lines 1–4; this will fill in automatically.

Contributed income includes the following:

11. Corporate/Business Support: Cash contributions from businesses, corporations, and corporate foundations.
12. Foundation Support: Cash contributions from private foundations.
13. Private Support: Cash contributions from individual donors.
14. Government Support – NEA: Funds from the National Endowment for the Arts received directly by your organization.
15. Government Support – Other Federal: Funds from such federal agencies as the Institute of Museum and Library Services (IMLS), Community Development Block Grants, Urban Development Action Grants, National Endowment for the Humanities, Department of Education, etc., received directly by your organization, please explain.

16. Government Support – NYSCA: Funds from the New York State Council on the Arts received directly by your organization.
17. Government Support – Other State: Funds from any division of New York State government excluding NYSCA, received directly by your organization.
18. Government Support – Municipal: Funds from any local municipal government received directly by your organization.
 - **Note**: Basic Support Grantees are prohibited from soliciting or accepting funds from Westchester County Government directly.
19. ArtsWestchester Grant(s) received: Include ArtsWestchester grants in any category, except Basic Program Support.
20. Other Contributed Support: Include any other contributed income; please specify source.
21. Total Contributed Income: Total of lines 6–18; this will fill in automatically.
22. Total Income: Total of lines 5 and 19; this will fill in automatically.

Expenses: Please show actual expenses for the prior year and projections for the current and request years. 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 for employees or independent contractors.

23. Personnel – Administrative: Personnel salaries are those for which your organization files a W-2 Wages Statement.) Administrative employees include executive and supervisory administrative staff, fundraising staff, clerical and other front-of-the-house and box-office staff, maintenance, and security staff.
24. Personnel – Artistic: Employee salaries and wages (W-2 form) for artistic directors, curators, and artists.
25. Personnel – Technical: Employee salaries and wages (W-2 form) for technical or production staff and management.
26. Fringe Benefits: Total of all fringe benefits paid to employees, including health/dental benefits, worker’s compensation, etc.
27. Contract Fees/Services – Artistic: Contract (Consultant) fees (payments reported on Form 1099) to firms or persons for artistic services of individuals who are not ordinarily considered employees of your organization
28. Contract Fees/Services – Other: Contract (Consultant) fees (payments reported on Form 1099) to firms or persons 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 organization; for example: legal and accounting, advertising, design services.
29. Space (overhead occupancy costs): Payments specifically identified with occupancy of office, rehearsal, theater hall, gallery, and other spaces. This includes cleaning and annual maintenance (not capital improvements), utilities, security and building/renter’s insurance.
30. Travel: All costs directly related to the travel of individuals.
31. Marketing/Advertising: All costs for marketing/publicity/promotion. Do not include payments to individuals or firms that belong under Personnel or Contract Fees/Services: Other.

- 32. Fundraising: All costs associated with fundraising events such as galas, benefits, golf-outings, etc. This line does not include full time staff.
- 33. Remaining Operating Expenses: All expenses not entered in other categories. Provide a detailed list for this expense category.
- 34. Total Expense: Total of lines 21-31; this will fill in automatically.
- 35. Surplus (Deficit) before Basic Program Support award/request: This will fill in automatically.
- 36. Basic Program Support Award/Request (for Request Year, this should be the exact inverse of line 33; for example, (\$2,000) becomes \$2,000.
- 37. Surplus (Deficit) after Basic Program Support award/request: This will fill in automatically.
- 38. Total In-Kind Contributions: The value of all donated services, materials, and facilities. In-kind contributions are **NOT** to be included in the operating budget above. Please detail any significant in-kind contributions anticipated during the request year, such as donated space or printing, in the space provided. Be sure to include any in-kind contributions from municipalities.

Note: Organizations with a mission that is primarily to provide skill-based instruction must allocate 100% of their Basic Program Support award to need-based financial aid. Organizations (such as art centers) that derive 40% or more of their income from tuition or fees for workshops and instructional programs must allocate 50% of their Basic Program Support award to need-based financial aid.

Budget Notes: Please specify "Other Earned Income," "Other Contributed Support," "Remaining Operating Expenses," as well as sources of funds that are secured. The more information you provide, the better the Committee will understand your organization (250 words maximum)

V. THE COMPONENTS OF A COMPLETE BASIC PROGRAM SUPPORT APPLICATION

Deadline: Your electronic application must be completed and submitted by **Wednesday, May 3, 2023 at 11:59 pm.**

The Basic Program Support application consists of the online application form *and* the required upload materials described below.

All materials are to be submitted online with your application form. The "upload" portals are throughout the application as well as at the bottom of the application form.

REQUIRED MATERIALS: The following items are *required*, as indicated by the prompts throughout the application. If any are missing, your application is considered incomplete and may be determined ineligible for review.

1. Completed online application form with budget(s)
2. Most recent financial statement

Annual Income	Type of Report Required
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More than \$500,000	Independent CPA Audit Report
\$250,000–\$500,000	Independent CPA Review Report
Less than \$250,000	Form 990

- If your fiscal year ends in December and your 2022 audit/review/990 is not yet available, upload your 2021 audit/review/990 and 2022 unaudited year-end financials.
 - If your fiscal year ends in June or August, you must submit your 2021-22 audit/review/990.
3. **Resumes or bios of NEW key administrative and artistic personnel (if staff members in key positions have changed since your last application).**
 4. **List of Current Board of Directors**, including name, profession, city of residence and number of years on the board.
 5. **List of Programs** for request year (2023–2024).
 6. **Strategic Plan (if applicable)**. If you indicated “no” to having a strategic plan, this upload field will not appear.
 7. **EDIA Statement (if applicable)**
 8. **Education Brochure (if applicable)**
 9. **Financial Aid application form (if applicable)**

OPTIONAL SUPPLEMENTARY MATERIALS: We encourage you to include up to 5 supplementary materials, as appropriate:

- Most recent annual report.
- Press clippings.
- Marketing materials: brochures/programs.

Remember to save your work as you are completing the form. You will receive a confirmation email once the application has been successfully submitted. Any questions, please contact Grants staff at grants@artswestchester.org.

Good luck!