

# THE HEINZ ENDOWMENTS

HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT

2009

APPLICATION GUIDELINES

SMALL ARTS INITIATIVE





# Small Arts Initiative

## Small Arts Initiative

THE HEINZ ENDOWMENTS IS PLEASED TO ANNOUNCE  
THE 15TH YEAR OF A GRANTS INITIATIVE DEDICATED TO  
PROJECT SUPPORT FOR PROFESSIONAL ARTS ORGANIZATIONS  
IN SOUTHWESTERN PENNSYLVANIA WITH ANNUAL BUDGETS  
LESS THAN \$250,000. THIS INITIATIVE RECOGNIZES THE  
SIGNIFICANT AND ONGOING CONTRIBUTION THAT SMALL ARTS  
ORGANIZATIONS MAKE TO THIS REGION. SMALL ARTS  
ORGANIZATIONS ADD DEPTH AND TEXTURE TO THE CULTURAL  
LANDSCAPE, OFTEN SERVE AS LABORATORIES TO TEST OUT  
NEW IDEAS, AND OFFER IMPORTANT PRESENTATION  
AND EMPLOYMENT OPPORTUNITIES TO LOCAL ARTISTS.

# Overview

The goal of the Small Arts Initiative is to further the development of small, professional arts organizations and the artists with whom they work. “Professional” is broadly defined and denotes quality of leadership; artistic product; and audition/selection, rehearsal and presentation standards. The Endowments anticipates funding a variety of performances, exhibitions and screenings. Once per calendar year, you may apply for your regular series or programming, or a new project.

All proposed projects must meet the following objective:

- Advance a particular organization or consortium of artists’ ability to carry out well-defined artistic opportunities or challenges, thus encouraging the development of local organizations, technical staff and professional artists.

Examples of previously funded projects include:

- The annual production of a local company;
- Guest artists or technical personnel engaged to work with company members in the context of preparing for a public presentation or new work;
- Commissioning and/or presenting an ensemble or artist who will enrich the cultural landscape;
- Artistic expenses that are important to a pivotal project.

Visit the library at [www.heinz.org](http://www.heinz.org) to download annual reports listing previous Small Arts Initiative grants.

## **Pennsylvania Cultural Data Project Training/Information Session**

The Endowments requires that financial and programming information be submitted through the Cultural Data Project. We strongly encourage applicants using this Web portal for the first time to attend the training sessions listed below. Each training will be followed by a brief session focused on preparing a competitive proposal for the Small Arts Initiative. For more information on the data project, please go to [www.pacdp.org](http://www.pacdp.org).

TRAINING DATE/TIME	LOCATION
<b>Monday, March 2, 2009 10 a.m.</b>	<b>Attack Theatre 4805 Penn Avenue, Pgh, PA</b>
<b>Monday, September 14, 2009 10 a.m.</b>	<b>Soldiers and Sailors Museum 4141 Fifth Avenue, Pgh, PA</b>

As space is limited, registration is required. To register, please contact Cindi Stueber at (412) 338-2693 or [cstueber@heinz.org](mailto:cstueber@heinz.org).

## **Application Deadlines:**

APPLICATION DEADLINES	GRANTS ANNOUNCED
<b>Monday, March 23, 2009</b>	<b>Late June 2009</b>
<b>Monday, October 5, 2009</b>	<b>Mid-January 2010</b>

Proposals must be received by 5 p.m.

## **Funding Available:**

A total of \$390,000 of funding is available. Grants will be awarded up to \$15,000. Grants begin at \$1,000 and recently averaged \$8,500.

Two types of grants are available.

## **I. Project Support for Arts Organizations**

Eligible arts organizations should demonstrate an existing organizational structure and artistic product that is proven or shows signs of promise. Minimally in place must be:

- An active, functioning board of directors;
- Internal Revenue Service 501(c)(3) public charity status, in place or applied for;
- An identified leader for the organization, paid or volunteer.

The organization does not need to have a regularly scheduled season in place, but should be able to demonstrate increasing artistic strength through examples of past performances or exhibitions, capacity to carry out the proposed project and articulation of a clear artistic vision.

## **II. Project Support for Consortiums**

This category of support is available because Endowments staff believes in the strength and opportunity afforded by collaborations and sharing of resources. A consortium must meet at least one of the following criteria:

- A partnership of, at minimum, two artists banding together for a performance, exhibition or screening around a theme;
- An artist or arts administrator collaborating with a group of advisors to present the work of multiple artists around a theme;
- An established, but unincorporated, arts organization consisting of multiple artists.

The consortium sponsor must meet both of the following criteria:

- Must be a well-matched 501(c)(3) organization with a clear, mission-driven relationship to, or interest in, the project or consortium members;
- Must be persuasive in its preparedness to provide administrative and technical support to consortium members, offer artistic support when appropriate, oversee the receipt and expenditure of grant funds and, in general, provide proof that it is exercising control of the project.

Nonprofit organizations with budgets greater than \$250,000 are eligible sponsors; however, each individual consortium member’s annual budget must be less than \$250,000.

If the consortium sponsor is not an arts organization or does not have demonstrated expertise in the artistic discipline(s) specific to the proposed project, the consortium members must have an active advisory committee in place with skill in arts administration and knowledge of the proposed art form.

Due to strict eligibility requirements associated with consortium projects, it is strongly advised that you contact the Endowments to discuss your project prior to submitting a proposal.

# Guidelines

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## Application Tips

- Applicants are eligible to apply for one grant per calendar year. If a previously funded project is not complete, you may be able to submit a proposal for a new project if accompanied by an interim report on the outstanding grant. Generally, new grant funds will not be released until satisfactory final reports on prior grants are received.
- Proposals must be received by the deadline, and may be mailed or delivered by hand. Please do not bind or staple applications. Once received, proposals are logged in, and you will be sent an acknowledgment letter with a grant sequence number for reference purposes. If additional information is needed, Endowments staff will contact you with follow-up questions.
- Read the guidelines carefully before you begin to construct your proposal; contact the Endowments if you have any questions.
- Panelists pay close attention to the credentials of those involved in the project; please include relevant biographical information regarding the participating artists.
- Review panel members often change, so remember that those reading your application may not be familiar with your organization. Avoid repetition and consider asking an outside reader to review a draft of your proposal for clarity before submitting it.
- Submit clear, realistic, detailed budgets that represent research-based figures. Request an amount of funding that relates to actual need and is not inflated. Programs may be funded at the amount requested if the budget appears to be realistic.
- While matching funds are not required, demonstrated efforts to secure cash and/or in-kind support are highly valued as an indication of community support and a desire to stabilize finances with a mix of income.
- If you represent an organization that has applied for 501(c)(3) status, but has not yet received a determination letter, you are advised to submit a copy of the entire 501(c)(3) application at least three weeks prior to the application deadline for review by the Endowments' legal counsel.
- If your application is submitted three weeks before the deadline, staff will review it and provide feedback. Particularly if this is your first proposal to this program, it may be useful to submit a draft for review. If this is not possible, please call for an in-person or phone appointment to discuss your proposal.
- If you receive funding from the Multicultural Arts Initiative, you are still eligible to apply to this program.

## Proposal Review

Requests are reviewed by a panel of Endowments staff and outside individuals with knowledge of the arts community. Panelists will evaluate the strengths and weaknesses of each proposal according to the following criteria:

- Explains merit of project concept;
- Demonstrates artistic quality through the work sample;
- Shows a history of successful projects, and, if the organization has applied previously, is responsive to past panel comments;
- Reflects high-quality artistic and managerial leadership;
- Demonstrates a well thought-out plan to attract audiences to the work;
- Makes a real contribution to the local cultural landscape and the growth and advancement of local artists;
- Has a clear and realistic budget;
- Has the potential to greatly increase the organization's or consortium's standing within the local, regional, national or international community;
- Demonstrates measurable project outcomes.

## If You are Funded

We are interested in the progress of your project. Endowments staff tries to attend or visit all funded projects. We require that you notify the Endowments of exhibition, performance and screening dates at least one month prior to the event.

## Ineligible Projects

The initiative does not fund:

- Single artist projects;
- General operating support or staff positions;
- General marketing activities;
- Capital requests;
- Benefits or fundraising events;
- Programs that primarily provide benefit or opportunity to a membership organization's own constituents;
- Arts education programming or programs that primarily provide training opportunities to youth;
- Projects that take place prior to the initiative's grant notification dates;
- Non-arts organizations that utilize arts as part of their programming;
- Organizations/consortium sponsors that are not IRS 501(c)(3) public charities or have not had their IRS application reviewed and approved by the Endowments' legal counsel in advance;
- Organizations outside of the following southwestern Pennsylvania counties: Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland.

# How to Apply

Thoroughly read the application guidelines, and provide thoughtful and succinct responses so that reviewers may assess the proposed project relative to the initiative's objectives. Please answer the following questions in order, and do not skip questions.

## Cover Letter (Limit to one page)

1. Submit a brief letter that includes a description of the project; dates and venue; amount of funding requested; and contact name with address, phone number, fax number and e-mail. Please also list any public events taking place locally in the next three months.

## Proposal Narrative (Limit to five pages)

### 2. MISSION

What is the applicant organization's mission statement?

### 3. ARTISTIC VISION & ASSESSMENT

What drives you to make the programming selections or the curatorial choices that you do? Please share your most honest assessment of your organization/consortium's artistic and technical strengths and challenges.

### 4. PROPOSED PROJECT

Describe the proposed project, including the creation process, artistic themes, and the narrative of the work if applicable. Describe the ways you believe this project will allow the organization/consortium to stretch or hone its artistic or technical strengths, or will address artistic or technical weaknesses. If applicable, discuss audition and rehearsal processes, and criteria used to select participating artists. **Provide brief bios on key artists and technical staff.**

### 5. PROJECT MARKETING & PUBLIC RELATIONS

What is the target audience and attendance goal for the proposed project? What is your strategy to achieve your attendance goals? Please be specific.

### 6. PROJECT OUTCOMES

What artistic outcomes do you anticipate realizing from this project? What indicators will help you to know that you have successfully met the intended outcomes?

### 7. PROJECT BUDGET

Provide a balanced budget itemizing cash income—earned and contributed—and cash expenses for the project. Show calculations for line items greater than \$1,000. Note which revenues are pending and which are firm. List the estimated value of in-kind donations separately, below the budget. Please contact Endowments staff if you need assistance and/or a sample budget form.

## Documentation

(Submit two copies of each form of A/V submitted)

8. Documentation should speak to the capacity, quality, and professionalism of the organization and participating artists. Submit any combination of the following: slides (up to 10), VHS or cassette tapes, DVDs, CDs, catalogues, programs, or copies of critical reviews (up to five, labeled with date and source). Noting that panelists typically spend five to 10 minutes with a work sample, cue VHS and cassette tapes to where you would like panelists to begin and provide title and description of the work.

## Addenda

### 9. BACKGROUND OF ARTS ORGANIZATION OR CONSORTIUM

Provide an overview of history, programs, staff/volunteer structure, audience, and major accomplishments. Does the applicant carry any debt? Have a cash reserve?

### 10. PRIOR AND CURRENT YEARS' BUDGETS

For this section of the proposal, it is required that you submit your organization's financial and programming information to the Cultural Data Project at [www.pacdp.org](http://www.pacdp.org). **Please also enter your annual budget under "Funder Reports" at the same address.** For more information, please see "Cultural Data Project Training" on page 3. If you are applying as a consortium, you do not need to meet this requirement. Simply submit the financial statements of the sponsor's most recently completed fiscal year.

### 11. BOARD OF DIRECTORS

Provide a list of the applicant's board of directors with professional affiliations, and identify officers. How often does the board meet? What percentage of the board contributes financially to the organization? If you are applying as a consortium, please include your sponsor's board of directors.

### 12. DETERMINATION LETTER

Submit a copy of the applicant's 501(c)(3) IRS determination letter. If you have filed an application with the IRS for approval of nonprofit status, but have not yet received your determination letter, submit your full IRS application at least three weeks prior to the initiative deadline. If you are applying as a consortium, please include your sponsor's determination letter.

## Consortiums Must Also Provide The Following:

### 13. LETTER OF SUPPORT FROM CONSORTIUM SPONSOR

Provide a letter discussing the sponsor's relationship to the proposed project. How does the project support the mission of the sponsor? What artistic, administrative and financial assistance will the sponsor provide to the project? How will information be requested and exchanged between the consortium sponsor and members? Clearly outline procedures for receiving and expending grant funds on behalf of the consortium members.

14. If the consortium sponsor is not an arts organization or does not have expertise in the artistic discipline(s) specific to the proposed project, provide a list of the consortium members' advisors.

# Questions?

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Program Officer Justin Laing is available to answer questions about the initiative or your project idea, and prefers to speak with applicants prior to receiving proposals.

It is recommended that you contact him at (412) 338-2651 or by e-mail at [jlaing@heinz.org](mailto:jlaing@heinz.org) several weeks in advance of the application deadlines to discuss your proposal and possibly schedule an appointment and/or submit a draft of your proposal for feedback.

**Send Proposals to:**

Justin Laing  
Program Officer  
The Heinz Endowments  
625 Liberty Avenue, 30th floor  
Pittsburgh, PA 15222-3115  
(412) 338-2651  
[jlaing@heinz.org](mailto:jlaing@heinz.org)