

ADVANCING BLACK ARTS IN PITTSBURGH



2017 PROGRAM GUIDELINES AND APPLICATION PROCESS

Both The Pittsburgh Foundation and The Heinz Endowments are committed to helping create a vibrant cultural life in Pittsburgh and the region. The foundations have maintained a long-term commitment to arts and culture as an important factor in the region’s quality of life, in the well-being of its citizens, and in its image and economy. We believe that a vibrant cultural life includes diverse cultural offerings that appeal to the widest array of the region’s citizenry. It is now widely recognized that Pittsburgh’s cultural offerings are among its strongest competitive advantages; this includes a rich history and the current presence of excellent Black arts presentation and production. However, Pittsburgh has lagged in sustaining a strong community of Black arts organizations and professional Black artists; that is, organizations and individuals whose work focuses on the art of African Americans, Africa and the larger Diaspora—despite the fact that the city of Pittsburgh itself is more than 25 percent African American.

The region’s well-documented social and economic disparities around race, as well as its racial segregation, influence its cultural life. Historically lower government and foundation support, fewer individual donors for the arts, little or no endowment income and smaller audiences have left many arts organizations committed to Black arts programming under-resourced. These organizations often have far less working capital than their counterparts working in western European-based art forms. Less working capital has significant ramifications for the quality and quantity of Black arts programming presented in the region: artistic risk-taking is curtailed, outreach programming to schools is reduced, individual artists are less likely to find sustainable employment in chosen art forms, visibility within the arts landscape is constrained and organizational growth is made much more difficult. In addition, Black arts as a collective segment of the region’s life have not been adequately documented and discussed as part of the region’s cultural health.

Creating equity in all of our funding programs is critically important, and this grants program is a next step in building strategies to create equity. We believe that the most important investments that philanthropy can make to advance Black arts in the city and region are: 1) to help to build the careers of individual artists; 2) to increase the sustainability of cultural organizations that focus on Black arts; 3) to build community awareness of the Black arts sector; and 4) to support efforts toward greater collaboration and the elimination of racial disparities within the larger arts sector. Growing institutional capacity, supporting career development and building understanding and awareness within the larger community are the

best ways to ensure that there will be a continuing presence of these cultural forms and increasing interest in and demand for them. These beliefs have led us to focus grant dollars on funds for individual artists, operating support and activities that advance the field collectively. If this investment strategy is successful, we will be able to measure progress in terms of growth in organizational health, career opportunities for artists and public participation in the art of the African Diaspora.

❖ **PROGRAM DEADLINES**

March 1, 2017—funding decisions announced by May 31

August 1, 2017—funding decisions announced by October 31

Please direct questions to the following staff:

Individual Artists / Artist Residencies

Janet Sarbaugh, Vice President of Creativity and Senior Program Director,
The Heinz Endowments

jsarbaugh@heinz.org

Operating Support and Advancing the Field

Justin Laing, Senior Program Officer, The Heinz Endowments

jlaing@heinz.org

General Questions

Nicole Henninger, Program Department, The Pittsburgh Foundation

henningern@pghfdn.org

❖ **SUBMISSIONS**

Incomplete or late proposals will not be considered. At the close of the grant period, a narrative and financial final report describing the outcomes and use of funds is required of all grantees.

Failure to submit a complete final report will bar future applications.

All applications and support materials for Individual Artist Support/Artist Residencies must be submitted online via the Advancing Black Arts in Pittsburgh program's SlideRoom page at

www.Pittsburgharts.Slideroom.com

Applications for Operating Support and Advancing the Field grants may be emailed to the appropriate staff person or mailed to:

ADVANCING BLACK ARTS IN PITTSBURGH
The Pittsburgh Foundation
Five PPG Place, Suite 250
Pittsburgh, PA, 15222

For more information, visit: www.heinz.org or www.pittsburghfoundation.org

❖ **INDIVIDUAL ARTIST SUPPORT / ARTIST RESIDENCIES**

Two different opportunities are available for artists. Individual artists whose work focuses on art of Africa and/or the African Diaspora may apply directly for support for creative and career development, creation of new works, and self-producing, though presentation of a fully-realized work is not required. Individual artists must be residents of Allegheny County. **Artist residency support** is also available to any arts or community-based organization interested in hosting artists whose work focuses on art of the African Diaspora. Residencies should include some element of in-depth public interaction with professional artist(s) such as studio tours, public lectures, presentation of works-in-progress, events with members of the local arts community, workshops and classes.

Individual artists may apply for a maximum of \$10,000, and organizations seeking residencies may apply for a maximum of \$15,000. Applicant organizations must be 501(c)3 organizations (or work with a fiscal sponsor) located in Allegheny County. Competitive residency proposals will demonstrate significant artist involvement in the development of the residency; in addition, two-thirds of project costs should be directly related to artist fees or production expenses. *Please Note:* Funds awarded to individuals through this grants program are not excludable from gross income and must be reported to the IRS. Please consult a tax professional to review the impact of this grant on your personal tax liability. Consecutive year grants are prohibited. Previous Individual Artist Support/Artist Residency grantees are eligible to reapply one year after the close of their grant. Grantees in 2016 are not eligible to reapply until 2018.

All applications and support materials for Individual Artist Support / Artist Residencies must be submitted online via the Advancing Black Arts in Pittsburgh program's SlideRoom page at www.Pittsburgharts.Slideoom.com

To begin, you will need to follow the steps to create a SlideRoom account. Once you have an account, you may start and complete your submission in the same session, or save your work and finish at a later time. **All online applications must be submitted by 11:59 p.m. on the day of the program deadline.**

APPLICATION NARRATIVE

Artist Statement: Discuss the philosophy/approach that supports your creative work (such as influences, processes, tools/medium choice and artistic goals) and your career trajectory to this point. Please also upload a full CV/resume in the media uploads section of the application.

Project Goals: What are the artistic goals of the project? Describe the nature of the project's contribution to the presence of the art of the African Diaspora in the local cultural landscape. How does it relate to your creative development as an artist? For organizations, how does this residency support your organization's mission?

Location: Describe the site where activities will take place. What resources (studio/rehearsal/performance space, equipment, etc.) are needed or available?

Timeline: Provide a timeline of key tasks. Activities to be funded by this grant request should not begin sooner than three months following the stated funding decision announcement date.

Evaluation: Describe measurable outcomes, including artistic outcomes, community engagement activities, attendance projections, etc.

MEDIA UPLOADS

All budget sheets, sample work, and any supplemental background materials (including a CV/resume) must be submitted online via the program's SlideRoom page, www.Pittsburgharts.Slidedroom.com. Each applicant is allowed a total of five media uploads.

Detailed Budget (PDF): Provide a balanced project budget that itemizes revenues (including the requested amount of this grant) and expenses related to residency activities described above. Where appropriate, show calculations that make clear how you arrived at the numbers you project. List any revenue sources in addition to this request, indicating which are pending and which confirmed. Separate residency costs from other organizational expenses. List the estimated value and use of in-kind donations separately. Artist's fees or production expenses should equal at least two-thirds of the residency budget. Organizations must submit both project and operating budgets.

Sample Work (PDFs, videos, images, MP3s): Panelists will review a maximum of 10 pages of written work, 15 images or five minutes of video or audio. You may provide links to works available online on YouTube, Vimeo and SoundCloud. Work samples should represent the strongest artistic achievements to date and provide an understanding of the artist's body of work and the organization's capacity to host the residency. If a work sample is the product of collaboration, include a description of the lead artist's/organization's role in the work's creation. To upload multiple images, save them as a multi-page PDF and upload as a single document. If providing links to sources outside of YouTube, Vimeo or SoundCloud, please submit live website links via a PDF document that includes a description of content.

❖ **GENERAL OPERATING SUPPORT**

A select group of nonprofit cultural organizations whose focus is the production and/or presentation of Black art, as previously defined, will be invited to apply for general operating support. Grantees must have paid staff and a history of consistent annual programming. In addition, participants must have clear goals and strategies, and meet annual measures of success developed in consultation with foundation staff. **Operating support will be provided by invitation only.** Beginning in 2017, we are combining the previous grant category, “unrestricted support,” with general operating support. All invited organizations will receive detailed guidelines. If you have questions about the general operating support funding stream, please email Justin Laing at jlaing@heinz.org.

❖ **ADVANCING THE FIELD**

The Advancing the Field category provides grants of up to \$25,000 to support collaborative efforts to improve the environment for artists and arts organizations committed to producing and presenting the arts of African and the African Diaspora. Efforts can take the form of partnerships between three or more artists/organizations or broad-scale, sector-wide advocacy aimed at the Pittsburgh community as a whole. Regardless of scale, this area is for collective efforts to create new opportunities or address barriers faced by many. Thus, it is not a category that can be used to support ideas that are the vision of a single person or entity, or that benefit a single person or entity. All proposals must provide evidence that the project is rooted in a collective effort (such as a memo of understanding signed by partners, establishment of a project advisory committee, collaborative project structure.).

Projects might include:

- Master classes/residencies by nationally-known artists that help to advance local artistic practice in a particular field.
- Collaborative marketing strategies designed to increase the visibility/sales of local artists and organizations.
- Research that would examine an issue and pose solutions for a problem vexing the community.

Planning grants up to \$5,000 are available to help cover expenses related to developing a full project proposal, including data gathering and research, convening partners, consensus-building, problem definition, etc. Before submitting a full proposal, ALL APPLICANTS should submit a 2-3-page Letter of Inquiry to Justin Laing outlining the project’s goals.

Opportunity/Problem Statement: State the issue you are seeking to address. Describe the impact of this issue on the understanding and visibility of Black arts in the region. What evidence supports your understanding of this issue and the need for change?

Strategies: Describe your strategies for addressing this need. What has led you to decide upon this tactic or line of inquiry? Are there similar successful initiatives in other communities that you are looking to as an example? Please provide a project timeline.

Resources: Please describe the resources needed to execute your project. If this is a partnership, what resources/expertise do each of the project partners bring? What steps have been taken to ensure that the members of the collaboration understand and are committed to their roles for the duration of the project? Please attach a written agreement among the partners defining each role. Include biographies of key personnel and other relevant support materials.

Impact: What impact will this project have on Black arts in the region? Describe three clearly measurable success indicators. If research is being proposed, who are the intended audiences and how will the findings be disseminated?

Qualifications: Provide a summary of the organization's history and mission. Arts organizations, should provide a brief statement of their artistic vision. Non-arts organizations should provide information about their involvement in providing cultural programming in the past, and/or information about how this project connects to your organization's mission. What experience do the participants have with this kind of work? If there are examples of the proposed work that have been completed by this applicant or examples of similar work done in other communities, please include these. If this is a new partnership, please describe how it began and the benefits that each partner is hoping to receive as a result of this effort.

Budget: Please provide, using your own format, a detailed statement of proposed income and expenses for your project. Please indicate where income is actually received, requested, or anticipated.