

2021

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CREATIVE  
DEVELOPMENT  
AWARDS

THE HEINZ ENDOWMENTS  
HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT

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he Heinz Endowments is honored to announce the Creative Development Awards for 2021. This grants program is guided by the Endowments' recognition that the region's professional artists are central to its quality of life; are key definers, interpreters and critics of all aspects of our region; and represent the bedrock of our cultural institutions' work. Our professional artists bring creativity, vibrancy, and conversation to our communities, and we believe increased investment from the philanthropic community will contribute to the development of their work, expanded visibility, and recognition in the region and beyond.

The Creative Development Awards offer support to an annual cohort of regional professional artists, with the goal of advancing their careers through direct financial assistance, partnership opportunities, and increased visibility.

# 2

## The **GOALS** of the Program

- To support the creative development of professional artists in the region.
- To create career advancement and recognition opportunities.
- To incentivize creative partnerships among artists and local cultural organizations.
- To increase the visibility of independent working artists in the region's cultural life.

*The Creative Development Awards* is composed of:

**Creative Development Grants:** Professional artists in any discipline/media and at any career stage may apply directly for grants up to \$20,000 to further artistic and career goals.

**Residencies at Arts Organizations:** Arts organizations may apply for grants up to \$35,000 to host a residency with local, national or international artists or arts administrators. Artists working in all media are welcome.

The Heinz Endowments will also promote grantees through media outlets and special events to heighten community awareness of the importance and achievements of artists in the region.

# 3

## APPLY Online using SlideRoom

These guidelines define program eligibility and provide instructions for submitting applications to the 2021 Creative Development Grants and grants for Residencies at Arts Organizations. All applications and support materials must be submitted online via the program's SlideRoom page at: <https://heinz-cda.slideroom.com/#/login/program/59214/bJlhgpLeHi>

To begin, you will need to create a SlideRoom account using the steps outlined at the above link. Once you have an account, you may start and complete your submission in the same session or save your work and finish later.

**All applications must be submitted by 11:59 p.m. on Wednesday, September 22, 2021.** All applicants will be notified of results in November 2021. Projects may begin when the required grant documents are returned. Grantees will be required to submit a final report at the conclusion of their project.

## Definition of **TERMS**

**ARTS ORGANIZATION:** An arts organization is defined as an IRS-registered, 501(c)(3) nonprofit corporation with a mission to produce or present work in dance, film/video, digital applications, literature, music, theater, traditional/folk arts, visual arts or interdisciplinary work. Eligible organizations may have a budget of any size and must demonstrate the capacity to implement proposed activities. University arts departments, history museums or other nonprofit cultural entities are also eligible if a strong track record and/or effective support systems for working with creative artists can be demonstrated.

**PITTSBURGH REGION:** Artists and arts organizations located in the following counties are eligible to apply for funding: Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Mercer, Somerset, Venango, Washington and Westmoreland.

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## Definition of Terms (Continued)

**PROFESSIONAL ARTIST:** A professional artist is defined as an individual who has devoted significant time and training to build a career creating or interpreting works of art. For example, our definition includes playwrights and choreographers, as well as those who bring works of art to life for audiences, such as stage directors, actors, dancers or designers. Professional artists may be emerging, mid-career or established. In assessing an artist's qualifications, we will take the following into consideration as appropriate to the art form and stage of career:

- Quality of creative work.
- Evidence of formal or informal training.
- History of exhibitions/performances/screenings.
- Critical reviews or letters of recommendation from professionals in the field.

**RESIDENCY:** A residency is defined as an immersive period during which an artist has access to the resources of a host arts organization for the expressed purpose of developing artistic work. The artist does not need to reside continuously in the region, but both the artist and organization must engage each other in an active exchange that adds value to both the artistic work and the host organization.

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## CREATIVE DEVELOPMENT GRANTS

### GENERAL GUIDELINES AND REVIEW PROCESS

Professional artists in any discipline/media—such as performance, craft or visual art—and at any career stage may apply directly for grants up to \$20,000. Grants cover a one-year period. Applications will be reviewed and selection recommendations made to The Heinz Endowments by a peer panel comprised of local and national experts from a variety of artistic disciplines.

Competitive proposals will:

- Provide clear evidence of the range and quality of the artist's work.
- Articulate artistic and career development goals that would be achieved with grant support.
- Demonstrate the proposed activities' potential to advance the applicant's artistic growth and career.
- Present a focused action plan.
- Appear feasible and appropriate as evidenced by the scope, timeline, budget and artist statement.

Public presentation of a completed artwork is not required; however, grant funds must advance the applicant's artistic growth and career in demonstrable ways.

### ELIGIBILITY

Eligible applicants must be:

- Professional artists with a significant body of original works of art, at least 21 years of age or older and a resident of an eligible southwestern Pennsylvania county.
- Please note that full-time students or recipients of an Investing in Professional Artists (the former Endowments and The Pittsburgh Foundation joint program that preceded the Creative Development Awards) grant are not eligible to apply.

### PROPOSAL NARRATIVE

1. **PROJECT SUMMARY (LIMIT APPROX. 50 WORDS):** Provide a one-paragraph summary of the proposal, including the amount of this request.

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## Creative Development Grants (Continued)

- 2. ARTIST STATEMENT (LIMIT APPROX. 500 WORDS):** Discuss the philosophy/ approach that drives your creative work (for example, include information about your influences, processes, tools/medium choice, and artistic goals) and your career trajectory to this point. You may ground your statement by referencing specific artworks or bodies of work.
- 3. PROJECT DESCRIPTION (LIMIT APPROX. 1,000 WORDS):** Provide a description of the specific activities you wish to accomplish during the grant period. Questions you may consider include: How will this opportunity contribute to your artistic development? What career advancement goals do you hope to achieve with the support of this grant? Why are these goals important at this point in your artistic career? Provide an estimated time frame for proposed activities.

**MEDIA UPLOADS** Each applicant is allowed a total of five media uploads: Use one of your five media uploads for your budget, and one to submit your background materials. The remaining three uploads are available to you to submit high-resolution samples of your work.

- 1. DETAILED BUDGET (PDF):** Provide a balanced budget that itemizes revenues, including the requested amount of this grant, and expenses related to the activities you hope to accomplish. Please note that, while grants from this program may not exceed \$20,000, requests for amounts less than \$20,000 are not necessarily more likely to be funded. Your budget should project realistic, well-researched expenses. Where appropriate, show calculations that make clear how you arrived at expense estimates. Expenses may include funding for the applicant's creative time devoted to the project.

If the activities to be supported with this grant are part of a larger project, or if your project requires more than \$20,000 in funding, include a budget for the complete project with expenses and sources of revenue, indicating which additional grant sources are pending and which are confirmed. Contingency funds for ancillary expenses (taxes, fees, budget overruns and other items not directly related to the creation of your work) should be no greater than 10% of the total project budget.

Funds awarded to you 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. Grantees will be required to submit an IRS Form W9 as an individual and a signed grant agreement.

# 7

## Creative Development Grants (Continued)

- 2. SAMPLE WORK (PDF, VIDEO, IMAGES, MP3):** Sample works receive considerable weight in the review process and, consequently, they should be of the highest quality possible and present your strongest artistic achievements to date. Panelists will review a maximum of 10 pages of written work or 15 images or a five-minute video or audio selection. To present multiple images, save them as a multi-page PDF and upload as a PDF document or upload a PDF image list with a link to an online gallery (personal website, Flickr, Tumblr, or other digital portfolio site).

Multi-disciplinary artists may submit more than one type of media, but the overall amount of work submitted should roughly equal the single media work sample sizes described above. Be sure to label all work samples properly (title of work, medium, date created, size/length). If work is the product of a collaboration, include a description of your role in the work's creation. You may provide links to works available online (e.g., YouTube, Vimeo, SoundCloud) but should include instructions on where the video or audio files are to be cued to start the selection to be reviewed by panelists. Material must be accessible without a password in order for it to be viewed within the SlideRoom platform. If you require password protection, please submit a link and the password in a PDF document.

Work samples over the limits described above will be viewed at panelists' discretion. Please indicate which samples are your primary work samples for review.

- 3 BACKGROUND MATERIALS (PDF):** This section **MUST INCLUDE** a résumé or curriculum vitae highlighting artistic training, performance/exhibition histories and other items that represent your creative output. Background materials may also be included that provide an understanding of your complete body of work, such as reviews and letters of support. Background materials must be uploaded in the Media Section as one PDF document with a maximum of 10 pages.

# 8

## RESIDIENCIES at Arts Organizations

Arts organizations may apply for grants up to \$35,000 to host a residency with local, national or international artists. Residencies should last a minimum of three months to a maximum of 18 months. Applications will be reviewed and selection recommendations made to The Heinz Endowments by a peer panel comprised of local and national experts from a variety of artistic disciplines.

Artist residency proposals will be judged according to the following criteria:

- Artistic quality and range of work of both the lead artist and cultural organization.
- Originality, feasibility and artistic strength of the residency concept based on the artist's goals and the organization's capacity to manage the described residency activities.
- Residency's potential to benefit the artistic career of the lead artist and infuse new perspectives into the work of the host organization.
- Levels of creative support and collaboration between the artist and host organization as evidenced by the project description and plan.

Artists must work primarily as artists, not as teachers, art therapists or in some other capacity. While residency activities may lead to work that has a social or educational benefit, priority will be given to projects that grapple with artistic challenges and questions. Artist and host organization must work together in developing the goals of the proposed residency. Competitive proposals will evidence an authentic dialogue and clearly describe available resources and the roles of both parties.

*At least two-thirds of grant funds must be allocated to artistic costs.* Each lead artist and organization must negotiate and agree upon the two-thirds/one-third breakout. Examples of artistic costs that might be included are: the lead artist's fee; expenses incurred during creative or rehearsal periods; materials and equipment used in creation or presentation of the work; fees for collaborating artists, designers, or technicians; costumes, and/or sets.



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## Residencies at Arts Organizations (Continued)

### ELIGIBILITY

- Any arts organization located in an eligible southwestern Pennsylvania county may apply; see definition of terms.
- Organizations that have received an Investing in Professional Artists (the former Endowments and The Pittsburgh Foundation joint program that preceded the Creative Development Awards) grant in the past 12 months are not eligible to apply.

### PROPOSAL NARRATIVE

1. **PROJECT SUMMARY (LIMIT APPROX. 50 WORDS):** Provide a one-paragraph summary of the proposal including the amount of this request.
2. **ARTISTIC STATEMENT (LIMIT APPROX. 500 WORDS):** Provide a statement that describes the vision and artistic goals for the residency. Questions/elements your artistic statement should consider include: Where does this residency fit within the artist's and organization's artistic histories/interests? Describe meaningful past experiences with collaboration, the proposed discipline, subject matter or process of inquiry to be undertaken during the residency. Does the residency provide the opportunity to chart new creative directions? Describe the organization's mission, its artistic accomplishments and resources to be devoted to the residency. How will the residency further the organization's artistic mission, infuse it with new perspectives or provide the community with broader exposure to the creative process? Why is the proposed artist appropriate to the achievement of these goals?
3. **PROJECT DESCRIPTION (LIMIT APPROX. 1,000 WORDS):** Provide a description of the core activities of the residency. How will organizational resources support the work of the artist? Provide information describing the key artistic and administrative staff members who will lead and implement residency activities. Are there agreed-upon deliverables? Present a schedule for the core activities of the residency. When will important events take place?

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## Residencies at Arts Organizations (Continued)

### MEDIA UPLOADS

Each applicant is allowed a total of five media uploads: Use one media upload to submit your budget and one to submit background materials. The remaining three uploads are available to you to submit your work samples.

1. **DETAILED BUDGET (PDF):** All organizations must submit both project and operating budgets. 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 are confirmed. Separate residency costs from other organizational expenses. List the estimated value and use of in-kind donations separately. Artistic costs must equal at least two-thirds of the residency budget.
2. **SAMPLE WORK (PDF, VIDEO, IMAGES, MP3):** Sample works receive considerable weight in the review process and, consequently, they should be of the highest quality possible and present your strongest artistic achievements to date. Panelists will review a maximum of 10 pages of written work or 15 images or a five-minute video or audio selection. To present multiple images, save them as a multi-page PDF and upload as a PDF document or upload a PDF image list with a link to an online gallery (personal website, Flickr, Tumblr, or digital portfolio site).

Multi-disciplinary artists may submit more than one type of media, but the overall amount of work submitted should roughly equal the single media work sample sizes described above. Be sure to label all work samples properly (title of work, medium, date created, size/length). If work is the product of a collaboration, include a description of the lead artist's/organization's role in the work's creation. You may provide links to works available online (e.g., YouTube, Vimeo, SoundCloud) but should include instructions on where the video or audio files are to be cued to start the selection to be reviewed by panelists. The material must be accessible without a password in order for it to be viewed within the SlideRoom platform. If you require password protection, please submit a link and the password in a PDF document.

Work samples over the limits described above will be viewed at panelists' discretion. Please indicate which samples are your primary work samples for review.

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## Residencies at Arts Organizations (Continued)

3. **BACKGROUND MATERIALS (PDF):** This section **MUST INCLUDE** a résumé or curriculum vitae highlighting artistic training, performance/exhibition histories, and other items that represent the artist's creative output. Background materials may also be included that provide an understanding of the organization's capacity to host the residency and the artist's complete body of work, such as floor plans, reviews and letters of support. Organizations must submit copies of their IRS 501(c)(3) Determination Letter, and the most recently completed Audited Financial Statement. Background materials must be uploaded in the Media Section as one PDF document with a maximum of ten pages.

### For More **Information:**

To **learn more** about The Heinz Endowments' Creative Development Awards, visit:

<https://www.heinz.org/strategic-areas/creativity/creative-development-awards>

To **contact** the Creative Development Awards team, please email:

[CDA@heinz.org](mailto:CDA@heinz.org)

**Office hours** to answer questions about the program will be held on July 30, Aug 12, and Sept 1, 2021. Please read the guidelines before scheduling your appointment. You may schedule your appointment by making a request at [CDA@heinz.org](mailto:CDA@heinz.org).