

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

JUST ARTS

Program Guidelines and Letter of Inquiry Process

Call for organizations,
artists and neighborhoods

2019



"Keys," © Scott Goldsmith/TDW, 2017, part of Out of Many: Stories of Migration exhibition at American Jewish Museum, Pittsburgh, Pa. A Bhutanese refugee family uses the key to their new apartment in the Brentwood neighborhood of Pittsburgh; they previously lived in a Beldangi refugee camp in the Damak region of eastern Nepal where there are no locks on the doors.

*"Injustice anywhere is a threat to justice everywhere.
We are caught in an inescapable network of mutuality, tied in a single garment of destiny.
Whatever affects one directly, affects all indirectly."
– Rev. Dr. Martin Luther King, Jr.*

PROGRAM GUIDELINES AND LETTER OF INQUIRY PROCESS CALL FOR ORGANIZATIONS, ARTISTS AND NEIGHBORHOODS

Overview

Just Arts is a collaborative grantmaking initiative of The Heinz Endowments' Learning, Sustainability and Creativity strategic areas. Rooted in the foundation's aspirational vision for a [Just Pittsburgh](#), the initiative supports the development of a more inclusively imagined future through art.

Funding will be awarded for projects that create artistic work and cultural programming in response to critical social challenges and instances of injustice in the Pittsburgh region. Grant amounts will vary based on each project's proposed scope and can range from small (\$10,000 and under) to large (up to \$150,000).

Communities and organizations are encouraged to apply in partnership with artists. Decisions on proposals will be made by The Heinz Endowments in consultation with the Just Arts community advisory committee.

Values

At the heart of the Just Arts program are the values shared by the leadership, staff, and programs of the Endowments. In his 2016 blog, "Just Pittsburgh," Endowments President Grant Oliphant defined a Just Pittsburgh as an imagined future within which citizens "would want to remove the deeply ingrained barriers that disadvantage some of us simply because we are...somehow [viewed as] 'other.'" Mr. Oliphant expounded upon this vision by stating that racism, gender-based violence and discrimination, and poverty are not solely issues owned by individuals directly affected by the injustices but rather are challenges that "demand a shared response to a dynamic that diminishes us all."

From this perspective, a Just Pittsburgh is "intolerant of hiding behind one Pittsburgh celebrated in 'best of' lists while letting a second Pittsburgh languish in poverty and discrimination," Mr. Oliphant wrote. Through Just Arts, artists, organizations and communities are asked to put into practice the Endowments president's call to elevate the "benefits and rewards of [Pittsburgh's] redeveloping neighborhoods..., broadly share those rewards and benefits with the people who already live there, and value its creative soul." A Just Pittsburgh "nurtures art, culture and creativity. Most of all, it would operate from a place of love and respect," Mr. Oliphant concludes.

Program Rationale

Just Arts provides artists, organizations and communities that choose to harness the power of the arts to respond to social issues affecting the Pittsburgh region and world with opportunities for funding by The Heinz Endowments. Artists have historically been at the vanguard of the "network of mutuality" Rev. Dr. Martin Luther King Jr. references in his 1963 "Letter from Birmingham Jail," often creating work that is in direct response to specific social change that reverberates with universal implications. Art in this context may use highly personal or site-specific imagery to make the scale of society's broad issues more intimately tangible to those who encounter the work.

In this spirit, Just Arts is both a program and a process that incorporates significant community input from an advisory committee composed of regional artists, community members, activists, and youth. Inspired by the program's values and priorities, examples of possible approaches to Just Arts could include: public art that addresses environmental issues; temporary performance events that raise awareness of issues with the criminal justice system; site-specific activities for residents grappling with neighborhood change; youth-directed new media projects that shine a light on trauma and healing; or creative interventions that highlight regional transportation challenges.

Project Characteristics

Just Arts supports arts projects that address injustice, contribute to healing, and are inspired by the aspirational vision for a Just Pittsburgh. Competitive proposals will demonstrate some or all of the following characteristics:

- Include input from communities, neighborhoods, and residents most directly impacted by injustice
- Provide a platform for critical discourse and learning about systemic social change
- Promote partnerships that include artists, organizations and communities within the region
- Apply rigorous aesthetic standards to the completed final work

Priorities

Just Arts funding priority will be given to **projects that address local instances of injustice and envision solutions**. In addition to our commitment to a just community built on principles of sustainability, creativity, and learning, the Endowments develops initiatives to focus resources and attention on areas of unique community concern, including equity, criminal justice reform, climate, and environmental health. For the most recent priorities and initiatives of the Endowments, please visit our website at heinz.org. Special consideration will be given to projects that align with the Endowments' strategic goals and initiatives.

Eligibility and Qualifications

In order to receive funding, grantees or fiscal sponsors must meet the Endowments' standard [eligibility criteria](#). To be competitive for support, Just Arts project teams should consider the following guidelines:

- Proposals must demonstrate evidence of collaboration between an **artist or team of artists**, and a qualified **community, neighborhood, or resident group**. Competitive projects will be artist-centered.
- Projects initiated by youth and/or centering on youth voices are encouraged.
- For the purpose of this program, a qualified organization is one that works directly to improve residents' quality of life and demonstrates the capacity to implement proposed activities. Human service, community development, and resident-led organizations are eligible and encouraged to apply. A strong track record and/or effective support system for working with creative artists is preferred but not required.
- Artists working on the project must be residents of Allegheny County.
- Two-thirds of project costs should be directly related to artist fees or production expenses and competitive projects will prioritize pay for artists.
- At least one partner on the project must demonstrate prior experience working in community settings.
- Artists and all members of artist teams seeking to engage youth must have Act 34 Criminal Clearance and Child Abuse History Clearance, or be willing to apply for certification.
- Funded project activities begin after **Oct. 1, 2019**. All projects must be completed within one year of receipt funding.

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Deadline and How to Apply

Applying to Just Arts is a **two-stage process**. The first stage, a letter of inquiry (LOI), is more informal and allows for submission of the project idea or concept. First stage LOIs are due by **11:59 pm Thursday, August 1, 2019**.

Applicants selected to move forward will be contacted by a staff member with instructions for the second stage of the process. Final funding decisions on Just Arts grants will be announced by November 30.

To propose your idea for a Just Arts project, complete the first stage LOI form found [here](https://bit.ly/2WPUOA1).
(url: <https://bit.ly/2WPUOA1>)

To help with preparing the LOI, a summary of the questions for the first stage can be found below. We recommend composing responses in a separate Word document and then pasting them into the LOI form when ready to submit. The form does not allow saving of work.

Letter of Inquiry Format

To apply, please complete the following required fields. Once the form is submitted online, a staff member will contact the applicant to confirm receipt and the next steps in the process.

| |
|---|
| Lead Organization: |
| Phone: |
| Website: |
| Contact at Organization: |
| Full Name: |
| Title: |
| Phone: |
| Email: |
| Lead Artist: |
| Phone: |
| Email: |
| Justice Focus: |
| Project Title or Working Name: (Limit 100 words) |
| Narrative Overview: (Limit 500 words) |
| Amount Requested from The Heinz Endowments: |
| How Did You Hear About Just Arts? (Limit 50 words) |

Criteria

Projects selected for support will rank highly among a panel of peer reviewers using the following criteria:

- **Clarity of Vision**
The project clearly defines an injustice and proposes a way to address and raise awareness of the issue through artistic work.
- **Artistic Merit**
The project is an original and innovative concept with creative processes and resulting art that embodies conviction to the cause espoused through the work.
- **Feasibility**
The project exemplifies the artistic and administrative/financial capacity to successfully carry out the project through completion.
- **Disruption**
The project challenges what “is” by exposing what has been hidden, presents new ways of being, and models new forms of action. A competitive project assesses the appropriate level of risk required to subvert dominant norms, values, narratives, standards or aesthetics.
- **Cultural Integrity**
The creative work demonstrates integrity and ethical use of material with specific cultural origins and context. Competitive proposals will consider how artists and stakeholders explore relationships of power, privilege, and cultural context within the process of making the work.
- **Collaboration**
The project represents a strong and authentic collaboration between an artist(s) and a community group or organization.
- **Measurable**
The project presents measurable outcomes anticipated from the work and is able to determine upon its conclusion how successful it has been in advancing justice in its proposed area of impact.

Applicant Support & Resources

Information sessions for prospective applicants will be held at neighborhood Carnegie Library branches in the Hill District, Hazelwood, and Homewood leading up to the deadline. **RSVP for an information session [here](https://forms.gle/StRUM4JPZd4A9pj88).**
(url: <https://forms.gle/StRUM4JPZd4A9pj88>)

Paper copies of the application materials are available at the Hill District, Hazelwood, and Homewood Carnegie Library circulation desks upon request.

Just Arts Advisory Committee members are available for partnerships, information and as a resource. A directory is attached for your use.

Some of the aforementioned criteria were developed as part of ***Aesthetic Perspectives: Attributes of Excellence in Arts for Change***, a publication of Animating Democracy, a program of American for the Arts. According to the report, “The Aesthetics Perspectives framework can enhance understanding, description, and evaluation of work at the intersection of artistic creation and civic engagement, community development, and justice. The flexible framework describes 11 aesthetic attributes that can be observed in artistic processes and products and that contribute to the work’s artistic potency and social and civic effectiveness.” To review all 11 attributes, many of which have been excluded from above, please visit: animatingdemocracy.org/aesthetic-perspectives for the full framework and relevant companion guides that help in the application process.

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Timeline

| | |
|---------------------------|---|
| July 9 @ 12:00pm | Optional public information session, Hill District Carnegie Library |
| July 19 @ 12:00pm | Optional public information session, Hazelwood Carnegie Library |
| July 26 @ 12:00pm | Optional public information session, Homewood Carnegie Library |
| August 1 @ 11:59pm | Letters of Inquiry (LOI) due |
| September | Full applications are invited by staff |
| November 30 | Notification of funding decisions |

Questions & Contact

For more information, visit: heinz.org/creativity/just-arts.

For Heinz Endowments staff assistance, please contact Cindi Stueber at 412-338-2693 or via email at cstueber@heinz.org.

Advisory Committee

We are grateful for the generous contributions of the inaugural **Just Arts Advisory Committee** and National Advisors*:

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