

# THE HEINZ ENDOWMENTS

HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT

## SMALL ARTS INITIATIVE

### 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 artistic product, organizational leadership and audition/selection processes, as well as 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 collective of artists/organizations’ 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 our [website](#) to download reports listing previous Small Arts Initiative grants.

### **Funding Available:**

A total of \$600,000 of funding is available. Grant amounts traditionally range from \$1,000 to \$20,000.

### **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 Fiscally Sponsored Collaborations***

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

- A partnership of, at minimum, two artists working 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 fiscal sponsor for the collaboration 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 members of the collaboration.
- Must be persuasive in its preparedness to provide administrative and technical support, 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 \$300,000 are eligible sponsors; however, each individual artist/organization's annual budget must be no more than \$300,000. If the fiscal sponsor for the collaboration is not an arts organization or does not have demonstrated expertise in the artistic discipline(s) specific to the proposed project, there must be 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 collaborative projects, it is strongly advised that you contact the Endowments to discuss your project prior to submitting a proposal.

## **GUIDELINES**

### ***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.
- Panelists pay close attention to both your work sample and the credentials of those involved in the project; please include examples of your best work and relevant biographical information regarding the participating artists. Panelists also like to see more extended selections of the work, so be careful to offer work samples that allow for this kind of viewing. One- to two-minute selections of a particular piece will suffice.

- Proposals must be submitted online. You may contact the Endowments for a hard copy of the full application. 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 and do not skip segments of the application.
- 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 your application is submitted two weeks before the deadline, staff will review it and provide feedback. Please consider taking advantage of this opportunity, particularly if this is your first proposal to this program. New applicants who submit their proposals for review typically fare better in the panel process than those who do not. If this is not possible, please call for an in-person or phone appointment to discuss your proposal.
- If you receive funding from the Advancing Black 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:

- Demonstrates artistic quality through the work sample.
- Explains merit of project concept.
- 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 by clearly communicating a plan to produce and/or present the work.
- 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 collective of artists' 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. Please reach out to us personally to make sure we are aware of the event, rather than include us in your general mailing.

***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/sponsors that are not IRS 501(c)(3) public charities.
- Organizations outside of the following southwestern Pennsylvania counties: Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland.