



**Council on  
the Arts**

# Support for Organizations



Photo by Steven Pisano for Battery Dance Festival 2021

**Fiscal Year 2023**

**Deadline to apply: July 12, 2022 at 4PM**

**[arts.ny.gov](https://arts.ny.gov)**

# NYSCA SUPPORT FOR ORGANIZATIONS

## INTRODUCTION

The New York State Council on the Arts (NYSCA) offers a streamlined and flexible funding opportunity for applicants. Now you may request support where you most need it.

**NYSCA Support for Organizations** is limited to one request per organization and may be awarded as a multi-year grant.

Although organizations may submit only one application for their own entity to **NYSCA Support for Organizations**, they may also serve as fiscal sponsors for other unincorporated organizations. Additionally, universities or other organizations that apply on behalf of a department or embedded program must also apply as fiscal sponsors.

Applications will be evaluated according to the following three criteria: **Creativity, Public Service, and Managerial & Financial.**

**Funding Amounts:** Awards will be made between **\$10,000- \$49,500**

For questions, please contact Program Staff in the funding area most aligned with your organization's work. View contact information here: <https://arts.ny.gov/contact>.

## NYSCA MISSION AND VALUES

### Mission

The New York State Council on the Arts (NYSCA) is dedicated to preserving and expanding the rich and diverse cultural resources that are and will become the heritage of New York's citizens.

### Values

At NYSCA, our efforts are guided by our belief in the fundamental importance of arts and cultural expression in people's lives and a commitment to serving our three constituencies: artists, arts and cultural organizations, and the public.

### We believe that:

- Artists are at the center of creative endeavor.
- Strong arts and cultural organizations are vital to connecting the arts to people's lives.
- Every citizen of New York State can have a meaningful connection to creativity and every community has a right to cultural self-determination.

### Priorities

NYSCA embraces the widest spectrum of cultural expression and artistic pluralism and encourages funded organizations to demonstrate a holistic and comprehensive commitment to DEIA (diversity, equity, inclusion, and access). To that end, organizations must share in the application whether they are within, and serve, historically underrepresented communities. NYSCA interprets underrepresented communities as including, but not limited to, African American/Caribbean, Latino/Hispanic, Asian/Pacific Islander, Middle Eastern, Native American/Indigenous communities; people in

geographically remote areas; disabled communities; LGBTQIA communities; neurodiverse communities; vulnerable aging populations; veterans; low income and homeless populations; as well as justice-involved juveniles and adults.

## INELIGIBLE ACTIVITIES AND COSTS

New York State law and NYSCA policy restricts the types of activities and expenditures that NYSCA may fund. NYSCA is unable to award funding for the following:

- Costs that are funded by another government or private grant or loan source, including but not limited to the Payroll Protection Plan (PPP) loans and Shuttered Venue Operators Grant (SVOG) programs from the Federal Small Business Administration (SBA).
- Accumulated deficits and debt reductions.
- Activities not open to the public, for example, activities restricted to an organization's membership. Funded activities must be open to the public and promoted as such. By appointment only does not fulfill this requirement.
- Competitions and contests.
- Components of an organization's budget that are not directed towards programs in New York State.
- Entertainment costs for receptions, openings, and fundraising benefits/events.
- Major expenditures for the establishment of a new organization.
- Costs of lobbying activity.
- Operating expenses and fellowships at professional training schools that are not open to the general public.
- Administrative overhead or fees charged by an affiliated institution or university.
- Operating expenses of privately-owned facilities (such as homes and studios).
- Out-of-state travel expenses.
- Programs of public-school districts or their components or affiliates.
- Programs that are essentially recreational, rehabilitative, or therapeutic.
- Programs of New York State agencies or departments.
- Programs of public colleges and universities except under limited circumstances. Entities with close public college or university affiliations will be examined on a case-by-case basis to determine eligibility. Such applicants are strongly advised to contact NYSCA program staff in advance of the application deadline to determine eligibility: <https://arts.ny.gov/contact>

The **FY2023 NYSCA Application Manual** (pdf):

[www.nysca.org/downloads/guidelines/FY2023/FY2023\\_Application\\_Manual.pdf](http://www.nysca.org/downloads/guidelines/FY2023/FY2023_Application_Manual.pdf)

1. Review NYSCA's general requirements
2. Become Prequalified in the Grants Gateway

*The FY2023 NYSCA Application Portal for this opportunity will open online on **5/24/22 (Technical Instructions on submitting an online application through the FY2023 NYSCA Application Portal will also be released by 5/24/22)***

Note: In FY2023 NYSCA will offer other direct requests and regrant funding opportunities for artists including commissions, fellowships, and independent projects. If you are an artist seeking a creative grant opportunity, please see our NYSCA Support for Artists Guidelines.

## HOW WILL MY APPLICATION BE ASSESSED?

Your narrative is an opportunity to tell the story of your organization and its work related to arts and culture. The strongest applications will show us your strengths. What do we mean? Do not tell us you are the “best” or the “first.” Provide details so we learn about your creative strengths. Contextualize any data you provide, so we can best understand how your organization serves the community. Demonstrate how the work you do connects to and amplifies NYSCA’s mission and values.

## CRITERIA AND SCORING RUBRIC

The following rubric explains three overarching criteria that will be considered in evaluating your application. Each panelist will rate each criterion individually, using a scale of 5-0. The application will receive an overall score which averages all three criteria. Any application scoring 2 or below in any criterion will be ineligible for support.

<b>Creativity</b>	<b>Public Service</b>	<b>Managerial &amp; Financial</b>
<ul style="list-style-type: none"> <li>- Clear artistic / cultural vision that aligns with organizational mission</li> <li>- Programming that is well designed, distinctive, and innovative</li> <li>- Significant and creative contribution to the field / artists and/or public</li> <li>- Relevant programming that is inclusive of local communities</li> </ul>	<ul style="list-style-type: none"> <li>- Organization meets priority service to historically underrepresented communities</li> <li>- Organization consciously creates opportunity for communities to participate</li> <li>- Marketing/advertising is inclusive of diverse audiences</li> <li>- Spaces and programming conscientiously removes barriers, including to physical access</li> <li>- Active and mutual connection with a local or artistic community</li> </ul>	<ul style="list-style-type: none"> <li>- Staff and board possess skills/experience to lead</li> <li>- Sound financial management</li> <li>- Best practices in governance</li> <li>- Best practices in artist compensation</li> </ul>

Category Score	Scoring Guide
5	Meets or exceeds all benchmarks.
4	Meets most benchmarks.
3	Meets some benchmarks.
2	Meets few benchmarks.
1	Does not meet any benchmarks.
0	Question left unanswered, activities not arts/culture, response provides insufficient detail to understand programming.

## REGISTRATION QUESTIONS

*All applicants will enter registration information including organization and contact information, mission statement, and the following details. This information will automatically appear on your NYSCA application.*

- Organization Website
- Other Social Media
- Facilities: Describe location, any planned capital work, whether owned or leased and, if rented, when lease expires.
- Hours: When open to public
- Number of people served (audience/visitors/participants) data:
- In-person attendance 2019, 2020, 2021
- Virtual 2019, 2020, 2021

### Organization Type and Discipline:

NYSCA wants you to share how you see your organization. Please select from the following drop-down menu the choice that best defines your non-profit’s work. These selections will help determine what discipline-based panel will review your application. To see the main discipline areas at NYSCA, please see <https://arts.ny.gov/funding-areas>

**Drop Down: Organization Type**

Architecture and Design

Arts Council

Arts Education Provider

Community Center

Community Music School

Dance Company

Folk and Traditional Art

Literary Organization

Media Arts Organization

Multi-Arts Center

Museum

Music Ensemble

Presenting Organization

Service Organization

Theater Company

Visual Arts

Other \_\_\_\_\_

**SPONSORED APPLICATIONS**

For sponsored applicants, including universities or other “parent” organizations, you will list the Sponsored Organization's name once you select yes to: *Is this a Sponsored request?*

**Note:** *All subsequent application questions are to be filled out on behalf of the sponsored applicant. The same registration questions will be asked about the sponsored group as part of that application.*

**NARRATIVE QUESTIONS**

**Background (up to 3,000 characters)**

- Tell us about your organization, including its history and cultural and community context. Include your organization’s mission and artistic/cultural vision. Describe your organization's staff, governance, and community. Contextualize this with demographic data.

**Additional Narrative Questions****CREATIVITY** (up to 5,000 characters)

- Tell us about your programs and activities. Highlight 2-3 recent examples of different activities that represent your organization's artistic / cultural vision. Identify how they align with your mission, and how they provide creative / innovative contributions to the field, artists and/or public.
- Explain how you work with local communities to reflect their interests and needs in your artistic programming and other activities.

**Strong responses [narrative and work sample] demonstrate**

- Clear artistic / cultural vision that aligns with organizational mission
- Programming that is well designed, distinctive, and innovative.
- Significant and creative contribution to the field / artists and/or public.
- Relevant programming that is inclusive of local communities.

**PUBLIC SERVICE** (up to 5,000 characters)***Historically Underrepresented Communities***

NYSCA embraces the widest spectrum of cultural expression and artistic pluralism and encourages funded organizations to demonstrate a holistic and comprehensive commitment to DEIA (diversity, equity, inclusion, and access). NYSCA will prioritize organizations that are within and serve historically underrepresented communities, although every arts/cultural organization is eligible for funding.

NYSCA interprets underrepresented communities as including, but not limited to, African American/Caribbean, Latino/Hispanic, Asian/Pacific Islander, Middle Eastern, Native American/Indigenous communities; people in geographically remote areas; disabled communities; LGBTQIA communities; neurodiverse communities; vulnerable aging populations; veterans; low income and homeless populations; as well as justice-involved juveniles and adults.

- What percentage of your total annual audience comes from historically underrepresented communities (estimate)?
  - Less than 25%
  - Between 25% – 50%
  - More than 50%
- Briefly describe your organization's audience. If your organization serves a significant number of people from historically underrepresented communities, please identify those communities here.
- Briefly describe your organization's cultural programming, noting whether it is created by individuals within a historically underrepresented community.
- Beyond your current audience, describe efforts to expand your reach. Provide an example of how your organization uses marketing to reach diverse communities.
- Describe how you remove barriers (physical or economic) to participation.
- Tell us about a current alliance or local partnership that is critical to reaching a diverse audience.

**Strong responses demonstrate**

- Organization meets priority service to historically underrepresented communities
- Organization consciously creates opportunities for communities to participate
- Marketing/advertising is inclusive of diverse audiences
- Spaces and programming conscientiously removes barriers, including to physical access.
- Active and mutual connection with a local or artistic community

**MANAGERIAL & FINANCIAL (up to 10,000 characters)**

- **Board** – Provide brief biographical statements (maximum 4 sentences each) of the Chair, Vice Chair, and Treasurer. Include when they were appointed to their positions, as well as how many cumulative years they have served on the board. For transparency, please disclose any personal relationships within staff and/or board. Include a link to the full board list on your website.
- **Staff** – Describe the knowledge, skills, and/or experience of up to three key staff members (maximum 4 sentences each) who lead the organization, manage finances, and manage artistic/cultural programs. Be sure to include why they are a good fit for your organization. Include a link to the full staff list on your website.
- **Challenges** – Explain any hurdles your organization experienced that caused a deficit (ie. access to foundations, corporations, private donations). Identify examples within the past five years and what steps the organization is taking to resolve this. Make sure any financial hurdles are also detailed in the notes of your uploaded budgets.
- **Artist Compensation** – If your organization works with artists, explain how they are compensated and the compensation structure utilized (e.g., staff, independent contractor, by rehearsal or teaching hour, or performance fee). Detail the number of artists involved and financial compensation including per diem.
- If your organization's IRS Form 990s show expenses exceeding revenue, and/or negative net assets for any of the past three years, briefly explain the cause. **Please Note:** *NYSCA will review the financial information on your IRS Form 990s for the past 3 years. If they show consecutive years of more than 10% decline in net assets, NYSCA may require additional information to determine your eligibility for funding.*

**Strong responses [including uploaded organizational budgets] demonstrate**

- Staff and board possess skills/experience to lead
- Sound financial management
- Best practices in governance
- Best practices in artist compensation



**TOTAL OPERATING EXPENSES**

What are your Total Operating Expenses for your current fiscal year? [\$ ]

Please use a number that is consistent with your uploaded budget document for the current year. This number should reflect a 12-month period and may be a projected budget. It should exclude expenses for capital projects. NYSCA will use this number as well as your budgets and publicly available financial information to assess your relative organizational size for review process and funding priority.

**SUPPORTING MATERIALS**

1. **Provide up to 3 audio and/or visual links** to materials that support your described programming. *It should take NYSCA staff/panel no longer than 10 minutes to review these materials collectively.* We strongly recommend that at least one of these be an audio/visual representation of one of the examples you described in the narrative. Links cannot be password protected and must remain live until **12/31/22**. NYSCA is not responsible for any broken, inactive or password protected links.
  
2. **Organizational Budget** Upload the budget for the fiscal year ending 2021, and the projected budget for fiscal year 2022. Provide the same format for both and include budget notes to clarify any entries

**PROPOSED USE OF NYSCA FUNDS**

Should your request be funded, the information you provide below will be used to complete a contract. You may use the award for one or more of the categories.

***Please remember:***

- If you select Personnel you must enter the following in the notes section. You may include up to 3 positions:
  - Exact title of each position for which you plan to use funds
  - Each position’s annual salary in whole dollars
  - Each position’s work hours per week
  - The total months per year for each position.

***Example: Artistic Director, \$51,234 salary, 37.5 hours/week, 12 month/year.***

- NYSCA cannot fund out-of-state travel or entertainment costs.

**The table below includes examples of how to fill out the form. Please complete this using your own situation.**

	Percentage (%) of award to allocate to expense	Notes on expense
Personnel (staff on payroll)	<b>EXAMPLE:</b> 30%	<b>EXAMPLE:</b> Artistic Director, \$51,234 salary, 37.5 hours/week, 12 month/year.

Outside Artistic Fees & Services	<b>EXAMPLE:</b> 40%	<b>EXAMPLE:</b> Teaching artists fees at \$300 per session
Other Outside Fees & Services	0	
Regrants	0	
Space	0	
Equipment	0	
Travel	<b>EXAMPLE:</b> 20%	<b>EXAMPLE:</b> Travel within NYS for teaching artists to present programs
Marketing/Advertising	<b>EXAMPLE:</b> 10%	<b>EXAMPLE:</b> Costs for print advertising and social media marketing placements
Remaining Operating Expenses		
<b>Total</b>	<b>100%</b>	<b>Sum of all lines above must equal 100%</b>

Fill out the table below so that the numbers add up to 100 %.

	Percentage (%) of award to allocate to expense	Notes on expense
Personnel (staff on payroll)	0	
Outside Artistic Fees & Services	0	
Other Outside Fees & Services	0	
Regrants	0	
Space	0	
Equipment	0	
Travel	0	
Marketing/Advertising	0	
Remaining Operating Expenses	0	
<b>Total</b>	<b>100%</b>	<b>Sum of all lines above; Must equal 100%</b>