

**NYSCA GUIDELINES
INFORMATION SESSION**

Folk Arts Program



**Council on
the Arts
FY2021**

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Program Goals

New York's living cultural heritage of folk arts are practiced by ethnic, regional, occupational and religious groups everywhere in our state. They are usually learned informally among families, neighbors and co-workers. The practice of folk arts stems from birthright, community membership or direct participation in community life. Never static, folk arts change as they are adapted to new circumstances while maintaining their traditional qualities. Folk artists work within artistic conventions shaped over time while creating innovations recognized by other community members. NYSCA's Folk Arts Program is devoted to sustaining traditions within source communities. It also supports programs that enable general audiences to experience traditional arts.

Program Prerequisites

- The program prioritizes programming appropriate to both the community where a tradition is practiced and the art form presented. Presentations grounded in traditional ways of practicing folk arts and customary performance contexts are strongly encouraged.
- Support is provided for community-driven projects and activities carried out in close consultation with communities whose traditions are to be presented.
- Interpretive practices that aid understanding of a tradition's meaning and contexts should be incorporated in programming, especially for unfamiliar art forms.



Key Dates & Deadlines

Guidelines Released January 14, 2020	Application Period Begins January 28, 2020	Deadline: March 12, 2020 4PM	Award(s) Announced By EST December 15, 2020
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Previous Year Statistics

- \$1.4 million awarded
- 63 grants to 50 organizations and artists
- Grants across 25 counties and 9 REDC regions

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- NYSCA applicants may apply on behalf of another organization as a fiscal sponsor for Folk Arts Program support, in Project Support category
- Services provided by the sponsoring organization are limited to fiscal management, submission of the application and the final report, and, by mutual agreement, publicizing the activity
- Folk Arts Program-specific questions answered and project budget included only on Sponsored Application form uploaded to CFA
- Fiscal sponsorship agreement must be created and uploaded in CFA
- Funding will generally not exceed \$10,000



Putting Your Best Foot Forward

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- Don't assume that panelists are already familiar with your organization!
- Panelists reviewing applications base their evaluation upon what applicants write in their application and their support materials. They may or may not have previously experienced your work.
- Unlike some other grant applications, NYSCA applications involve answers to specific questions
- Make sure that your answers include clear, specific information about what you are applying for, your organization and project budget
- Use budget notes to itemize significant income and expense items



CFA Application Tips

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- ✓ Prequalification is the first step; make sure your organization is Prequalified - and/or all vault documents are up to date.
- ✓ View application resources at <https://www.arts.ny.gov/about-nysca-grants>, including our application manual PDF and interactive guide at www.arts.ny.gov/application-guide.
- ✓ There are no exceptions to the CFA application deadline once the deadline has passed. It is a time-sensitive application.
- ✓ Read the questions carefully and answer them directly. Be succinct. The NYSCA-CFA application questions have word counts.
- ✓ Use the Financial Notes section provided.
- ✓ Remember to answer all the CFA application questions and upload all support materials requested. Do not submit hard copy to FLK.



Submitting Support Materials in the CFA

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- Required Support Materials are critical to the review of your application. They are usually the only way that panelists are able to see and hear the work of your organization and project personnel
- Support materials are provided in the CFA through uploads of PDF's of print materials, and URL's of media samples. Hard copies are not accepted.
- Panelists typically view no more than 3 minutes of video or audio media samples. Be sure to include varied material and indicate what you would like the panel to view and hear by specifying the exact point of beginning and ending on the sample. Also indicate where in the sample to locate the artists for which support is requested.
- Samples must be recent - from within the last two years.



Applying in the Right Category

- If you haven't applied to the Folk Arts Program before, we recommend applying for Project Support and/or Folk Arts Apprenticeships
- General Support applicants must be primarily folk arts organizations and have at least one salaried administrative staff member
- The Regional and County Folk Arts Programs category requires a long term commitment to folk arts demonstrated by prior activities and support from a variety of funding sources. Applicants must consult with NYSCA staff prior to submitting a request in this category
- Folk Arts Apprenticeships are a time tested way of sustaining traditions through a master artist teaching an apprentice in their own community. This category is exempt from the limitation of one request to the Folk Arts Program and one other request to NYSCA

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Resources

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- The Mentoring and Professional Development Program of New York Folklore, in partnership with the NYSCA Folk Arts Program, provides free consultations to organizations and traditional artists. Mentorships help improve knowledge and skills in fieldwork, artist self-management, marketing and promotion and other areas. For more information, contact New York Folklore at (518) 346-7008 or nyfs@nyfolklore.org
- Other free and low cost resources can be found on the NYSCA web site: <https://www.arts.ny.gov/resources/resources-by-discipline#Folk-Arts>



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Folk@Arts.Ny.Gov

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THANK YOU!

