

# ADVANCING BLACK ARTS IN PITTSBURGH

## *Program Guidelines and Application Process*



Both The Pittsburgh Foundation and The Heinz Endowments are committed to helping create a vibrant cultural life in Pittsburgh and the region. The foundations have maintained a long-term commitment to arts and culture as an important factor in the region's quality of life, in the well-being of its citizens, and in its image and economy. We believe that a vibrant cultural life includes the notion of diverse cultural offerings that appeal to the widest array of the region's citizenry. It is now widely recognized that Pittsburgh's cultural offerings are one of its strongest competitive advantages; this includes a rich history and the current presence of excellent Black arts presentation and production. But Pittsburgh has lagged in the presence of stable Black arts organizations and professional Black artists; that is, organizations and individuals whose work focuses on the art of African-Americans, Africa and the larger Diaspora—despite the fact that the city of Pittsburgh itself is over 25% African American.

The region's well documented social and economic disparities around race, as well as our racial segregation, are also present in the region's cultural life. Historically lower government and foundation support, fewer individual donors for the arts, little or no endowment income, and smaller audiences leave many arts organizations that are committed to Black arts programming under-resourced. Working capital for these organizations can be far less than that of their counterparts working in western European-based art forms that were founded decades ago. Less working capital has significant ramifications for the quality and quantity of Black arts programming presented in the region: artistic risk-taking is curtailed; outreach programming to schools is reduced; individual artists are less likely to find sustainable employment in chosen art forms; visibility within the arts landscape is constrained; and organizational growth is made much more difficult. In addition, Black arts as a collective segment of the region's life has not been adequately documented and discussed as part of the region's cultural health.

Creating equity in all our funding programs is critically important, and this grants program is a next step in building strategies to create equity. We believe that the most important investments that philanthropy can make to advance Black arts in the city and region are: 1) to help to build the careers of individual artists 2) to increase the sustainability of cultural organizations that focus on Black arts; 3) to build community awareness of the Black arts sector; and 4) to support connections between black arts organizations and larger and predominantly white arts organizations. Growing institutional capacity, supporting career development, and building understanding and awareness within the larger community is the best way to ensure that there will be a continuing presence of these cultural forms and increasing interest in and demand for them. These beliefs have led us to focus grant dollars on operating support, funds for individual artists, targeted special projects, and activities that advance the field collectively. If this investment strategy is successful, we will be able to measure progress in terms of growth in organizational health, career opportunities for artists, and public participation in the art of the African Diaspora.

## All applicant organizations must submit the following:

1. Proposal Narrative (see below);
2. Project and organization budgets (For this application, we will not provide budget forms. Please provide, using your own format, a detailed statement of proposed income and expenses for your project. Please indicate where income is actually received, requested, or anticipated. If you are an organization applying for an artist residency, please be aware that we expect a minimum of two-thirds of the project costs to be directly related to the artists' fees or production expenses. Organizations must also submit their budgets for the last completed and current fiscal years.);
3. The Pittsburgh Foundation Cultural Data Project Funder's report (visit [www.culturaldata.org](http://www.culturaldata.org); and
4. Completed *Pittsburgh Gives* profile (visit [www.PittsburghGives.org](http://www.PittsburghGives.org))

### **Program Deadlines**

February 15, 2012—funding decisions announced in early April

August 15, 2012—funding decisions announced in early October

*Please direct questions to the following staff:*

#### **Individual Artists / Artist Residencies**

Janet Sarbaugh, Program Director, The Heinz Endowments

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

#### **Unrestricted Support**

Germaine Williams, Program Officer, The Pittsburgh Foundation

[williamsq@pghfdn.org](mailto:williamsq@pghfdn.org)

#### **Advancing the Field**

Justin Laing, Program Officer, The Heinz Endowments

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

Incomplete or late proposals will not be considered. At the close of the grant period, a narrative and financial final report describing the outcomes and use of funds is required of all grantees. Failure to submit a final report will bar future applications. Applications should be mailed to:

ADVANCING BLACK ARTS IN PITTSBURGH  
The Pittsburgh Foundation  
Five PPG Place, Suite 250  
Pittsburgh, PA, 15222

For more information, visit: [www.heinz.org](http://www.heinz.org) or [www.pittsburghfoundation.org](http://www.pittsburghfoundation.org)

---

## **❖ General Operating Support**

A select group of nonprofit cultural organizations whose focus is the production and/or presentation of Black art, as previously defined, will be invited to apply for general operating support. Grantees must have paid staff, and have a history of consistent annual programming. In addition, participants must have clear goals and strategies, and meet annual measures of success developed in consultation with foundation staff. *Operating support will be provided by invitation only.* Invited organizations will receive detailed guidelines.

## ❖ *Individual Artist Support / Artist Residencies*

Two different opportunities will be available for individual artists: Individual artists whose work focuses on art of Africa and/or the African Diaspora may apply directly for support for the creation of new work. Individual artists must be residents of Allegheny County. In addition, any arts organization may apply for support to host artist residencies with artists whose work focuses on art of the African Diaspora. Residencies should include in-depth public interaction with professional artists through workshops and classes. Artists and organizations may apply for a maximum of \$15,000. Applicant organizations must be 501(c)3 organizations located in Allegheny County. Competitive residency proposals will demonstrate significant artist involvement in the development of the residency; in addition, two-thirds of project costs should be directly related to the artists' fees or production expenses.

**Artistic Goals:** What are the artistic goals of the project? Describe the nature of the project's contribution to the presence of the art of the African diaspora on the local cultural landscape. How does it relate to your creative development as an artist? For organizations, how does this residency support your organization's mission?

**Location:** Describe the site where the residency will take place. What resources (studio/rehearsal/performance space, equipment, etc.) are needed or available?

**Community Engagement:** How will you engage the public? Will workshops, demonstrations, exhibitions, performances, etc. be offered as a component of the residency?

**Budget:** Please provide, using your own format, a detailed statement of proposed income and expenses for your project. Please indicate where income is actually received, requested, or anticipated.

**Timeline:** Provide a timeline of key tasks.

**Evaluation:** Describe measurable outcomes, including artistic outcomes, community engagement activities, attendance projections, etc.

**Work Samples:** Submit a current resume, detailing experience as a professional artist along with relevant documentation of artistic work. All work samples and background materials (such as excerpts of writing, printed images, résumés or curriculum vitae highlighting artistic training, performance / exhibition histories, etc.) must fit in the space of ten (10) pages—or—be made available online (via personal website, Flickr, Vimeo, YouTube, SoundCloud, etc.). Submitted work samples should represent your strongest artistic achievements to date and provide an understanding of your complete body of work. Provide a list of the work samples (title of work(s), medium, date created, size/length). If a work sample includes video, include instructions on where material is to be cued to start the five-minute selection you wish panelists to review. If a work sample is the product of collaboration include a description of your role in the work's creation.

---

## ❖ *Unrestricted Support*

Nonprofit organizations with a mission to present and/or produce the art of Africa and the African Diaspora may apply for unrestricted grants up to \$15,000 to support annual expenses and increase their sustainability. To be eligible, organizations must have at least one professional staff member (generally defined as having at least five years of work experience in the nonprofit arts field); an active Board of Directors; a budget of \$250,000 or less; and a minimum operating track record of two years.

**Description:** Provide the organization's mission statement, a summary of its history, and annual programming activities.

**Artistic Vision:** Provide the organization's artistic vision. Describe the nature of the organization's contribution to the presence of the art of Africa and /or the African Diaspora on the local cultural landscape. What are the organization's creative goals for the upcoming year? For each goal, please include a corresponding indicator of success.

**Management and Governance:** Provide the qualifications of the organization's key personnel and Board of Directors. What are your organization's greatest management and board strengths? What are the areas in which your organization needs to improve? What does success look like for your organization in the area of management and governance? Over the next year, what are the 2-3 most important goals? For each goal, please include a corresponding indicator of success.

**Fiscal Sustainability:** Describe your organization's major revenue sources. What are the financial areas in which your organization needs to improve? What does success look like for your organization in the area of fiscal sustainability? Over the next year, what are the 2-3 most important goals? For each goal, please include a corresponding indicator of success.

**Community Engagement:** Describe how your organization engages the public through its programming. What are the key characteristics of your audience/donor base? What does success look like for your organization in the area of participation and community support? Over the next year, what are the 2-3 most important goals? For each goal, please include a corresponding indicator of success.

**Financial information:** Please provide 1) a current operating budget for your organization, including projected income and expenses; 2) a completed year budget; and 3) an audited financial statement, if available.

**Timeline:** Provide a timeline of key tasks/program activities for the upcoming year.

---

## ❖ *Advancing the Field*

In addition to supporting individual artists and organizations, we believe special efforts are needed to improve the overall environment for Black art in the community. As a result, we are interested in supporting projects aimed at shared challenges, barriers, or opportunities. Nonprofit organizations, researchers, and arts advocates may apply for support of projects that increase the health and visibility of the Black arts sector in the region.

Although we are open to all project ideas, we are especially interested in receiving proposals for efforts that address the following issues:

- *Volunteer Development:* Active board leadership, donors, and volunteer workers are critical resources for every nonprofit agency. Special projects could include the development of "friends" groups, donor challenge programs, or other collective efforts to build the base of volunteer support in the region.
- *Audience Development:* Building new audiences is key to the success of the overall arts ecology in the city and region. Special projects could focus on collaborative efforts to build audiences, including the creation of new specialized mailing lists, joint marketing activities, or other partnership opportunities.
- *Building Artistic Quality:* Continued creative exploration and growth sustains the relevance of all art forms. Special projects could include support for bringing visiting artists to critique work, providing master classes/coaching/mentoring opportunities, or other strategies aimed at improving artistic quality.

**Opportunity/Problem Statement:** State the issue you are seeking to address. Describe the impact of this issue on the understanding and visibility of Black arts in the region. What data/evidence supports your understanding of this issue and the need for change?

**Strategies:** Describe your strategies for addressing this need. What has led you to decide upon this tactic or line of inquiry? Are there similar successful initiatives in other communities that you are looking to as an example? Please provide a project timeline.

**Resources:** Please describe the resources needed to execute your project. If this is a partnership, what resources/expertise do the project partners each bring? What steps have been taken to ensure that the members of the collaboration understand and are committed to their roles for the duration of the project? Please attach a written agreement among the partners defining each role. Include biographies of key personnel and other relevant support materials.

**Impact:** What impact will this project have on Black arts in the region? Describe three clearly measurable success indicators. If research is being proposed, who are the intended audiences and how will the findings be disseminated?

**Qualifications:** Provide a summary of the organization history and mission. For arts organizations, please provide a brief statement of the artistic vision of the organization. For non-arts organizations, please provide information about

your organization's involvement in providing cultural programming in the past, and/or information about how this project connects to the mission of your organization. What experience do the participants have with this kind of work? If there are examples of the proposed work that have been completed by this applicant or examples of similar work done in other communities, please include. If this is a new partnership, please describe how it began and the benefits that each partner is hoping to receive as a result of this effort.

**Budget:** Please provide, using your own format, a detailed statement of proposed income and expenses for your project. Please indicate where income is actually received, requested, or anticipated.