

# ADVANCING BLACK ARTS IN PITTSBURGH

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he City of Pittsburgh is known for its rich contributions to the canon of Black cultural creativity. Cultural experiences and creative innovations have always reflected the expressions and imaginations of people from the African diaspora. The Advancing Black Arts in Pittsburgh program is where access and opportunity connect with Pittsburgh artists who are thriving in their creative process as a means and a way of life.

Advancing Black Arts in Pittsburgh is a joint grant-making program created and managed through a partnership between The Pittsburgh Foundation and The Heinz Endowments. The program is committed to helping create a vibrant cultural life in Pittsburgh and the region. Both foundations have made consistent investments in the initiative since 1988. In recent years, both foundations have codified their longstanding efforts toward equity into aspirational visions that seek to support the development of a more inclusively imagined future. The Pittsburgh Foundation's 100 Percent Pittsburgh organizing principle imagines a region where courage, voice and racial equity are the norm as our region moves authentically toward the mutual goal of economic sustainability for all. The Heinz Endowments' Just Pittsburgh is an aspirational vision meant to inspire thought and action toward creating a region that is inclusive and equitable.

Learn more about the foundation initiatives here:  
The Pittsburgh Foundation | [100 Percent Pittsburgh](#)  
The Heinz Endowments | [Just Pittsburgh](#)



## PROGRAM GOALS

Creating an equitable arts ecology within the region is a core value of Advancing Black Arts in Pittsburgh and its funders. The program goals are to:

- Help build the careers and support the lives of individual artists.
- Increase the sustainability of cultural organizations that focus on Black arts.
- Build community awareness of the Black arts sector.
- Support efforts toward greater collaboration and the elimination of racial disparities within the larger arts sector.
- Prioritize the documentation and discussion of Black artists' work and well-being as part of the region's cultural health.
- Support work that directly addresses and calls for the eradication of systemic and structural racism that allows for disparities to exist.

## PROGRAM VALUES

- **Equity.** Racial equity is central to Advancing Black Arts in Pittsburgh. All competitive applications will elevate race and ethnicity through the art of African Americans, Africa and the larger African diaspora. The program also values equity in the areas of gender, age, economic diversity, sexual orientation, gender identity, religion, physical ability and intersectionality. Creating a just and equitable arts ecology for 100 percent of Pittsburgh's residents is complex, and we welcome applications that reflect the many ways in which identity is expressed.
- **Capacity.** The application process is not meant to attract and/or reward the perfect applicant, but rather applicants who are ready and willing to make changes that will result in their desired outcomes and improve the overall health and vitality of the greater cultural ecosystem.
- **Building Generational Wealth.** As is evidenced by the practice of philanthropy, the program will encourage the practice of building wealth for artists and art organizations for the purpose of effectuating change for social good in perpetuity.

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**Program Values (continued)**

- **Ecosystem.** In order to support cultural shifts and sustained system change, design thinking will be used to develop human-centered programs and practices that center empathy, interdependence and authentic collaborations for the purpose of advancing artists, organizations and culture bearers. In addition to supporting the eradication of historic underfunding to Black artists and organizations, a primary focus is the successful navigation of a broad array of both local and national resources.
- **Interdependence.** The program is predicated upon an interconnected arts ecosystem that promotes economies of scale to amplify impacts within and beyond Pittsburgh's creative community.
- **Building pathways.** The program embraces grantmaking as a tool for lasting and long-term change. We believe that the cultural shifts needed must be executed in a manner that is transformational, and not solely transactional, in order to deeply engage creatives over time and build pathways for creative advancement.
- **Documentation.** Reflection, learning and evaluation are essential to charting an appropriate and effective pathway forward and are necessary for overcoming historic obstacles to advancement.

In addition to these goals and values, the program employs the following imperatives to further the mission of *Advancing Black Arts in Pittsburgh*:

- **Financial capital.**
- **Collective accountability.**
- **Evaluation and learning.**
- **Tools and resources.**
- **Thought leadership.**
- **Broader support for the arts ecosystem.**

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## PROGRAM DEADLINES

### FOR PROJECT STREAM FUNDING

Letters of intent are received once in a calendar year and are due on March 20, 2020, by 11:59 p.m.

*Applicants are required to submit a letter of intent before being invited to apply for support in the following funding streams: Individual Artist Support, Culturally Relevant Residency Support, Festival Support, Advancing the Field Support and Special Project Support.*

### FOR OPERATING SUPPORT

Operating support reports and renewal applications are due on August 3, 2020, by 11:59 p.m.

*Operating support is provided by invitation only.*

## FUNDING STREAMS

### Planning Grants

We accept applications on an ongoing basis. You may submit a request anytime to [fundingarts@pghfdn.org](mailto:fundingarts@pghfdn.org).

Planning grants of up to \$5,000 are available to help cover expenses related to developing a full project proposal, including data gathering and research, convening partners, consensus building and problem definition. After successful completion of planning grant activities as evidenced in a final report, applicants are eligible to apply for project support the next calendar year.

### Individual Artist Support

Letter of intent is due March 20, 2020, by 11:59 p.m.

Individual artists in any discipline whose work focuses on Black art – defined as the art of African Americans, Africa and the larger African diaspora – may apply for grants of up to \$15,000 to support creative and career development, self-curated artistic professional development, creation of new works and self-productions. Presentation of a fully realized work is not required.

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## Funding Streams (continued)

### **Culturally Relevant Residencies**

Letter of intent is due March 20, 2020, by 11:59 p.m.

Residencies should last a minimum of three months to a maximum of 18 months. Organizations seeking residencies may apply for amounts of up to \$20,000.

#### **Artist Residency**

Artist residency support is available to any arts or culturally relevant organization interested in hosting artists whose work focuses on the art of African Americans, Africa and the larger African diaspora.

#### **Arts Administration Residency**

Arts administrators are encouraged to identify organizations interested in hosting a residency. Arts administration residency support is available to any arts or culturally relevant organization interested in hosting arts administrators whose work focuses on the art of African Americans, Africa and the larger African diaspora.

### **Festival Support**

Letter of intent is due March 20, 2020, by 11:59 p.m.

Festival support through the Advancing Black Arts in Pittsburgh initiative is intended to support individuals and small arts organizations seeking to participate in local, regional or national festivals, such as Harambee Ujima Black Arts Festival (Homewood), ACH Clear Pathways Festival (Hill District), Dollar Bank Three Rivers Arts Festival (Downtown Pittsburgh) or the Black Family Reunion (hosted annually at various locations). Grants of up to \$10,000 will be made to support projects that culminate in a programmatic activity with public presentation and/or participation in an artist market so awardees may sell their own artistic product and wares.

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## Funding Streams (Continued)

### Advancing the Field Support

Letter of intent is due March 20, 2020, by 11:59 p.m.

In addition to creating and presenting artwork, special efforts are needed to improve the overall arts ecosystem for Black cultural workers in the region. As a result, funds are available to support projects aimed at shared challenges, barriers or opportunities. Nonprofit organizations, researchers and arts advocates may apply for grants of up to \$25,000 for collaborative projects, research, or marketing/advocacy efforts that increase the health and visibility of the Black arts sector beyond a single artistic engagement. Broad-scale, sector-wide advocacy aimed at the Pittsburgh community as a whole is encouraged. All proposals must provide evidence that the project is rooted in a collective effort (such as a memo of understanding signed by partners, establishment of a project advisory committee, or a collaborative project structure).

Historic challenges that have plagued Pittsburgh's Black arts community and may ignite innovative project proposals include:

- Cultural criticism.
- Audience engagement and marketing.
- Board development.
- Access to affordable cultural space for presentations and productions.
- Professional development and retention of cultural workers.
- Social media strategies and implementation.
- Mentorship.
- Succession planning.

### Special Project Support

Letter of intent is due March 20, 2020, by 11:59 p.m.

Nonprofit organizations and individuals may apply for grants of up to \$20,000 to present and/or produce work. Preference will be given to arts organizations; however, other nonprofits may apply if they can demonstrate ability to present/produce work. Preference will also be given to those organizations that emphasize significant community engagement in the project. Projects in the areas of Black media and journalism, as well as projects that specifically address issues of social justice and equity, are welcome.

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## Funding Streams (Continued)

### Special Opportunity

We accept applications on an ongoing basis. You may submit a request anytime to [fundingarts@pghfdn.org](mailto:fundingarts@pghfdn.org).

Support for unique opportunities is available to any artist or culturally relevant organization that has an unexpected artistic opportunity arise during the year. The opportunity must be clearly centered on the art of African Americans, Africa and the larger African diaspora, and applicants must have clear goals and strategies outlined in their request. Applicants seeking support may apply for amounts up to \$10,000. If awarded, the applicant will receive a grant agreement within four weeks of the submission. Grantees may apply for this funding stream once every three years.

### General Operating Support *(By invitation only)*

Final reports and renewal applications are due on Aug. 3, 2020, by 11:59 p.m.

A select group of nonprofit cultural organizations will be invited to apply for general operating support. Grantees must 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.

## Definition of TERMS

**ARTS ADMINISTRATOR:** An arts administrator merges an interest in the arts with business acumen and fundraising skills to manage the operations of an arts organization. This involves interacting with artists, teaching artists, performers, supporters and organizational staff. Finance, grant research/application, accounting, marketing and personnel management are key parts of an arts administrator's skills.

**ARTS ORGANIZATION:** An arts organization is defined as an IRS-registered 501(c)(3) nonprofit corporation or organization working with a fiscal sponsor and with a mission to produce or present work in dance, film/video, digital applications, literature, music, theatre, traditional/folk arts, visual arts or interdisciplinary work. For the purpose of this application, a culturally relevant organization is one that works at a local level to improve life for residents and has a mission-focus other than in the arts. Eligible organizations may be of any budget size and must demonstrate the capacity to implement proposed activities. University arts departments, history museums or other nonprofit cultural entities are also eligible if a strong track record and/or effective support system for working with creative artists can be demonstrated.

## Definition of Terms (continued)

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**CULTURALLY RELEVANT:** Cultural relevance celebrates the unique cultural strengths of people of the African diaspora. The lens of cultural relevance gives first-person voice to the people of the African diaspora, so that the artists may share and celebrate their lived experiences and build on the artistic traditions of the diaspora. Cultural relevance is rooted in historical context, and considers contemporary issues, such as social climate and intersectionality in the artistic work and in the creative approach. Host organizations applying to this program will reflect the African diaspora in their overall approach to their everyday work. Competitive projects will be designed by artists who bring their culture and experience to the development and execution of the plan. This will result in work that matters to a broad array of Pittsburgh residents and deepens understanding of the current social context in which the work is created.

**INDIVIDUAL ARTIST:** A professional artist is defined as an individual who has devoted significant time and training to building a career creating or interpreting works of art. Our definition includes playwrights and choreographers, as well as those who bring works of art to life for audiences, such as stage directors, actors, dancers or designers. Interpreters of art, including, but not limited to journalists, art critics and curators, may also apply. Professional artists may be emerging, mid-career or established. In assessing an artist's qualifications, we will take the following into consideration as appropriate to the art form and stage of career: quality of creative work; evidence of formal or informal training; history of exhibitions, performances, screenings, or other public sharing of work; and critical reviews or letters of recommendation from professionals in the field.

**PITTSBURGH REGION:** The Pittsburgh region is defined as the following counties: Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Mercer, Somerset, Venango, Washington and Westmoreland.

*If you reside outside of these 13 counties and have a project that is competitive though not eligible, we would still like to hear from you. Please contact Celeste Smith at [smithc@pghfdn.org](mailto:smithc@pghfdn.org). There may be opportunities to form authentic partnerships with artists and organizations within the qualifying Pittsburgh region.*

**RESIDENCY:** A residency is defined as an immersive period during which an artist or arts administrator has access to the resources of a host arts organization for the expressed purpose of developing or supporting artistic work. The individual does not need to reside continuously in the region, but both the individual and organization must engage each other in an active exchange that adds value to both the artistic work and the host organization. Residencies should last a minimum of three months to a maximum of 18 months.

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## TAX IMPLICATIONS

Funds awarded to individuals through this grants program are not excludable from gross income and must be reported to the IRS. Please consult a tax professional to review the impact of this grant on your personal tax liability. Grantees will be required to submit an individual IRS Form W-9.

### How to **APPLY**

#### **PROJECT SUPPORT**

For funding streams requiring a letter of intent, applicants must establish an account on the program's applicant portal <https://pittsburgharts.slideroom.com>. Once you have an account, you may start and complete your letter of intent in the same session, or save your work and finish the submission at a later date.

All letters of intent must be submitted by 11:59 p.m. on March 20, 2020

Review Process:

- **LOI review:** Foundation staff will review letters of intent and will notify applicants during April of 2020 if they have been selected to submit a full application.
- **Full application review:** Only applicants who have submitted a letter of intent and have been invited to apply will be considered for funding. If invited to submit a full proposal, applicants will receive detailed instructions on how to apply. Applications will be reviewed and recommendations made to foundation staff by a peer panel of local and national experts and cultural influencers from a variety of artistic disciplines.
- Applicants who progress to the full proposal stage and are approved for a grant will be notified by July 31, 2020.

**Activities to be funded by this grant request should not begin sooner than August 1, 2020.** Grantees will be required to submit a final report on the project one year from the date of the grant award. Festival Support requests will be reviewed and notified based on the timeline of the event.

#### **OPERATING SUPPORT**

All final reports and renewal applications must be submitted by 11:59 p.m. on Aug 3, 2020.

# 10 ELIGIBILITY

## Individual Artist Support

- Artists must be at least 18 years of age and residents of the Pittsburgh region.
- Previous grantees are eligible to apply one year after the close of their grant. Grantees funded in 2019 are eligible to apply again in 2021.

## Culturally Relevant Residencies

- Applicant organizations must be 501(c)(3) organizations (or work with a fiscal sponsor) and must be in the Pittsburgh region.
- Competitive residency proposals will demonstrate significant artist or arts administrator involvement in the development of the residency.
- Two-thirds of project costs should be directly related to artist fees or production expenses. Residencies should last a minimum of three months and maximum of 18 months.
- Previous grantee organizations are eligible to apply one year after the close of their grant. Grantees funded in 2019 are eligible to apply again in 2021.

## Arts Organizations Seeking Support

- Applicant organizations must be 501(c)(3) organizations (or work with a fiscal sponsor) and must be in the Pittsburgh region.
- Have a history of producing or presenting art.
- Demonstrate reasonable attendance by, as well as accessibility to, a broad and diverse public audience.
- Previous grantees are eligible to apply one year after the close of their grant. Grantees funded in 2019 are eligible to apply again in 2021.
- Operating support recipients are not eligible for other funding streams.

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For More **INFORMATION**

**The Pittsburgh Foundation**

<https://pittsburghfoundation.org/advancing-black-arts-pittsburgh>

**The Heinz Endowments**

<http://www.heinz.org/strategic-areas/creativity/advancing-black-arts-in-pittsburgh>

**Contact:** [fundingarts@pghfdn.org](mailto:fundingarts@pghfdn.org) or 412-394-2603

**More Resources**

For guidance on approaching funding requests, please download the [Advancing Black Arts in Pittsburgh Toolkit](#), which provides examples of a successful grant application, budgets, curricula vitae and artist statements.

THE HEINZ  
ENDOWMENTS  
HOWARD HEINZ ENDOWMENT  
VIRA I. HEINZ ENDOWMENT

