

Project J.A.M.A Request for Proposals

(Just a little Music and Art)

Funding Opportunity:

The Heinz Endowments Summer Youth Philanthropy team at Sarah Heinz House is offering a funding opportunity for existing or developing arts programs serving children ages 6 through 12. We seek to support projects that educate youth through an interactive, hands-on approach and help them advocate for the arts. Programs may operate during summer or out-of-school time. We ask organizations that apply to provide artistic insight and creativity for the real world. A total of \$25,000 in grants will be available; individual awards will vary depending on the magnitude and potential impact of the proposed project.

Project Goals:

- Develop a high-quality plan for successful awareness of the arts in terms of accessibility, advocacy and youth participation.
- Provide an opportunity for youth, ages 6 to 12, to participate in programs that promote the innovation, creative mindset and intellectual growth that the arts provide.
- Achieve an overall sustainable program that will provide youth with the chance they deserve to be educated in a safe, productive environment.
- Establish background and context about the current deficit in arts education and how it affects a large number of youth, while striving to strengthen the quality of arts education throughout a region that is known for its cultural and educational richness.

Program Expectations:

- Skilled teaching artist(s) will work with a consistent group of young people over time.
- Participants will build skill in one or more art forms including, but not limited to, visual arts, music, performing arts or dance.
- Programming is provided that is engaging, with communication, actions, values, institutions or social groups that serve in ways that build on participants' strengths.

Who May Apply:

Organizations in Allegheny County classified as tax-exempt under sections 501(c)(3) of the Internal Revenue Service Code. A copy of the IRS determination letter must be sent with the proposal.

Individuals may not apply.

Two information sessions will be held for interested applicants:

- *July 7, 4 to 6 p.m. at the Sarah Heinz House, 1 Heinz, Pittsburgh, Pa., 15212.*
- *July 8, Noon to 2 p.m. at the Pittsburgh Children's Museum, 10 Children's Way Pittsburgh, Pa., 15212.*

How to Apply:

The application consists of two parts: a cover letter and application questions.

1. **Cover Letter:** Include a brief description of your organization, including mission statement, history, key programs and current audiences. If you have employed artists in past programs, please include a brief description of their work and impact.
2. **Application Questions:** Applications should not exceed six typed, double-spaced pages. Please complete organization information below in a separate Word document.

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Application Questions

Organization: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Primary Contact Name/Title: _____

Funding Requested: _____

Proposed Project Location(s): _____

Partner Organizations (*if applicable*): _____

Participant Fees (*if any*): _____

1. Describe the program for which you seek funding, including the art form to be used, cultural aspects and facilities to be used.
2. What education and/or experience is required of program staff and/or volunteers? What criteria are used to select staff for the project? We stress the importance of having a teaching artist to provide quality arts instruction. How will you select a qualified teaching artist?
3. Though Pittsburgh is recognized as a city of abundant culture and arts, there is a major deficit in regards to the availability of arts programs to our youth. How will your proposed project engage youth to communicate this issue effectively?
4. Who is your target audience? In what way is it diverse? How many participants do you plan to include?
5. How do your project goals align with our project goals?
6. Explain how you will engage the participants through hands-on activities. Will they leave informed, personally connected with the problem and ready to make a change?
7. Why is this program important to the community? What impact will it have on the community?
8. How will you measure the success of your project? How and when will you measure progress and results (*time frame*) with the participants?
9. How does this proposed work differ from current projects of other organizations?
10. How would you recruit youth for this program and what supports do you have in place to ensure that students participate consistently?

Additional Information Needed:

- Provide a project budget detailing income (earned and contributed) and expenses for the proposed project. If this is a program with a prior history, please note which revenues are pending and which are firm. List the estimated value of all in-kind donations separately, below the budget. Note which donations are pending and which are firm.
- List of board of directors.
- Signed statement regarding Patriot Act Compliance.
- Other materials, as desired (For example, this could include curriculum outlines, class registration brochures, images or other relevant materials from prior programs.)

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Preference will be given to those organizations that schedule a site visit prior to the application deadline. As time is limited, please contact us sooner rather than later.

Selection Criteria That Will Guide Interns' Decision Making

1. Does the organization demonstrate a history of providing high-quality programming replete with standards, professional development and some capacity to measure impact? Does it have a history of working with artists?
2. Does the organization offer a compelling vision for working with a teaching?
3. Does it demonstrate an understanding of the interests of its participants and how it would maintain program enrollment?
4. Does the budget project reflect research-based numbers and does the organization appear fiscally sound?

Applicants must complete and return applications by 9 a.m. Monday, Aug. 1, to:

JAMA - 2011 Youth Philanthropy Project
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(412) 231-2377
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