

Challenge America FY 16 Guidelines Webinar

Michael Killoren

Takenya LaViscount and Dinah Walls

Apply: <http://arts.gov/grants/organizations-apply>



**National
Endowment
for the Arts**
arts.gov

Today

NEA

**Challenge
America**

**How to
Apply**

Questions?

Our Mission

The National Endowment for the Arts is a public agency dedicated to strengthening the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation. The NEA awards grants to arts organizations of all sizes across all 50 states and 6 U.S. territories.

Challenge America

Supports primarily small and mid-sized organizations for projects that extend the reach of the arts to underserved populations -- those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability.

Eligibility

- Nonprofit, tax-exempt 501(c)(3), U.S. organizations
- Units of state or local government
- Federally-recognized tribal communities or tribes

Three-year history of programming

In compliance with reporting requirements for previous NEA awards

2015 Deadline



Earliest Project Start Date:
January 1, 2016

Eligible Project Types

- Guest Artists
- Public Art
- Unified Promotion
- Civic Design

Underserved Populations

- Ethnicity
- Disability
- Economics
- Geography

Specifics

- Submit only one application in FY 2016
- \$10,000 awards
- 1:1 match required in project budget

Review Criteria

Artistic Excellence
Artistic Merit

Field of Competition

- Results from the FY14 National Competition:
 - Received 347 Eligible Applications
 - Recommended 163 Projects
- Peer Review Process (NEA Readers):
 - Readers are arts experts from across the nation.
 - Readers will not conduct additional research.

We Do Not Fund

- General operating support
- Subgranting/regranting
- The same organization for more than 3 consecutive years
- Facility construction, purchase, renovation
- Creation of new organizations
- Academic degrees/curriculum-based instruction
- Projects that involve curriculum-based instruction in the arts

How to Apply

The screenshot shows the homepage of the National Endowment for the Arts. At the top left is the logo "NATIONAL ENDOWMENT FOR THE ARTS". To its right is a navigation bar with social media icons (Facebook, Twitter, YouTube, RSS, iTunes U, Pinterest) and a "Subscribe" button. Below the logo is a brief description: "The National Endowment for the Arts is an independent federal agency that funds and promotes artistic excellence, creativity, and innovation for the benefit of individuals and communities." To the right of this text is the "ART WORKS." logo, which consists of three triangles (red, blue, yellow) above the text.

A dark navigation bar contains the following menu items: HOME, ABOUT, GRANTS, NEWS, LIFETIME HONORS, PUBLICATIONS, ARTISTIC FIELDS, and CONTACT. A blue arrow points to the "GRANTS" menu item, which has opened a dropdown menu with three options: "Apply for a Grant", "Manage Your Award", and "Recent Grants".

Below the navigation bar is a large banner image showing children holding up their artwork. To the left of the image is text: "National Endowment for the Arts Awards \$29 Million for Arts Projects". Below the banner is a pagination control with numbers 1 through 5, where 1 is highlighted.

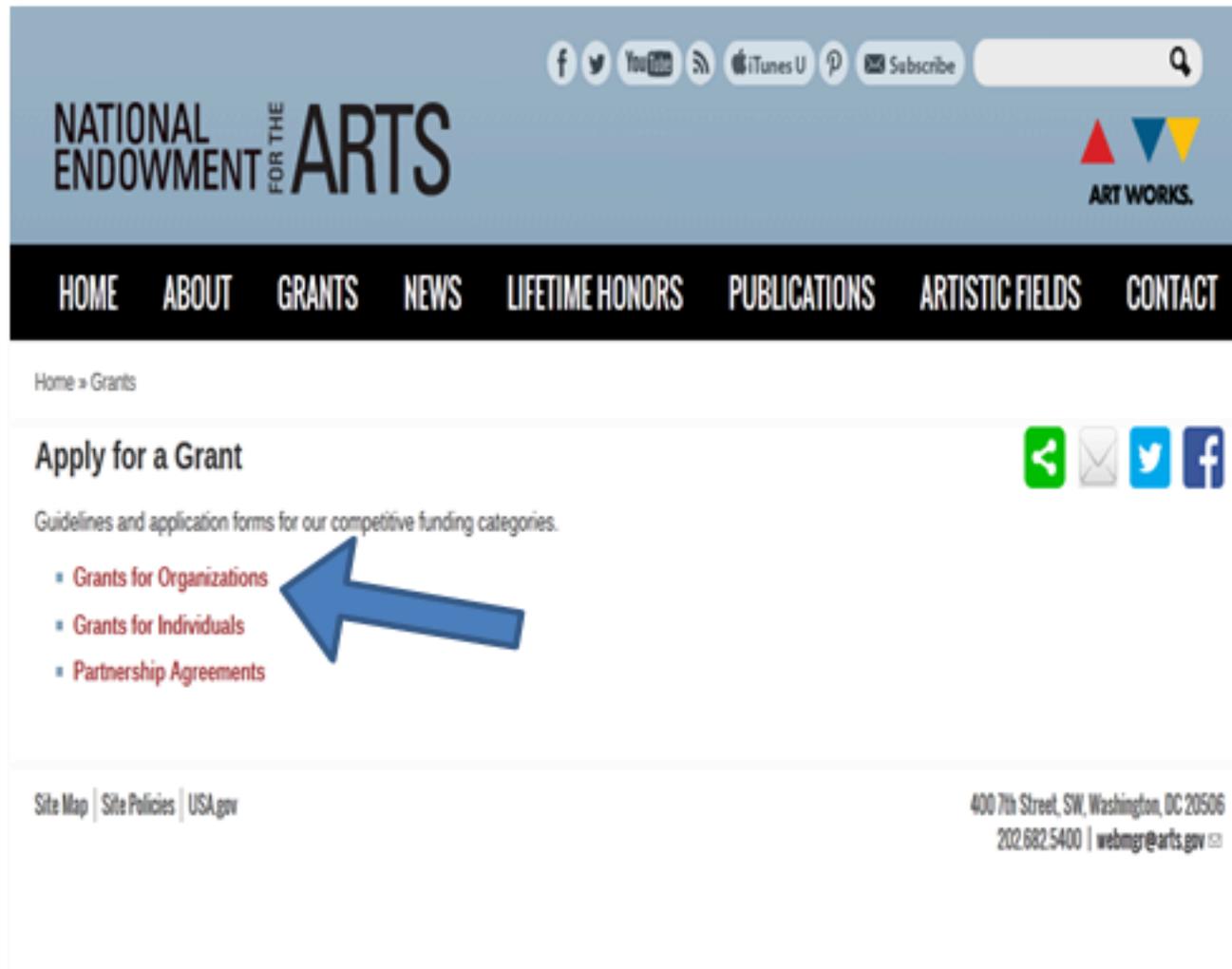
At the bottom of the page are three columns of content:

- ARTISTIC FIELDS**: "Choose an artistic field for grant opportunities and additional content." Includes an "Accessibility" link.
- NEWS**: "New Wonderland Experience Part of White House Holiday Tour" and "National Endowment for the Arts Awards \$29M".
- ART WORKS BLOG**: "Bringing an Artist Out from the Ashes #NEAFall14" with a small image of a landscape.

Guidelines available in the “Apply for a Grant” section at arts.gov



How to Apply



The screenshot shows the top navigation bar of the National Endowment for the Arts website. The main header includes the organization's name and logo, social media icons, and a search bar. Below the navigation bar, the 'Grants' section is highlighted, and a blue arrow points to the 'Grants for Organizations' link in a list of funding categories.

NATIONAL ENDOWMENT FOR THE ARTS

ART WORKS.

HOME ABOUT GRANTS NEWS LIFETIME HONORS PUBLICATIONS ARTISTIC FIELDS CONTACT

Home » Grants

Apply for a Grant

Guidelines and application forms for our competitive funding categories.

- [Grants for Organizations](#)
- [Grants for Individuals](#)
- [Partnership Agreements](#)

Site Map | Site Policies | USA.gov

400 7th Street, SW, Washington, DC 20506
202.682.5400 | webmgr@arts.gov

Select
“Grants for
Organizations”



National
Endowment
for the Arts
arts.gov

How to Apply

Grants for Organizations

We fund projects only. Projects may consist of one or more specific events or activities. Projects do not have to be new. Excellent existing projects can be just as competitive as new activities. Projects do not need to be big either; we welcome small projects that can make a difference in their community or field.

Art Works

To support the creation of art that meets the highest standards of excellence, public engagement with diverse and excellent art, lifelong learning in the arts, and the strengthening of communities through the arts. Matching grants generally range from \$10,000 to \$100,000.

Deadline: February 19, 2015

Notification: November 2015

Earliest Start Date: January 1, 2016

Deadline: July 23, 2015

Notification: April 2016

Earliest Start Date: June 1, 2016

Challenge America

To support projects that extend the reach of the arts to underserved populations. Matching grants are for \$10,000.

Deadline: April 16, 2015

Notification: December 2015

Earliest Start Date: January 1, 2016



KEY INFORMATION FOR APPLICANTS

- Categories
 - Art Works
 - Challenge America
 - Our Town (Arts Engagement, Cultural Planning, and Design Projects)
 - Our Town (Projects that Build Knowledge About Creative Placemaking)
 - Research: Art Works
- Deadlines
- Application Restrictions
- Grant Review Process
- Contacts

How to Apply

GRANTS

CHALLENGE AMERICA: Grant Program Description

The Challenge America category offers support primarily to small and mid-sized organizations for projects that extend the reach of the arts to underserved populations -- those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability. Age alone (e.g., youth, seniors) does not qualify a group as underserved; at least one of the underserved characteristics noted above also must be present. Grants are available for professional arts programming and for projects that emphasize the potential of the arts in community development.

This category encourages and supports the following two objectives:

- **Engagement:** Engaging the public with diverse and excellent art.
- **Livability:** The strengthening of communities through the arts.

You will be asked to select the objective that is most relevant to your project. When making selections, you should identify the objective(s) that reflect the results expected to be achieved by your project. If you receive a grant, you also will be asked to provide evidence of those results.

Challenge America grants:

- Extend the reach of the arts to underserved populations.
- Are limited to the specific types of projects outlined below.
- Are for a fixed amount of \$10,000 and require a minimum \$10,000 match.

Partnerships can be valuable to the success of these projects. While not required, applicants are encouraged to consider partnerships among organizations, both in and outside of the arts, as appropriate to their project.

To ensure that Challenge America funding reaches new organizations and communities, the NEA has implemented a policy to limit consecutive-year funding.

Starting with grants that were awarded in FY 2012 (as indicated by a grant letter dated on or after October 1, 2011, and a grant number beginning with "12 - 78"), an organization that receives Challenge America grants for three years in a row is not eligible to apply to the category for the following one-year period. Therefore, an organization that has received grants in FY 2013, 2014, and 2015 may not apply under these FY 2016 guidelines. That organization may apply for FY 2016 support under other Arts Endowment funding opportunities including Art Works. The organization would be able to apply to the Challenge America category again in FY 2017.

Deadline

April 16, 2015, Application Deadline

January 1, 2016, Earliest Beginning Date for Arts Endowment Period of Performance

If your organization applies to the Challenge America category, it may not submit another application to the Art Works category. See "[Applicant Eligibility/Application Limits](#)" for further information.

Contact

Challenge America Specialists: challengeamerica@arts.gov or 202/682-5700



CHALLENGE AMERICA FAST-TRACK

- Grant Program Description
- We Fund/We Do Not Fund
- Application Calendar
- Applicant Eligibility
- Award Information
- Application Review
- Award Administration
- Other Information
- How to Apply
 - How to Prepare & Submit an Application
 - Step 1- Submit the SF 424 to Grants.gov
 - Step 2: Submit Through NEA-GO
- FAQs
- We will not transfer

APPLICANT RESOURCES

- Application Checklist
- Online Tutorial: Using the Grant Application Form (GAF)
- Grants.gov Tips
- Challenge America Guidelines Webinar (March 11)
- Accessibility Requirements Tutorial
- Accessibility Checklist
- Recent Grants
- Program Evaluation Resources

How to Apply

- How to Prepare & Submit an Application
- Step 1- Submit the SF 424 to Grants.gov
- Step 2: Submit Through NEA-GO

How to Apply

<p><u>Step 1:</u></p> <p>Application Deadline Applicants submit the Application for Federal Domestic Assistance (SF-424) via Grants.gov</p>	<p><u>When?</u></p> <p>April 16, 2015</p>
<p><u>Step 2:</u></p> <p>Applicants submit most materials through the Grant Application Form (GAF) and upload work samples online via NEA-GO</p>	<p><u>When?</u></p> <p>April 30 – May 7, 2015</p>

How to Apply: Step 1 of 2

Submit the SF-424 through Grants.gov

- Only item submitted through Grants.gov
- If it's not successfully submitted by the deadline, you'll be unable to complete Step 2

How to Apply: Step 1 of 2

APPLICATION FOR FEDERAL DOMESTIC ASSISTANCE - Short Organizational	
* 1. NAME OF FEDERAL AGENCY: [REDACTED]	
2. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER: [REDACTED]	
CFDA TITLE: [REDACTED]	
* 3. DATE RECEIVED: [REDACTED]	SYSTEM USE ONLY
* 4. FUNDING OPPORTUNITY NUMBER: [REDACTED]	
* TITLE: [REDACTED]	
5. APPLICANT INFORMATION	
* a. Legal Name: [REDACTED]	
b. Address:	
* Street1: [REDACTED]	Street2: [REDACTED]
* City: [REDACTED]	County/Parish: [REDACTED]
* State: [REDACTED]	Province: [REDACTED]
* Country: USA: UNITED STATES	* Zip/Postal Code: [REDACTED]
c. Web Address: http:// [REDACTED]	
* d. Type of Applicant: Select Applicant Type Code(s): [REDACTED]	* e. Employer/Taxpayer Identification Number (EIN/TIN): [REDACTED]
Type of Applicant: [REDACTED]	* f. Organizational DUNS: [REDACTED]
Type of Applicant: [REDACTED]	* g. Congressional District of Applicant: [REDACTED]
* Other (specify): [REDACTED]	
6. PROJECT INFORMATION	
* a. Project Title: [REDACTED]	

SF-424

How to Apply: Step 1 of 2

- Obtain a **DUNS** number and **register with SAM** (System for Award Management) in order to use Grants.gov—allow at least 2 weeks for registration or renewal
- Registration is free
- You are required to change your Grants.gov password every **60 days**
- **Don't wait until immediately before the deadline**; submit your SF-424 no later than 10 days prior to the deadline
- See **www.grants.gov** for more details or call 1-800-518-4726

How to Apply: Step 2 of 2

Log on to NEA-GO and submit the substantial part of your application through the **Grant Application Form (GAF)**

Including: Answers to narrative questions, bios, financial info, special items, and work samples

National Environmental Policy Act

National Historic Preservation Act

- Does your project include any outdoor activities?

- Does your project, including the planning stage, have environmental implications?

- Does your project include planning for major renovation of any structure that is eligible for or on the National Register of Historic Places?

If “YES” → Include a short assessment of your project’s potential impact, as described under “Special Items.”

Accessibility

- Sign language interpretation
- Accessible electronic versions of written publications
- Wheelchair-accessible venues—including restrooms
- Large-print signs
- Open/closed captioning

Accessibility

A link to an online accessibility tutorial is available in the Resources box.

The tutorial provides helpful suggestions for making projects accessible.

Questions? Email the Accessibility Office: accessibility@arts.gov

APPLICANT RESOURCES

- [Application Checklist](#)
- [Online Tutorial: Using the Grant Application Form \(GAF\)](#)
- [Grants.gov Tips](#)
- [Challenge America Guidelines Webinar \(March 11\)](#)
- [Accessibility Requirements Tutorial](#)
- [Accessibility Checklist](#)
- [Recent Grants](#)
- [Program Evaluation Resources](#)



How to Apply: Step 2 of 2

- Prepare GAF materials well in advance of the application deadline
- Have GAF materials ready to upload once NEA-GO opens on April 30th
- A sample GAF and a list of the items you will upload are available on our website now

How to Apply: Step 2 of 2



Step 2: Submit Through NEA-GO

[Grant Application Form](#) | [Part 1 Organizational Information](#) | [Part 2 Project Information](#)
[Part 3 Project Budget](#) | [Items to Upload \(including work samples\)](#)

Fill out and submit to NEA-GO the NEA Grant Application Form and Upload Items

IMPORTANT NOTICE:

1. Submit your materials to NEA-GO prior to the deadline to give yourself ample time to resolve any problems that you might encounter. You take a significant risk by waiting until the day of the

How to Apply: Step 2 of 2

Challenge America Grant Application Form

Log in Screen

Log in Screen Example:

ART WORKS. National Endowment for the Arts

Home Help My Forms Video & Photo/PDF Help Upload Work Example Instructions Welcome Juan Ramirez Logout

My DATA Open Applications Sort by Cycle

To access your application, click on the "Link to Form" icon, which is the blue spreadsheet with a pencil.
The printer icon will allow you to print your completed application for your records.

Research Research FY15 R1500007	
FY15 Research	In Progress

View Application Data

The data below is from the application you submitted through Grants.gov. It is for review only; this information cannot be edited here. If changes are needed, contact the NEA.

3. Category

APPLICANT RESOURCES

- Application Checklist
- Online Tutorial: Using the Grant Application Form (GAF)
- Grants.gov Tips
- Challenge America Guidelines Webinar (March 11)
- Accessibility Requirements Tutorial
- Accessibility Checklist
- Recent Grants
- Program Evaluation Resources

How to Apply: Step 2 of 2

Access NEA-GO through the link published in the application guidelines at arts.gov

- User Name = Grants.gov Tracking Number (**Example: GRANT12345678**)

Assigned when you submit your SF-424

- Password = NEA Application Number (**Example: 14-123456**)

Find this information at **CHECK MY APPLICATION** on Grants.gov.

It is available 2 days after you submit your SF-424 to Grants.gov (but no earlier than 10 days before the application deadline)

Application Tips

- Complete your Grants.gov registration now
- Read the guidelines and instructions carefully
- Remember the review criteria (Artistic Excellence and Artistic Merit)
- Carefully proofread your application
- Do not assume that we know your program
- All materials must submitted electronically; do not mail anything

Application Tips

- Readers may not be from your state and may not be familiar with your community or organization
- Include basic census data about your community
- Visit [census.gov](https://www.census.gov)
- Clearly explain how your project will engage an underserved community

Work Sample Tips

- Guest Artist: Sample of work by the primary artist(s)
- Public Art: Sample of work by the lead visual artist
- Unified Promotion: Sample of work by firm/consultant
- Civic Design: Sample of designers' previous work, architectural schematics, proposed sites, existing conditions

Resources

CHALLENGE AMERICA: Grant Program Description

The Challenge America category offers support primarily to small and mid-sized organizations for projects that extend the reach of the arts to underserved populations -- those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability. Age alone (e.g., youth, seniors) does not qualify a group as underserved; at least one of the underserved characteristics noted above also must be present. Grants are available for professional arts programming and for projects that emphasize the potential of the arts in community development.

This category encourages and supports the following two objectives:

- **Engagement:** Engaging the public with diverse and excellent art.
- **Livability:** The strengthening of communities through the arts.

You will be asked to select the objective that is most relevant to your project. When making selections, you should identify the objective(s) that reflect the results expected to be achieved by your project. If you receive a grant, you also will be asked to provide evidence of those results.

Challenge America grants:

- Extend the reach of the arts to underserved populations.
- Are limited to the specific types of projects outlined below.
- Are for a fixed amount of \$10,000 and require a minimum \$10,000 match.

Partnerships can be valuable to the success of these projects. While not required, applicants are encouraged to consider partnerships among organizations, both in and outside of the arts, as appropriate to their project.

To ensure that Challenge America funding reaches new organizations and communities, the NEA has implemented a policy to limit consecutive-year funding.

Starting with grants that were awarded in FY 2012 (as indicated by a grant letter dated on or after October 1, 2011, and a grant number beginning with "12 - 78"), an organization that receives Challenge America grants for three years in a row is not eligible to apply to the category for the following one-year period. Therefore, an organization that has received grants in FY 2013, 2014, and 2015 may not apply under these FY 2016 guidelines. That organization may apply for FY 2016 support under other Arts Endowment funding opportunities including Art Works. The organization would be able to apply to the Challenge America category again in FY 2017.

Deadline

April 16, 2015, Application Deadline

January 1, 2016, Earliest Beginning Date for Arts Endowment Period of Performance

If your organization applies to the Challenge America category, it may not submit another application to the Art Works category. See "[Applicant Eligibility/Application Limits](#)" for further information.



TO APPLY

- [Grant Program Description](#)
- [We Fund/We Do Not Fund](#)
- [Application Calendar](#)
- [Applicant Eligibility](#)
- [Award Information](#)
- [Application Review](#)
- [Award Administration](#)
- [Other Information](#)
- [How to Apply](#)
 - [How to Prepare & Submit an Application](#)
 - [Step 1- Submit the SF 424 to Grants.gov](#)
 - [Step 2: Submit Through NEA-GO](#)
- [FAQs](#)

FAQs

APPLICANT RESOURCES

- [Application Checklist](#)
- [Online Tutorial: Using the Grant Application Form \(GAF\)](#)
- [Grants.gov Tips](#)
- [Challenge America Guidelines Webinar \(March 11\)](#)
- [Accessibility Requirements Tutorial](#)
- [Accessibility Checklist](#)
- [Recent Grants](#)
- [Program Evaluation Resources](#)

Checklist

Recent Grants

FOIA Reading Room

FOIA Reading Room, Frequently Requested Records

Under the Freedom of Information Act, agencies are required to proactively disclose various categories of records. These include records "which have been released...and which, because of the nature of their subject matter, the agency determines have become or are likely to become the subject of subsequent requests for substantially the same records," as well as a general index of those records. 5 USC 552(a)(2). The FOIA Reading Room contains a list of those records below, as well as links with which to access them. Please note that the full NEA Website contains many additional records that are of interest to the public.

NEA Grants

- [How to Apply for A Grant Guidelines](#)
- [Information on the NEA Artists Archive](#) 
- [Labor Assurance Forms](#) 
- [NEA Limited English Proficiency Policy Guidance for Grantees](#)
- [Panel Members for Recent Grant Cycles](#)
- [Recently Awarded Grants](#)
- [Sample Application Narratives - Arts Education](#) 
- [Sample Application Narratives - Artist Communities](#) 
- [Sample Application Narratives - Challenge America Fast-Track](#) 
- [Sample Application Narratives - Design](#) 
- [Sample Application Narratives - Folk & Traditional Arts](#) 

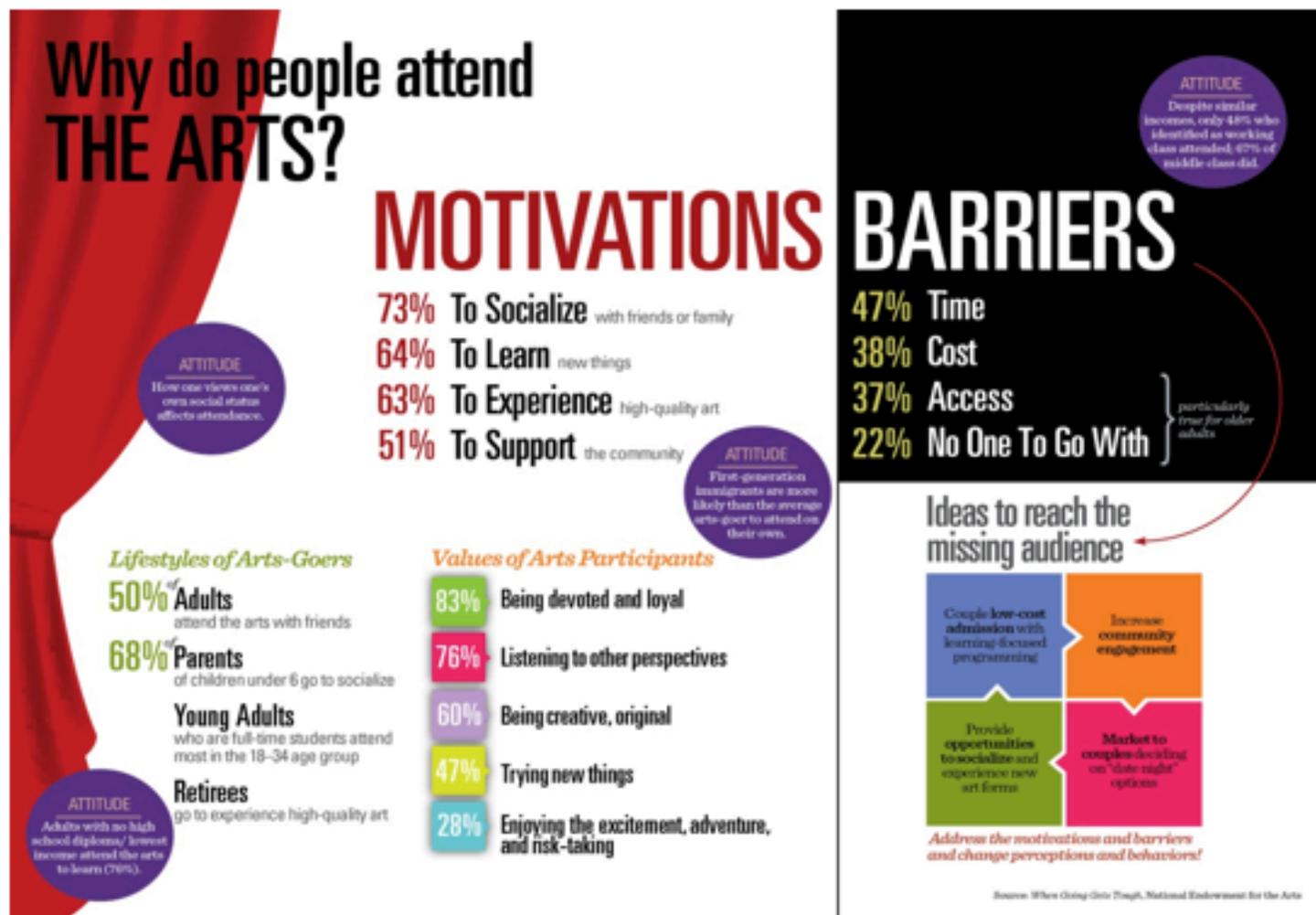


RELATED

Downloads:

 [FOIA Reading Room Certification](#) 

Resources: Arts Attendance Data



Questions?

Takenya LaViscount
Dinah Walls

Email: challengeamerica@arts.gov
Telephone: 202/682-5700

Apply: <http://arts.gov/grants/organizations-apply>