National Endowment for the Arts

FY25 Challenge America
Guidelines Webinar
February 28, 2024

National Endowment for the Arts

Staff

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Kate Morgan, Assistant Grants Management Specialist

Brenna Berger, Director of Office of Grants Management

Patricia Germann, Division Coordinator

National Endowment for the Arts
Challenge America

We are committed to diversity, equity, inclusion, and accessibility, and fostering mutual respect for the diverse beliefs and values of all individuals and groups.

Direct grants to:

- Arts organizations
- Local arts agencies
- Arts service organizations
- Local education agencies(school districts)
- Other organizations that can help advance the NEA's goals

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Challenge America- Program Framing

The program is rooted in principles that include, but are not limited to our recognition that:

Some populations and some geographic areas have limited grant funding opportunities, and/or have been historically underserved by national arts funding

Some small organizations may face barriers to accessing grant funding

Some applicants to the Arts Endowment may benefit from enhanced technical assistance resources
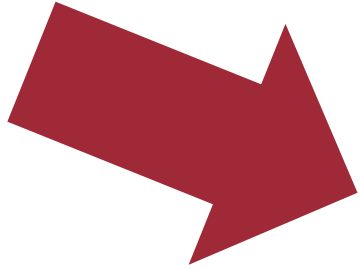
Program Focus- Underserved

"Those whose opportunities to experience the arts are limited relative to **geography**, **ethnicity**, **economics**, or **disability**."

Website: Finding Guidelines

www.arts.gov

Website:
Challenge America Guidelines

Home / Grants

Challenge America

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CHALLENGE AMERICA

Challenge America offers support primarily to small organizations for projects that extend the reach of the arts to underserved groups/communities. Challenge America features an abbreviated application, a robust structure of technical assistance, and grants for a set amount of $10,000. Grants require a cost share/match of $10,000 consisting of cash and/or in-kind contributions. Total project costs must be at least $20,000 or greater.

Read the "Program Description" located in the left sidebar to get started.

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Website: Spanish Guidelines

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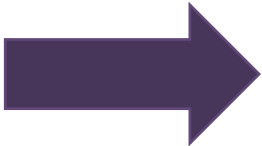Award Administration

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En Español

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Applicant Eligibility

Eligible

- US Organizations:
  - 501(c)(3) Non-profit organizations
  - Units of State/Local Government
  - Federally recognized Tribes or Tribal Communities
- Must have a 3 year history of arts programming

Not Eligible

- Individuals
- Fiscal Sponsors
- Commercial/for profit enterprises

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Application Eligibility

First-Time Applicant to the Art Endowment, <u>OR</u>
Previously Unsuccessful Applicants, <u>OR</u>
Recommended for funding in FY2022, 2023, or 2024 from:

- Challenge America Program,
- Arts Engagement in American Communities
- Relief Funding: CARES or ARP

Recommended for funding in FY2022, 2023, or 2024 from:

- Grants for Arts Projects (Art Works) **<u>OR</u>**
- Our Town Program **<u>OR</u>**
- Research Grants Program

Note: All applicants must also meet the general Arts Endowment eligibility requirements related to tax-exempt status, programming history, and reporting requirements.

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Application Eligibility

Recent Grants

Information about NEA grants awarded since 1998.

Go

Grant Search

Organization Name
(To search for a specific recipient of an individual fellowship, go here.)

Keywords
(Searches Grantee, Organization, Org Popular Name, Project Description(s), Category)

Any of these words ... ▼

City

Disciplines / Fields

State

--- Select --- ▼

--- Select ---

Project-Based Support

Activities may include:

- Arts Programming including commissioning, presentation, or exhibition of artists or artwork
- Engagement initiatives
- Arts Education projects
- Marketing and promotional activities
- Organizational planning
- One or more specific events or activities

We support:

- Small, medium, and large projects
- Existing and new projects
- Projects in communities of any size that take place in any part of the 50 states and U.S. jurisdictions
- Projects of all 15 artistic disciplines

Artistic Disciplines

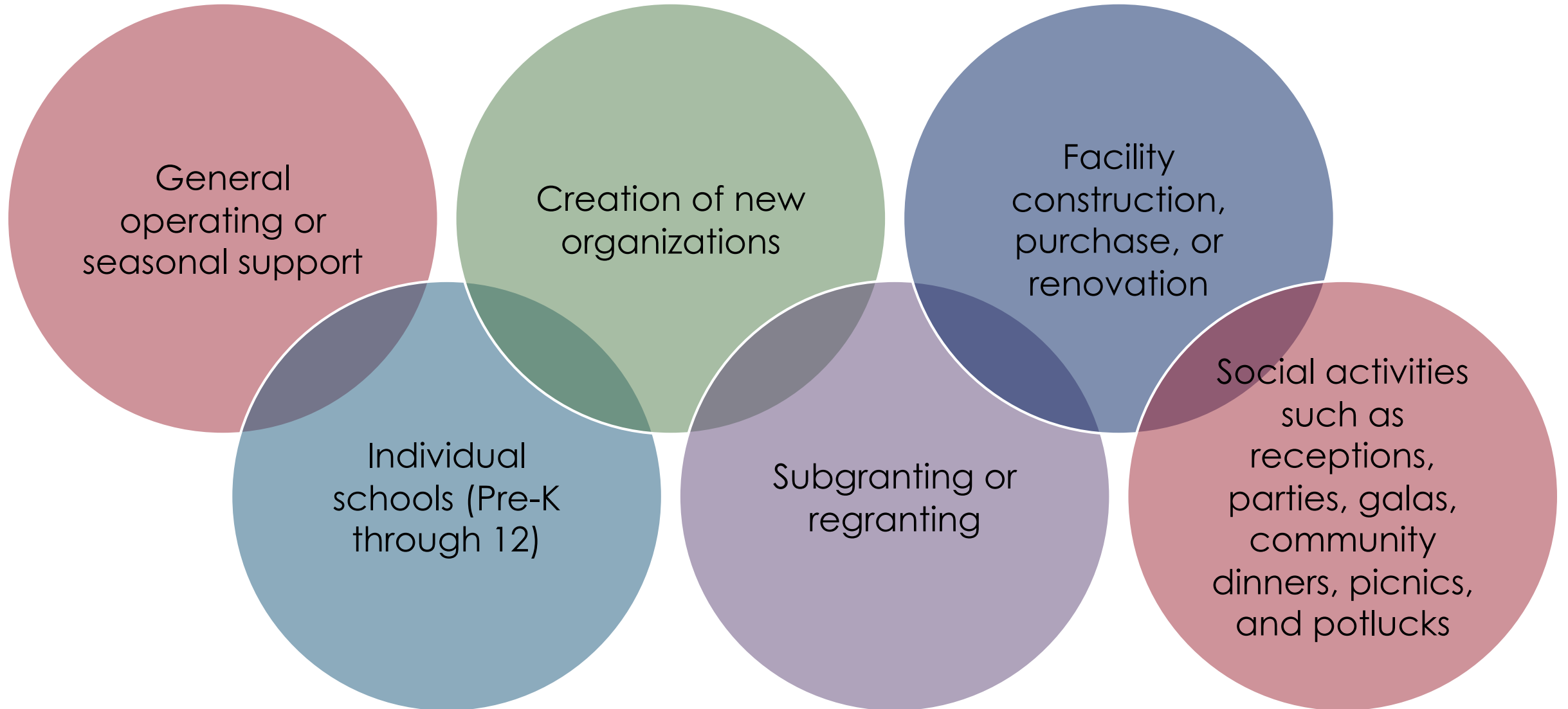|				
Artist Communities	Arts Education	Dance	Design	Folk & Traditional Arts
Literary Arts	Local Arts Agencies	Media Arts	Museums	Music
Musical Theater	Opera	Presenting & Multidisciplinary Works	Theater	Visual Arts

We Do Not Fund

General operating or seasonal support

Creation of new organizations

Facility construction, purchase, or renovation

Individual schools (Pre-K through 12)

Subgranting or regranting

Social activities such as receptions, parties, galas, community dinners, picnics, and potlucks

Full list: **Unallowable Activities/Costs** link on the website

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Compliance Requirements

Accessibility

- All projects must be both programmatically and physically accessible to individuals with disabilities in accordance with federal law including ADA and Section 504.

Non-discrimination

- Applications may focus on a particular group or demographic; however, they may not be exclusionary under Federal civil rights laws and policies prohibiting discrimination. This extends to hiring practices, artist selection processes, and audience engagement.

National Historic Preservation Act & National Environmental Protection Act

Additional staff review for projects that take place:
- Inside/near a historic site
- Outdoors

Recorded webinars available under **Applicant Resources**

Funding Amounts

Grants are all $10,000

1:1 cost-share/match

Example:
$10,000 NEA Request
$10,000 Cost share/match
$20,000 Project costs

Sources may include: private foundations, individual donations, ticket sales, and in-kind sources, among others

Funds **do not** need to be committed at the time of application

Application Review: Criteria

Artistic Excellence

Artistic Merit

Application Review:
Artistic Excellence Criteria

Artistic Excellence

The quality of the artists and other key individuals, creative process, works of art, organizations, arts education providers, artistic partners, and/or services that the project will involve and their relevance to the audience or communities being served.

Application Review:
Artistic Merit Criteria

The ability of the project to reach and meaningfully engage with underserved groups/communities —those whose opportunities to experience the arts are limited relative to: geography, ethnicity, economics, or disability.

The value and appropriateness of the project to the organization's mission, artistic field, artists, audience, community, and/or constituency.
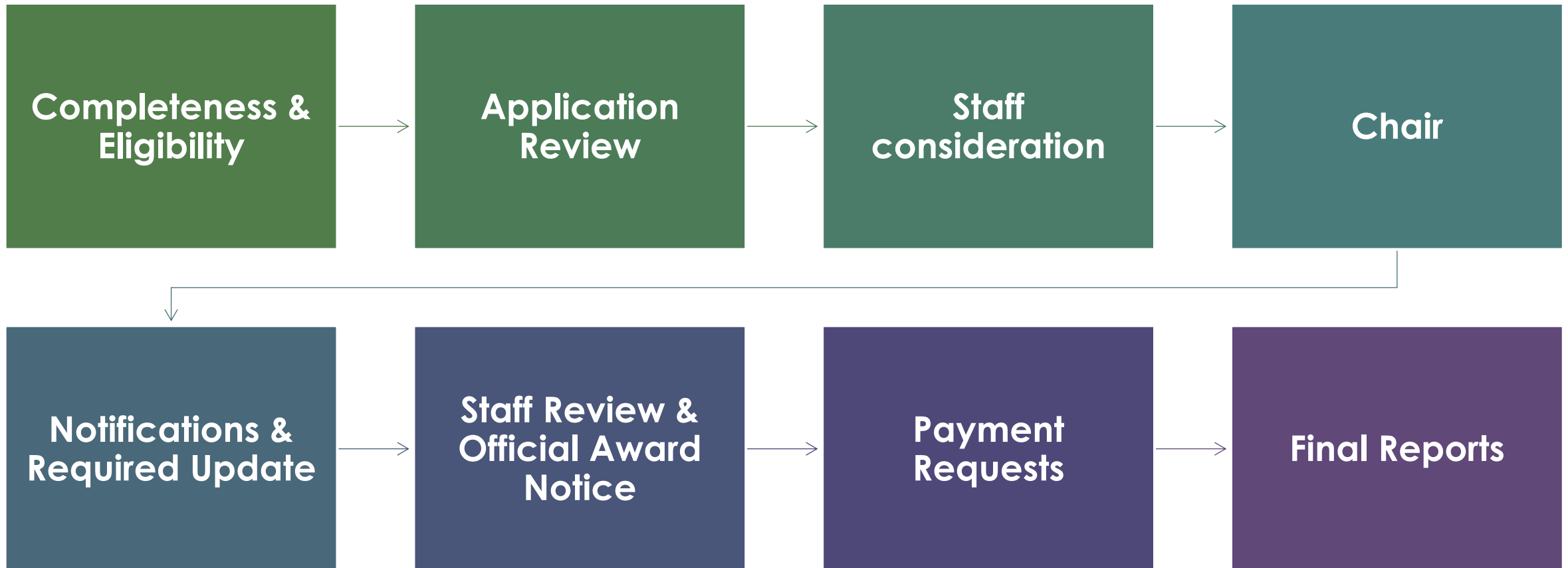
Application Review:
Artistic Merit Criteria

The ability to carry out the project based on such factors as the appropriateness of the budget, clarity of the project activities, the resources involved, and the qualifications of the project's personnel and/or partnerships.

Clearly defined goals and/or proposed outcomes and an appropriate plan to determine if those goals and/or proposed outcomes are met.

As applicable:
- Potential to strengthen the arts sector through knowledge-sharing and resources.
- Potential to make quality arts or cultural resources more widely available.
- Potential of the project to grow organizational capacity and experience.

Review and Funding Process

Completeness & Eligibility	→	Application Review	→	Staff consideration	→	Chair

Notifications & Required Update	→	Staff Review & Official Award Notice	→	Payment Requests	→	Final Reports

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Application Calendar

	Challenge America Deadline
Part 1: Grants.gov	April 30, 2024 at 11:59 pm ET
Part 2: Applicant Portal window	From 9 am ET on May 2, 2024 through 11:59 pm ET on May 16, 2024
Notifications	Early to mid November 2024
Earliest project start date	January 1, 2025

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How to Apply: Registration

Create and maintain **free** registrations with Login.gov, SAM and Grants.gov

Registrations can take several weeks to finalize: start early!

NEA staff does not have access to your registrations

Challenge America

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En Español

CHALLENGE AMERICA:
How to Apply

Grants.gov Notice: See guidance on how to troubleshoot a grey apply button or a "bad request" error on Grants.gov.

Submitting an application is a multi-step process. Please be sure to give yourself sufficient time for registration, which can take several weeks. We estimate that after registering, the process to draft and submit an application takes approximately 26 hours.

Submitting an application is a multi-step process:

1. **Register** with Login.gov, the System for Award Management (SAM) at SAM .gov, and Grants.gov or renew/verify these registrations. **Download Registration Guidance PDF** .

2. **Submit your application:**

   • **Application Part 1, Grants.gov**

Links & Technical support resources:
How to Apply ->Registration Guidance PDF

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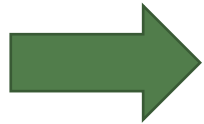
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How to Apply: Instructions

- **Application Part 2, NEA Applicant Portal**

  Complete the "Grant Application Form (GAF)" and upload items through the NEA's Applicant Portal. This web form is where you will enter the majority of your application material (e.g., project description, timelines, budget information, work samples, etc.). See links below for full instructions and application questions.

  [Download full instructions and Application questions for Application Parts 1 & 2](#)

  [Haga clic aquí para obtener instrucciones en español](#)

Challenge America
FY25 Application Instructions

Click on a heading below to navigate directly to that section.

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How to Apply: Part 1

Direct link to Grants.gov Opportunity Package for Part 1

Access the Grant Opportunity Package for Part 1 with the *Application for Federal Domestic Assistance/Short Organization Form (SF-424)* on Grants.gov by clicking on the link below:

Funding Opportunity Number: 2024NEA01CA

1. Clicking the link above will take you **directly** to the pre-populated application package in Grants.gov.

2. The Grants.gov "View Grant Opportunity" screen will open, click the red "Apply" button. **If the Apply button is grey or you receive a "bad request" error, please see further instructions on how to troubleshoot.**

View Burden Statement

OMB Number: 4040-0003
Expiration Date: 02/28/2025

APPLICATION FOR FEDERAL DOMESTIC ASSISTANCE - Short Organizational

* 1. NAME OF FEDERAL AGENCY:

2. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:

CFDA TITLE:

* 3. DATE RECEIVED: _____ SYSTEM USE ONLY
* 4. FUNDING OPPORTUNITY NUMBER:

* TITLE:

5. APPLICANT INFORMATION
* a. Legal Name:

b. Address:
* Street1: _____ Street2:
* City: _____ County/Parish:
* State: _____ Province:
* Country: USA: UNITED STATES _____ * Zip/Postal Code:
c. Web Address: http://

* d. Type of Applicant: Select Applicant Type Code(s):
Type of Applicant:
Type of Applicant:
* Other (specify):

* e. Employer/Taxpayer Identification Number (EIN/TIN):
* f. UEI:
* g. Congressional District of Applicant:

6. PROJECT INFORMATION
* a. Project Title:

* b. Project Description:

c. Proposed Project: * Start Date: _____ * End Date:

How to Apply: Grants.gov Workspace

grants.gov/applicants/applicant-tr ✕ +

← → C 🔒 grants.gov/applicants/applicant-training

APPLICANT TRAINING

- **GRANT APPLICATIONS**
  - How to Apply for Grants
  - Track My Application
- **APPLICANT RESOURCES**
  - Workspace Overview
  - Applicant Eligibility
  - Applicant Registration
  - **Applicant Training**
  - Applicant FAQs
  - Adobe Software Compatibility
  - Submitting UTF-8 Special Characters
  - Encountering Error Messages

Training Resources and Videos for Grants.gov

Whether you need a high-level introduction to the Grants.gov application process, or you are looking for a step-by-step explanation of a particular Applicant task, we encourage you to consult the resources on this page.

For more context and general information about the federal grants lifecycle, visit the Grants 101 section under the Learn Grants tab.

Featured Video
How to Create a Workspace

Updated on July 9, 2019

Workspace is Grants.gov's shared, online environment to collaboratively complete and submit federal grant applications.

Help: Online User Guide

Find registration, search, and application instructions for all users in the Grants.gov Online User Guide.

For detailed applicant information, review the Applicants section of the online user guide.

Applicant Overview

Grants.gov Applicant Overview Training Presentation - Everything you need to know about navigating Grants.gov as an Applicant.

For a step-by-step guide to organization applicant registration, check out the Grants.gov Organization Applicant Registration pages.

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How to Apply: Part 2 Applicant Portal

Access

- Two week window: dates are in the calendar for each deadline
- **No additional registration required**
- Link to the portal in the Instructions PDF
- Username and password are specific to your application

Application Materials

- Project narrative & budget
- Background organization info
- Work samples/supplementary materials

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How to Apply: Part 2

View Application Data | Organization Info | Arts Programmatic History | Project Details | Project Budget

◀◀ Previous   Next ▶▶   ☑ Validate

Organization Information

Organization Details | **Organization Budget**

Organization

Legal/IRS Name (per your IRS Determination Letter) *

Popular Name (if different)

For this application, are you serving as the Parent of an Independent Component   ○ Yes ○ No

Year Founded *

Mission of Your Organization: *

B I U | ≡ ≡ ≡ | ☰ ☰ ☷ | ∞

(500 Character Limit, including spaces. Remaining: 500 characters.)

Staff Tip: Mission and Background/History of Your Organization

Reviewers may not be familiar with your community or your organization. This information provides helpful context for understanding your work and project. NEA reviewers are recruited from diverse geographic areas all across the country. Your response here will help to familiarize reviewers with your organization and situate your project within the framework of your organization and community, as well as help reviewers consider aspects of your project's artistic excellence and artistic merit, such as its relevance and appropriateness to your constituency.
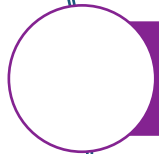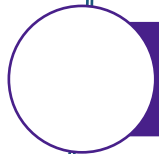
Tips
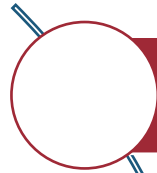
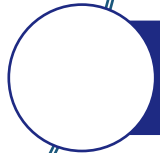Financial need is not part of the review criteria.
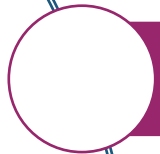
A good plan > good idea

Applications are awarded on a competitive basis.

Reach out to staff before the deadline

Volunteer to be a reviewer -> email Challengeamerica@arts.gov

Start early!

FAQs & Applicant Resources

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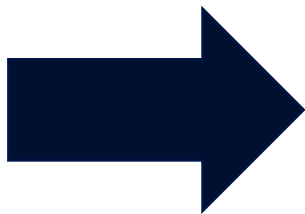Award Administration

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Applicant Resources

Application Checklist

Online Applicant Portal Tutorial

Accessibility, Civil Rights, and NHPA compliance webinars

Links to Applicant Q&A sessions

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Upcoming Sessions

Register online: arts.gov/news/events
or on the **Applicant Resources page**

Challenge America Applicant Q&A	
March 13, 2024	1 pm ET
April 11, 2024	2 pm ET
May 13, 2024	3 pm ET

Organization-Specific Webinars and Office Hours		
Tribes and Native-serving Organizations Office Hours	4/4/2024 & 6/13/2024	3 - 4pm ET

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Contact and Q & A
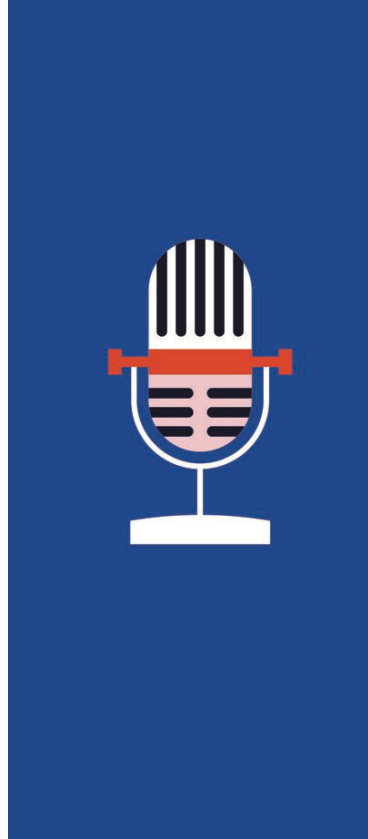
Challenge America Team

ChallengeAmerica@arts.gov

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Thank you!

NEA Staff Contacts

challengeamerica@arts.gov

Login.gov, SAM, or Grants.gov Help

Refer to the **Registration Information PDF** on our How to Apply Page for contact info and other resources.

Webinar Archive and Slides

Available on the Applicant Resources page next week

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