

PHILADELPHIA'S CULTURAL TREASURES
PROJECT GRANTS
2023 APPLICATION GUIDELINES

*A MULTI-YEAR GRANT PROGRAM
HONORING AND CELEBRATING
CUTURAL GROUPS, ARTISTS
AND ORGANIZATIONS OF COLOR*

PHILADELPHIA'S CULTURAL TREASURES

ABOUT PHILADELPHIA'S CULTURAL TREASURES

Recognizing a persistent history of unequal access to resources among BIPOC communities—the impacts of which were further compounded by the pandemic of COVID-19—*The Ford Foundation* partnered with local philanthropic leaders nationwide to initiate a different kind of relief effort. Here in Philadelphia, Ford's partners include *The Barra Foundation*, *Neubauer Family Foundation*, *The Pew Center for Arts & Heritage*, *William Penn Foundation*, and *Wyncote Foundation*. As co-creators of the Philadelphia's Cultural Treasures program (PCT), the funding partners have not only signaled their commitment to racial justice but also endeavored to grantmaking that is transparent, generous, and based in trust.

PCT is comprised of three separate funding opportunities for BIPOC arts and culture:

- 1) an unrestricted, multi-year grant for BIPOC-led and -serving organizations administered by the William Penn Foundation.
- 2) an unrestricted fellowship for independent artists and culture workers (Administered by The Pew Center for Arts & Heritage.)
- 3) project grants that are open to eligible BIPOC artists and fiscally sponsored projects/organizations/artist collectives that are BIPOC-led and -serving. (Administered by The Pew Center for Arts & Heritage.)

Over the course of three years, the PCT initiative will have invested a minimum of \$6,500,000 in BIPOC artists and institutions within Philadelphia.

Disponible en español

Tenga en cuenta que estas directrices de solicitud, así como el contenido de la solicitud y el modelo de presupuesto del proyecto, están disponibles en español en nuestro sitio web:

<https://www.philadelphiasculturaltreasures.org/s/guía-aplicación-becas-proyectos-PCT.pdf>

TABLE OF CONTENTS

4	Program Overview
4	Available Funds
5	Eligibility
6	Artistic Practices Eligible for Funding
7	Collaborations between Artists and Organizations
7	Fiscal Sponsorship
7	Partnerships with Predominantly White Institutions (PWIs)
8	Grant Categories for Artists
9	Grant Categories for Organizations/projects/collectives
10	Grant Amounts
11	About the Application
11	Register with Submittable
11	Language Options
11	Webinar for Applicants
12	Grant Selection Criteria
13	Project Budget
13	Work Samples
13	Application Narrative Questions
14	Application Due Date
14	Application Review Process
14	Award Notification
14	Contact Us
15–17	GLOSSARY AND FREQUENTLY ASKED QUESTIONS

PCT PROJECT GRANT PROGRAM OVERVIEW

The purpose of the *PCT Project Grants* program is to resource creative or capacity-building projects that position BIPOC artists and institutions for enduring success.

PCT Project Grants are open to two groups:

- independent BIPOC artists over 18 years of age who have lived in and based their careers in Philadelphia for at least the past 5 years. (*Philadelphia here includes Bucks, Chester, Delaware, Montgomery, and Philadelphia counties.*)
- fiscally sponsored art projects/artist collectives/organizations that are BIPOC-led; have been based in Philadelphia for at least the past five years; and have annual operating budgets no larger than \$300,000.

More broadly the PCT program aims to foster:

Spaciousness and Joy – PCT grantees can experiment, take risks, and pursue projects that nourish their capacity to sustain their creativity.

Lasting Investment in Abundant Futures – PCT project grant guidelines leave room for applicants to invest in their wellbeing without sacrificing the scale or quality of their projects.

Sovereignty and Values Alignment – PCT grantees direct where the dollars go within their partnerships, prioritizing collaborations that speak to their spirits over transactional, need-based working relationships.

Visibility and Validation – BIPOC artists and institutions broadly, not just PCT grantees, receive deeper investment and greater visibility outside of their immediate cultural communities.

Available Funds

Funds available for *PCT Project Grants* total to \$1,000,000. The number of grants awarded will depend on the volume of applications we receive, and the size of grants requested. (*See page 10, Grant Amounts.*) Our aim is to resource as many applicants as funds allow. To that end eligible applicants may submit only one proposal in total. All grant requests must be supported by a project budget that is included in the application form.

HOW TO APPLY: STEP ONE

CONFIRM YOU ARE ELIGIBLE TO APPLY

The purpose of the PCT program overall—across all three of its grant opportunities—is to begin to redress some of the systemic racism that Philadelphia-based, BIPOC artists and institutions have endured, including barriers to accessing capital. **PCT Project Grants are therefore open to individual BIPOC artists with a track record of working in Philadelphia’s cultural community for at least five years, as well as and fiscally sponsored projects/organizations/artist collectives that are BIPOC-led with a history of the same.**

Demographics Request

This eligibility criteria and our request for demographic data on the application form are to ensure PCT dollars are distributed according to the program’s purpose. Applicants therefore must have a history of identifying as being (or being led by) a Black person, Indigenous person, or person of color. For example, if you are a Latinx artist who identifies as White Hispanic on the U.S. Census you are not eligible for this award. Similarly, a Caribbean-born artist who is of European descent is not a BIPOC artist simply by way of geographic origin.

In addition to satisfying these demographic criteria, eligible applicants are the following:

- Independent BIPOC artists, *or* artist collectives where the majority of members are BIPOC, *or*
- Fiscally sponsored or 501(c)(3) organizations/projects that are both BIPOC-led and -serving with annual operating budgets no greater than \$300,000.
- Have a track record of working in Philadelphia’s cultural community for at least five years, as well as living in Philadelphia for at least five years.
- NOT students
- NOT full-time faculty at universities and colleges
- NOT Predominantly White Institutions (PWIs)
(See page 7, *Partnerships with PWIs*, and pages 15–16, *FAQs*.)
- NOT a recipient of a PCT General Operating Support grant
- NOT a 2022 PCT Fellow who received \$135,000. (*\$120,000 + \$15,000 in retirement savings*.)
- NOT current employees of any of the PCT funding partners: *The Barra Foundation, Neubauer Family Foundation, The Pew Center for Arts & Heritage, The Pew Charitable Trusts, William Penn Foundation or Wyncote Foundation*. Not members of such employees' households, or people closely related to such employees through blood, marriage, or domestic partnership are similarly ineligible.

CONFIRM YOU ARE ELIGIBLE TO APPLY

(continued)

Artistic Practices Eligible for Funding

The PCT Project Grants program does not place any specific restrictions on the kind of artmaking you practice. Some examples of eligible genres include but are not limited to:

- Architecture and Design
- Archiving and archival work
- Craft
- Choreography
- Folk and Traditional Arts (including storytelling, drumming, dance, and textiles)
- Literature (including fiction, nonfiction, and poetry)
- Media (including film, screenwriting, video, audio, radio, and web-based work)
- Music Composition
- Playwriting and Theater
- Public Art, Performance Art, and Public Engagement
- Socially Engaged Art
- Visual Art

HOW TO APPLY: STEP TWO CONSIDER FISCAL SPONSORS AND PROJECT PARTNERS

Collaborations Between BIPOC Artists and Organizations

If you are a BIPOC artist looking to collaborate with a BIPOC-led organization (or vice versa), and assuming you each meet the rest of the eligibility criteria, it's your choice which one of you should be the lead applicant and submit this application. As you make your decision, keep in mind a few things:

- The lead applicant determines who will receive the grant check.
- The lead applicant also determines which grant category is open to you

(See page 8, [Determine the Grant Category.](#))

Also note that applicants are not required to have a project partner at all. The point is to make collaboration easy and equitable...not to make it a requirement.

Fiscal Sponsorship

Fiscal sponsorship is NOT required, but if you decide to work (or are already working) with a fiscal sponsor to administer grant funds you will be asked to identify that organization and supply a copy of the written agreement that guides how you work together. Among its terms this agreement should include how and when funds will be disbursed, any fee the fiscal sponsor may charge, and who is responsible for grant reporting. The PCT team cannot counsel you on whether or with whom to seek fiscal sponsorship, but you can seek support from a qualified tax and/or legal professional. To learn more about fiscal sponsorship, you may reference the following resources:

- [Overview of Fiscal Sponsorship \(2019\)](#)
- [Template Agreement \(2016\)](#)
- [Secrets of the Grant \(2017\)](#)

Additionally, there is a long list of local 501(c)(3) organizations who have served as fiscal sponsors to Philadelphia artist-led and grassroots efforts successfully. Should you want that list, please contact Jordan Garlic, PCT Co-Coordinator, at jgarlic@philadelphiasculutratreasures.org.

Partnerships with Predominantly White Institutions (PWIs)

PCT project grants encourage collaborations initiated by BIPOC artists and BIPOC grassroots organizations. In those collaborations you are free to collaborate with whomever you like—including non-BIPOC artists and PWIs. Should you choose to partner with a PWI, please note **they are required to match (at minimum) the same amount of funds you may raise through this grant.** This is true whether you are applying as an individual BIPOC artist or applying as a BIPOC organization/artist collective. We have created this requirement since the PCT initiative is not meant to supply budget relief for entities who already enjoy disproportionate access to resources. **With your application you will need to upload a letter from the PWI indicating the nature of their support and how much funding they are committing to the project.** *(See pages 15–16, [FAQs](#), for more information on PWIs.)*

HOW TO APPLY: **STEP THREE DETERMINE THE GRANT CATEGORY THAT BEST FITS YOUR PROJECT**

You may submit one proposal to the PCT Project Grant program and it can fall within one of the grant categories listed below. There are four categories in total—two that are open to artists and two that are open to art projects/artist collectives/organizations. Please review the following descriptions carefully to decide which category best suits your work.

CATEGORIES OPEN TO **ARTISTS**

Category 1: Creative Freedom & Experimentation

The spirit of this grant category is to offer creative autonomy for you as a BIPOC artist or culture bearer that does not depend on a commission from an institution, fellowship, or some other external source. There is room to collaborate with an organization if desired, but it is not required. Such projects come in many forms but as examples, possible projects might include:

- Creating new work intended for public display, engagement, or some other public offering
- Creating new work for commercial sale
- Gap-funding for an existing, public-facing project that has not been presented at scale
- Hiring a Studio Assistant or Studio Manager to free up time spent away from your craft

Category 2: Archives & Documentation

The spirit of this grant category is to protect your legacy by making sure your work is preserved through high quality documentation that allows it to be shared broadly now and with future generations.

Such projects come in many forms but as examples, possible projects might include:

- Securing an agreement with relevant institution(s) to receive your archives and/or art collection (now or in the future)
- Digitizing a collection of your work or placing items in archival storage
- Cataloguing items in a database
- Working with an archivist to develop and/or implement an archival plan
- Hiring relevant vendors to create high-quality work samples
- Updating or developing an online presence, including hiring relevant vendors (e.g. web designer, photographer, videographer, editor, copyeditor)
- Creating or managing social media channels, including content creation

DETERMINE THE GRANT CATEGORY THAT BEST FITS YOUR PROJECT *(continued)*

CATEGORIES OPEN TO ORGANIZATIONS/PROJECTS/COLLECTIVES

Category 1: Creative Collaborations

The spirit of this grant category is to enable you as a BIPOC-led organization or artist collective to initiate mutually beneficial collaborations with BIPOC artists and culture bearers. Such projects come in many forms but as examples, possible projects might include:

- Creating new work intended for public display, engagement, or other public offering
- Creating new work for commercial sale (where artist collaborators receive a portion of proceeds)
- Gap-funding for an existing collaborative project that has not been presented yet
- Hiring interim staff to support this creative collaboration

Category 2: Organizational Capacity Building

The spirit of this grant category is to offer you as a BIPOC-led organization or artist collective support for projects that strengthen your operations and administration. Such projects come in many forms but as examples, possible projects might include:

- Fundraising and revenue/business planning activities, including hiring a grant writer
- Projects related to improving marketing and communications
- Training and professional development activities
- Investing in new technology (hardware or software) that supports programming or day to day operations

HOW TO APPLY: **STEP FOUR** DETERMINE THE APPROPRIATE GRANT AMOUNT

PCT project grants will be administered in the following flat amounts: \$10,000, \$25,000, and \$50,000.

- **\$10,000** is intended for modest sized projects like improving work samples or mounting a short series of workshops.
- **\$25,000** might cover the costs of hiring a part-time studio assistant; overhauling a website; or rehearsals for a performing arts piece.
- **\$50,000** can facilitate an archival project that requires professional support and addresses many archival objects; or generate new work for a large-scale venue; or support post-production costs for a film.

These are some examples, but we encourage you to determine your grant request based on what feels feasible for you, your sanity, and that of your teammates.

HOW TO APPLY: **STEP FIVE** WORK ON YOUR APPLICATION IN **SUBMITTABLE**

ABOUT THE APPLICATION

The application is intended to be simple and straightforward. There are several sections, but the questions are brief. To become familiar with the specific questions and materials requested of you, please review the content of the [Application Form](#) and [Project Budget Template](#) in advance.

REGISTERING FOR A SUBMITTABLE ACCOUNT TO ACCESS THE APPLICATION

All application materials will be submitted through the online platform, *Submittable*. For assistance with *Submittable*, please contact **Jordan Garlic**, PCT Co-Coordinator, at jgarlic@philadelphiasculutraleasures.org.

CREATE ACCOUNT/LOGIN TO SUBMITTABLE

LANGUAGE OPTIONS

The *Submittable* portal, application instructions, and questions are written in English. However, translations can be created by copying and pasting content into the free online service www.DeepL.com. Additionally, copies of the [Application Guidelines](#), [Application Form](#), and [Project Budget Template](#), and are all available in Spanish.

If you require further translation support to apply for this grant, please contact **Ana Gabriela Jiménez**, PCT Co-Coordinator, at ajimenez@philadelphiasculturaltreasures.org.

A WEBINAR FOR APPLICANTS WILL BE HELD ON:

October 3, 2023 at 1p.m. EST

Please register via Eventbrite at:

<https://PCTProjectGrantsApplicants.eventbrite.com>

*If you are unable to attend, contact **Jordan Garlic** at jgarlic@philadelphiasculutraleasures.org to request a recording.*

WORK ON YOUR APPLICATION IN **SUBMITTABLE: GRANT SELECTION CRITERIA**

The overall criterion for these grants is that your project will substantially position you for lasting success. To assess which proposed projects can best fulfill this purpose, reviewers and panelists will look through four lenses: *Quality of Impact, Feasibility, Timing, Access to Resources*.

Quality of Impact

- How significantly will the applicant’s creative or capacity-building project (if funded) position them for lasting success? How would it improve their ability to foster equitable collaborations, generate revenue, or reach their desired audience, or sustain their legacy, or engage in some other activity that is as much an investment in their future as it is in their present?

Feasibility

- Based on the project description and budget, how well thought out is the applicant’s project? Have they identified sufficient support (i.e., vendors, subject-matter experts, fiscal sponsor, project partners, etc.) even if it is preliminary/contingent on funding?
- No budget is perfect and there are always things we can’t anticipate, but does their budget reflect a solid understanding of the steps and resources required to accomplish their goals?

Timing

- Are there any extraordinary circumstances that make this project particularly impactful? Is there a specific opportunity or invitation guiding this project proposal?
- Has the applicant provided evidence of readiness and preparation (by way of relevant experience even if that experience is outside the art sector)?

Access to Resources

- Can this grant provide [access to] a level of resources the applicant has not received before?
- Have they already received PCT funds? Have they been successful in attracting similar levels of support in the past?

WORK ON YOUR APPLICATION IN **SUBMITTABLE: PROJECT BUDGET, WORK SAMPLES & NARRATIVE QUESTIONS**

Prepare a Project Budget

We have created a [budget template](#) to simplify preparing your application. If a line item in the template is not relevant to your project, please enter zero. More detailed instructions are included on the template itself. Note: if you are applying without the support of a project partner, it is okay if the PCT initiative is the only funding source for this project. Please consider, however, what is actually feasible if this grant were the only amount of money available for the entire project.

Prepare a Bio, Headshot, and Current Work Samples

All applicants, regardless of the grant category you select, are required to upload a short bio, headshot/promotional photo(s), and current work samples. In the case of organizations and artist collectives you can use a mission statement or organizational summary as your bio, and a group photo of your leadership team in place of a headshot. Recent work samples help us further understand who you are and what you do by highlighting past projects you think best demonstrates the quality of your work.

Prepare to Write Short Responses to a Few Narrative Questions

While keeping the Grant Selection Criteria in mind (See the previous page) you will be asked to answer the following questions:

Question 1. Project Description

Briefly describe the proposed project. Be as specific as possible regarding the length/timing, who else is involved, and all other key details. (500 words max.)

Question 2. Timing & Desired Impact

What are your goals for this project and why is this project important to your short- and long-term success? Are there any extraordinary circumstances that will make the project particularly impactful (such as a specific opportunity, invitation, or stage in life/career/organizational history)? (500 words max.)

Question 3. Relevant Experience & Preparation

Please share any experience you have managing a project of similar size or complexity (even if the experience is not arts-related). If this is new terrain, please help us understand how you are preparing for this project's success, including (but not limited to) any vendors, collaborators, or contractors who have agreed to help you implement the project. (500 words max.)

HOW TO APPLY: **STEP SIX** SUBMIT YOUR APPLICATION AND AWAIT NOTIFICATION

SUBMIT ALL APPLICATION MATERIALS ONLINE NO LATER THAN:
THURSDAY, OCTOBER 26, 2023, 1P.M. EST

Applications received after this date/time will not be considered.

Application Review Process and Award Notification

Applications will move through two stages of review. In the first stage a large, diverse group of both local and national arts professionals will identify a shortlist of the strongest proposals using their expertise in that grant category. Based on the reviewers' recommendations, a local panel of five arts professionals will meet to narrow the shortlist to as many grantees as funds will allow.

No further materials will be required of you beyond what you are supplying now.

Applicants that have been granted support will receive payment directly or through a fiscal sponsor they have designated. Projects can range from 12–24 months.

Contact Us for Support

Should you have any questions regarding the PCT Project Grants, please feel free to contact:

Jordan Garlic, PCT Coordinator, at jgarlic@philadelphiasculturaltreasures.org

Ana Gabriela Jiménez, PCT Co-Coordinator, at ajimenez@philadelphiasculturaltreasures.org

GLOSSARY & FREQUENTLY ASKED QUESTIONS (FAQs)

Q1. What do you mean by “project partner”?

You may decide that you want to partner with an organization of some sort to realize the ambitions of your project. That might be a performance hall, a university, an immigration rights organization, or a for-profit entity like a local business. Having a partner is NOT required for the purposes of this grant. Separately you may intend to use grant funds to hire contractors (e.g. studio assistant, project manager, promoter, copyeditor, etc.) or to pay vendors (e.g. fabricator, printer, A/V supply) for your project. This is perfectly fine and for the purposes of this application, vendors and contractors are not considered project partners.

Q2. What exactly is this PWI business?

PWI stands for Predominantly White Institutions. It is a term frequently used to describe colleges and universities but has application more broadly. For the purposes of this grant program, PWI is defined as an institution whose leadership at both the board and staff level is majority white. To be more specific, key levels of leadership include anyone with executive-level decision making authority to shape the way an organization allocates its resources, and/or the way the organization governs itself, and/or the organization’s cultural norms (e.g. informal practices, beliefs, values, etc). This has direct bearing on the mandate of the Cultural Treasures initiative to resource BIPOC artists and art organizations directly to redress historic inequities that benefitted their white peers.

Q3. I’m collaborating with a PWI. Can they apply on my behalf?

No. This grant opportunity is open to folks who historically have not had equal access to resources as their white peers. That means the only people who can apply to this specific opportunity are independent BIPOC artists or fiscally sponsored organizations/projects/artist collectives that are BIPOC-led and -serving.

Q4. I’m a PCT Fellow. Am I eligible to apply for a PCT Project Grant?

It depends. The total amount of funds any individual artist can receive directly through the PCT initiative is \$135,000 (including contributions to retirement funds). This means current PCT Fellows who have received awards of \$120,000 with additional funds contributed to their retirement accounts are NOT eligible for support.

And while we are not excluding current PCT Fellows who have received awards of \$75,000 from applying, please keep in mind that we are giving preference to applicants who have not received any support to date from the PCT initiative. Our goal is to support as many BIPOC artists based in Philly as possible with the funds available.

GLOSSARY & FREQUENTLY ASKED QUESTIONS (FAQs)

Q4. I'm a PCT GOS Grantee. Am I eligible to apply for a PCT Project Grant?

No.

Q5: Am I still eligible for a Pew Fellowship if I apply for this grant?

All eligible applicants will still be eligible to receive support from any of the funding partners in the future.

Q6. I am a BIPOC artist looking to collaborate with a BIPOC-led organization (or vice versa). Which one of us should be the lead applicant who submits the application? Which grant category are we eligible for?

If you each meet all the eligibility criteria, it's your choice which one of you is the lead applicant. As you make your decision, keep in mind a few things. The lead applicant determines who will receive the grant dollars. The lead applicant also determines which grant category is open to you (see Page 7.)

Q7. What qualifies as matching funds for PWI project partners?

PWI partners are asked to invest actual dollars in your project that are equal to or greater than the amount of grant you receive. In-kind contributions (such as staff time, supplies, marketing support, etc.) are not a sufficient match for this grant opportunity.

Q8. My project partner is not located in Philadelphia. Is that okay?

Should you choose to apply with a project partner (and partners are NOT required for independent artists), you have the freedom to collaborate with whomever you choose. This means that it is okay to work with a partner located outside of Philadelphia. That said, our first preference is for projects that take place in Philadelphia or directly support Philadelphia's own cultural economy.

Q9. My project partner is not an arts organization. Is that okay?

Yes. There may be applicants who partner with an immigrant services organization, senior center, or CDC, etc. It is also okay to partner with for-profit entities and organizations that are not BIPOC-led if that advances the specific goals of your project.

Q10. My archival project focuses on the work of another BIPOC artist, not my own. Can I still apply?

If you meet all the other eligibility criteria, then yes.

GLOSSARY & FREQUENTLY ASKED QUESTIONS (FAQs)

Q11. I see only applicants that have lived and based their work in Philadelphia for at least five years are eligible to apply. Can you define what areas you're including in "Philadelphia"?

After listening to feedback and recognizing that Philadelphia is becoming increasingly less affordable—especially for BIPOC artists—we have expanded eligible areas of applicant residency to include Bucks, Chester, Delaware, Montgomery, and Philadelphia counties.

Q12. Can I apply for my individual artistic practice if I am also submitting a proposal for the organization I lead? Can two artists working on the same project apply? Can I apply as part of an artist collective and also as an individual if the projects are different? Etc.

When there have been a dearth of resources available it is tempting to try to access as many resources for ourselves as possible once they are available. The overall goal of the PCT initiative is to spread resources as broadly and as fairly as possible. We want to avoid a disproportionate investment in any one person, set of people, or project. Given the spirit of equity underlying this opportunity, and our aim to position Philly's BIPOC cultural community for long-term success individually and collectively, we ask you to use your best judgment whether your application aligns with that spirit or not.

Q13. Is there a planned disbursement date or a general timeline for disbursement of funds?

The panel to determine awards will meet at the end of February. To allow time to onboard new grantees, we anticipate payments going out by mid-April 2024 at the earliest.