



Folk & Traditional Arts Community Projects

Program Guidelines 2024-2025

Application Opens	Application Deadline	Decision Notification By	Funded Projects Take Place
April 24, 2024	June 10, 2024, 11:59pm ET	August 23, 2024	September 1, 2024 – June 30, 2025

ACCESSIBILITY

These guidelines are available in .PDF format and as an accessible Word file at www.midatlanticarts.org/opportunity/folk-and-traditional-arts-community-grants.

To request accommodations during your application process, reach out to Program Associate, Folk & Traditional Arts, Joel Chapman at jchapman@midatlanticarts.org or 667-401-2488 x 117. Please request accommodation at least 10 business days before the application due date so we can best serve your needs.

CONTACT US

Our Folk & Traditional Arts staff are available to discuss your project and help you build a strong application. We recommend you get in touch more than 48 hours before the due date, so we have time to answer your questions. We'd love to discuss your application with you!

- Joel Chapman, Program Associate, Folk & Traditional Arts: jchapman@midatlanticarts.org or 667-401-2488 x 117
- Ellie Dassler, Program Director, Folk & Traditional Arts: edassler@midatlanticarts.org or 667-401-2587 x 115

See [page 5](#) for webinars and other opportunities to meet our staff.

ABOUT FOLK & TRADITIONAL ARTS

Often defined as the “art of everyday life,” folk and traditional arts reflect the aesthetics, practices, values, and beliefs of community groups, such as families, geographic communities, occupational groups, ethnic heritage groups, faith communities, and more.

Traditional arts are often learned orally or by observation and imitation, rather than in institutional or academic settings. All traditions are connected to the history of the communities that practice them, but they are not just art forms of the past. Instead, they are “living traditions” that adapt to remain relevant in a changing world.

Mid Atlantic Arts' region is home to diverse folk and traditional cultures, including Appalachian blues, folk, and old-time music; Indigenous beadwork and tanning; beatboxing and hip-hop traditions; instrument building; woodworking; *quelbe* music of the U.S. Virgin Islands; quilting; weaving and spinning; Japanese *taiko* drumming; diverse gardening and foodways traditions; Puerto Rican *cabezudos*; Black and Latinx LGBTQ+ House Ballroom; and many more.

ABOUT FOLK & TRADITIONAL ARTS COMMUNITY PROJECTS GRANTS

Folk and Traditional Arts' Community Projects grants support the vitality of traditional arts and cultures in Mid Atlantic Arts' region.

Non-profit organizations may apply for \$1,000 – \$7,000 to support community-based projects that engage folk and traditional artists, practitioners, and culture bearers.

Eligible project activities may include, but are not limited to:

- Performances and festivals
- Public art collaborations
- Workshops, trainings, and folk arts education programs
- Exhibitions
- Fieldwork and documentation projects
- Commission/creation of new traditional arts work

Fundraisers or benefits are not eligible projects for this program.

Projects must include some publicly accessible component, such as a:

- Public performance, festival, or exhibit
- Video/radio broadcast or podcast
- Q&A session
- Public interest meeting
- Accessible archival collection
- Website
- Published report

Project activities should take place in Mid Atlantic Arts' region. We strongly encourage applications for projects that support or engage underserved or underrepresented artists/practitioners, traditions, or communities.

Projects may focus on reaching a particular audience, however they may not be exclusionary under [national civil rights laws and policies](#).

[SEE PAGE 5 FOR MORE APPLICATION RESOURCES](#)

ELIGIBILITY

To receive a Folk & Traditional Arts Community Projects grant, your organization must:

- Be located in Delaware, the District of Columbia, Maryland, New Jersey, New York, Pennsylvania, Puerto Rico, the U.S. Virgin Islands, Virginia, West Virginia, or Native nations that share this geography.

- Be a 501(c)(3) nonprofit organization, a unit of state or local government, or a federally recognized Indian tribal government. Units of state or local government must provide a document on official letterhead to confirm your status as a government entity. Fiscal sponsorship is not allowed for this program.
- Be in good standing with Mid Atlantic Arts, with no overdue or outstanding required reports and/or grant documents.

REQUIRED APPLICATION MATERIALS

To apply, visit our online application portal at midatlanticarts.smartsimple.com. The application includes Applicant Information, Project Details, Project Narrative, Project Budget, and Work Samples. See [page 6](#) to preview the Project Narrative questions and other application resources.

PROJECT BUDGET

You may request \$1,000 – \$7,000 for your Folk & Traditional Arts Community Projects grant.

You must use awarded funding for specific, direct project costs. You may not use grant funding for indirect costs. Direct costs may include:

- Staff salary
- Technical personnel fees
- Artist/practitioner fees, travel, and lodging
- Audience development, marketing, and promotional expenses
- Expenses related to accessibility, such as American Sign Language interpretation, physical access accommodations, or translation
- Technical and equipment rental
 - Equipment paid for by a Folk & Traditional Arts Community Projects grant must be specific to your proposed project—for example, renting stage and sound equipment for a performance. You may not use Community Projects grant funds to purchase equipment for your organization’s general operating needs. Please contact us with any questions about eligible expenses.
- Expenses related to public health measures for in-person engagements

MATCH REQUIREMENT

This program requires a 1:1 cash match. This means you must have additional funding for your project from a different source that is at least equal to the amount of your grant request. This may include grants from a state or local agency, private donations, or ticket sales. You will need to identify your anticipated source(s) for this match in the project budget in your application. See [Grant Award Limitations](#) for more information.

Example: If you request \$7,000 in grant funding, your match may include \$500 in ticket sales, a \$5,000 grant from your local arts council, and an additional \$1,500 investment from your organization. In this case, the total direct project expenses should equal \$14,000: \$7,000 to be paid for by a Folk & Traditional Arts Community Projects grant + \$7,000 by matched funds.

REVIEW CRITERIA

Note: If you have applied in the past, you may notice that this year's criteria look slightly different. We have kept the priorities for scoring applications consistent, but changed the language we use to help streamline panel

review. Our goal in re-shaping the criteria is always to create a fairer, more consistent process for our applicants and panelists. Please contact us with any questions.

A diverse panel of folk and traditional arts specialists, including folklorists, cultural workers, artists/practitioners, and culture bearers, will review applications and provide program feedback. Panelists will review applications based on the following criteria. Each criterion corresponds to a question in the application.

1. **Traditional Art Form:** The project's featured tradition/art form(s) is important and relevant to the community it engages.
2. **Project Personnel:** The staff and featured artists are experienced and appropriate for the project, as defined by their community, audience(s), outside recognition, or some combination of the three.
3. **Community Collaboration:** The project centers collaboration with the community and featured artists, including in project design, execution, and evaluation.
4. **Diversity, Equity, Access, & Inclusion:** The project serves and reaches artists/communities whose opportunities to experience the arts are limited by geography, race and ethnicity, economics, or disability.
5. **Accessibility:** The project considers and defines a clear plan for accessibility accommodations.
6. **Evaluation:** There is a clear plan for defining and measuring the "success" of the project.
7. **Project Budget:** The project includes evidence of direct, fair compensation to artists, practitioners, and/or cultural workers.

GRANT AWARD LIMITATIONS

You must use awarded funding for specific, direct project costs. You may not use grant funding for indirect costs. Fiscal sponsorship is not allowed for this program.

This program requires a 1:1 cash match. This means you must have additional funding for your project from a different source that is equal to the amount of your grant request. This may include grants from a state or local agency, private donations, or ticket sales. The match may not include federal funds, whether they are received directly from a federal agency or indirectly, such as through a state agency or other entity. If you are selected for funding, your Folk & Traditional Arts Community Projects grant and the match may not be used to match any other directly or indirectly received federal funds.

Your organization may not receive both a Folk & Traditional Arts Community Projects grant and a [Central Appalachia Living Traditions: Experiences](#) grant in the same year. If you have any questions about how this affects your eligibility, please contact Joel Chapman, Program Associate, Folk & Traditional Arts.

GRANT PAYMENTS AND FINAL REPORTS

If awarded, your grant payment will be sent 30 – 45 days prior to your project start date, provided Mid Atlantic Arts has received and approved all necessary award documents. For projects starting in September and October 2024, the payment will be sent 14 – 21 days after we have received and approved all necessary materials.

If awarded, a final report will be due 30 days after your project end date, no later than July 30, 2025. The final report will be available in our online portal when your grant is awarded. The report requires brief descriptions of the completed project, evidence of funder crediting, a record of how grant funds and the required match are spent, and at least two photos documenting the project.

READ MORE ABOUT FOLK & TRADITIONAL ARTS COMMUNITY PROJECT GRANTS [HERE](#).

Application Resources

WEBINARS AND DROP-IN SESSIONS

We encourage you to get in touch with our Folk & Traditional Arts staff at any time for a personalized conversation about your application. There are also several public opportunities to meet staff and ask questions.

WEBINARS

Accessibility: We will provide live captioning in English for all webinars unless otherwise specified. To request other accommodations, or if you have any questions about webinars, please contact Program Associate, Folk & Traditional Arts, Joel Chapman at jchapman@midatlanticarts.org or 667-401-2488 x 117. Please request accommodation at least 5 business days before the webinar.

May 8, 2024, 2:00pm ET: Folk & Traditional Arts Community Projects Grants: The Basics

- Register: https://us02web.zoom.us/webinar/register/WN_fwQ5XrxRgGx0h6FizRqA
- A captioned recording and the transcript of this webinar will be posted on the [Mid Atlantic Arts website](#) and [YouTube channel](#).

The following webinars are tailored to applicants from specific parts of Mid Atlantic Arts' region. Any applicants are welcome to join, but they will be most helpful for those in the targeted communities.

May 15, 2024, 2:00pm ET: For Puerto Rican Applicants

- Register: https://us02web.zoom.us/webinar/register/WN_VT_KX2LXQySw7txZcTYmGw
- For this webinar, spoken content and live captioning will be in Spanish only.

May 22, 2024, 2:00pm ET: For West Virginian Applicants

- Register: https://us02web.zoom.us/webinar/register/WN_ZcCc5lwPTAWWh9HQyox-QQ

May 29, 2024, 2:00pm ET: For U.S. Virgin Islands Applicants

- Register: https://us02web.zoom.us/webinar/register/WN_8Z6iS5YISPy5cybJFWn-jA

DROP-IN SESSIONS

Join Drop-In Sessions via Zoom: <https://us02web.zoom.us/j/82995438792>

Our Folk & Traditional Arts staff are available at these times to discuss your application:

- May 2, 2024, 1:00pm ET
- May 9, 2024, 1:00pm ET
- May 16, 2024, 1:00pm ET
- May 23, 2024, 1:00pm ET
- May 30, 2024, 1:00pm ET
- June 6, 2024, 1:00pm ET

If the above times don't work for you, reach out for a conversation on your schedule.

- Joel Chapman, Program Associate, Folk & Traditional Arts: jchapman@midatlanticarts.org or 667-401-2488 x 117

- Ellie Dassler, Program Director, Folk & Traditional Arts: edassler@midatlanticarts.org or 667-401-2587 x 115

PREVIEW ONLINE APPLICATION NARRATIVE QUESTIONS

You will answer the following questions in your application in the online portal at midatlanticarts.smartsimple.com. Word limits are just suggestions—you do not need to use all available space in your responses.

1. **Project Summary:** In one or two sentences, clearly describe the project you would like us to support, who the project will serve, and why the project is important. (50 word limit)
If your project is chosen for funding, this is what Mid Atlantic Arts will use in web, social media, and other content describing your project.
2. **Project Description:** Describe the proposed project you would like us to support. Be as specific as possible about the activities that will take place during the project period. Tell us about the venue(s) and target audiences. (250 word limit)
3. **Traditional Art Form:** Describe the tradition/art form(s) that your project will engage. What is the role/history of the art form in your community, and why is it important? (250 word limit)
4. **Project Personnel:** Tell us about your organization, featured artists/practitioners, and any major partners that will be involved in the project. Briefly describe their relevant experience that makes them a good fit for this project. (250 word limit)
5. **Project Timeline:** Provide a proposed timeline for all project activities. Be as specific as possible. (250 word limit)
6. **Community Collaboration:** How will you center collaboration with the community and featured artists/practitioners throughout this project, including in project design, execution, and evaluation? (150 word limit)
7. **Diversity, Equity, Access, & Inclusion:** How will your project serve and reach artists/communities whose opportunities to experience the arts are limited by geography, race and ethnicity, economics, or disability? (150 word limit)
8. **Accessibility:** How will you make sure your project is accessible, in terms of physical, financial, and/or language access (when applicable)? (150 word limit)
9. **Evaluation:** How will you define success for this project? How will you evaluate whether the project is successful? (150 word limit)

WORK SAMPLE TIPS

Work samples are a critical part of your application. Panelists will consider your work samples carefully, to help them understand the traditions and activities your project will engage.

Be selective. Work samples should be recent, concise, high-quality, and as relevant to the project as possible. Panelists will spend no more than 15 minutes per application reviewing work samples.

For example, if you are proposing:

- **A performance:** Submit samples of the engaged artists' work.
- **An exhibit:** Submit an exhibit plan and examples of the works and information in the exhibit.

- **An educational or training program:** Submit a sample of work by the artists/teachers and/or a curriculum plan.
- **A media project (film, radio, or podcast):** Submit a sample of previous work by key partners and a sample of the subject you will portray.
- **A fieldwork project:** Submit a fieldwork plan, a sample of previous work by the fieldworkers, letter(s) of support from the community, and/or an example of similar past work by your organization.
- Other possible work samples may show your organization's programmatic experience and ability to carry out the project.

Please reach out if you have questions about how to pick the right work samples for your application.

WORK SAMPLE SPECIFICATIONS:

- **For audio and video samples:** 3 per application
 - Each sample should be no longer than 5 minutes. If your clip is longer, indicate in the description which 5-minute portion panelists should view.
 - Make sure samples are available online on YouTube, Vimeo, Soundcloud, Spotify, etc. Provide the URL for panelists to access the sample and the password, if needed.
- **For image work samples:** 5 per application
 - We recommend photos in .JPEG/JPG or .PNG format.
- **For document work samples:** 3 per application.
 - We recommend documents in .PDF format.



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