



Central Appalachia Living Traditions: Folk & Traditional Arts Experiences Grants

Program Guidelines 2023-2024

Application Due Date: October 20, 2023, at 11:59pm ET

About Central Appalachia Living Traditions

Central Appalachia Living Traditions (CALT) promotes the understanding and recognition of folk arts and culture in Central Appalachia through a three-part program that invests in folk arts communities, seeds new folk and traditional arts experiences, and honors under-recognized practitioners of traditions across the region. This program serves the counties of Ohio, West Virginia, and Virginia designated as Appalachian by the Appalachian Regional Commission (ARC). For a full list of eligible counties, click [here](#).

About the Folk and Traditional Arts Experiences Grants

The CALT Folk and Traditional Arts Experiences grants fund public-facing projects and events in the ARC-designated Appalachian counties of Ohio, Virginia, and West Virginia that bring community members together around folk and traditional arts practice and cultural knowledge. Funded projects will encourage broad public awareness, understanding, and appreciation of living traditions and/or grow and share artistic skill and cultural knowledge within the community. Because this program intends to diversify and expand the types of folk arts activities available throughout the region, applications must be for new projects or projects that expand and/or diversify existing programming.

Non-profit organizations and folk and traditional artists/practitioners in the ARC-designated Appalachian counties of Ohio, Virginia, and West Virginia are eligible for funding in amounts from \$1,000 to \$10,000. No match is required. The majority of project activities must take place within ARC-designated counties.

What are Folk and Traditional Arts?

Folk and traditional arts are commonly defined as the “art of everyday life”—art forms and practices that are based in and reflective of traditional knowledge and connection to community. Folk and traditional arts share the aesthetics, practices and values of families, geographic communities, occupational groups, ethnic heritage groups, and more. They are often learned orally or by observation and imitation, rather than in institutional or academic settings. Some traditional arts have a deep-rooted history with little change, while others are constantly evolving and adapting to their changing environment.

The Mid Atlantic region is home to diverse folk and traditional cultures. Examples of folk and traditional art forms in Central Appalachia include Appalachian blues; folk and old-time music; basketmaking; instrument building; woodworking; quilting; weaving and spinning; cultural traditions of Rwandan communities in Virginia and West Virginia; gender-free square dancing; expressive Latinx cultures of Southern Ohio; diverse gardening and foodways traditions; and much more. Other examples of folk and traditional arts in the greater Mid Atlantic region include Indigenous beadwork and tanning; beatboxing and hip-hop traditions; West African and Afro-Caribbean drumming and song; and Black and Latinx LGBTQ+ House Ballroom.

Eligible project activities include but are not limited to:

- Hands-on learning experiences
- Workshops where traditional art forms are taught or demonstrated to the public or a group of peer practitioners
- Public art projects
- Exhibitions of folk and traditional art
- Performance projects or series
- Film/video
- Podcasts and radio broadcasts
- Archival collections or fieldwork with a significant public-facing component

Priority will be given to projects that engage multi-generational participants as well as projects serving under-resourced or marginalized communities, including the most geographically remote counties in the region.

A diverse group of folk and traditional arts specialists, including folklorists, cultural workers, artists, practitioners, and culture bearers in Central Appalachia, will serve as panelists to review applications and provide program feedback.

Required Application Materials

Applicant Information

Project Details

Project Narrative

1. Tell us about yourself, your organization, and any major partners that will be involved in the project.
2. Project Summary: In two or three sentences, clearly describe the project you would like us to support, who the project will serve, and why the project is important.
3. 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 artists/practitioners, partners, venue(s), audiences, and activities.
4. Project Timeline: Provide a proposed timeline for all project activities.
5. Describe the traditional art form(s) that your project will engage.

6. Community Impact: Explain how your project encourages broad public awareness, understanding, and appreciation of living traditions and/or grows artistic skill and cultural knowledge within your community.
7. How does this project promote equity, diversity, access, and inclusion?
8. How will you consider accessibility, in terms of physical, financial, and/or language access (when applicable)?
9. Programmatic/Work History
10. Evaluation: How will you define success for this project? How will you evaluate whether the project is successful?

Project Budget

- You may request between \$1,000-\$10,000 for your CALT Experiences grant application.
- Funding awarded for this grant program is restricted to the specific, direct costs of the project and may not be used for indirect costs.
 - Direct costs may include program staff salary, technical personnel fees, audience development, marketing and promotional expenses, technical and equipment rental expenses for in-person or virtual engagements, artist or cultural worker fees, travel, and lodging expenses, and/or expenses related to public health measures for in-person engagements.
- There is **no match requirement** for this grant program.

Work Samples

- Work samples are a critical part of your application. Reviewers will consider your work samples carefully, to gain an understanding of the traditions and activities your project will engage.
- Be selective in what you chose to submit. 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 representative samples of the proposed artists.
 - An exhibition: Submit an exhibition plan and representative examples of the works and information to be shown.
 - An educational or training program: Submit a sample that demonstrates the experience and skills of the proposed artists/teachers and/or a curriculum or program plan.
 - A media project (film, radio, or podcast): Submit a sample of previous work by key partners and a sample of the subject to be portrayed.
 - A fieldwork project: Submit a fieldwork plan, a sample of previous work by the individual(s) conducting the fieldwork, letter(s) of support from the source community, and an example of similar past work created by you or your organization.
 - Services for artists and/or arts organizations: Submit brief selections from publications, training material, fieldwork, or other documentation that demonstrates you or your organization's expertise and ability to carry out the project.
- Work Sample Specifications:

- For audio and video samples: Please submit no more than 2 per application. Individual samples should not exceed 5 minutes (if a submitted clip exceeds 5 minutes, indicate in the description which 5-minute portion reviewers should view).
- For audio and video samples, 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: Please submit no more than 10 images per application.
- For document work samples: Please submit no more than 3 documents per application.
- Please reach out to Mid Atlantic Arts Folk and Traditional Arts staff with any questions.

REVIEW CRITERIA

Applications will be reviewed based on:

Project Viability (40%), including:

- The value and appropriateness of the project to your traditional art form(s), your organization's mission or your background as an artist/practitioner, and your intended audience, community, and/or constituency.
- Your ability to carry out the project based on your budget, the quality and clarity of the project activities and goals, and the qualifications of the project's personnel.
 - "Qualifications" may be defined by your community of practice, audience(s), outside recognition, or some combination of the three.
- Evidence of direct, appropriate compensation to artists, practitioners, and/or cultural workers.
- The appropriateness of your proposed evaluation plan.
- Address this criterion in questions 1, 2, 3, 4, 5, 9, and 10 of your Project Narrative, as well as your Project Budget and Work Samples.

Community Impact (30%), including the:

- Capacity for the project to encourage broad public awareness, understanding, and appreciation of living traditions and/or grow artistic skill and cultural knowledge within your community.
- Ability for the project to diversify and expand the types of folk arts activities available in communities throughout the region.
- Address this criterion in questions 5, 6, and 10 of your Project Narrative.

Promotion of Equity, Diversity, Access, and Inclusion (30%), including the:

- Extent to which project activities occur in communities that are under-resourced or marginalized due to geography, race and ethnicity, socioeconomics, sexual orientation, or disability.
- Considerations for project accessibility in terms of physical, financial, and/or language access.

- Engagement with and support of under-represented or underserved artists, practitioners, traditions, or constituents.
- Address this criterion in questions 7 and 8 of your Project Narrative, as well as your Work Samples.

ELIGIBILITY

To receive CALT Folk and Traditional Arts Experiences grants, you must:

- Be located in counties of Ohio, West Virginia, and Virginia designated as Appalachian by the Appalachian Regional Commission or within Native nations that share this geography. In some cases, organizations that are located adjacent to but primarily serve communities in the designated counties will be considered.
 - Eligible counties:
 - **Ohio:** Adams, Ashtabula, Athens, Belmont, Brown, Carroll, Clermont, Columbiana, Coshocton, Gallia, Guernsey, Harrison, Highland, Hocking, Holmes, Jackson, Jefferson, Lawrence, Mahoning, Meigs, Monroe, Morgan, Muskingum, Noble, Perry, Pike, Ross, Scioto, Trumbull, Tuscarawas, Vinton, and Washington
 - **Virginia:** Alleghany, Bath, Bland, Botetourt, Buchanan, Carroll, Craig, Dickenson, Floyd, Giles, Grayson, Henry, Highland, Lee, Montgomery, Patrick, Pulaski, Rockbridge, Russell, Scott, Smyth, Tazewell, Washington, Wise, and Wythe, as well as the independent cities of Bristol, Buena Vista, Covington, Galax, Lexington, Martinsville, Norton, and Radford
 - **West Virginia:** Barbour, Berkeley, Boone, Braxton, Brooke, Cabell, Calhoun, Clay, Doddridge, Fayette, Gilmer, Grant, Greenbrier, Hampshire, Hancock, Hardy, Harrison, Jackson, Jefferson, Kanawha, Lewis, Lincoln, Logan, Marion, Marshall, Mason, McDowell, Mercer, Mineral, Mingo, Monongalia, Monroe, Morgan, Nicholas, Ohio, Pendleton, Pleasants, Pocahontas, Preston, Putnam, Raleigh, Randolph, Ritchie, Roane, Summers, Taylor, Tucker, Tyler, Upshur, Wayne, Webster, Wetzel, Wirt, Wood, and Wyoming
- Be a 501(c)(3) nonprofit organization, a unit of state or local government, a federally or state-recognized Indian tribal government, or an individual folk and traditional artist/practitioner. Units of state or local government must provide a document on official letterhead to confirm status as a government entity.
- Be in good standing with Mid Atlantic Arts, with no overdue or outstanding required reports and/or grant documents.

GRANT AWARD LIMITATIONS

- Funding awarded by Mid Atlantic Arts is restricted to the specific, direct costs of the project and *may not be used for indirect costs*.
- CALT Folk and Traditional Arts Experiences grants do **not** require a match.

GRANT AWARD TIMELINE AND NOTIFICATION

- Applications open: September 5, 2023
- Applications due: October 20, 2023, at 11:59pm ET

- Applicants notified of grant approval: by February 23, 2025
- Project activities must take place between: March 1, 2024 - February 28, 2025.
 - Please note that grant payments will be contingent upon completion of award documents and Mid Atlantic Arts' internal payment processing schedule. If your project is awarded, you may not receive funds until after March 1, 2024.
- Final reports will be due 30 days after your grant project is complete, no later than March 31, 2025.

CONTACT US

- Joel Chapman, Program Associate, Folk and Traditional Arts, at jchapman@midatlanticarts.org or (667) 401-2488
- Ellie Dassler, Program Director, Folk and Traditional Arts, at edassler@midatlanticarts.org or 410-539-6656 x 115
- Visit the CALT Folk and Traditional Arts Experiences grants online [here](#).

We encourage you to reach out to Mid Atlantic Arts staff with questions *more than 48 hours* before the application due date. We'd love to discuss your application with you!