

A man with a beard, wearing a black long-sleeved shirt, is performing a backbend in a dance studio. He is looking up towards his feet, which are raised high above his head. The background is dark and out of focus, showing other people in the studio.

BROOKLYN **ARTS** **COUNCIL**

2024 Guidelines

CREATIVE EQUATIONS FUND

Deadline: October 8, 2023

FUNDING IS MADE POSSIBLE BY:



THE HOWARD GILMAN FOUNDATION

supports performing arts organizations that are reflective of our NYC's vibrant cultural community.



THE MERTZ GILMORE FOUNDATION

supports dance diversity initiatives.

WHAT IS THE CREATIVE EQUATIONS FUND?

Brooklyn Arts Council's Social Justice Investment Strategy. Because Art Innovates Society.

Artists Make Change + Brooklyn Arts Council Builds Capacity = Art Innovates Society

- The Creative Equations Fund supports art for social justice and community impact.
- Awards are \$10,000 each.
- Brooklyn-based artists, small arts organizations, cultural entrepreneurs, and researchers dedicated to social justice can apply.
- Creative Equations Fund grants can be for general operating support, project support, or both.
- **Applications are due by 11:59pm EST on October 8, 2023 for a calendar year 2024 grant term.**

The Creative Equations Fund leverages Brooklyn Arts Council's 40+ years of grant-making expertise to invest in arts for social justice. This hyper-local fund supports community-engaged artists, arts-organizations, cultural entrepreneurs, and researchers who dedicate their creativity to solving social problems.

At Brooklyn Arts Council, we already empower artists to empower communities through community coalition building, workforce development, and equitable grantmaking. Creative Equations Fund is a bolder commitment to the possibility and responsibility to help art help the world.

We acknowledge leaders in the field whose work inspires us including Caribbean Cultural Center African Diaspora Institute, The Free Black Women's Library, TransLash, The Laundromat Project, Ifetayo Cultural Arts Academy, Open Society Institute, The Rubin Foundation, Arts for Justice Fund.

CREATIVE EQUATIONS FUND VALUES: EQUITY, JUSTICE, SUSTAINABILITY

Through deep listening to artists, our peers, history we have identified Equity, Sustainability, and Justice as the core values of this fund.

EQUITY is about power and access.

Cultural Equity requires structural shifts that remove barriers to cultural rights, cultural resources, cultural and artistic expression.

SUSTAINABILITY is about durability & ecosystems of continuity.

Sustainable solutions leverage connectivity to preserve, regenerate, protect, and strengthen communities and resources.

JUSTICE is about equal & appropriate social conditions and/or equal and appropriate social responses.

Just conditions and responses impartially establish or maintain accountability, equity, and sustainability in communities and societies at large.

CREATIVE EQUATIONS FUND INVESTMENT STRATEGY:

- **Build Capacity** for artists, arts organizations, and arts-businesses working towards a more equitable, sustainable, just, and joyful Brooklyn.
- **Increase Cultural Equity** by widening funding accessibility for artists and small organizations.
- **Strengthen Sustainability** through connectivity via community collaboration, community activations, civic engagement, and social innovation.



Tecuanes Quetzalcoatl. Dancer Jasmine Espinal is a Creative Equations Fund Grantee. Photo by Destiny Mata.

CREATIVE EQUATIONS FUND

Grant Amount: \$10,000

DEADLINE: Sunday, October 8, 2023

JUSTICE, EQUITY, SUSTAINABILITY + PERFORMING ARTS

For Brooklyn-based performing artists and small performing arts organizations dedicating their creativity to social justice. This year, we invite youth activists in partnership with a non-profit and artists in partnership with an elected official or city agency to apply. Funded by Howard Gilman Foundation.

CULTURAL HERITAGE & DIVERSITY + DANCE

For Brooklyn-based Cultural Heritage Dance Artists and Small Dance Organizations whose practice explores immigration, preservation, innovation, or research. Funded by Mertz Gilmore Foundation.

REVIEW CRITERIA

SUCCESS & IMPACT WILL BE DEFINED BY GRANTEES THEMSELVES.

To redistribute power in the grant-maker/grant-seeker relationship, Creative Equations Fund makes space for applicants to define success and impact for themselves.

Grantees will describe their vision for success and impact in terms authentic to their art practice, their approach to community engagement partnership, and/or their issue area. Although we have outlined review criteria specific to each category in the fund, artists will be the lead definers, in outlining their work. We anticipate artists' genius.

GENERAL ELIGIBILITY

The guidelines below apply to both Creative Equation Fund programs. Refer to each specific grant opportunity for funding priorities and additional restrictions.

WHO IS ELIGIBLE?

- Brooklyn-based individual artists; arts and cultural organizations with annual budgets smaller than \$250,000; arts and cultural researchers; cultural entrepreneurs.

Note: can also include arts-focused work of 501c3 nonprofit organizations, collectives, community service groups, senior centers, youth organizations, etc.

- Applicants must be residents of Brooklyn (Kings County) or have Brooklyn as the base for their practice/work.
- For applicants seeking project support, all activities must take place between January 1 and December 31, 2024.
- Final report must be submitted by January 15, 2025.
- Applicants seeking funding for General Operating Support must show at least three years of work history in the social justice issues space of their choosing.
- Applicants must be 18 years of age or older.
- We strongly welcome applications from under-represented groups and ethnicities as well as people with disabilities and/or veterans.

FUNDING CANNOT BE PROVIDED FOR:

- Lobbying expenses
- Martial Arts, though hybrid forms that include music and dance (such as capoeira and kalinda) can be considered.
- Culinary Arts

*** Refer to each specific grant opportunity for funding priorities and additional restrictions.**

INFORMATION SESSIONS

Please attend or watch a short category-specific virtual information session in order to be eligible.

The two-part information sessions, including a short fund-overview and focused category-specific details, will stream online and a recording of info-sessions will be available at brooklynartscouncil.org.

Accessing Info Sessions is Accessing Support.

Recordings of info sessions will be available on our website up until the October 8, 2023 deadline. Please review these short videos before drafting proposals for tips on a successful application.



"Bele" performance by Something Positive Inc, 2023 Creative Equations Fund Grantee. Bill Farrington, July 2021.

TO APPLY

Application materials, guidelines, and downloadable PDFs of application questions are available at brooklynartscouncil.org. Applications will be submitted via the online platform Submittable. Applicants will be able to register an individual Submittable account where their proposal can be stored and developed over time. Applicants should review materials before beginning an application.

Complete applications must be submitted online by 11:59pm EST on October 8, 2023.

TECH ISSUES & QUESTIONS

Technical Issues with the online application form or questions about logging onto Submittable must be directed to support@submittable.com or 855-467-8264. Other questions can be directed to the Grants Department at grants@brooklynartscouncil.org.

PANEL SELECTION PROCESS

Brooklyn Arts Council uses a panel selection process to review proposals and determine awards. Creative Equations Fund panels will include Brooklyn-based artists, activists, and cultural workers, reflective of the diversity of the borough across lines of racial, ethnicity, gender, sexuality, ability, and socio-economic experience. In addition to pulling from within our network, we also release an open call for panelist nominations. Nomination forms are available at brooklynartscouncil.org.

POST-SELECTION: GRANTEE MATERIALS

If selected, grantees will submit the following materials to Brooklyn Arts Council so that we can make payment, promote grantee work, and document changes:

- **Change of Scope Form** outlining revisions in project description/budget after notification.
- **Signed Contract** with Brooklyn Arts Council stipulating the amount of the award and the project's projected start and end dates; submitted online along with a W-9.
- **Appropriate Logo and Crediting** on all promotional materials for the funded project. Exact wording is provided in the contract.
- **Promotional Materials** (if applicable) at least two weeks in advance of the funded project and one complimentary ticket to the funded event so that a rep from Brooklyn Arts Council or one of our Funders can attend to support grantee work.
- **Final Report** to be submitted by January 15, 2025.

Brooklyn Arts Council's Grants Department staff strives to support our community of artists and is available throughout the year for project troubleshooting, project marketing, and cohort exchange.

ADMINISTRATIVE APPEALS

Applicants can submit an appeal if they believe BAC Grants Department staff made a serious administrative error that caused their proposal not to have a fair hearing.

Applicants should **ONLY** appeal if, after discussing panel notes with the Grants Department, they have reason to believe that one of the following occurred at panel:

- **Non-presentation** - Pertinent information, included in the application, was not presented
- **Misrepresentation** - Pertinent information, included in the application, was misrepresented
- **Improper procedure**

If an applicant wishes to appeal based on the above criteria, they can write to the Grants Department at grants@brooklynartscouncil.org requesting an appeal review and stating why.

Applicant must send this appeal request within **10 business days** of the date on which they were notified of funding denial. A separate Appeals Panel will meet to examine the grounds for the appeal, and to determine whether the appeal is justified based on the above criteria. The quality of the project in question will not be revisited by this panel.

Organizations or artists who receive funding at less than the requested amount are **NOT** eligible to appeal.



Salome Egas, 2022 Creative Equations Fund Grantee, performs "Más que un Pétalo" at Usagi NYC. Photo by Yoko Haraoka, 2022.

JUSTICE, EQUITY, SUSTAINABILITY + PERFORMING ARTS

Grant Amount: \$10,000

Supported by The Howard Gilman Foundation

DEADLINE: Sunday, October 8, 2023

GRANT AMOUNT: \$10,000 each for 21 individuals and small organizations.

GRANT PACKAGE ADD-ON: In addition to funds, grantees will have the option to participate in mentor training opportunities.

WHO CAN APPLY?

Currently, this track focuses on performing artists and performing arts organizations with annual operating budgets of up to \$250,000. As the fund grows, we will include other disciplines.

WHAT IS THE AIM OF THIS GRANT?

To build the capacity of social practice artists and small arts organizations and to amplify models of cultural interventions for justice.

NEW! This year we are amplifying YOUTH ACTIVISTS and CIVIC ENGAGEMENT by:

- Reserving two \$5,000 awards for youth artist-activists, 14 to 18 years old, in partnership with a Brooklyn-based community organization.
- Reserving two \$10,000 awards for artist-activists who are working in partnership with an elected official or other city agency to intersect their creative practice with local governance.

Empower Artists. Accelerate Justice, Equity, and Sustainability. Catalyze Civic Engagement.

WHAT WILL I BE ASKED TO PROVIDE IN MY SUBMITTABLE APPLICATION?

- Description of your work that establishes artistic merit, specific issue area, commitment to your cause/issue area, your role in the vision for change/success/impact.
- Work samples
- Timeline that clearly and realistically demonstrates the ability to complete the project or other goals within calendar year 2024.
- Engagement with experienced and appropriate collaborators.
- Plans to promote the project and/or amplify the impact goals in your issue area.
- Budget outlining project or general operating support expenses including payment of artist fees.

ELIGIBILITY PROFILE:

- Applicants must be residents of Brooklyn (Kings County) or base their practice/work in Brooklyn and provide proof of Kings County residence or operations
- Applicants can be:
 - Individuals
 - 501(c)3 nonprofit arts organization (federal designation)

- Incorporated non-profit organization (state designation)
- Unincorporated arts group or collective (designate one lead artist or administrator to serve as primary contact)
- Organizations with operating budgets over \$250,000 are INELIGIBLE.
- Applying under a fiscal sponsor is optional and will not affect a proposal's competitiveness. Sponsors must have IRS 501(c)3 nonprofit status and be incorporated within the five boroughs of NYC.

PROPOSALS WILL BE CONSIDERED USING THE FOLLOWING PANEL REVIEW CRITERIA:

ARTISTIC MERIT

Communal Meaning; Commitment; Coherence; Technical Skill; Non-Duplication; New Questions/New Idea(s)/Distinct Perspective(s); Quality; and Clarity

PROCESS

Disruption/Innovation; Resourceful; Sustainable; Connective; Engagement; Community Support; Ability to Complete

IMPACT

Stickiness; Equity; Justice; Sustainable; Capacity; Access; Amplification; Community Support; Service; Issue-Based Metric

**These review criteria are informed by Americans for the Arts' resource, "Aesthetic Perspective: Attributes of Excellence in Arts for Change" and the Jerome Foundation's "RE-Tool: Racial Equity in the Panel Process" which our Panelists have access to after BAC training.*



Yaa Samar! Dance Theatre, 2023 Creative Equations Fund Grantee. Photo by Effy Grey, 2022.

CULTURAL HERITAGE & DIVERSITY + DANCE

Grant Amount: \$10,000

Supported by The Mertz Gilmore Foundation

DEADLINE: Sunday, October 8, 2023

GRANT AMOUNT: \$10,000 each for four Cultural Heritage Dance Practitioners or Researchers

GRANT PACKAGE ADD-ON: In addition to funds, grantees will have the option to participate in mentor training opportunities.

WHO CAN APPLY?

Cultural Heritage Dancers, Choreographers, and Dance Researchers

WHAT IS THE AIM OF THIS GRANT?

To support Dance Diversity by focusing on Cultural Heritage Dance Practitioners.

Empower Artists. Disrupt Exclusion. Amplify Diversity. Center Cultural Equity.

GRANTS WILL BE GIVEN IN FOUR (4) SUB-CATEGORIES:

Immigration, Preservation, Innovation, and Research

WHAT WILL I BE ASKED TO PROVIDE IN MY SUBMITTABLE APPLICATION?

- Description of your work that establishes artistic merit, specific cultural tradition, commitment to cultural practice and/or cultural community.
- Work samples.
- Timeline that clearly and realistically demonstrates the ability to complete the project or other goals within calendar year 2024.
- Engagement with experienced and appropriate collaborators.
- Plans to promote the project and/or amplify the impact goals.
- Budget outlining project or general operating support expenses including payment of artist fees.

ELIGIBILITY PROFILE:

- Applicants must be residents of Brooklyn (Kings County) or base their practice/work in Brooklyn and provide proof of Kings County residence or operations
- Applicants can be:
 - Individuals
 - 501(c)3 nonprofit arts organization (federal designation)
 - Incorporated non-profit organization (state designation)
 - Unincorporated arts group or collective (designate one lead artist or administrator to serve as primary contact)
 - Organizations with operating budgets over \$250,000 are INELIGIBLE.
 - Applying under a fiscal sponsor is optional and will not affect a proposal's competitiveness. Sponsors must have IRS 501(c)3 nonprofit status and be incorporated within the five boroughs of NYC.

PROPOSALS WILL BE CONSIDERED USING THE FOLLOWING PANEL REVIEW CRITERIA:

ARTISTIC MERIT

Communal Meaning; Commitment; Coherence; Technical Skill; Non-Duplication; New Questions/New Idea(s)/Distinct Perspective(s); Quality; and Clarity

PROCESS

Disruption/Innovation; Resourceful; Sustainable; Connective; Engagement; Community Support; Ability to Complete

IMPACT

Stickiness; Equity; Justice; Sustainable; Capacity; Access; Amplification; Community Support; Service; Issue-Based Metric

**These review criteria are informed by Americans for the Arts' resource, "Aesthetic Perspective: Attributes of Excellence in Arts for Change" and the Jerome Foundation's "RE-Tool: Racial Equity in the Panel Process" which our Panelists have access to after BAC training.*



Superhero Clubhouse, 2022 Creative Equations Fund Grantee, at the Living Stage NYC. Photo by Dylan River Lopez.

SOCIAL INNOVATION + CULTURAL ENTREPRENEURS

Grant Amount: \$10,000

DEADLINE: Sunday, October 8, 2023

GRANT AMOUNT: \$10,000 each for five Cultural Entrepreneurs

WHO CAN APPLY?

Cultural Entrepreneurs using art and industry to address social problems.

WHAT IS THE AIM OF THIS GRANT?

To build the capacity of arts businesses that make profit and change. This grant is a social venture investment in arts businesses that creatively use their profits, partners, or processes to disrupt inequity and or enhance economically viable and sustainable models of intervention for social good.

Empower Creatives. Encourage Social Innovation. Deepen Impact. Amplify Models for Sustainability.

WHAT WILL I BE ASKED TO PROVIDE IN MY SUBMITTABLE APPLICATION?

- Description of your work that establishes artistic merit, specific issue area, commitment to your cause/issue area, your vision for change/success/impact.
- Description of quantifiable indicators of impact/success/impact in your issue area.
- Description of business plan that explains how your model or services has intervened and will continue to make a difference in your issue area per those indicators of change/impact/success.
- Profit and loss statement.
- Timeline that clearly and realistically demonstrates the ability to complete the project or other goals within calendar year 2024.
- Engagement with experienced and appropriate collaborators.
- Plans to promote the project, product and/or amplify the impact goals in your issue area.
- Budget outlining project or general operating support expenses including payment of artist fees.

ELIGIBILITY PROFILE:

- Applicants must be residents of Brooklyn (Kings County) or operate their business in Brooklyn and provide proof of Kings County residence or operations.
- Applicants must have been in business for at least two years.
- Applicants must show at least three years of commitment to the social justice issue space of their choosing.
- Applicants must be NYS Incorporated businesses - LLCs, Corporations, Sole Proprietors, Legal Partnerships.
- Applicants should be considered Small Businesses – 25 or fewer employees, and less than \$750,000 in average annual receipts.

PROPOSALS WILL BE CONSIDERED USING THE FOLLOWING CRITERIA:

Taking into account the specific goal of this program, panels recommend funding according to the following equally important criteria:

QUALITY & CLARITY

Narrative and budget

FINANCIAL HEALTH

Revenue growth, high asset turnover ratio, low operating expense ratio, etc.

INNOVATION & CREATIVITY

Business plan, partnerships, assets, service delivery, content, etc.

BUY-IN

demonstrated community support, interest, and benefit

GENERATIVE

produces profit and impact

BRAND DISTINCTION

Non-duplication of revenue model, or service delivery, or response to issue area, or target market/community

BRAND RELIABILITY

Defined ability to successfully complete the project or listed goals/services



African Peach Arts Coalition (APAC), 2023 Creative Equations Fund Grantee, at Herbert Von King Cultural Arts Center. Photo by Roderick Webb.

BROOKLYN INNOVATION INCUBATOR

Grant Amount: Up to \$10,000

Brooklyn Innovation Incubator Fellowship is a social innovation fellowship and professional development incubator for Creatives and Entrepreneurs.

Through the Brooklyn Innovation Incubator, a cohort of artists will receive coaching, training, technical assistance, and additional funding while critiquing and supporting each other to build their individual and collective capacity for transformative change and abundance.

This 6-month pilot will begin in April 2024.

DEADLINE: Sunday, October 8, 2023

GRANT AMOUNT: Up to \$10,000 each for up to 25 Fellows

WHO CAN APPLY?

All Creative Equations Fund applicants. Creative Equations Fund applications will include a question for applicants to indicate interest in the Incubator.

Note: Your answer to Incubator Interest question will NOT affect your application for the Creative Equations Fund grant.

WHAT IS THE AIM OF THIS FELLOWSHIP GRANT?

Nurturing Creative ecosystems to accelerate social innovation in Brooklyn neighborhoods. The Brooklyn Innovation Incubator harnesses creative agents as cultural intervenors that leverage their practice and profits as collaborative assets to increase capacity, investments, and transformative wellbeing in under resourced neighborhoods.

Empower Creatives. Encourage Social Innovation. Deepen Impact. Amplify Models for Sustainability.

WHAT WILL I BE ASKED TO PROVIDE IN MY SUBMITTABLE APPLICATION?

There is no separate application for the Brooklyn Innovation Incubator.

Creative Equations Fund applicants will have the opportunity to indicate, via a question on the application, if they would like to be considered for the Brooklyn Innovation Incubator Fellowship award and experience. If an applicant selects “yes”, that applicant will be directed to respond to one more prompt that includes the following questions:

- What do you want to receive or contribute to the Brooklyn Innovation Incubator cohort?
- How do you want to enhance your community impact?

ELIGIBILITY PROFILE:

- Applicants must meet eligibility requirement for the Creative Equations track/s for which they are applying.

PROPOSALS WILL BE CONSIDERED USING THE FOLLOWING CRITERIA:

Taking into account the specific goal of this program, panels recommend funding according to the following equally important criteria:

INNOVATION

COMMITMENT

COMMUNITY EMBEDDEDNESS

IMAGINATION & VISION

2024 GRANTEE TIMELINE

1

AUG - SEPT '23

Info Sessions;
Q&As; Narrative
Reviews; Panelist
Open Call

2

OCT '23 - JAN '24

**APPLICATIONS DUE
OCTOBER 8**

BAC staff reviews
applications for
eligibility; Panels
held

3

FEB '24

Funding decisions
made; Award
notifications begin
to go out; Grantees
receive Contracts,
Grantee Handbook,
& One-Stop-Shop

4

MAR '24

Appeals reviewed;
Change of Scope
due (acts as
"acceptance" of
grant); Feedback
Calls begin

5

APR '24

Signed Contracts
& W9s due;
Payments begin to
go out (80% initial
payments for BAF,
full amounts for
other awards);
Formal grantee
announcement /
You can publicize
your BAC grant!

6

MAY - DEC '24

Grantee
Celebration; Final
Reports due 30
days after
completion, no later
than Jan 15, 2025;
Extension requests
can be filed by mid-
Dec



Jose Useche & Noor Hamdi in "When We Write with Ashes" written by Victor L. Cazares & directed By Borja Barzin at National Queer Theater's Criminal Queerness Festival. National Queer Theater is a 2023 Creative Equations Fund Grantee. Photo by Sachyn Mital.