



# The ART of Health Grant Program Guidelines

## ABOUT THE ART OF HEALTH GRANT PROGRAM

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The ART of Health grants support imaginative, arts-focused preventative health programs that engage underserved or unserved populations in cultivating a culture of health, both as individuals and within a community. Funded projects do this by engaging these populations in raising awareness of the complex societal, environmental and personal factors that impact health and well-being, encouraging them to address personal challenges in the context of these factors, and empowering them to effect change in their lives and environments.

Rather than focus on cultivating a culture of health as primarily an individual and personal pursuit (eat healthy, exercise, avoid drugs), these programs acknowledge the inter-relatedness of the personal and societal dimensions of health. They take a collaborative approach to problem solving and invite participants to engage on their own terms rather than dictate a prescribed solution. They embrace the notion that participation in artistic activities itself can be a pathway to healthier living.

Made possible by a grant from the CIGNA Foundation, The ART of Health Grant program will award three \$3,000 grants to organizations with the Arts Council's service area. Preference is given to projects that serve low income populations in communities such as Harford, East Hartford, and New Britain.

Applicants that seek funding for existing programming must demonstrate how grant funds will increase impact; funding cannot be used simply to sustain an existing programming. Projects that provide lasting impact beyond the grant period receive priority. Clearly-defined outcomes and a robust evaluation method that demonstrates impact are required. All eligible organizations are invited to submit a **Letter of Intent**. Select organizations will be invited to submit full applications based on the strength of their proposed projects.

**Organizations seeking funding for programs that utilize the arts to serve the needs of populations facing permanent physical, emotional and/or intellectual challenges are directed to the Arts Council's Arts and Wellness Grant program ([LetsGoArts.org/ArtofHealth](https://www.letsgoarts.org/artofhealth)).**

## DEADLINE & NOTIFICATION DATES

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IMPORTANT DATES	
Letter of Intent Deadline	May 17, 2019
Application Deadline	June 24, 2019
Award Notification Date	July 30, 2019
Grant Payment (Initial)	August-September, 2019
Grant Cycle	September 1, 2019 - August 31, 2020

## BACKGROUND AND CONTEXT

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Working toward a culture of health requires more than simply focusing on one dimension of healthy living. Teaching a child about good eating habits is not effective if he or she has no access to healthy food. Creating an exercise class to help seniors maintain physical health addresses only part of what is needed to cultivate health in old age. Mental health, too, is part of the equation.

These are simple examples of what is a very complex relationship between what we are able to do as individuals to build a culture of health for ourselves and the many societal and environmental factors over which we have limited or no control.

Programs that utilize the arts to address wellness by focusing on a single issue, such as a nutrition program for children or an exercise class for seniors, have limited impact on health because they fail to acknowledge the integral relationship between personal lifestyle choices and larger societal and environmental issues. The ART of Health Grant encourages a holistic approach to health by funding projects that acknowledge that relationship and integrate multiple aspects of health into their programs.

What might The ART of Health project look like? Here are some examples of projects created in Connecticut and beyond that embody the characteristics of The ART of Health projects.

### **1 WORD, 1 VOICE, 1 LIFE...Be the 1 to start the conversation**

This suicide awareness and prevention campaign was developed through a partnership with Central Connecticut State University. Twenty CCSU undergraduate students worked over two semesters to create the original campaign material and foundation pages for a website. Print and promotional materials, video PSAs, and campaign graphics are available at no cost to affiliated organizations and advocates, who are encouraged to create their own promotional materials and ads with the graphics to extend the reach of the campaign.

### **The Art of Hope**

Currier Museum of Art in New Hampshire has created a program that uses art as a healing tool for those affected by the opioid epidemic in a state that's ranked third in the nation for drug overdoses. Participants spend a few hours each week contemplating the museum's collection and completing small art projects meant to provide coping mechanisms, and healing tools meant to mend broken relationships between families and their drug-using relatives. Educators choose works that can speak to the tempestuous nature of drug addiction and the collateral damage it can inflict on loved ones.

### **Restorative Justice + the Arts**

This program enables artists and arts organizations to provide dynamic program opportunities for youth and families who have interacted with the criminal justice system. Its aim is to equip teaching artists with the tools they need to bolster their practice in ways that lead youth toward productivity, resiliency, and well-being. The program has developed a six-tenet artist-training program that includes: Introduction to Restorative Justice, Understanding Systemic Racism, Cultural Humility, Trauma-Informed Care, Positive Youth Development, and Non-Violent Communication. Once an artist or arts organization goes through the training, they are eligible to apply for up to \$10,000 in funding.

### **Museum Visits as Medicine**

Canadian physicians are now writing prescriptions for ailing patients to visit the Montreal Museum of Fine Arts (MMFA). Each doctor may assign up to 50 art prescriptions, which allow free entry for two adults and two children under 17 to the MMFA. This one-year pilot program is the first of its kind globally.

## ELIGIBILITY OF ORGANIZATIONS

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### To be eligible for consideration, applicant organizations must:

- **Submit a Letter of Intent per the LOI process and be invited to apply.**
- Submit an application following the proper format as outlined in the grant guidelines and application, including required attachments.
- Apply for a project or program occurring during the grant cycle as specified in the Deadlines & Notification Dates section above.
- Apply for a project or program occurring in the Arts Council's service area (see map).
- Maintain a primary physical address within the Arts Council's service area. The primary physical address is the address the organization uses on federal tax documents.
- Be a non-profit corporation registered in the State of Connecticut with 501(c)(3) tax-exempt status from the Internal Revenue Service.
- Be a community-based organization with demonstrated expertise in health-related arts programming for the specified target population; **or** serve the target population and hire appropriate qualified artist(s) and/or arts professionals (art therapists, music therapists, drama therapists, etc.) to execute the project.
- Applicants must provide a one-for-one match with at least half of the match in applicant cash.

### The following entities are ineligible for The ART of Health Grant support:

- Organizations that are currently receiving funding for the same project through the Arts Council.
- Organizations that have not fulfilled grantee obligations from prior Arts Council grants, including filing of final reports before the grant application deadline for The ART of Health. No exceptions.
- College or university-sponsored projects not open to participation by the community outside the university setting.
- Organizations with a primary focus of school day programs for pre-K through 12th grade students that are not primarily arts based.
- Public broadcasting media, radio and television stations.
- Organizations that advocate a particular religious, social or political point of view.
- Governmental institutions and agencies, e.g. park and recreational facilities, schools, etc.

## ARTS DEFINITION

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For the purposes of this grant the Arts Council defines arts-focused programs as those involving the creation, exhibition, and/or performance of works in any of the following fine, performing, applied or literary art forms:

- Drawing
- Painting
- Sculpture
- Printmaking
- Photography
- Film/video
- Dance
- Theater
- Music
- Creative Writing (including poetry and prose)

## SERVICE AREA MAP

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## ELIGIBILITY OF EXPENSES

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### **Eligible expenses directly related to the project include but are not limited to:**

- Artist fees
- Art/production materials
- Salaries of staff directly involved in the project
- Marketing/promotion costs
- Printing, photography, videography, and event supplies
- General overhead (rent, utilities, office supplies) directly related to the project (up to 3% of the project total)

### **The following expenses are not eligible for funding:**

- Capital improvements such as renovation, restoration, rehabilitation or construction
- Endowment requests
- Food or entertainment
- Rental fees for equipment or space you own
- Unrestricted funding requests (General Operating Support)
- Individual fellowships, graduate education, or university-based projects that require participants to register for academic credit
- Acquisition of artifacts, works of art or documents
- Repayments of loans or debt service
- Costs associated with social or fund-raising events
- Retroactive funding (activities completed before the start of the proposed grant period)
- Undocumented expenses
- Salaries for new or expanded staff positions
- Contracted services of an organization's staff or board member
- Regularly contracted services such as a grant writer, accountant, attorney, advertising firm, etc.
- In-kind contributions in excess of 25% of the project budget

### **Support for Staff Positions**

The ART of Health Grant funds are not intended to fill gaps in staffing or salaries. Therefore, applicants may apply no more than \$1,000 of the grant request toward the salaries of staff members directly engaged in the project.

**All funded project expenses must be incurred within the grant period which cannot exceed 12 months.**

## REVIEW CRITERIA

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Applications are evaluated by a volunteer panel with expertise in the intersection between arts and health and recruited from the Greater Hartford community. Evaluations include an analysis of the quality of the project, clarity and feasibility of the project's design and budget, qualifications of key personnel, and the potential for the project to achieve impact. The panel presents its recommendations to the Greater Hartford Arts Council's Board of Directors for approval.

## GRANT CONDITIONS

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Grantees must sign a contract detailing the obligations of both parties in order to receive funding. The Grantee receives 80% of the grant award upon receipt of a signed copy of the contract, which must be postmarked within 30 days of the contract date. The remaining 20% of the grant award is released upon acceptance of the Final Report after completion of the project. The Final Report is due within 30 days after the end of the grant period or the remaining funds will be forfeited to the Arts Council. Reference reminder emails from Arts Council staff for instructions on how to submit your final reporting materials.

The grantee must report significant changes in their project's scope, timeline, key personnel or budget to Arts Council staff ([grants@letsgoarts.org](mailto:grants@letsgoarts.org)) in a timely manner or face the possibility of forfeiture of grant funds. A letter or email is acceptable but all submitted changes must be approved in writing.

The Grantee is required to acknowledge the support of the Greater Hartford Arts Council in all print and electronic materials in a manner appropriate for the funded project and as specified in the grant contract.

Where appropriate, the Grantee may be asked to participate in the Greater Hartford Arts Council's United Arts Campaign. This may include participating in the Let's GO Arts! program and/or providing guest passes or tickets at no charge for demonstrations, exhibition tours, performances, and other incentives which can be used at United Arts Campaign events.

## APPLICATION PROCESS

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1. Read The ART of Health Grant Guidelines before beginning your Letter of Intent or Application.
2. Refer to the deadlines and notification dates referenced at the beginning of the guidelines.
3. Applicants are **strongly encouraged** to contact Arts Council staff to discuss the proposed project prior to submitting a Letter of Intent or application. The opportunity to discuss your ideas and to answer questions is welcomed. **The objective is to support applicants in presenting strong proposals.**
4. **A Letter of Intent must precede an Application.** The Letter of Intent Guidelines may be found at [LetsGoArts.org/ArtofHealth](http://LetsGoArts.org/ArtofHealth).
5. Only organizations that are approved through the Letter of Intent Process may submit a full application.
6. The application form and budget form can be downloaded at [LetsGoArts.org/ArtofHealth](http://LetsGoArts.org/ArtofHealth).

## REQUIRED ATTACHMENTS

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The following materials are required in addition to the completed application form:

Attachment A	Budget Form	Download at <a href="http://LetsGoArts.org/ArtofHealth">LetsGoArts.org/ArtofHealth</a> .
Attachment B	Qualifications of Key Personnel	Resumes/bio statements for key individuals of the project team. Each resume/bio statement should be no longer than two pages.
Attachment C	Letters Confirming Collaboration	<i>Only for projects submitted collaboratively by more than one organization.</i>

		Letters from collaborating organizations stating commitment to the project and responsibilities under the collaboration. If you are collaborating with a school you <b><i>must</i></b> have a letter of collaboration from the school or school district administrator. <b>Please plan accordingly.</b>
Attachment D	Board List	Provide names, professional affiliations, and board roles.
Attachment E	Most recent IRS Form 990 or 990-EZ tax filing <b>OR</b> most recent 990-N ePostcard and confirmation	<b>Organizations that submit a 990-N</b> (“ePostcard”) <b>MUST ALSO</b> submit corresponding Board approved year-end financial statements (Profit & Loss and Balance Sheet).
Attachment F	Proof of 501(c)(3) tax exempt status	Applicants who have <b>NOT</b> applied for an Arts Council grant in the past two calendar years must submit a copy of the Letter of Determination from the IRS.

## CONTACT INFORMATION

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Questions are welcomed and should be directed to: Brett Thompson, Chief Operating Officer, at [bthompson@letsgoarts](mailto:bthompson@letsgoarts) or 860-525-8629 x222.

**The ART of Health is a program of the Greater Hartford Arts Council, made possible by a grant from the CIGNA Foundation.**