



**NATIONAL
ENDOWMENT** for the **ARTS**

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**Folk & Traditional Arts
Grants & Honorifics Informational Webinar
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Agenda

- Who We Are & What We Do
- Grants for Organizations
 - Grants for Arts Projects
 - Challenge America
- National Heritage Fellowships
- Q&A

Who We Are

- Established in 1965, the National Endowment for the Arts is an Independent Federal Agency
- Only arts funder in America, public or private, that support the arts in all:
 - 50 States
 - U.S. Jurisdictions
 - 435 Congressional Districts



President Lyndon B. Johnson signing into law the National Foundation on the Arts and the Humanities Act of 1965.



Who We Are

Mission:

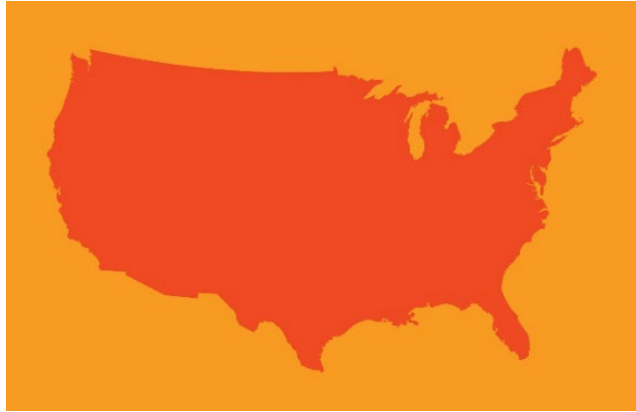
The arts strengthen and promote the well-being and resilience of people and communities. By advancing equitable opportunities for arts participation, the National Endowment for the Arts fosters and sustains an environment in which the arts benefit everyone in the United States.

Vision:

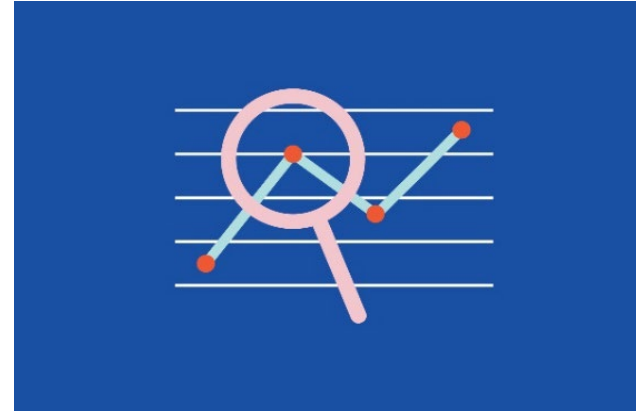
A nation in which the arts are essential to our democracy and to reaching our highest potential by nourishing creative enterprise, freedom of thought, imagination, and inquiry.

What We Do

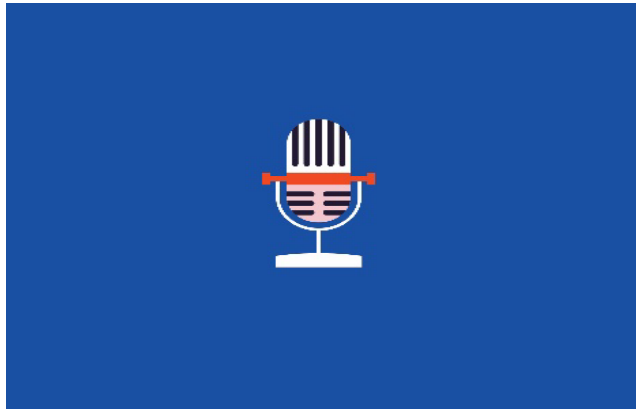
Manage National Initiatives



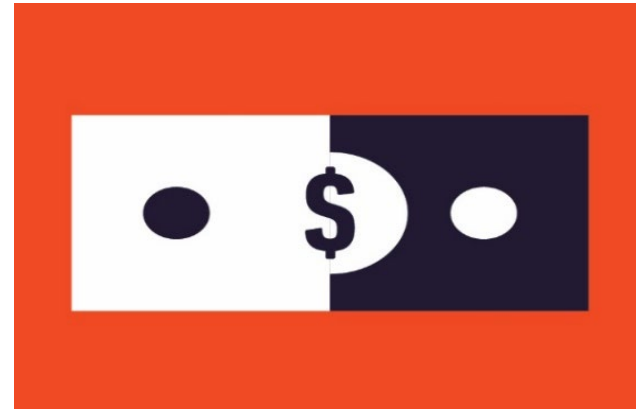
Conduct Arts Research



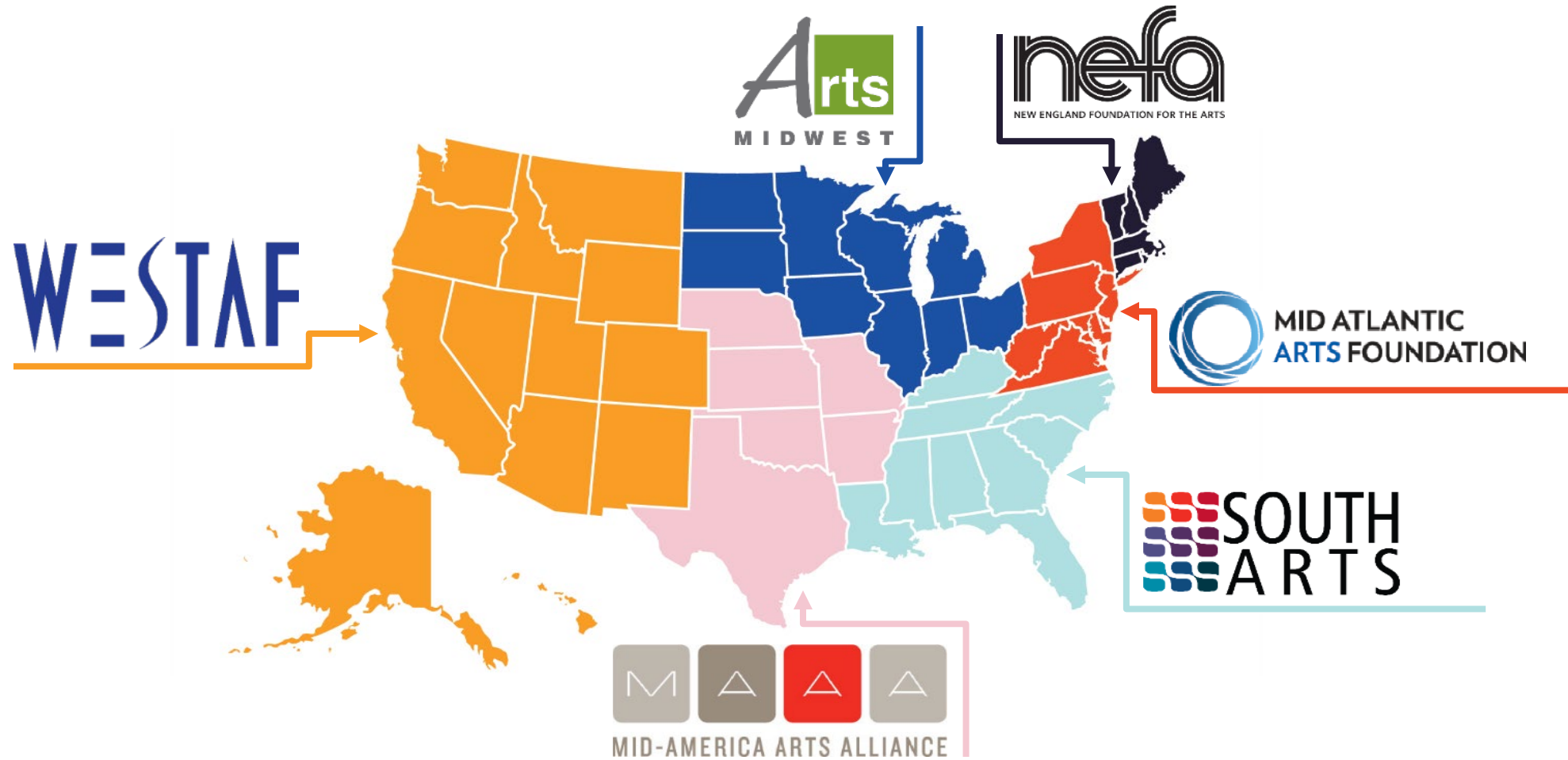
Offer Free Arts & Culture Resources



Award Grants



State & Regional Partnerships





Office of Strategy, Programs, & Equity

15 Artistic Disciplines:

- Artist Communities
- Arts Education
- Dance
- Design
- **Folk & Traditional Arts**
- Literary Arts
- Local Arts Agencies
- Media Arts
- Museums
- Music
- Musical Theatre
- Opera
- Presenting & Multidisciplinary Works
- Theatre
- Visual Arts

Folk & Traditional Arts

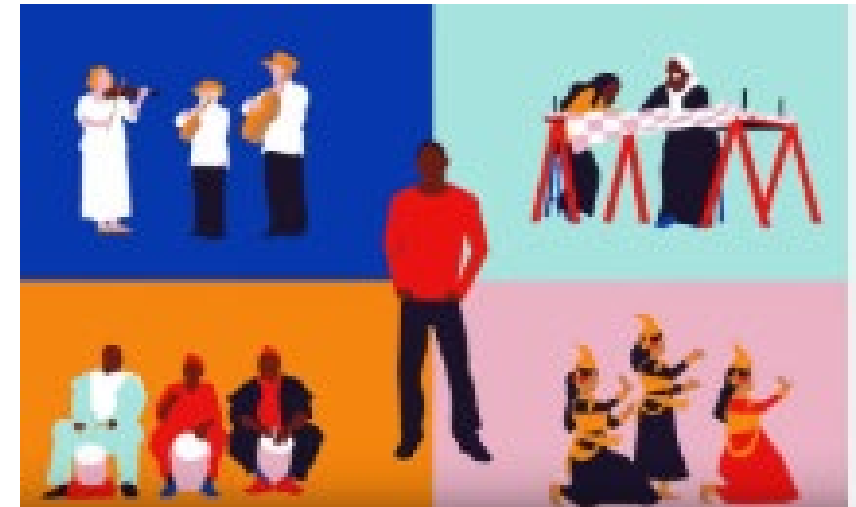
The folk and traditional arts are rooted in and reflective of the cultural life of a community. Community members may share a common ethnic heritage, cultural mores, language, religion, occupation, or geographic region. These vital and constantly reinvigorated artistic traditions are shaped by values and standards of excellence that are passed from generation to generation, most often within family and community, through demonstration, conversation, and practice. Genres of artistic activity include, but are not limited to, music, dance, crafts, and oral expression.



(clockwise from top left) A parade during the Egg Rolls, Egg Creams, and Empanadas Festival. Photo by Kate Milford; 2016 Día de los Muertos Community Altar at Grand Park designed by NEA National Heritage Fellow Ofelia Esparza. Courtesy of Craft in America, photo by Denise Kang; NEA National Heritage Fellow Grant Bulltail.

Folk & Traditional Arts

- Grants for Arts Projects (GAP)
- National Heritage Fellowships
- National Folklife Network
 - <https://nationalfolklifenetwork.org/>
- Folk Arts Partnership funding to State Arts Agencies and Regional Arts Organizations
 - <https://nasaa-arts.org/>





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Grants for Organizations

- Grants for Arts Projects
- Challenge America
- Our Town
- Research

Organizations We Fund

- Nonprofit, tax-exempt 501(c)(3), U.S. organizations
- Units of state or local government
- Federally recognized tribal communities or tribes
- Local arts agencies
- Local education agencies (school districts)
- Nonprofit colleges & universities



Students from Pua Ali'i 'Ilima perform a *hula 'ulī 'ulī* (Hawaiian dance using the feathered rattling gourd).

Photo courtesy of PA'I Foundation



Eligibility Requirements for Organizations

- 501(c)(3) non-profit organization
- Grants.gov, SAM.gov registration (Unique Entity Identifier)
- Three-year history of arts programming
- 1-to-1 non-federal cost share/match
- Generally, one application per organization per year



Funds May Not Be Used For

- General operating or seasonal support
- Direct grants to individuals
- Direct grants to individual elementary or secondary schools
- Projects that replace arts instruction by an arts specialist
- Courses in degree-granting institutions
- Social activities such as receptions, galas, or parties
- Lobbying expenses
- Facility construction, purchase, or renovation
- Visa costs
- Project costs supported by other federal funding

Grants for Arts Projects

Grants for Arts Projects (GAP) is the NEA's largest grants program



Roy Spight demonstrates African American drum making at Fort Benjamin Harrison State Park
Photo courtesy of Traditional Arts Indiana.

Through project-based funding, the program supports:

- Opportunities for public engagement with the arts and arts education;
- Integration of the arts with strategies promoting the health and well-being of people and communities; and
- The improvement of overall capacity and capabilities within the arts sector.



GAP Cont.

- Grants will range from \$10,000 to \$100,000 (except for eligible Local Arts Agency sub-granting projects)
- All grants require a 1-to-1 non-federal cost share or match
- Cost share may be any combination of cash and/or in-kind, third-party contributions



GAP Cont.

We encourage projects that:

- Elevate artists as integral and essential to a healthy and vibrant society.
- Celebrate the nation's creativity and/or cultural heritage.
- Facilitate cross-sector collaborations that center the arts at the intersection of other disciplines, sectors, and industries.
- Contribute to healthy and thriving local, regional, state-wide, and national arts ecosystems and arts infrastructures.
- Invest in organizational capacity-building and leadership development for arts organizations, arts workers, and artists.
- Build arts organizations' capacity to serve a broad public through digital or emergent technology and/or support tech-centered creative practices across all artistic disciplines and forms.
- Originate from or are in collaboration with constituencies that include:
 - Historically Black Colleges and Universities, Tribal Colleges and Universities, American Indian & Alaska Native tribes, Predominantly Black Institutions, Hispanic Serving Institutions, Asian American and Pacific Islander communities, and organizations that support the independence and lifelong inclusion of people with disabilities.



GAP – Folk & Traditional Arts

While we welcome applications for a variety of projects, we particularly encourage those that focus on stewardship and awareness of living cultural traditions.

Project Types include, but are not limited to:

- Cultural Sustainability & Education
- Research
- Services to the Field
- Public Programs

GAP – Past Successful Applications



Zuni Youth Enrichment Project
Arts education program for Zuni youth



The Alliance for American Quilts Inc (aka Quilt Alliance)
Research, documentation, and care of quilts



Asian Americans United, Inc.
Annual Chinatown Mid-Autumn Festival



Local Learning:
The National Network for Folk Arts in Education
Series of folk arts in education projects

For more examples of successful applications: <https://www.arts.gov/grants/recent-grants>



GAP – Deadlines

July 2024 Deadline:

Part 1 - Submit to Grants.gov	July 11, 2024 at 11:59 pm ET
Part 2 – Submit to Applicant Portal	July 16-23, 2024 at 11:59 pm ET
Applicants receive notification of application status	April 2025
Earliest Start Date for Proposed Project	June 1, 2025



GAP – Application Process

Part 1: Submit the SF-424 to grants.gov by July 11, 2024 at 11:59 pm ET

- The form can be found via direct links at **arts.gov**
- Submit at least 10 days before the deadline in case of issues

Part 2: Submit application via NEA Applicant Portal July 16-23, 2024 by 11:59 pm ET

- Your narrative, budget, and work samples
- Instructions available on **arts.gov** with detailed guidelines

Webinars and tutorials designed to assist you are on our website!



GAP – Review Criteria



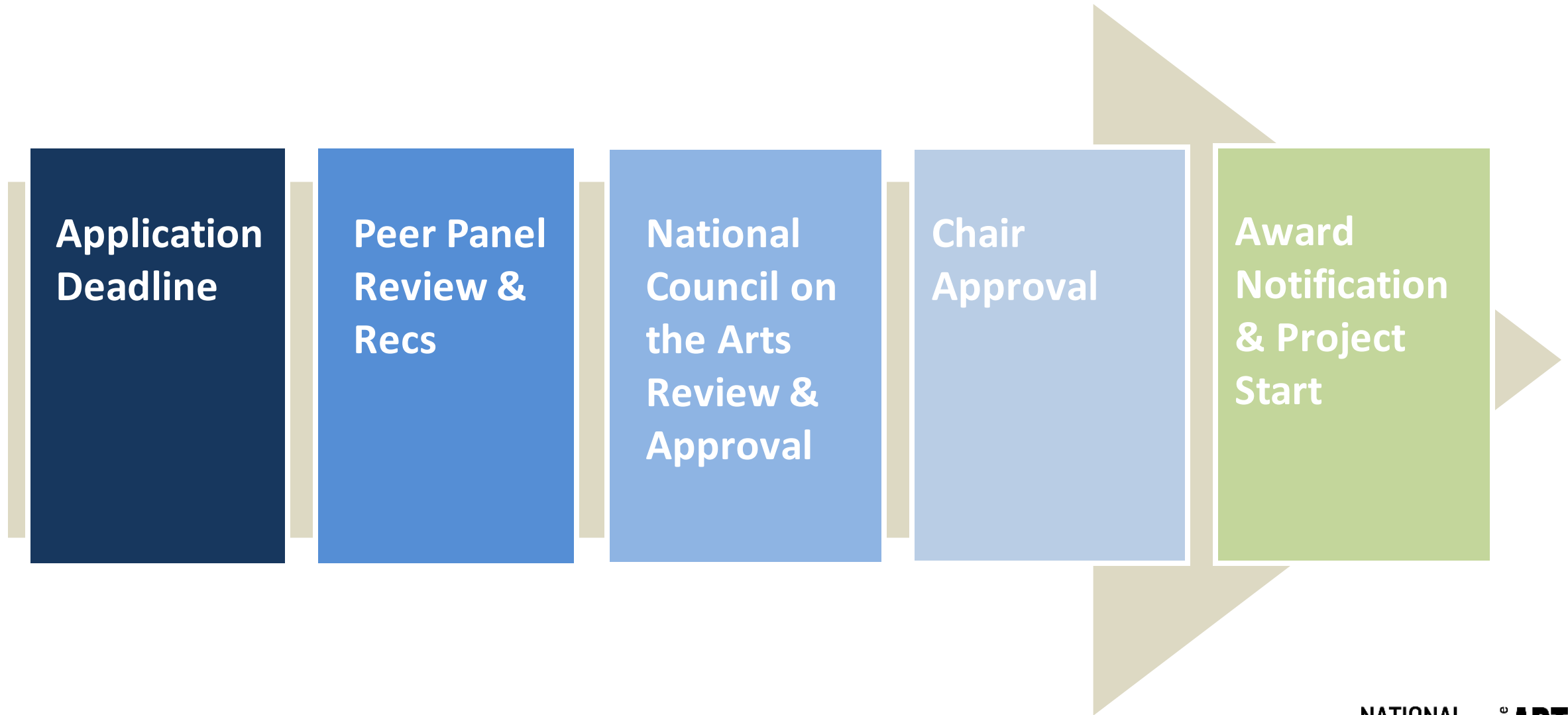
Artistic
Excellence



Artistic
Merit

You can find the full definitions at [arts.gov](https://www.arts.gov)

GAP – Review Process





[Home](#) / [Grants](#)

Grants for Arts Projects

- Program Description
- Artistic Disciplines
- Application Calendar
- Award Information
- Unallowable Activities/Costs
- Eligibility
- How to Apply
- Application Review
- Award Administration
- FAQs
- Applicant Resources
- Contacts
- *****
- En Español



GRANTS FOR ARTS PROJECTS

Grants for Arts Projects (GAP) provides expansive funding opportunities to strengthen the nation’s arts and cultural ecosystem. Grants are available for arts projects in a wide variety of artistic disciplines. Each discipline has identified the types of projects that are of greatest interest within this program as well as the characteristics of competitive applications.

Applicants may request cost share/matching grants ranging from \$10,000 to \$100,000.

Designated local arts agencies eligible to subgrant may request from \$30,000 to \$150,000 for subgranting programs in the Local Arts Agencies discipline.

A minimum cost share/match equal to the grant amount is required for all grant recipients.

Read the “Program Description” located in the left sidebar to get started.

How to Apply: Navigating arts.gov



How to Apply: Navigating arts.gov

Application Questions and Instructions:

For instructions on completing Part 1 and Part 2, including the application questions, and a link to the NEA Applicant Portal for Part 2, select the artistic discipline that most closely corresponds with your proposed project activities. Instructions and requirements vary between disciplines.

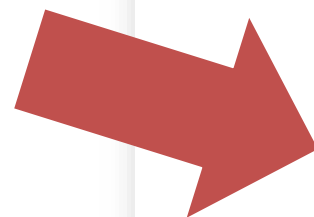
If you are unsure which discipline is the right choice, review the [Artistic Disciplines descriptions](#), or contact our [staff](#).

[Artist Communities](#) | [Arts Education](#) | [Dance](#) | [Design](#)

[Folk & Traditional Arts](#) | [Literary Arts](#) | [Local Arts Agencies](#)

[Media Arts](#) | [Museums](#) | [Music](#) | [Musical Theater](#) | [Opera](#)

[Presenting & Multidisciplinary Works](#) | [Theater](#) | [Visual Arts](#)





How to Apply: Folk & Traditional Arts Application Instructions

Grants for Arts Projects: Folk & Traditional Arts FY24 Application Instructions

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GAP – Helpful Hints

- Start early and give yourself plenty of time;
- Don't assume panelists are familiar with your organization;
- Make sure your project budget and narrative tell the same story;
- Be as specific as possible;
- Ensure that you have successfully completed your Grants.gov and Sam.gov registrations;
- Use Grant Search to research previously awarded grants;
- Request panelist feedback on your application in the future, whether or not you receive an award;
- Volunteer to be a panelist; and
- Contact us if you have questions!



GAP – Work Sample Tips

- Follow discipline specific work sample instructions;
- Choose work samples that support the project in your narrative and project budget;
- If applicable, include work samples from recent participating artists and facilities;
- Detail exactly what you want the panel to review (they will only review 20 minutes of work samples); and
- Contact us if you have questions!



Challenge America

Challenge America offers support primarily to small organizations for projects in all artistic disciplines that extend the reach of the arts to populations that are underserved.

- Entry point for organizations seeking NEA funding for the first time
- Abbreviated application
- Robust structure of technical assistance
- Grants a set amount of \$10,000
- Requires non-federal cost share/match of \$10,000

“Underserved,” as defined by our legislation and agency policy refers to:

- Those whose opportunities to experience the arts are limited by **geography, ethnicity, economics, or disability.**



Challenge America

Contact Challenge America Staff

ChallengeAmerica@arts.gov

202-682-5700



Other Grant Programs

Research

- **Research Grants in the Arts:** supports research studies that investigate the value and/or impact of the arts, either as individual components of the U.S. arts ecology or as they interact with each other and/or with other domains of American life.

Our Town

- Through project-based funding, the program supports activities that integrate arts, culture, and design into local efforts that strengthen communities over the long term.



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National Honorifics

- National Heritage Fellowships
- NEA Jazz Masters

National Heritage Fellowships



National Heritage Fellowship Award Medals
Photo by Tom Pitch

- The nation's highest honor in the folk and traditional arts.
- \$25,000 grant award
- 487 National Heritage Fellowships have been awarded to artists in 50 states and 3 U.S. jurisdictions.
- Up to 9 National Heritage Fellowships are awarded annually.
- Nominations may be for an individual or a group (duo or ensemble), but NOT an incorporated organization.



Bess Lomax Hawes Award

Annually, one of the Fellows receives the **Bess Lomax Hawes National Heritage Fellowship**. This award recognizes:

- An artist whose contributions, primarily through teaching, advocacy, organizing, and maintaining important repertoires, have greatly benefited their artistic tradition.

OR

- An individual such as a producer or advocate whose efforts have significantly increased opportunities for and public visibility of traditional arts and artists.

Selection Criteria for *All* Fellowships



The 2023 National Heritage Fellows
Photo by Tom Pich

- Artistic excellence
- Significance within the particular artistic tradition
- Contributions to living cultural heritage

2024 National Heritage Fellows

www.arts.gov/heritage

NATIONAL ENDOWMENT FOR THE ARTS

2024 National Heritage Fellowships



Bril Barrett
Tap Dancer



Fabian Debora
Chicano Muralist



Rosie Flores
Rockabilly and Country Musician



Trimble Gilbert (Gwich'in)
Gwich'in Fiddler



Todd Goings
Carousel Carver and Restorationist



Susan Hudson (Navajo/Diné)
Quilter



Pat Johnson
Community Activist and Organizer



June Kuramoto
Koto Musician



Sochietah Ung
Cambodian Costume Maker and Dancer



Zuni Olla Maidens
Traditional Zuni Dancers and Singers



Nomination Deadlines

2025 Fellowships Deadlines:

Part 1 – Submit Online Nomination through NEA Website	May 28, 2024 at 11:59 pm ET
Part 2 – Submit Nomination Work Samples and Support Letters to Applicant Portal	May 31-June 6, 2024 at 11:59 pm ET
Announcement of Fellowship Award	By Summer 2025



Key Components of a Nomination

Nomination Letter/Statement and Bio:

- Introduce the panel to the nominee, the nominee's artistic contributions, and cultural significance.
- Why do you believe this artist should be recognized?
- Weave biographical information and accolades in with descriptive statements of cultural significance.
- Could be as long as 5 pages with a tight 1-page bio
- Could be a more condensed nomination letter with a longer bio added to the package.



Key Components of a Nomination

Letters of Support:

- Up to 5 letters of support
- Successful nominations often include letters from:
 - Folklorist and/or scholars on a particular subject
 - Community members (artistic or geographic)
 - Apprentices and/or students, mentees
 - Colleagues



Key Components of a Nomination

Work Samples:

- Follow work sample submission guidelines. Do not submit more than the required materials.
- High quality images, audio, and video
- Video is important for nominations involving dance, but is also helpful for material culture, storytellers, or musicians.
- Videos of interviews should be limited.
- Edit videos to show different aspects of the nominee in one or two videos.



Nomination Lifecycle and Updates

- Nominations are active for 4 years.
- After your initial submission, you may update your nomination in late June.
- After 4 years, if nomination has not been selected, you can renew with updated information.



Nomination Review

Nominations are reviewed by an advisory panel composed of:

- Folk and traditional arts experts
- At least 1 knowledgeable layperson
- Panel recommendations are forwarded to the National Council on the Arts, which then makes recommendations to the Chair of the NEA. The Chair reviews the Council's recommendations and makes the final decision on all the award recipients.

Thank You & Please Reach Out

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Kat Edmonson and her band at the Freeman Stage in Selbyville, DE. The performance was supported through Mid Atlantic Arts Foundation's 2019 Special Presenter Initiatives program.
Photo by Graham Miller

