

# NeON Arts

## PROJECT APPLICATION

### Introduction

#### Project Description

NeON Arts is a new initiative that builds on the NYC Department of Probation's successful efforts to advance public safety by engaging probation clients in the arts. Made possible through a collaboration between the private and public sectors, NeON Arts funds local arts projects in seven communities that are home to large numbers of people on probation. NeON Arts connects community-based artists and local arts organizations to probation clients who report to a Neighborhood Opportunity Network (NeON) location. Artists and clients collaborate on projects in a variety of disciplines, including dance, music, theater, visual arts, poetry, and digital media. In addition to creating meaningful arts projects that benefit their local community, participants learn important skills and develop positive peer relationships. The partnering arts organizations are selected by the local NeON stakeholder groups, which comprise DOP clients, DOP staff, key members of the community, and local business and cultural leaders.

The seven NeON communities are Brownsville (Brooklyn), East New York (Brooklyn), Bedford-Stuyvesant (Brooklyn—opening soon), Harlem (Manhattan), South Jamaica (Queens), the South Bronx, and Northern Staten Island. Carnegie Hall's Weill Music Institute, an ongoing arts partner of the NYC Department of Probation, serves as the intermediary organization to provide support and facilitation for NeON Arts.

#### Timeline and Deadlines

There will be four funding award periods beginning March 2014 through June 2015. Applications must be submitted to **NeONArts@carnegiehall.org** no later than 11:59 PM on the due dates listed below. Prior to the deadline, there will be an opportunity for a presentation to the NeON stakeholder groups. Notifications of awards for Project Period #1 will be made in early February 2014. Notification dates for Project Periods thereafter will be determined at a later date.

Proposals can be submitted for different project periods, each with a corresponding application deadline, as outlined below. Applications received after the given due date may be considered for the next grant cycle.

Project Period #1 (March 1–June 30, 2014) application due: January 15, 2014

Project Period #2 (July 1–October 31, 2014) application due: April 15, 2014

Project Period #3 (November 1, 2014–February 28, 2015) application due: August 15, 2014

Project Period #4 (March 1–June 30, 2015) application due: December 15, 2014

#### Project Criteria

In order for an application to be considered for funding, an arts organization should be sure to follow the criteria outlined below:

1. Applications should reflect the mission of the NYC Department of Probation and the NeON Arts Initiative. To learn more, please refer to the NYC Department of Probation's [website](http://www.nycdop.org).
2. Applications should support the goals of the local NeON. Learn as much as you can about the particular NeON, its community, and its clients that you are proposing to serve. For more information about how to contact your local NeON stakeholder group and to find out about attending an upcoming meeting, please e-mail [NeONArts@carnegiehall.org](mailto:NeONArts@carnegiehall.org).
3. Make sure to include the following points in your project summary:
  - a. A clear description of the central art-making activities of your project
  - b. The anticipated project period, frequency, and proposed schedule of visits/workshops
  - c. Why you believe the project will engage the clients or community members (or both) it will serve, along with the approximate number of DOP clients and community members you propose to serve
  - d. How your project would include or culminate in public performances or exhibitions; sharing with the community is a priority of this initiative
  - e. Any employment opportunities or connections to career development for participants
  - f. How your project would enhance the connection between the NeON and the community in which it is located
  - g. How the project would help the NeON develop and sustain capacity for doing work in the arts in the future

## I. Organization/Artist Information

NeON stakeholder group you are applying to:

Name of organization/artist:

Address:

E-mail:

Phone:

Website (if applicable):

Fiscal status (check one):    501c3/non-profit    Under fiscal sponsorship    Other\*

Tax ID number:

*\* You may apply if you are an independent artist or an organization other than a 501c3.*

## II. Project Summary

Please attach a one- to two-page summary of the project you are proposing to the NeON stakeholder group above. Make sure that the project summary matches the goals and outcomes you include in Part III of the application. Refer to the criteria on the previous page and make sure you address each of the items listed there. The members of the NeON stakeholder group will look for inspiring projects that will serve their clients and communities, expressed in clear language, with evidence of your ability to carry out the work.

## III. Goals and Outcomes

For each of the criteria below, please briefly articulate the outcomes you believe the project can help participants achieve, along with how you would measure or evaluate them.

- a) Skill development and/or  
other learning in  
your art form(s)
- b) Engagement in  
the art form(s)
- c) Participation in  
successful performances  
or exhibitions
- d) Employment opportunities  
or career development
- e) Enhanced connection  
between the NeON and  
the community in which  
it is located
- f) Developed capacity that  
will sustain the NeON after  
the project is completed

## IV. Budget Summary

Most projects will take place over a three- to four-month period, and grants will most likely fall between \$10,000 and \$25,000. Below, please outline the budget for the project you envision using the given categories. For anything that falls outside of the budget form, please specify or attach a short note of explanation. You may allocate up to 10% of your budget to administrative costs, but you cannot allocate administrative salaries. The remaining 90% should consist of direct project costs. Your budget should clearly reflect the project and outcomes you describe in this application.

Expenses	Sub-Category	Budget Notes (Required)	Total		
<b>Workshop Expenses</b>					
Artist Fees					
	Teaching Artists		\$		
	Other Artistic Personnel		\$		
	Other (Specify)		\$		
Materials/Supplies					
	Supplies		\$		
	Equipment		\$		
	Books/Recordings		\$		
	Other (Specify)		\$		
	<b>Workshop Expenses Subtotal</b>		<b>\$</b>		
<b>Final Exhibition / Performance Expenses</b>					
Artist Fees					
	Teaching Artists		\$		
	Other Artistic Personnel		\$		
	Other (Specify)		\$		
Materials/Supplies					
	Supplies		\$		
	Equipment		\$		
	Books/Recordings		\$		
	Other (Specify)		\$		
Promotional Costs					
	Marketing/Promotion		\$		
	Other (Specify)		\$		
	<b>Final Exhibition / Performance Expenses Subtotal</b>		<b>\$</b>		
<b>Evaluation Expenses</b>					
	Artist or Staff Time		\$		
	Other (Specify)		\$		
	<b>Evaluation Expenses Subtotal</b>		<b>\$</b>		
<b>Administrative Expenses</b>					
			\$		
	<b>Administrative Expenses Subtotal</b>		<b>\$</b>		
<b>TOTAL PROJECT EXPENSES</b>			<b>\$</b>		
<b>GRANT REQUEST</b>			<b>\$</b>		

## V. Signature

I, \_\_\_\_\_, submit this application on behalf of \_\_\_\_\_  
 (name/title if applicable) (name of organization)

on \_\_\_\_\_  
 (date) (signature)

NeON Arts is a program of the NYC Department of Probation in partnership with Carnegie Hall's Weill Music Institute.  
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