



2019 ART\$W CHALLENGE GRANT GUIDELINES

WHAT ARE ART\$W CHALLENGE FUNDS?

Art\$W Challenge awards provide an opportunity for our Basic Program Support, Project Support, Yonkers Arts Initiative and Mount Vernon Arts Initiative grantees (organizations only) from the past two years to boost their operating income by attracting new contributions. Support from Westchester County Executive and Board of Legislators enables ArtsWestchester to match ***new or increased*** money you raise during the designated period of time. Contributors **must** certify that their gift is a response to the Art\$W Challenge.

WHAT IS THE DESIGNATED PERIOD FOR THE 2019 ART\$W CHALLENGE?

Only ***new or increased funds*** raised between Monday, September 16, 2019 and Monday, December 16, 2019 are eligible for the match. Funds contributed or dated before September 16, 2019 or after December 16, 2019 are not eligible for matching funds.

WHEN IS THE DEADLINE TO PARTICIPATE?

The **deadline to submit documentation is December 16, 2019**, consistent with the last day of the designated period. For funds to be eligible for a match, you must submit completed certification form(s) and documentation of payment(s) by 5:00 p.m. December 16, 2019 (or postmarked on December 16, 2019). *See documentation requirements and submission instructions on page 2.*

PLEASE NOTE: Funding is limited and available on a first-come, first served basis until all funds have been allocated. Submitting by the deadline does not guarantee funding.

WHAT ARE THE MAXIMUM AWARDS?

The maximum award your organization is eligible to receive is \$5,000.

DEFINITION OF "NEW" MONEY

Funds from first-time contributors are eligible for the match. If past contributors increase the amount of their gift above that of their largest total giving at any point during the past two years, ArtsWestchester will match the increase amount.

To be eligible for Art\$W Challenge matching funds, donations must be made in direct response to an Art\$W Challenge appeal, such as through a donor solicitation letter or a "paddle raise" specifically for the Art\$W Challenge at an event.

HOW DO I DEMONSTRATE THAT THE FUNDS RAISED ARE NEW?

Only first-time gifts or amounts above a current contributor's highest annual contribution for the past two years are eligible to be matched. For example:

- If Mr. Jones made a first-time contribution of \$1,000 to your organization between September 16, 2019 and December 16, 2019, the entire \$1,000 is eligible, subject to availability of funds.
- If Ms. Young made contributions of \$1,000 in 2017 and in 2018 and then makes a contribution of \$1,500 between September 16, 2019 and December 16, 2019, \$500 is eligible, subject to availability of funds.

CAN TICKETS TO FUNDRAISING EVENTS BE CONSIDERED DONATIONS THAT CAN BE MATCHED?

Tickets to fundraising events can be submitted to the Art\$W Challenge if

- The event is identified and promoted as an opportunity for your organization to raise funds for the Art\$W Challenge.
- AND
- It is a first-time ticket buyer, or someone who has increased their ticket level in response to the match.

Only the tax-deductible amount allowed by law can be applied to the Art\$W Challenge match.

DOES THE SOURCE OF FUNDING MATTER?

Yes. Only funds raised specifically to meet the Art\$W Challenge are eligible for the match. Your contributors must certify that this is their intention by signing a donor certification form which can be found on our website. The restrictions that apply to your Basic Support, Project Support, Yonkers Arts Initiative or Mount Vernon Arts Initiative Contract for Services apply: you may not solicit funds from Westchester County Government.

WHAT IS THE PROCESS FOR OBTAINING ART\$W CHALLENGE FUNDS?

ArtsWestchester requires the following documentation:

1) Proof of payment

- Photocopy of the check, credit card receipts, online contribution receipts (For example: PayPal) are acceptable.
- Cash donations may be eligible if submitted with clear proof of payment/receipt

2) Completed donor certification form(s). The donor certification form can be found online at: artsw.org/challenge.

- The donor certification form must be signed by the donor and the Executive Director or Board President of your organization. Electric signatures are acceptable but the completed form must be mailed hard-copy.
 - Donors may not self-certify. For example, if the Board President is the donor then the form must be signed by the Executive Director.
- Please complete a donor certification form for each donor. If a single donor gave multiple gifts, they may complete only one form for their total donation(s).

We encourage you to submit documentation as soon as it is complete. For example, if you have documented receipt of a \$1,000 donation for the Art\$W Challenge, send the documentation to ArtsWestchester immediately, even if you are expecting another donation shortly. If you are raising funds in small increments, for example through a membership appeal, please do not submit documentation until you are requesting a total match of at least \$500.

WHERE DO I SEND OUR DOCUMENTATION?

Send all required documentation to:

ArtsWestchester
Attn: Lauren Brady
31 Mamaroneck Avenue, 3rd Floor
White Plains, NY 10601

We do not accept documentation by fax or email.

HOW WILL ARTSWESTCHESTER DISTRIBUTE THE ART\$W CHALLENGE FUNDS?

ArtsWestchester will distribute all funds at a culminating reception in January 2020, once ArtsWestchester receives the funds from Westchester County. Organizations participating in the Art\$W Challenge will receive acknowledgement from ArtsWestchester as submissions are received. Acknowledgement that a submission was received does not guarantee funding, since funding is available on a first-come, first-served basis.

ARE THERE RESTRICTIONS ON THE USE OF FUNDS?

The Art\$W Challenge awards support general operations and programs. You may not apply the awards to capital projects, deficit reduction initiatives or special fundraising events.

WHOM MAY I CONTACT WITH QUESTIONS?

If you have questions, please contact Lauren Brady at lbrady@artswestchester.org or 914-428-4220 ext. 316.