

To: Distribution List

From: Faculty Research Development Office (FRDO)
Office of the Vice President for Research

Subject: Limited Competitions: National Endowment for the Arts: **Challenge America and Grants for Arts Projects**

Date: December 18, 2020

PLEASE NOTE that the NEA allows UNM to submit only **ONE proposal to either the Grants for Arts Projects OR the Challenge America category**. This internal competition is for ALL proposals regardless of field or deadline. In order for you to compete in the UNM selection process you must participate in the pre-proposal limited competition described below, and **MUST SUBMIT YOUR PRE-PROPOSAL MATERIALS TO OUR OFFICE BY NOON ON JANUARY 12, 2021. *This is the ONLY competition that will be held for the NEA Grants for Arts Projects and the NEA Challenge America programs.***

This limited competition is in response to the National Endowment for the Arts call for proposals in the following program categories: **Challenge America and Grants for Arts Projects** (If an organization applies to the Challenge America category, it may *not* submit another application to the Grants for Arts Projects category.)

Based on past history, The **Challenge America** category offered support primarily to small and mid-sized organizations for projects that extend the reach of the arts to underserved populations -- those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability. Grants were available for professional arts programming and for projects that emphasize the potential of the arts in community development.

****PLEASE NOTE: The NEA has not officially released this call and has indicated that The Challenge America, in general, is changing. The new guidelines for The Challenge America category will be available in January 2021. We will provide updates in the event there are significant changes to the call.****

In January 2021, details will be available on the NEA website: <https://www.arts.gov/grants/challenge-america>

Grants for Arts Projects (GAP) is the National Endowment for the Arts' principal grants program. Through project-based funding, they support public engagement with, and access to, various forms of art across the nation, the creation of excellent art, learning in the arts at all stages of life, and the integration of the arts into the fabric of community life. Projects may be large or small, existing or new, and may take place in any part of the nation's 50 states, the District of Columbia, and U.S. territories. They encourage projects that use the arts to unite and heal in response to current events, as well as address any of the following:

- Celebrate America's creativity and/or cultural heritage.
- Invite a dialogue that fosters a mutual respect for the diverse beliefs and values of all persons and groups.
- Enrich our humanity by broadening our understanding of ourselves as individuals and as a society.
- Engage with typically underserved constituencies.

Further details can be found on the NEA website: <https://www.arts.gov/grants/grants-for-arts-projects/program-description>

All grants require cost share - a nonfederal match of at least 1 to 1. For example, if an organization receives a \$10,000 grant, the total eligible project costs must be \$20,000 and the organization must provide \$10,000 toward the project from

nonfederal sources. In the past, **Challenge America** grants are for a fixed amount of \$10,000. **Grants for Arts Projects** will range from \$10,000 to \$100,000. Grants awarded under these guidelines are generally allowed a performance period of up to two years. The National Endowment for the Arts' support can start no earlier than the "Earliest Start Date" from the NEA website, <https://www.arts.gov/grants/grants-for-arts-projects/application-calendar>.

More information on the **Challenge America** grants will be available in January 2021, see the NEA's website at <https://www.arts.gov/grants/challenge-america>. **Challenge America** applications usually have a two-phase submission process, with the first component due to the agency in April 2021 (*anticipated*).

For more information on the **Grants for Arts Projects**, see the NEA's website at: <https://www.arts.gov/grants/grants-for-arts-projects/program-description>. **Grants for Arts Projects** applications have a two-phase submission process, with the first component due to the agency by February 11, 2021 or July 8, 2021.

This is a limited competition; each institution is limited to one (1) proposal. We can submit a Challenge America grant *OR* a Grants for Arts Projects application (not one of each). Please submit your preproposal (3 pages in length), plus budget, CV, and cost sharing commitment plan, all documents in a SINGLE PDF file, 11 point font, by NOON on January 12, 2021 to limited@unm.edu with the subject line indicating: NEA - your name. Please indicate program category ("Challenge" or "GAP") and which discipline your preproposal falls under. Arrangements for meeting cost sharing requirements must be made in advance of submission of the pre-proposal. Additionally, the level of external/in-kind cost share contributions will be used as criteria for evaluation during review by the Limited Competitions Committee. No late submissions will be considered. The pre-proposal should address the major points that will be included in the proposal narrative, as follows:

Challenge America submissions must include: ****PLEASE NOTE: The NEA has not officially released this call and has indicated that The Challenge America, in general, is changing. The new guidelines for The Challenge America category will be available in January 2021. We will provide updates in the event there are significant changes to the call. For the purposes of this limited competition we are using last year's guidelines.****

1. Describe the specific arts project and why the project is important. Include, as applicable, the target population that will be served, and where the project will take place during the period of performance.
2. Describe the intended project outcomes and the potential to make quality arts or cultural resources more widely available.
3. Identify the specific underserved audience(s) your project is intended to reach and explain how the project extends the reach of the arts to those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability and engage the public beyond the university.
4. Briefly describe your plans for promoting and/or publicizing the project and any efforts made to reach the identified underserved population.
5. Describe any plans you have for program evaluation, for working collaboratively with researchers, strategic consultants, program evaluators, and/or any other plans for performance measurement related to the project. Explain how your methods are relevant to the project.

Grants for Arts Projects submissions must include:

1. Describe the major project activities and goals, the resources involved, and the qualifications of the project's personnel.
2. Describe how this project will use the arts to unite and heal in response to current events, as well as address any of the following: celebrate America's creativity and/or cultural heritage, invite a dialogue that fosters a mutual respect for the diverse beliefs and values of all persons and groups, or enrich humanity by broadening our understanding of ourselves as individuals and as a society.
3. Describe performance measurements and the importance of the project to UNM, artistic field, artists, audience and community.

The narrative should be accompanied by a **draft budget overview** (including cost share arrangements) and an **abbreviated PI CV**.

Should you have any questions please feel free to contact us at limited@unm.edu.

If you are affiliated with HSC, please contact Corey Ford (CFord@salud.unm.edu) or Cassandra Misener (CMisener@salud.unm.edu) for more information.