



New Hampshire
State Council on the Arts

Arts in Health

Projects occurring between August 1, 2020 – September 30, 2021

Deadline: May 1, 2020 | Applications must be submitted by 11:59 pm EST

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The Arts in Health project grant category responds to the Arts Council's recognition that arts and culture facilitate the physical, cognitive, and socio-emotional aspects of individual healing, and that when applied to public health, promote healthy environments and policies in communities by promoting empathy, awareness, and social cohesion through shared narrative and aesthetic experiences.

NEW FOR FY2021 the Arts in Health Grant offers two tracks to address both individual healing and public health.

The *Health and Healing Track* supports arts projects that promote and facilitate individual health and healing through participatory arts engagement or through artist residencies. Arts activities occur in health-based spaces and provide health benefits to the affected population. The goal of this track is to utilize the arts to enhance quality of life and promote an environment conducive to healing for patients, facility residents/clients, caregivers, and healthcare staff. The *Health and Healing Track* is designed in response to the Arts Council's commitment to meet the needs of underserved populations, which can include the elderly, people with disabilities, people in recovery, incarcerated individuals, and people with behavioral health or other health challenges.

The *Public Health Track* supports arts activities that address public health priorities for New Hampshire communities. Applicants are strongly encouraged to collaborate with public agencies and/or health or social service organizations, and/or to embed experts in related health fields into their project. Arts activities occur in community spaces with the primary purpose of imparting public benefit; activities may also directly or indirectly benefit those people who are affected by the identified public health priority. The goals of the *Public Health Track* are to utilize the arts to generate awareness of social and structural determinants of health; encourage and promote health as a topic of public discourse; promote the arts and artists as partners in health-related strategies; and to build healthy communities for all New Hampshire citizens. The *Public Health Track* is interested in supporting projects that address one or more of the following priority areas*:



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- Collective/Intergenerational Trauma
- Racism and Equity
- Behavioral Health and Substance Misuse
- Social Exclusion and Isolation
- Chronic Disease
- Housing and Neighborhood Disparities
- Income Instability
- Homelessness

**Please contact the grant coordinator if your project addresses a public health area other than those identified above.*

Projects funded in the Arts in Health category should:

- Address a clearly identified health need and focus on health-related outcomes for individuals and/or communities via arts engagement and activities;
- Engage people in meaningful and impactful arts programs and experiences;
- Explore collaborative arts projects that co-locate arts activities within health and social service facilities and programs, or partner a health organization with an arts organization/artist in the design and implementation of interventions or public awareness strategies;
- Consider opportunities to maximize artist engagement by contracting artists for multiple performances, a variety of programs, and/or include activities that support caregivers or provide professional development for healthcare staff;
- Reduce or eliminate barriers to provide equitable opportunities for participation by a diverse, economically disadvantaged, and underserved populations;
- Feature New Hampshire artists with appropriate training and background for this work and compensate them at a [professional](#) level. The State Arts Council maintains a juried directory of artists trained to work in health care settings. [Click here](#) to browse the NH Arts in Health Directory.

Sample Projects, Health and Healing Track

- A substance misuse treatment center offers a series of workshops presented by professional artist(s) for its participants in art forms such as painting, singing, storytelling, poetry and/or memoir writing, to enable them to explore their own experience, build a sense of belonging, and develop skills that will assist with their ongoing recovery.
- A theatre company or artist works with an organization serving seniors to produce a theatre piece on issues facing seniors (i.e. fear of falling, loss of senses/mobility, depression) that is presented in nursing homes or senior centers around the state.
- A dancer/dance company offers an adaptive dance program as an artist-in-residence at a rehabilitation center or long-term care facility for residents/patients and staff.
- An organization provides an interactive arts program to stimulate memory and cognitive awareness



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for individuals with Alzheimer’s or dementia.

Sample Projects, Public Health Track

- A homeless shelter partners with an artist to create artworks that communicate the experience of homelessness; the resulting works are displayed in a community center to build empathy and understanding of the causes and challenges related to homelessness.
- An arts organization and a social justice nonprofit partner to create and promote a public theatrical performance that exposes the connection between racism and health outcomes, followed by a series of community conversations to foster ongoing dialogue about the impacts of racism on health.
- An artist works with a correctional facility and a community action program to lead a poetry exchange between incarcerated individuals and community members. The program builds community connection to improve inmate’s re-integration upon release and reduce risk of recidivism.
- A senior center and school co-sponsor an intergenerational art-in-residence project involving oral histories, writing, and visual arts workshops where seniors and students tell, write, and illustrate stories, in order to build connection and reduce social isolation that seniors often experience. The residency culminates with publication of a book, public readings, and/or an exhibit at the senior center and school.

Maximum Grant Request

Funding requests may be made for \$1,000 - \$7,500. Grants must be matched on a one-to-one basis with a minimum of 50% cash match and up to 50% in-kind.

Cash match can include the percentage of time applied to the project by salaried employees of the organization (staff and administrators). When applicants provide materials and equipment needed for the project, the cost of these may be included in the budget as cash match.

In-kind contributions will also be considered by the reviewers as evidence of support and commitment by the community and/or partner organization.

Example:

| NHSCA Grant Request | Applicant Cash Match | In-Kind Value | Total Project Value |
|---------------------|----------------------|---------------|---------------------|
| \$6,000 | \$3,000 | \$3,000 | \$12,000 |

Who May Apply?

Non-profit organizations that have a 501(c)(3) tax-exempt status from the IRS and nonprofit incorporation in the State of New Hampshire. This may include hospitals, social service agencies, rehabilitation/recovery centers, assisted living facilities, nursing homes, adult day centers, senior centers, veterans’ homes, or



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hospice/grief programs. State and municipal public health agencies. State and county correctional facilities that include creative experiences as part of their substance misuse rehabilitative programs. Arts organizations with at least one year of arts programming experience seeking to deliver arts-based programs that address a public health need.

To allow for broad distribution of public funds and to maximize funding of arts activities in New Hampshire communities, applying organizations may RECEIVE **ONE** grant in the following categories:

- [Artist in Residence Grant \(AIR\)](#)
- [Arts for Community Engagement Grants](#)
- [Folklife and Traditional Arts Project Grants](#)
- [Youth Arts Project Grant \(YAP\)](#)
- Arts in Health

All applicants must:

- Make their programs accessible to people with disabilities;
- Have submitted all required reports on past State Arts Council grants; and
- Be in good standing with the NH Secretary of State's Office and the NH Attorney General's Office.

Restrictions

This grant does not fund:

- Commercially viable "for-profit" publications, recordings or films.
- General operating expenses not directly related to the project.
- Lobbying or fundraising costs.
- Applicants already receiving funds from another State Arts Council project grant category.
- Arts programs that do not require the participation of an on-site artist as a core element of the program.
- Any cost item listed in the glossary under ["ineligible expenses."](#)

Funding Criteria

The following criteria are used by reviewers to rank applications for this grant category. Panelists will award points as indicated for each category, on a 100 point scale:

Goals and Outcomes (10pts.)

- Clearly stated project goal(s) and desired outcomes
- Project and goals connect to the organization's mission and/or long-range plan

Project Description and Quality of Arts Experiences (20pts.)

- Thoughtfully conceived and clearly communicated project design with a focus on delivering individual and/or public benefit



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- Clearly defined process for selection of the artist(s) (unless artist is listed in the [NH Arts in Health Artist Directory](#))
- Quality and experience of artist(s) selected to present or lead activities is fitting for the project and appropriate for the population served
- Project includes New Hampshire artists
- Quality of the professional development component for staff (if included as part of the project)
- Project incorporates interactive components whenever possible to encourage healing and processing through participation; to accommodate the wide range of projects that fall within the overall purpose of this grant category, applicants are asked to clearly state how the beneficiaries of the project will be involved
- Promotes identified individual health and healing to participants or public health benefits to participants and/or the community as a primary focus of the project

Administrative Capacity (15pts.)

- Well-designed and actionable project plan with realistic timeline
- Project staff demonstrates the appropriate qualifications and experience to lead the project
- Well-developed promotion/publicity plan that utilizes appropriate media resources and strategies to effectively reach the target audience(s)
- Realistic budgetary projections and ability to meet the required match
- Project budget includes appropriate compensation for artists at a professional level
- Plans to provide artists orientation, as needed to prepare them to work within the facility and/or population being served

Health and Healing Track: Participant Benefit and Community Support (20pts.)

- Potential of the project to enhance the quality of life for participants and promote an environment conducive to healing
- Opportunities for residents, patients, caregivers, and staff to benefit from or actively participate in the creative process
- Evidence of a strong commitment by the health facility or entity contracting the artist to integrate the arts as a healing modality, and to sustain future and/or ongoing arts programming for the benefit of the population served
- The project engages the artist in more than one arts activity, including, if applicable, staff professional development opportunities

Public Health Track: Public Benefit and Community Support (20pts.)

- Potential of the project to influence public awareness and attitudes and build a healthy community environment
- Incorporation of activities that impart a clear understanding of the challenges and experiences of individuals affected by the identified public health challenge, and/or that bring together affected



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individuals with members of the public in order to foster empathy and connection

- Health and community partners are integral to the design and implementation of the project
- Evidence of support from community(ies) benefitting from the project/activities (applicants are strongly encouraged to submit up to three Letters of Support with support materials; in-kind donations are also indicative of community support and should be included in the budget, if applicable)

Access and Equity (20pts.)

- Clear and appropriate plan to provide programmatic access to persons with disabilities
- If applicable, inclusion of pathways to participation for individuals who are economically disadvantaged
- Clear and appropriate plan to include all members of a community by reducing or eliminating barriers to participation for underserved or marginalized populations, including targeted marketing efforts to reach those individuals/populations

Evaluation & Documentation (15pts.)

- Clear and appropriate method of evaluating the effectiveness and impact of the project, with particular focus on how well the project meets stated goals and benefits the population served
- A plan for documenting the project and related activities for marketing and future reference

Application Review Process

A panel with expertise in the focus area of the grant category will meet to review and rank applications according to the funding criteria listed. Whenever possible, a State Arts Councilor attends the meeting. After discussion and review of work samples submitted, applications are ranked by the panel. Funding recommendations are forwarded to the State Arts Councilors for review and approval. If the organization's cumulative total of grants received from the State Arts Council for that fiscal year (July 1 - June 30) is \$10,000 or more, the grant recommendation must also be submitted to the Governor and Executive Council for approval. Errors and omissions may affect a panel's evaluation of your application, so please prepare your application carefully and follow instructions.

How to Apply

Applicants are strongly encouraged to attend one of the State Arts Council's [grant information sessions](#) and discuss their proposals with the appropriate grant coordinator before writing and submitting applications. Applicants should also review the [legal and reporting requirements](#) relevant to State Arts Council grants.

The grant program coordinator will review and provide feedback on drafts of narrative questions and budgets if submitted by email at least two weeks in advance of the application deadline. First time applicants are especially encouraged to submit drafts.



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Required Documents

All required documents can be uploaded to the [online system](#). Please keep a copy for your files.

- Answers to Narrative Questions (see below)
- Completed Budget Form
- List of current Board or arts advisory committee members
- Timeline/workplan (one page)
- Board-approved financial statement for most recently completed fiscal year
- One-page resume or biographical statement of lead project coordinator(s)
- A brief description of the experience of any outside contractors who will assist with the implementation of the project (if applicable)
- Letters of Support by community members and/or participating partners relevant to the proposed project, if applicable (up to three recommended)
- Evaluation form to assess impact of the project/activities and success in meeting stated project goals
- [National Endowment for the Arts Brief Accessibility Checklist](#)
- Selected relevant program materials such as reviews, season performance schedule, exhibition catalogues, etc. of previous programming
- Work samples for all artists. If possible, we prefer that you include a link in the grant narrative to the artist's website or [Creative Ground](#) profile

Submitting the Application

NHSCA uses an online application system, [Submittable](#). **The online system cannot be used to submit drafts.**

- Watch [instructional videos](#).
- [Click here](#) to start the online application.
- [Click here](#) to download the Budget Form in MS Excel or PDF format.

Deadline

Applications must be completed online by 11:59 pm on **May 1, 2020**. Office hours are Monday - Friday, 8:00 am - 4:00 pm. The office is closed all state and most federal holidays. Late applications will not be accepted. The Council cannot accept applications transmitted by facsimile (FAX) or e-mail and is not responsible for uncompleted online applications or paper applications lost in transit. Errors and omissions may affect a panel's evaluation of the application, so please follow instructions and prepare the application carefully.

Notification of Award

No formal announcement regarding a funding decision and/or grant amount will be sent to any applicant until after the Council meeting ([meeting dates](#) are listed on the NHSCA website). At that time applicants will receive official notification of the Council's action, as well as panel comments. Whether or not a grant is awarded, these comments should help in the development of future applications. This notification may take up to 10 weeks after the application deadline.



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Payment

NHSCA disburses funds appropriated from public sources, both federal and state. Checks are issued by Administrative Services of the State of NH, not the Department of Natural and Cultural Resources or the NHSCA. Upon receipt of properly executed grant forms, the State of New Hampshire generally pays grants under \$10,000 to grantees within four to six weeks. If an organization is awarded \$10,000 or more or has received other NHSCA funds which bring the cumulative total received for that fiscal year (July 1 - June 30) to \$10,000 or above, grants must be approved by Governor and Executive Council; consequently, payment can take up to 10 weeks. All awards are subject to availability of state and federal funds. Please plan cash flow accordingly.

IMPORTANT: All grant agreements must be returned by January 15 of the fiscal year (July 1 to June 30) in which they are awarded. Failure to return the grant agreement by that date could result in cancellation of the grant and reallocation of funds. Payment of a grant will be withheld if final reports for previous grants are not in compliance with policy below.

Grant Period and Reporting

A [final report](#) is due 30 days after the completion of your project, but no later than October 31, 2021. An extension of up to three months may be requested. The request for extension must be made *in writing* to the grant coordinator *before* the deadline for filing has passed and should briefly note why the extension is necessary and the date the report will be submitted.

Failure to submit the final report by the required date will result in the organization becoming ineligible to apply for NHSCA funding for two years. Additionally, failure to submit the final report may result in a withholding of funds from any currently awarded NHSCA grant.

Questions

Questions about the grant program?

Please contact Lisa Burk-McCoy, Program Coordinator

lisa.burk-mccoy@dncr.nh.gov | 603-271-0794

Questions about the online application system at Submittable?

Submittable Technical Support support@submittable.com

855-467-8264, ext 2 | <https://submittable.help/>



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Grant Narrative Questions

The total narrative portion of the application **should not exceed five typed pages**. Margins (not less than 1 inch), fonts (not smaller than 12 point), and spacing should provide easy reading for the panelists. Please number and respond to the following **questions in the order** in which they appear.

Introduction: Provide a profile of your organization including its mission and goals, and a summary statement of not more than 50 words about your project. Please keep in mind that some panelists may not be familiar with your organization or its importance to New Hampshire.

1. Project Goals and Outcomes (10pts.)

- What are the goal(s) and intended outcome(s) of the project/activities.
- Explain how your project relates to your organization's mission, goals and long-range plan.

2. Project Description and Quality of Arts Experiences (20pts.)

- Describe the project and related activities.
- Who is your target audience/participants?
- When will the project occur?
- Where will the project occur?
- Who are the participating artists and why are they appropriate for this project? *If you have not yet identified all artists, name as many as you can and describe your process to identify the remaining artists.*
- Describe any interactive/participatory components of the project. How will residents, patients, caregivers, staff and/or the general public actively participate in the creative process?
- If the project involves a presentation for the general public/local community, explain how and when you plan to present the performance or display the artwork within your facility, and how the residents of the facility will benefit.

Related Uploads/Links: Resumes or background summaries (2-4 paragraphs) and work samples for all artists. We prefer that you include a link in the grant narrative to the artist's website or [Creative Ground](#) profile.

3. Administrative Capacity (15pts.)

- Describe your action plan to successfully implement this project.
- Provide information about the lead project coordinator(s) and other key team members that describes their ability to manage the project.
- Describe the marketing/publicity plan or other methods you will use to attract participants or audiences.
- If applicable, explain what provision you are making to provide an orientation for the artist(s) to inform him/her of facility policies and HIPAA rules, as they may impact the artist's services in your facility.
- How do you plan to meet the cash and in-kind match? *Use the "Details" column of the budget form to*



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provide sufficient information to ensure panelists understand how your project expenses correspond with the activities described in your narrative.

Related Uploads/Links: Work plan/timeline; one-page résumé or biographical statement of project coordinator

4A. Health and Healing Track ONLY: Participant Benefit and Community Support (20pts.)

Please indicate in your application narrative that you are addressing question 4A.

- How will this project benefit participants, including facility residents, patients, caregivers, and/or staff?
- How will any participatory elements of your project contribute to participant benefit? Will the artist engage participants and/or multiple audiences through a variety of activities or performances (may include staff professional development opportunities)?
- Describe your plan to sustain your arts programming in order to provide ongoing benefit to your residents, patients, caregivers, and/or staff.
- Who are your community partners and how are they supporting this project?
- Explain how volunteers will be involved with this project, if applicable.

Related Uploads/Links: Letters of Support (up to three)

4B. Public Health Track ONLY: Public Benefit and Community Support (20pts.)

Please indicate in your application narrative that you are addressing question 4B.

- Does your project fill an identified need in the community? Provide statistics, if relevant.
- How will this project benefit the general public and build a healthy community environment?
- How will your project inform and educate the general public, in order to affect awareness and attitudes and build empathy?
- Will your project connect the general public with individuals who are affected by the public health area(s) you're addressing, and if so, what is the anticipated benefit of this engagement?
- How will any participatory elements of your project contribute to public benefit? Will the artist engage participants and/or multiple audiences through a variety of activities or performances?
- Who are your health and community partners and how are you working with them to design and implement this project?
- Explain how the general community is supporting this project.
- Explain how volunteers will be involved with this project, if applicable.

Related Uploads/Links: Letters of Support (up to three)

5. Access and Equity (20pts.)

- Describe your plan to provide access to individuals with disabilities.
- Is there a cost for participation, and if so, how will you provide access to people who are economically disadvantaged?
- How is your project designed to reflect the racial, cultural, and/or aesthetic background of the



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community population?

- How will your project promote diverse participation, especially if that diversity reflects the cultural make-up of the community(ies) served?
- What targeted outreach efforts will you make to attract these participants?
- *Related Uploads/Links:* [National Endowment for the Arts Brief Accessibility Checklist](#)

6. Evaluation and Promotion: How will you evaluate and document your project for ongoing learning and growth? (15pts.)

- What method(s) will you use to evaluate how well the project achieves your project goals and community benefit objectives? *For information on evaluation techniques, click [here](#). For a checklist to help you track your evaluation, promotion and documentation metrics, [click here](#).*
- How will you use your evaluation to inform future programming?
- How will you document, promote, and share the outcomes of the project (i.e. photography, interviews, surveys, etc.)?
- What is your plan to credit the New Hampshire State Council on the Arts and the National Endowment for the Arts for any funding support received?

Related Uploads: Project evaluation tool/form to assess project goals and community impact.