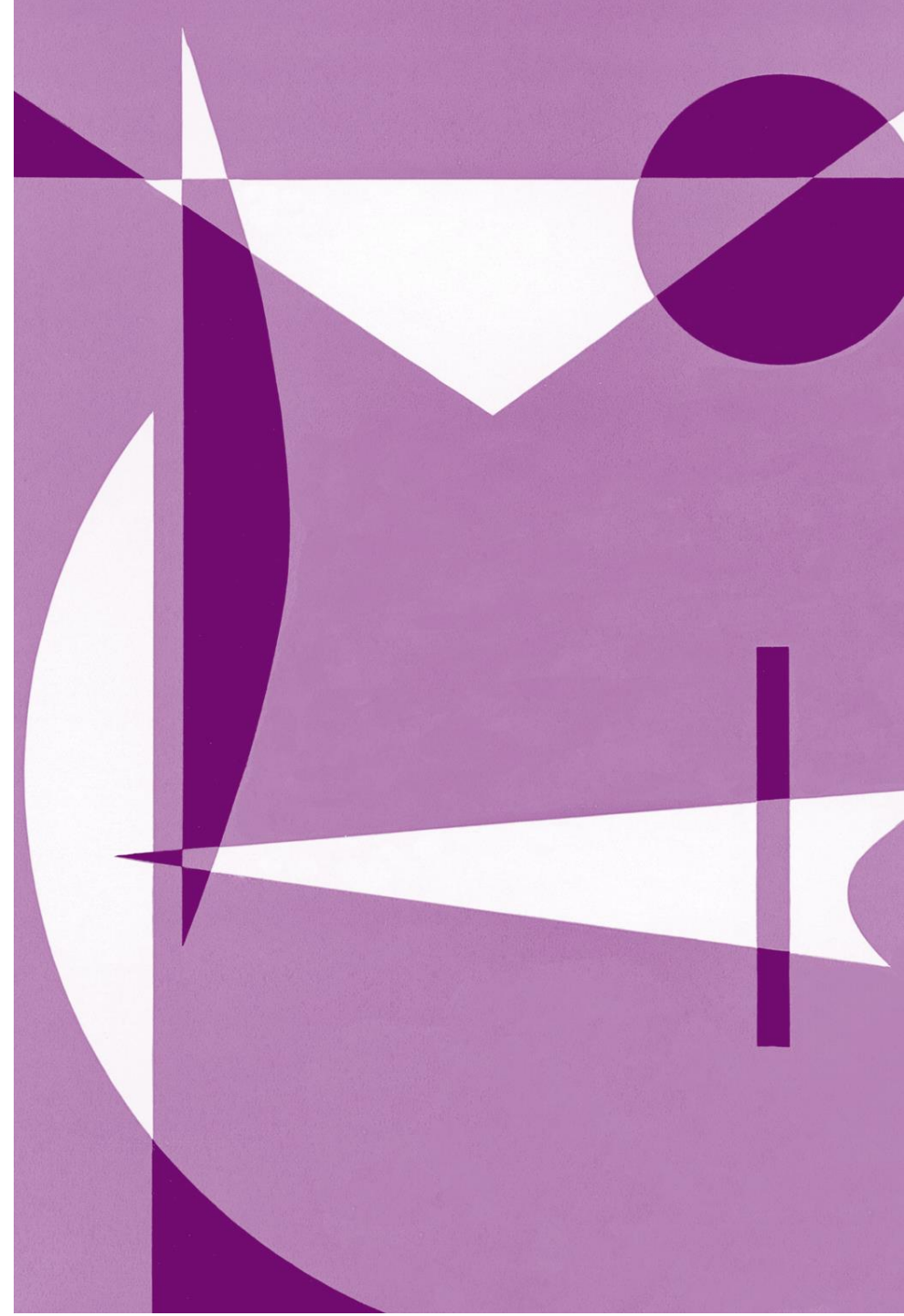


# Grantwriting Fundamentals

**Fund for the Arts Black Artist Fund**

**SteVon Edwards, MPH  
Schenault Solutions, LLC**





## SteVon Edwards, MPH

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Schenault Solutions, LLC

[info@schenault.solutions](mailto:info@schenault.solutions)

<http://Schenault.Solutions>

- 10 years experience
- Volunteer, board member, grantor, evaluator (local and national)
- 20+ clients
- \$500,000 in funds



## Work Activities

In the text box below, include the link to your audio or video recording (YouTube link preferred).

Your recorded response to the Work Activities section may not exceed 6 minutes

Describe your proposed new work, including:

1. The process you would use to create the work.
- \* 2. What the final work will look like.
3. The inspiration for the work (cultural, political, interpersonal, personal, historical, etc.).
4. Any support you'll need to complete the work (i.e., volunteers, securing permits, securing walls for a mural, etc.).

Provide the link to your audio or video recording (YouTube is preferred).

## Work Audience

In the text box below, include the link to your audio or video recording (YouTube link preferred).

Your recorded response to the Work Audience section may not exceed 2 minutes

- \* Describe the audience for the work and your relationship to the audience. Will the work engage a small group, large group, or a broader audience? A specific demographic(s), neighborhood, age group, etc.?

Provide the link to your audio or video recording (YouTube is preferred).

# Key Application Questions



Answer tips

# AESTHETIC PERSPECTIVES



**disruption**



**commitment**



**communal meaning**



**cultural integrity**



**risk-taking**



**emotional experience**



**sensory experience**



**openness**



**coherence**



**resourcefulness**



**stickiness**

# The Aesthetic Attributes



**Commitment** - Creative processes and products embody conviction to the cause espoused through the work.



**Risk-taking** - The creative work assumes risk by subverting dominant norms, values, narratives, standards, or aesthetics.



**Communal Meaning** - The creative work facilitates collective meaning that transcends individual perspective and experience.



**Openness** - The creative work deepens impact by remaining open, fluid, transparent, subject to influence, and able to hold contradiction.



**Disruption** - Art challenges what is by exposing what has been hidden, posing new ways of being, and modeling new forms of action.



**Resourcefulness** - Imaginative use of available resources drives artistic innovation and demonstrates responsible social and environmental practice.



**Cultural Integrity** - The creative work demonstrates integrity and ethical use of material with specific cultural origins and context.



**Coherence** - Strong ideas expressed with clarity advance both artistic and social purposes.



**Emotional Experience** - Arts for Change facilitates a productive movement between "heart space"—the emotional experience that art evokes—and the "head space" of civic or social issues.



**Stickiness** - The creative work achieves sustained resonance, impact, or value.



**Sensory Experience** - Vivid sensations deepen the experience of the creative work and heighten the power of its messages and the potential for change.

## The Aesthetic Perspectives framework is best thought of as...

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A pallet of possibilities	rather than	a checklist of requirements
A guide for description	rather than	a scorecard
Inspiration for shaping programs, projects and guidelines	rather than	a prescription of required elements
A tool to guide inquiry	rather than	a definer of success or failure
A spectrum or continuum	rather than	a hierarchical ranking system

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# Inspiration

- How does the work reveal a connection to the artist's earlier work, or represent an intentional departure from what the artist has done in the past?
- How does the work reveal its connection to artistic movements or traditions and draw meaning or impact from that connection?
- Does the work take the artist to a new place in his/ her development? If so, how does the artist describe the relationship of the new work to past work?
- How are the artist(s) connected to the community that is the focus of the work? What history and relationship does the artist have with the knowledge, traditions, and practices they are engaging in? What is the artist's cultural relationship to the aesthetics and techniques of the project?



# Process

- How does the work afford artists or participants new forms of expression? In what ways does it offer new ways of thinking about form or medium, particularly in relationship to the content?
- How does the work take risks of form, content, medium, or the relationship among these elements?
- How do the artists open their process to multiple viewpoints and show their willingness for the work to evolve based on what is learned?
- How does the work demonstrate creativity in maximizing the possibilities of the human, social, financial, and physical resources available?

# Final Work

- How does the creative work cause people to question or consider their own beliefs, assumptions, or values?
- How does the work reveal stories or images previously untold or unseen in a way that can shift public/audience perception?
- In what ways does the work elicit emotional responses?
- Connection between medium and message
- What are participants' takeaways from the experience and how do they connect to the social aims of the work?

# Budgeting

- Line items (categories)

Item	Description
Materials/Supplies	paint, fabric, putty, pencils, chalk, easel, canvas
Equipment	Audio recorder, pottery wheel, microphone, instruments, kiln
Rent	Studio time
Utilities	Only the portion you will use
Team compensation	video production, editing, graphic design, other artists
Artist compensation	No more than 20% of request → up to \$400 Time spent creating Rate? Or stipend? 8 hours/week creating = 0.2 FTE
Travel	0.35 cents per mile ( no more than 10% of ask)



# Questions?

[AESTHETIC FRAMEWORK LINK](#)