

2021-22 Arts Workforce Empowerment (AWE)

**Overview:**

The Arts Workforce Empowerment (AWE) grant category is a transformation of DCA’s former *Operating Projects* category.

AWE will provide targeted support for staff salaries at minority-defined DCA grantee organizations that have already received either an Artistic Project Grant or an Outdoor Festival/Parade grant through DCA’s Cultural Grants Program in the prior fiscal year (currently active) and remain in good standing with current reporting. Mid-size nonprofit arts organizations and nonprofit community organizations that hire and sustain a unit of workers already sponsored by DCA to produce a signature outdoor festival, are eligible to apply. The salaried employees named in each proposal must reflect the exact kind of racial and/or social-equity that is promised by the organization’s mission plus programs. AWE support is specifically intended to uplift workers and programmatic success within organizations that combat community poverty due to racial as well as other social discriminations.

DCA respects that nearly all arts organizations are dedicated to lifting up. Applause to all our grantee- clients for their strength and perseverance. AWE is designed to support those organizations who perform the hardest work, best described by the black feminist slogan -- LIFTING WHILE YOU CLIMB. Applicants for AWE will demonstrate double or triple power to push up, through multiple oppressions, and climb while lifting others out of poverty.

Competitive applicants for AWE will be able to demonstrate all three of the following attributes:

1. the organization’s mission/programming serves a population which is specifically impacted by poverty as well as other systemic discriminations,
2. the organization is embedded in its neighborhood/community in order to serve as a beacon of hope as well as a partner in community-empowerment with other non-arts businesses that uplift the same fragile population(s), and
3. the organization is dedicated to salaried-employment of staff members who personally represent (in in the best case come from and live within) the same fragile population(s) served by the agency’s programs.

AWE applicants must also meet the following three qualifications:

* Headquartered within the City of Los Angeles.
* Sited in a community-context that connects their mission to their audience.
* Awarded a grant from DCA as a mid-size applicant in any artistic discipline including outdoor festivals/parades.

**Funding**

Applicant-organizations with budgets between $400,001 and $800,000 may request $10,000 of AWE support for one (1) part-time or full-time staff member salary.

Applicant-organizations with budgets between $100,000 and $400,000 may request $20,000 of AWE support for two (2) part-time or full-time staff members' salaries.

AWE funds are awarded to specifically reimburse salaries and benefits only, not other program costs, even though the programmatic/and administrative success of the employees described in your proposal is judged as part of the process detailed below.

**Scoring Overview**

The one or two workers and the projects they produce will be judged against other proposals in relation to the City’s renewed commitment to racial and cultural equity. **Before starting the application, please re-read the complete AWE program guidelines above and preview the specific AWE Application Questions and Format outlined beginning on the following page.**

**Due Date**

AWE applications are due by 11:59 p.m. on Friday, November 13, 2020.

**Application Overview**

The AWE category will be posted each October online, within an easy-platform called *SlideRoom*. Results will be communicated in May-June of the following year.

The link to the application is here:

https://culturela.slideroom.com/#/permalink/program/55967/XhbQ12RtHj

**Inquires**

General questions about AWE may be directed to dca.grants@lacity.org between October 12 and October 30, 2020. Answers to the most general questions submitted by email will be responded to via email. Appointments to speak with the DCA Grants staff can be arranged on the following two days:

* AWE inquiry date #1: Wednesday November 4, 11:00 a.m. to 5:00 p.m.
* AWE inquiry date #2: Thursday November 12, 11:00 a.m. to 5:00 p.m.

**Arts Workforce Empowerment (AWE) Category -- Application Questions and Format**

# NOTE: Questions provided below for reference purposes only; application must be submitted online at https://culturela.slideroom.com/#/permalink/program/55967/XhbQ12RtHj

## Applicant Organization IRS Name

Please enter your organization's name in all CAPS, otherwise matching how it appears on your IRS 501(c)(3) nonprofit status determination letter.

## Applicant Organization Popular Name

Popular name, if different from your organization's IRS name.

## Applicant Organization Website

(example: www.culturela.org)

## Contact Person

(First and Last Name)

## Contact Person Phone Number

* 1. **Contact Person Email Address**

## Grant Request (based on your organization size, select one option)

( ) $10,000 -- for a current DCA grantee with a budget between $400,001 and $800,000 in their former grant proposal

( ) $20,000 -- for a current DCA grantee with a budget between $100,000 and $400,000 in their former grant proposal

## Scoring Detail

Scores for AWE are determined from the 10 Aspects listed below, with a maximum of 1,000 points. Proposals scoring higher than 700 will be most competitive for full funding.

## Steps to Apply

Calculate Aspects 1-6 based on the total number of persons employed full-time AND part-time (do not include independent contractors, only people paid an hourly wage) in your organization’s most recently completed fiscal year. This should be the same year used to register your organization budget-size with DCA in your former proposal and open contract.

***By submitting the numbers below, you certify that all the values and materials submitted for this funding opportunity are true and accurate at the time of submission.***

## Percentage of full and part-time staff members who represent ANaLaAA minorities

Enter a whole number ranging from 0 to 100, representing the percentage of workers with a primary or mixed heritage that is African, Native-American, Latin-American, Arab or Muslim, or Asian (100 Points Max).

## Percentage of full and part-time staff members with disabilities protected by the Americans with Disabilities Act (or use Aspect 2 to count your staff members who are first or second generation immigrants to USA)

Enter a whole number ranging from 0 to 100, representing the percentage of workers with disabilities protected by ADA or bringing fresh perspectives to USA as immigrants/refugees – but please don’t mix the two types (100 Points Max).

## Percentage of full and part-time staff members who are Lesbian, Gay, Queer, or Gender-nonconforming.

Enter a whole number ranging from 0 to 100, representing the percentage of workers who are Lesbian, Gay, Queer, or Gender-nonconforming (100 Points Max).

## Percentage of full and part-time staff members who are women acting in the top half of the organization’s salary range

Enter a whole number ranging from 0 to 100, representing the percentage of women acting in the top half of the organization’s salary range (100 Points Max).

## Workforce + Mission Connectivity

Review the percentages entered for the four aspects above. Select the largest of your four numbers and re-enter it again as Aspect 5. This number represents your current greatest strength in reflecting your social-equity promise through authentic staffing (100 Points Max).

***Note: a combined score higher than 220 in Aspects 1-5 indicates eligibility, and a combined score higher than 350 in Aspects 1-5 indicates great competitiveness.***

## Economic Evenness

Calculate the factor-difference between the highest and lowest paid full time workers on your staff. For example = if the executive director makes $110,000 and the full-time secretary makes $35,000 then the factor-difference is 2.14 ($110,000 subtract 35,000 is

$75,000, and $75,000 divided by 35,000 is 2.14).

Note: If the difference is greater than 8, then you are not eligible to be a City vendor in this or any other grant program.

Subtract your factor-difference from 10 (10 subtract 2.14 = 7.86) to get your Economic Evenness (EE) number.

Multiple your EE-number times 10 to get your EE-score (example 7.86 times 10 = 78.6) for this City program = maximum of 100 points.

*If your organization has only part-time workers, please use the percentage of part-time worker earning the City’s Living Wage of $16.25 or greater per hour ($15.00 per hour with health benefits of no less than $1.25 per hour, OR $16.25 per hour without health benefits) to calculate your EE using the methodology in the following example: if 60% of your part-time employees earn a City Living Wage, then your EE score is 60 out of 100.*

## Employee Narrative

Tell us about one or two workers who provide community authenticity for your organization. If one person is a program coordinator/manager that delivers projects in the community, then the other worker may have an administrative/fund-raising function (Note: You may not apply to OE to support two administrators).

*Note: New positions and new employees are not eligible to be proposed. DCA’s AWE category is meant to reinforce people who have been employed at the applicant- organization for at least six months prior to grant submission. If one position/worker named for AWE is the applicant organization's Executive Director, and you are not submitting their resume, please try to describe their accomplishments written by and signed by a Board Member.*

(100 points maximum, to be scored by peer panel)

## Supplemental Material for Employees

Upload PDF documents that include: a) the official/organizational job description(s) for the one or two workers described, b) each employee’s current resume, and c) description of accomplishments for the same employee(s).

(100 points maximum, to be scored by peer panel)

## Tripod of Goals, Location, and Character

In approximately 500-700 words, describe the triangulation of: a) the organization’s mission statement; b) the poverty and related discriminations/obstacles within the community-context in which your agency provides services; and c) the optimism developed by the worker(s) named for AWE support.

After describing the tripod requested above, use any space remaining to describe any other key factors that demonstrate how your agency builds collective empowerment. Is your agency iconic for a neighborhood or community? Are you transforming clients where they live? Do you have constant business relationships that demonstrate how your agency cooperatively builds community betterment?

(200 points maximum, to be scored by peer panel)

***DCA hopes that the numbers and items requested above will take no more than 5 hours to compile and upload. Your self-assessment scores and common materials requested above, represent 90% of the AWE process.***

## Interpersonal Dialogue & Application Certification

The final 100 points of the scoring for this proposal is an interpersonal dialogue with DCA staff.

Because we are committed to reducing paperwork and grant-writing skills as obstacles to receiving AWE support, the only materials to be discussed and verified during this dialogue are your calculations for Aspects 1-6, as well as the materials presented in Aspects 7-9. Do not prepare/bring any other written or visual presentations. Please be prepared to discuss your commitments to social-equity as well as the triangular relationship between your mission, staff, and community beneficiaries. Bring stories and smiles, because this meeting will be professional but friendly. DCA staff will reach out directly in early February to schedule a video-interview appointment in late February or early March.

***By entering your full name below, you are certifying you are authorized to submit this form on the group's behalf and that the information contained in this application, including attachments and supporting materials, is true and correct at the time of submission. I understand that this opportunity can be canceled at any time before the legal-contracting of a selected grantee by the City of Los Angeles and that the City's ability to offer AWE support to the highest-ranked community service-providers is contingent upon the availability of municipal funds.***

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