



New York Live Arts  
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Home of the Bill T. Jones /  
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## FISCAL SPONSORSHIP PROGRAM OVERVIEW & FAQ'S

New York Live Arts' Fiscal Sponsorship program is a simple and affordable way for independent artists and companies to raise tax-deductible donations and apply for grants. Through sponsorship, members are able to raise the money they need to produce their work, pay their performers and collaborators, and thereby contribute to the growing ecology of dance and performance in New York and beyond.

### HOW TO: Join the Program

You must meet the following criteria to become a Fiscally Sponsored Artist of New York Live Arts

- You must be a working artist
- You must have a valid Social Security # or EIN #. Checks will be paid out through this number, and it must remain consistent throughout our fiscal year. All checks will be paid out to the name associated with this number.
- If you are a collective or company, you must designate a point person who will interface with the fiscal sponsorship program. This person must reside in the United States and have a working email address that they check regularly.
- You must currently be enrolled as a Live Core of New York Live Arts.
- ***It is an IRS requirement that New York Live Arts keep on file a description of each member artist's project for which donation requests are being made, as well as follow-up expense reports. These descriptions must be accompanied by documentation materials, including press releases, flyers, programs, or reviews. Supplementary materials you submit will not be available for return.***

Participation in this program is not the same as having your own non-profit, tax-exempt status. Copies of New York Live Arts' 501(c)(3) forms or tax-exempt form are not available to fiscally sponsored artists. Exceptions are made when forms are requested by a granting organization.

## HOW TO: Solicit Donations

### THESE DONATIONS **CAN** BE CHANNELED THROUGH FISCAL SPONSORSHIP

- Contributions from individuals (checks, money orders, and credit card donations)
- Goods to which a dollar amount can be easily fixed and documented
- Matching grants
- Most corporate and foundation grants

### THESE DONATIONS **CANNOT** BE CHANNELED THROUGH FISCAL SPONSORSHIP

- Any donation where something is exchanged for the donation (e.g. ticket sales, marketing exchanges, etc.)
- Donated services
- Donated space
- Non-approved corporate, foundation or government grants

Our Fiscally Sponsored Artists typically solicit donations in three ways.

- **Letters** or emails to friends, associates, and business acquaintances, describing upcoming projects and requesting their support.
- **Online** from an artist's website or our online donation page.
- **Appeals** in concert programs, stating that donations are being accepted and are appreciated. An envelope insert with your return address is also a good idea.

Some basic policies apply to **ALL** types of solicitations:

- All solicitations must be approved by New York Live Arts before they are used. This includes print, email, and web solicitations.
- **Nothing can be offered in exchange for donations. As with most fiscal sponsorship programs, only 100% tax-deductible donations can be processed through our program. Thus ticket sales, marketing exchanges, or other benefits may not be offered in exchange for a donation.**
- All solicitations must include a required statement which clarifies your relationship to New York Live Arts. The statement must appear word for word as below in 10pt font or greater. Insert your membership name in the blanks.

\_\_\_\_\_ is a member artist of New York Live Arts, Inc., a non-profit tax-exempt organization. Contributions in support of \_\_\_\_\_'s work are greatly appreciated and may be made payable to New York Live Arts, Inc., earmarked for "the New York Live Arts member project of \_\_\_\_\_." A description of the work and current project activities for which such contributions will be used are available from \_\_\_\_\_ or New York Live Arts, upon request. All contributions are fully deductible to the extent allowed by law. (Note: A copy of New York Live Arts' latest annual financial report filed with the New York State Department of State may be obtained by writing to the N.Y.S. Dept. of State, Charities Registration, 162 Washington Avenue, Albany, NY, 12231, or to New York Live Arts, 219 West 19th Street, New York, NY, 10011)

When soliciting donations be sure to communicate the following to your potential donors:

- Checks must be made payable to New York Live Arts, Inc., and should be recommended for your member project in the memo area. Checks not made payable to New York Live Arts, Inc., will be returned.
- Checks should be mailed directly to you and not to New York Live Arts. Please be sure to include your address in all funding solicitations.

Be sure to remember the following for yourself

- Keep track of your contributors' addresses and their donations. You will need this information when filing taxes, completing Expenditure Reports, and writing thank you letters. New York Live Arts cannot provide copies of these records at a later date.

## HOW TO: Submit and Receive Your Donations

- When you receive a check, fill out the **donation form**.
- Mail or deliver your contribution check(s) to New York Live Arts, c/o Bianca Bailey, along with a copy of the completed donation form. **Please make copies of your checks and donation forms for your records.** New York Live Arts cannot provide copies of these records at a later date.
- New York Live Arts will issue you a check equivalent to the amount of the contribution(s), less processing charges.
- New York Live Arts deducts a 6% fee for all check and online credit card donations.
- There is a two and a half week turnaround from when New York Live Arts processes your contributions to when they are mailed out to you.
- **Money is regranted to artists.** Individuals who are not incorporated and receive \$600 or more in fees per calendar year will be sent an Internal Revenue Service "Information Return/Form 1099" (Non-employee compensation) from New York Live Arts, a copy of which is mailed directly to the IRS, as required by law.
- There is no submission process for online donations. When an online contribution is made, New York Live Arts will notify you via email with a Gift Report including the donors' contact and gift information.

## HOW TO: Apply for Grants

New York Live Arts' fiscally sponsored artists are eligible to apply for most corporate, foundation, and government grants. We are not able to sponsor an application if:

- The grant would be a conflict of interest for New York Live Arts
- The level of administrative support required by the application process is beyond what New York Live Arts is able to provide

New York Live Arts cannot currently support NYSCA application, but all other major grants can be supported.

New York Live Arts does not need to proofread your application; however we require notification at least two weeks before the deadline for all grant applications filed under your sponsorship.

Matching grants can be received under your New York Live Arts sponsorship. Simply include the matching gift form when you submit the application, New York Live Arts will complete the form and return it to the corporation.

### When Applying For a Grant

- Read over the application and contact New York Live Arts at least two weeks before the deadline to gain approval for the application and request the support materials you need.
- Support materials can be mailed directly to the granting organization or left at the box office for pick up
- Materials requested with less than two weeks' notice are not guaranteed

## HOW TO: Report Your Earnings and Expenses

- At the end of each fiscal year you are required to submit an Expenditure Report that details your earnings and expenses. The fiscal year ends June 30 and reports are due by mid-July. You will receive a reminder notice from New York Live Arts via email.
- Keep clear records and receipts of your expenditures, contributions, and checks paid to you by New York Live Arts, you will need them for your taxes, and for submitting Expenditure Reports
- Members must submit timely expense reports, or they will not be able to continue using the service
- Enrollment in the Fiscal Sponsorship Program runs on our fiscal year: July 1 – June 30. All members must re-enroll in the Fiscal Sponsorship Program at the same time that they renew their Live Core membership.

## QUICK TIPS FOR YOUR LETTER WRITING CAMPAIGN

- **Know your contributors:** Keep the tone professional yet personal. It's okay to send the same letter to everyone, but it's a good idea to include a personal note on letters that go to close friends, family, and any donor VIPs.
- **Be positive:** Contributors want to feel they are investing in a meaningful creative partnership, not rescuing you from the brink of poverty.
- **Be direct:** Be affirmative and proactive in your request. State your case, (e.g. "I'm writing to request your financial support for an exciting new project") in the first paragraph of your letter. Don't beat around the bush or apologize.
- **Be concise and clear:** It is unlikely that contributors will read a three-page letter describing every nuance of your work. Create a succinct, comprehensive project description.
- **Be creative:** Avoid dry language and clichés. Enclose a donor card with suggested giving levels. Introduce creativity by assigning clever names to different funding tiers.
- **Show prudence and ability:** Include a simple project budget with a breakdown of income and expenses to show exactly how contributions will be spent. Send reviews of your work. Send a photograph, flier, or a postcard. Good images printed on quality paper can provide a powerful point of entry for people unfamiliar with your work.
- **Be thoughtful:** When you're writing to previous contributors, acknowledge them and highlight how their past gifts have benefited your work. It is critical to maintain a good relationship with contributors. Always send thank you letters for all gifts, large or small.
- **Save something important for the P.S. (post script):** A P.S. at the end of a direct appeal is often the most memorable bit of information. If you have a quick note that will make an impact, instead of including it in the body of your letter, add it as a postscript, e.g. "P.S. We hope to see you at the show, June 1-4 at New York Live Arts, see attached invite for more details!"
- **Keep your donors informed:** Don't just ask for money. Send updates and invitations to performances and events, or a periodic newsletter highlighting accomplishments and upcoming activities.

## FREQUENTLY ASKED QUESTIONS

- **How much does it cost?**

Our program has the simplest fee structure in the field: a 6% administration fee for grants and donations made by check, as well as any online credit card donations. To enroll, you must be enrolled as an Associated Artist (\$100 annually) of New York Live Arts. You'll always know how much money you'll get back from your donations.

- **Why should I choose New York Live Arts as my fiscal sponsor?**

New York Live Arts' Fiscal Sponsorship program is designed to be clear, simple, and affordable for independent artists. Our payout system puts artists in control of their earnings by re-granting funds automatically instead of requiring members to submit requests for expenses. Our program is non-curated and serves a wide variety of artists. Our program is quick and easy to join, and simple to use. Artists are usually able to begin raising money the week they come in for their enrollment meeting!

- **What pre-conditions must I meet before I'm allowed to apply for grants?**

None! Unlike other Fiscal Sponsorship Programs that require artists to raise a certain amount before applying for grants, our artists can begin applying for grants as soon as they are sponsored.

- **Does New York Live Arts need to approve the grants I write?**

No. New York Live Arts trusts that its Fiscally Sponsored Artists are working with experienced grant writers, or are grant writers themselves. We do not impose extra deadlines, require a review process, or charge extra fees when applying for grants. Just let us know before you write a grant to make sure we can sponsor the application. You'll usually receive approval from us that day. With your enrollment in the Associated Artist Program, you receive one free hour of consulting with a New York Live Arts staff member; if you'd like to use it to go over one of your grants, you're more than welcome to!

- **Can I submit donated goods through the Fiscal Sponsorship Program?**

Yes! When you receive a donated good just send a letter or email to Bianca Bailey ([bbailey@newyorklivearts.org](mailto:bbailey@newyorklivearts.org)) stating the donor's full contact information, and a description of what was donated. You do not need to assign a monetary value to the item; that is for the donor and their accountant to do.

- **Do my general New York Live Arts membership and my Fiscal Sponsorship expire at the same time?**

Yes! You will send in your re-enrollment materials at the same time that you renew your Live Core Membership.

- **How do I create a donation link on my webpage?**

When you enroll in the Fiscal Sponsorship Program, you will receive a confirmation email with some critical information, including the link to the New York Live Arts donation page. If you've already joined the program and can't find this email, contact Ash for the link to the donation page.