



# BED-STUY CREATE & CONNECT FUND

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## ABOUT THE LAUNDROMAT PROJECT

The Laundromat Project (LP) is a Black-rooted and People of Color-centered, New York City arts organization dedicated to advancing artists and neighbors as change agents in their own communities. In 2020, we marked our 15th anniversary with a new home at 1476 Fulton Street in Bed-Stuy, Brooklyn. We are looking forward to the space serving as an arts and cultural community hub where we can grow, learn, adapt, and build long-term relationships of mutual support with neighbors, communities, and organizations.

As an arts organization, we believe that art, creativity, and culture play an essential role in bringing people together to share stories and perspectives while also nurturing joy, celebration, and liberation. As we make a new home in Bed-Stuy, we aim to honor Bed-Stuy’s rich creative ecology, amplify cultural legacies, support local artists, neighbors, and uplift Bed-Stuy’s history as a Black diasporic neighborhood.

## ABOUT THE BED-STUY CREATE & CONNECT FUND

The Bed-Stuy Create and Connect Fund seeds the creative ideas and civic actions of artists, cultural practitioners, community builders, organizers, and makers in Bedford-Stuyvesant, Brooklyn. We will provide \$1000 grants towards each funded project, for a total of 10 to 11 projects. We are looking for creative initiatives and projects that are rooted in community, foster connections, and ignite conversations and/or collaborations. In other words, we support community building amongst neighbors.

We encourage you to apply if you have a new creative project or an ongoing/long-term initiative that positively impacts and engages a group, audience, or community in Bed-Stuy. We are particularly interested in projects that nurture creativity and uplifts collective recovery, and/or community wellness. Proposals can be for ideas that are virtual, in-person (with appropriate COVID-19 safety precautions in place), or some combination of both. There will be two application cycles of the Create and Connect Fund this year: the first cycle opens April 19, 2021 and the second cycle will open August 25, 2021.

## HOW TO APPLY

Submit your application at [laundromatproject.submittable.com](https://laundromatproject.submittable.com).

### Open Call

Cycle 1 Application Opens  
Online Info Session  
Support Workshop Session  
Application Closes  
Award Notifications

### Spring Cycle

April 19, 2021  
April 29, 2021  
May 6, 2021  
May 16, 2021  
First Week of June, 2021

Applicants can also request a 30-minute individual consultation with a LP staff member regarding any specific application or proposal questions. To do so, email [community@laundromatproject.org](mailto:community@laundromatproject.org) or leave us a voicemail at 718-574-0798.

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## GUIDELINES

- For the inaugural Spring 2021 cycle, award amounts are \$1,000 USD each, payable by check or PayPal or Zelle electronic transfer. The award is inclusive of production, supplies, and materials costs.
- The theme and focus of the fund is community building, community recovery, and collective wellness within the Bed-Stuy neighborhoods. You can creatively explore these topics with local communities of your choice.
- Awardees have up to one year from the selection announcement to use their funding.
- Awardees will be asked to share documentation (screenshots, images, or recordings, etc), related project stats, and submit a short survey to provide reflection and feedback on the Bed-Stuy Create and Connect Fund initiative.
- Applicants for collaborative works or applicants applying on behalf of a group or organized body should select one member to submit an application for review.
- Applicants can apply for funding multiple times a year, but can only be awarded a grant once within a calendar year. An awardee of a collective may apply again as an individual within the same calendar year. Please note that we prioritize new applicants for each cycle.
- Applicants can apply with new project ideas, ongoing initiatives or programs, or new iterations of past actions. Only one submission per applicant is permitted. An applicant can only be represented on one solo or collaborative submission.
- There is no additional project production support with the award. The LP may assess opportunities for collaboration on a case by case basis, including co-production, technical support, facilitating connections, etc.
- The LP may inquire about featuring you and the project on social media.
- Awards cannot fund projects that are already completed prior to when the grant awardees are announced.
- Projects, events, and/or activities should be free to participants, audience, and community members.

## SELECTION CRITERIA

Projects and activities must be able to be developed, installed/performed by the applicant independently without production support from the The Laundromat Project, while taking into consideration current CDC and New York City health and safety guidelines.

LP staff members across departments will review all applications and select a shortlist that will also be evaluated by a small group of Bed-Stuy community leaders. We will evaluate projects by their alignment with the goals of the Bed-Stuy Create and Connect Fund to foster community, relationship building, and collaboration in the Bed-Stuy neighborhood through creativity and community wellness. We aim to select 10-11 awardees for the 2021 Spring Cycle. Contact our Community Engagement team at [community@laundromatproject.org](mailto:community@laundromatproject.org) with any questions.

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## ELIGIBILITY

Self-organized groups or collectives (i.e. sewing club, writers group); formal organizations (i.e. block associations, tenant associations); and individuals (at least 18 years of age) living, working, or otherwise committed to and invested in Bed-Stuy are eligible to apply. Please note the legacy of place is a core value of this Fund, so proposals must be responsive to or centered within the Bed-Stuy neighborhoods and communities. We also see the allocation of this Fund as a way to help counter structural, systemic injustices in Bed-Stuy. Therefore, we will prioritize:

- Applications from residents born and/or raised in Bed-Stuy, generational Bed-Stuy residents, and residents who have lived in Bed-Stuy for more than 10 years
- Applications from individuals who identify as Black, Indigenous, Native and/or People of Color
- Applications from individuals in the disability community, including immunocompromised individuals
- Applications from individuals who identify as LGBTQIA+

## TYPES OF ELIGIBLE PROJECTS may include but are not limited to:

- Virtual workshop series focused on art-making, skill-sharing, and / or creative or cultural activities that create space for community building
- Projects / initiatives that strengthen connections to place in Bed-Stuy
- Ongoing podcasts, storytelling, or oral history projects as they relate to Bed-Stuy
- Outdoor performances or activations in local Bed-Stuy parks or community gardens including dance, theater, musical, spoken word/open-mic\*
- Community and place-based projects including temporary public murals or installations, walking tours, sidewalk chalk art competitions, performances, creative scavenger hunts, community bike rides or roller skating activations, wayfinding projects\*
- Virtual or socially distant gatherings for intergenerational community members including sewing or knitting clubs, writing groups, singing circles, etc.\*
- Support towards arts and cultural festivals including art making at block parties or fairs\*
- Mail or postal projects that encourage social connectedness
- Creative activations around mutual aid or cultural organizing

*\*in-person events and activities must apply appropriate COVID-19 protocols*

## TYPES OF INELIGIBLE PROJECTS

- Solo production of art works made for personal practice
- Proposals with no involvement, impact, or engagement with additional stakeholders or a broader community.
- Projects, events, and/or activities that require an admission or participation fee

## DEFINING ART

For The LP, art includes visual, media, literary, and performing arts as well as curation, scholarship, education, healing, community organizing, and other cultural traditions, productions, and practices. You do not have to consider yourself an artist to apply.

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