

Funding Analysis: Young Urban Christians and Artists

BACKGROUND

During a 1977 World Series game at Yankees Stadium, television commentator Howard Cosell directed the cameras away from the Yankees and Dodgers on the diamond toward a burning building a few blocks from home plate. "Ladies and gentlemen," Cosell announced to the nation, "the Bronx is burning."¹

During the 70s, many of the buildings of the South Bronx did, in fact, burn and combined with general decay and property abandonment, ultimately caused the South Bronx to become an international symbol of urban blight. For decades the South Bronx held firmly its position as one of the poorest and most decimated areas in the country.

In recent years, the housing revitalization that is reshaping most of New York City's neighborhoods has gained a foothold in the South Bronx, and the area has experienced a growth in affordable housing and home ownership. But the South Bronx has yet a long way to go before it can be considered to be squarely on the road to social and economic recovery for the majority of its "minority" population. The South Bronx, which represents about 40% of the population of the Bronx, is 39 percent black and 60 percent Hispanic.²

According to the American Community Survey division of the Census Bureau's 2004 data, the Bronx is the only county in the northeast quarter of the US (north of the Ohio River; east of the Great Plains) where more than 40 percent of children live in families below poverty and more than 30 percent of the population lives below the poverty line. Congressional District 16, which includes most of the South Bronx, has at 40 percent, the highest poverty rate in the US and the highest proportion of children living below poverty.³

Educational levels in the Bronx have been rising in recent years, but the Bronx's education levels trail compared with all the other boroughs of New York City. The dropout percentage rate for non-Hispanic Whites is 4.51. For Hispanics the rate is 18.08 percent, while for blacks the rate is 10.65 percent. Simply stated, the dropout rate for Hispanics is about four times that for whites in New York City, while the rate for blacks is more than double that for whites⁴

SITUATION

There is a clear need for organizations in the South Bronx that offer training programs that augment the New York City public education system. Young Urban Christian and Artists (YUCA) has been filling this need for two years by offering skills-based professional training to teenagers and young adults in the Morrisania community. YUCA is a certificate-based education program that incorporates traditional graphic design theory with modern computer graphics technology. YUCA offers teens and young adults a curriculum that combines typography, drawing and comprehensive communication design modalities with an emphasis on teaching computer competency from basic to advanced skill levels. Instructors who hold advanced degrees from Pratt Institute and the School of Visual Arts guide student progress through a curriculum that is based on current industry practice and trends. Additionally, guest lecturers who work in the design and graphics arts industry speak to students on the merits of and opportunities offered by a design education.

YUCA is a viable alternative for youths to receive exposure to educational and professional graphic arts and technology opportunities and create a marketable skill set. A student who receives a certificate from YUCA has developed a portfolio that demonstrates:

- The ability to link traditional concepts of graphic design with the latest in design technology
- Fluency in state of the art hardware, and graphic arts and design software applications

YUCA certificate-holding students are prepared to seek employment in the graphic arts or illustration field as well as in advertising, print media or web design marketplace, or YUCA students can take advantage of advanced education options.

YUCA has been able to sustain operation by donations from corporate and faith-based organizations. The computer lab space is donated by Harvest Fields Community Church in the South Bronx and the computers and equipment was acquired by corporate donations. Instructors and volunteers donate their time freely in YUCA's weekly classes that have grown within the last year from 10 to 20 students.

FUNDING ANALYSIS

In the search for funding sources, results revealed that there are many funders that disperse grants to organizations such as YUCA; however, most of these funders have grant restrictions that preclude capital and equipment expenditures or require that the grants be used for capacity building. The Latino Pastoral Action Center is currently in a 13-month agreement with YUCA to provide capacity building assistance, and YUCA operates with an all volunteer staff that absorbs all administrative costs, and envisions the ability to continue to do so within the foreseeable future. YUCA needs computers, software and computer equipment if it is to continue to operate and offer students investigation and study in current graphic arts and computer technology practices. The funding objectives of the targeted funder, The Hyde and Watson Foundation, states specifically that they fund capital equipment expenses for educational and social related concerns similar to YUCA. According to the foundation's grants list, grants for the purchase of computer equipment have been given to the South Bronx Educational Foundation and Alianza Dominicana in New York City.



The Foundation Center's Prospect Worksheet—Institutional Funders

PROSPECT WORKSHEET

Date: June 2, 2006	
Basic Information	
Name	The Hyde and Watson Foundation
Address	437 Southern Blvd., Chatham Township, NJ 07928
Contact Person	Hunter W. Corbin, President, (973) 966-6024
Financial Data	
Total Assets	117,671,321.00 (2004) 111,581,768.00 (2003)

Total Grants Paid	4,269,100.00 (2004) 4,560,550.00 (2003)	
Grant Ranges/Amount Needed	Average grants awarded are between 5,000 – 25,000; however, the Foundation has given grant awards as high as 125,000.	
Period of Funding/Project	The period of project funding varies with the length of the project. Subsequent grant requests require the submission of a grant report to the foundation.	
Is Funder a Good Match?	Funder	Your Organization
Subject Focus (list in order of importance)	1. Capital equipment	1. YUCA needs to purchase software, computers and computer equipment
	2. Education	2. YUCA's mission is to help empower young people through computer literacy and graphic arts education
	3. Social Services	3. New York City needs after school programs that foster the development of underprivileged youth in underserved areas of the city
Geographic Limits	The Hyde and Watson Foundation focuses primarily in the New York City Metropolitan area, and Essex, Morris, and Union Counties in New Jersey.	YUCA is located in the Bronx, New York.
Type(s) of Support	Grants	YUCA is able to continue operation only through charitable donations
Population(s) Served	Children, young adults, adults in underserved communities, educational and health organizations and organizations seeking to improve community and family life	YUCA's program is aimed at teenagers and young adults 18-21
Type(s) of Recipients	Non-profit education, social service, health, religion, art and humanities organizations	YUCA is currently applying for 501(c)(3) status.
People (Officers, Donors, Trustees, Staff)	Hunter W. Corbin, President Thomas W. Berry, Manager	William Acevedo, Executive/Program Director
Application Information		
Does the funder have printed guidelines/application forms?	Grant guidelines and application procedures are on the foundation web site: http://foundationcenter.org/grantmaker/hydeandwatson/guide.html	
Initial Approach (letter of inquiry, formal proposal)	Proposal with supporting documentation: <ul style="list-style-type: none"> 1. A completed Grant Application Information Sheet. Document is available by fax or at the Foundation's Web site — www.fdncenter.org/grantmaker/hydeandwatson. 2. A brief narrative (hopefully no longer than three pages in length), signed by an appropriate officer, summarizing the 	

	<p>background of the organization and constituency served, the purpose of the appeal, project total and amount requested, and anticipated time frame for the project.</p> <ol style="list-style-type: none"> 3. A project budget with line items, including amount raised and balance needed. 4. An operating budget for the current fiscal year. 5. A list of supporters for the most recent fiscal year. 6. A list of the Board of Directors/Trustees and their business affiliations. 7. A copy of the most recent audited financial report or Form 990; if not available, please call the Foundation to discuss. 8. A copy of the organization's Annual Report (if available). 9. A copy of the organization's most recent 501(c)(3) and 509(a) IRS ruling letter(s).
Deadline(s)	February 15 th for Spring consideration September 15 th for Fall consideration
Board Meeting Date(s)	Proposals are reviewed on a rolling basis; early submission is encouraged
Sources of Above Information	
Grantmaker Web Site Hyde and Watson financial information sourced from the financial statement located on the Hyde and Watson Web site: http://foundationcenter.org/grantmaker/hydeandwatson/finstat.pdf	
Notes:	
Follow-up:	

Sources:

- 1 Acitelli, Tom. "The (South) Bronx is Up: A Neighborhood Revives." The Real Deal. Apr. 2005. 26 May 2006 <http://www.therealdeal.net/issues/April_2005/1112816096.php>.
- 2 "Population Characteristics and Trends in the South Bronx." Institute for Civil Infrastructure Systems. Robert F. Wagner Graduate School of Public Service, New York University. 2004. 26 May 2006 <http://www.icisnyu.org/Demographics_001.html>.
- 3 "Discovering The Bronx: Using Census Data To Highlight Social Problems And Achievements In A Major Urban Area." Lehman College, CUNY. Mar. 2006. 26 May 2006 <<http://www.lehman.cuny.edu/deannss/bronxdatactr/discover/bxtext.htm>>.
- 4 Beveridge, Andrew . "Counting Drop-Outs." Gotham Gazette. Aug. 2003. 27 May 2006 <<http://www.gothamgazette.com/article//20030814/5/492>>.