Application Workshop

Thursday
August 31, 2023
5:00 -6:00pm
Shelley Trott  
Chief Program Officer  
Kenneth Rainin Foundation

Alexandria Featherston-Gomez  
Grants Officer  
Kenneth Rainin Foundation

Margot Melcon  
Program Staff, Arts and Culture  
Zellerbach Family Foundation

Aki Amai  
Grants Manager  
Zellerbach Family Foundation
Kenneth Rainin Foundation
NEW Program
  ◦ About the Program
  ◦ Priorities and Eligibility
  ◦ Updates
  ◦ Timeline

Zellerbach Family Foundation
Community Arts Program
  ◦ About the Program
  ◦ Guidelines, Eligibility and Priorities
  ◦ Timeline and Evaluation
  ◦ Application Requirements

The Common App
  ◦ What is it? How is it used?

GivingData and Fluxx

Questions
  ◦ Please use Q&A for questions throughout
NEW PROGRAM

krfoundation.org
The Kenneth Rainin Foundation enhances quality of life by championing the arts, promoting early childhood literacy, and supporting research to cure chronic disease.
New & Experimental Works (NEW) supports Bay Area artists to produce timely, visionary projects
NEW Priorities

- Small & midsize orgs
- New works
- Compelling & timely
- Boundary pushing
- Community connection
- Artist compensation

Deep Waters Dance Theater
House/Full of BlackWomen
Photo: Robbie Sweeny
NEW Eligibility

- 501(c)3 or fiscally sponsored
- $10,000 annual budget
- Grant range: $5,000 - $30,000
- Geographic focus: Bay Area counties
- Grantees (current & previous)
- Grounded in dance and/or theater
NEW Updates

- One-stage Common Application
  - Project budget
  - Work Samples

- Performance requirements

- Funding levels 70%

- Grant fund allocations
  - 50% unrestricted to applicant organization (max)
  - 50% to artist fees & their direct expenses (min)

- Panel of peers

Circuit Network's POOLREADY!
Photo: Elisabeth Beaird
NEW Timeline

- Open: September 4
- Deadline: September 18 by 11:59PM
- Submit online
- Financials: November 3
- Notifications: December 2023
- Grant Period: January 1, 2024 – December 31, 2026
Our Purpose

- The Community Arts program ensures vibrant work is created, new voices are celebrated, and artists and audiences inclusive of the Bay Area’s diverse communities and cultures have opportunities to thrive.
- We support the creation of work by Bay Area artists and access to the arts for Bay Area communities.
Guidelines and Eligibility

Quarterly open application process

$5,000, $10,000 and $15,000 grants

Individual artists and small to mid-sized nonprofit arts and culture organizations in the Bay Area

Grantseekers must be:

• 501c3 or fiscally sponsored
• Annual budget under $2 million
• Located in Alameda, Contra Costa or San Francisco
• Present or produce work in dance, theater, music, literary arts, visual arts or community festival/fair
• In good standing with foundation
Community Arts Priorities

Create and present work for an audience or for community engagement

Engage artists in Alameda, Contra Costa and/or San Francisco Counties

Create work by, with, and for communities that have been historically underrepresented or excluded

Engage collaborating artists who represent gender parity, diversity of race/ethnicity, age, socio-economic status, and/or difference in ability

Is an underfunded artist or arts organization in Contra Costa County
Timeline

Applications open:
September 4, 2023

Applications due:
September 18, 2023, 5:00pm

Notification:
December 5, 2023

Grant Period:
Flexible, roughly 9-12 months from notification

Upcoming Application Cycles:
December 4-18, 2023 *(March 12, 2024)*
March 4-18, 2024 *(June 4, 2024)*
June 3-17, 2024 *(September 10, 2024)*
Evaluation

No limit to number accepted each quarter

Grantseekers are evaluated across disciplines

Applications are evaluated by a rotating panel of Bay Area artists
  - 30% Relevance and Urgency
  - 30% Artistic Excellence
  - 30% Community Served
  - 10% Capacity

Final approval from Board of Directors

Reporting requirements detailed in grant agreements
Application Requirements

- Completed Application
- Work Samples
- Supporting Documents
Welcome to the Common Application for the Arts - Bay Area

This is a new tool created by three Bay Area arts funders to streamline the application process and save grantseeking artists and arts and culture organizations time and resources.

THE COMMON APP is intended to simplify the grant application process and, once completed, grantseekers can use the responses created in THE COMMON APP to submit applications for arts grants at the Fleishhacker Foundation, Kenneth Rainin Foundation, and the Zellerbach Family Foundation, as eligible. Questions asked in THE COMMON APP will match between 90-100% of those asked by the participating funders.
### The Common App

### Standardized Questions

**Complete This Section for Project Support**

5a-1: Project Title:

5a-2: Timing: When will the project be developed/presented? Please indicate if there are public performance dates already known.

Word count limit: 250 / Character Count inc. spaces: 1,750
## Common Grant Application

### Project Budget Template

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Donations</td>
<td>$  -</td>
</tr>
<tr>
<td>Foundations &amp; Government</td>
<td>$  -</td>
</tr>
<tr>
<td>Other</td>
<td>$  -</td>
</tr>
<tr>
<td><strong>Contributed subtotal</strong></td>
<td>$  -</td>
</tr>
<tr>
<td>Commissions</td>
<td>$  -</td>
</tr>
<tr>
<td>Admission/Ticket</td>
<td>$  -</td>
</tr>
<tr>
<td>Other</td>
<td>$  -</td>
</tr>
<tr>
<td><strong>Earned subtotal</strong></td>
<td>$  -</td>
</tr>
<tr>
<td>In-Kind</td>
<td>$  -</td>
</tr>
<tr>
<td><strong>Total Project Income</strong></td>
<td>$  -</td>
</tr>
</tbody>
</table>

*All lines as needed, leave blank if not applicable*
More Info
The Common App

CommonAppArtsBayArea.org

Frequently Asked Questions

1. What is the Common Application for the Arts?
2. Which Foundations and grant programs accept THE COMMON APP?
3. Are the eligibility requirements for these three funders the same?
The Common App and GivingData
Logging in

NEW USERS
Follow the link to create and activate your account.

RETURNING USERS
Use your current credentials. If you don’t remember them, just reach out!
Adding Your Organization

Search the IRS Database

You can use your organization or your fiscal sponsor’s tax ID.

Entering an Organization’s Name

You can also use this option if you can’t find your organization using the tax ID.
Eligibility Questions

You’ll need to answer “yes” to all three questions to access the application fields.
Navigating the Portal

2. Are you applying as a Fiscally Sponsored Project or:
Select "not applicable" if your project is not fiscally sponsored.

4. Are you applying as an:

Back  Next

☐ Flag this step

Save and Come Back Later  View/Print Application

2023 New & Experimental Works (NEW) Program Application

INTRODUCTION

PART 1: ORGANIZATION OR INDIVIDUAL ARTIST INFORMATION

PART 2: Project Support (section 5a)

PART 3: BUDGET & FINANCIAL INFORMATION

PART 4: DEMOGRAPHIC SURVEY - INFORMATION & CONSENT

PROPOSAL CONTACT INFORMATION

THANK YOU

Review and Submit

GivingData
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Navigating the Portal

* Rainin Specific: Based on the criteria below, please share why this project is a good fit for the New & Experimental Works (NEW) Program.

Proposals will be evaluated based on the following criteria:

- Experimentation: Does the project push artistic boundaries and challenge norms, and do the work samples reflect an experimental approach (e.g., breaking performance norms, fostering equity, working outside the Western canon, etc.)?
- Relevance and Timeliness: Is the project focus or content timely and relevant to the artist[s] and the communities served?
- Community Connection: Does the artist/organization have a clear connection with the community the project intends to serve?

Word count limit: 400 / Character Count inc. spaces: 3,000
The Common App and Fluxx
Logging in

Existing Users –
Log in with user ID and password. If you need help logging in, just ask!

New Users –
Register for credentials (3-5 working days) to generate user ID and password

Note your password information – you will need it every time you log into Fluxx
Grantee Portal

Application button will only be visible during active grant cycles

Use links on the left side of the screen to see applications in process, previous grants, requirements, and scheduled payments.
Eligibility Quiz

Please read questions carefully.

If you are eligible, the Community Arts application will appear.

Prompts will highlight which criteria makes you ineligible.
Navigating the Portal

Edit to start application
Save and return to application
Submit when you have completed the application (you will no longer have access)
Q&A
Zellerbach Family Foundation
https://zff.org

Community Arts Program
https://communityarts.zff.org

Social Media
Facebook - @zellerbachfamilyfoundation
Twitter - @zfforg

Contact Us
Margot Melcon
communityarts@zff.org
Grants Manager
grantsmanager@zff.org

Kenneth Rainin Foundation
https://krfoundation.org

NEW Program
https://krfoundation.org/grants/funding-opportunities/new-program

Social Media
Facebook - @kennethraininfoundation
Instagram - @kr_foundation

Contact Us
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