

Application Workshop

Thursday

August 31, 2023

5:00 -6:00pm



Kenneth
Rainin
FOUNDATION

Zellerbach

FAMILY FOUNDATION

COMMUNITY ARTS

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

Foundation Staff

Agenda

NEW Program

Community Arts Program

The Common App

GivingData and Fluxx

Questions

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



Kenneth
Rainin
FOUNDATION



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



Brush Arbor Gurlz
Photo: Robbie Sweeny

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 Beard

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



RAWdance

Zellerbach

FAMILY FOUNDATION

COMMUNITY ARTS

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

Completed Application

```
graph TD; A[Completed Application] --> B[Work Samples]; B --> C[Supporting Documents]; C --> D[Application Requirements]
```

Work Samples

Supporting Documents

Application Requirements

THE COMMON APP

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.



FLEISHHACKER
FOUNDATION

Zellerbach
FAMILY FOUNDATION

Introducing The Common App

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

The Common App

Standardized Budget Forms

| Common Grant Application | | | |
|---|--------------------------|-----------------------------|------------------|
| Project Budget Template | | | |
| Appliant Name: | | | |
| Applicant email: | | | |
| Applicant phone: | | | |
| Project Title: | | | |
| | | | (submit with |
| Income | | | Projected |
| <i>("Other" lines as needed, leave blank if not applicable)</i> | | | |
| | Individual Donations | | \$ - |
| | Foundations & Government | | \$ - |
| | Other | | \$ - |
| | Contributed | <i>subtotal</i> | \$ - |
| | Commissions | | \$ - |
| | Admission/Ticket | | \$ - |
| | Other | | \$ - |
| | Earned | <i>subtotal</i> | \$ - |
| | In-Kind | | \$ - |
| | | Total Project Income | \$ - |

More Info The Common App

CommonAppArtsBayArea.org

ABOUT
FAQ
RESOURCES
SUPPORT

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



Kenneth
Rainin
FOUNDATION

Logging in



2023 New & Experimental Works (NEW) Program Application

Welcome to the 2023 New & Experimental Works (NEW) Application. For more information on the New & Experimental Works (NEW) program, including eligibility requirements, please visit our website [here](#).

NOTE: If you are a previous applicant or grantee, and you don't remember your login information, please submit a [support ticket BEFORE](#) creating a new account.

Sign In

Sign in or [create an account](#) to submit a form for 2023 New & Experimental Works (NEW) Program Application.

* Email Address

* Password

Sign in

[Forgot your password?](#)

[New user? Create an account.](#)

GivingData

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.

+ Start a new 2023 NEW Program Application ✕

« Back to Select Organization

Add New Organization

* Create Organization By

Searching the IRS Database

For Organizations based in the U.S.

Entering an Organization Name

For Organizations outside the U.S. and for individuals

Create a new Organization.

* Organization Name

Cancel

Start 2023 NEW Program Application

Eligibility Questions



ELIGIBILITY QUESTIONS

Please complete the short eligibility quiz below. You must answer "yes" to every question to proceed to the application.

We encourage you to read through the [eligibility and grant requirements](#) and [Frequently asked questions](#), and then use our [contact form](#) to email Arts Program Staff with any remaining questions.

***Does the public presentation portion of your project take place between January 1, 2024 - December 31, 2026?**

Grant period: Project activities must take place within the 36-month grant period, January 1, 2024-December 31, 2026.

Performances must have production dates after January 1, 2024. The developmental phase of projects may begin prior to the start of the grant period.

***Is your primary artistic discipline dance, theater, or multi-disciplinary?**

The Foundation primarily funds dance and theater organizations. Occasionally the Foundation funds organizations not rooted in dance or theater that produce innovative, multidisciplinary performances. However, multidisciplinary projects must demonstrate that they are sufficiently grounded in dance and/or theater to be eligible for support.

The Foundation is unlikely to fund predominantly music-focused projects through the NFW Program, including musicals, operas and/or other musical performances. However, many of the projects supported through the NFW Program incorporate musical elements.

***Are you based in and/or do you have a demonstrated history of operating in Alameda, Contra Costa, Marin, San Francisco, San Mateo or Santa Clara counties?**

Submit

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:

Flag this step

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



©2023 GivingData, LLC v5.0.8.3

[Privacy Notice](#)

All changes saved

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

Rich text editor toolbar with icons for bold, italic, underline, list, link, unlink, undo, redo, and status indicators: Words: 0, Characters: 0.

| | |
|---|-------------------------------------|
| 2023 New & Experimental Works (NEW) Program Application | |
| INTRODUCTION | <input checked="" type="checkbox"/> |
| PART 1: ORGANIZATION OR INDIVIDUAL ARTIST INFORMATION | <input type="checkbox"/> |
| 4b. If applying as an INDIVIDUAL ARTIST | <input type="checkbox"/> |
| PART 2: Project Support (section 5a) | <input type="checkbox"/> |
| PART 3: BUDGET & FINANCIAL INFORMATION | <input type="checkbox"/> |
| PART 4: DEMOGRAPHIC SURVEY - INFORMATION & CONSENT | <input type="checkbox"/> |
| PROPOSAL CONTACT INFORMATION | <input type="checkbox"/> |
| THANK YOU | <input checked="" type="checkbox"/> |
| Review and Submit | <input type="checkbox"/> |

The Common App and Fluxx

Zellerbach
FAMILY FOUNDATION

COMMUNITY ARTS

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

Zellerbach

FAMILY FOUNDATION

Online Grant Portal

Login Now:

Sign in

[Forgot Password?](#)

Already have an account?

Sign in on the left with the credentials e-mailed to you.

Don't have an account?

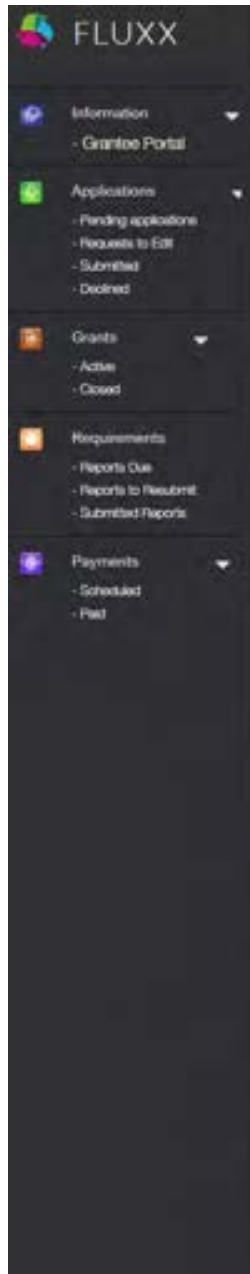
Want to apply for a Community Arts grant? Create a new account by clicking the registration button below.

Community Arts Registration

Account registrations for all other programs outside of Community Arts are by invitation only.

 FLUXX

[Privacy Policy](#) [Accessibility](#)



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.

▼ Eligibility Quiz

The Community Arts program provides support to individual artists and small to mid-sized arts organizations in San Francisco, Alameda and Contra Costa counties, working in the fields of dance, music, theater, visual arts, literary arts and community festivals/fairs.

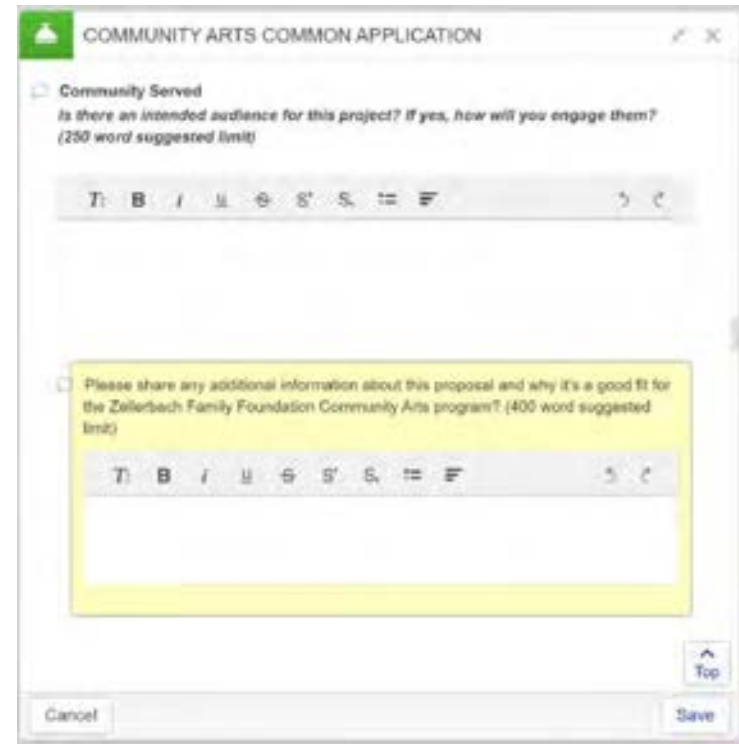
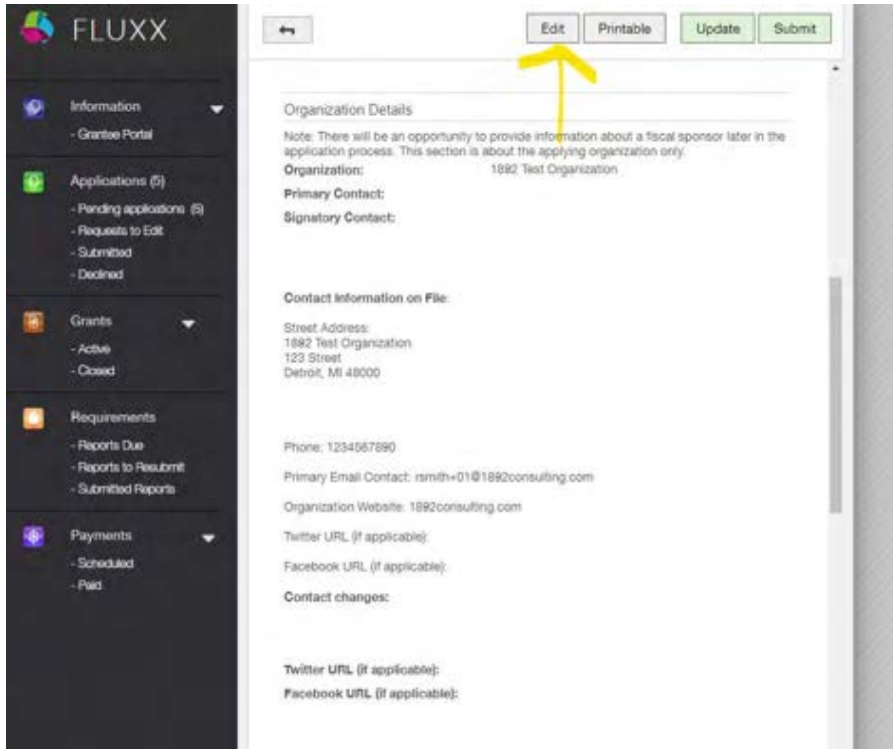
Each year, through a quarterly open application process, Community Arts will award approximately \$1 million in grants to individual artists and nonprofit arts and culture organizations in the Bay Area. Grants are awarded in \$5,000, \$10,000 and \$15,000 amounts. Notification of awards occurs after the board of the foundation meets, roughly three months after the application is submitted.

Please take this eligibility quiz before initiating an application for this grant cycle. **Once you have completed the quiz, please click "SAVE."** Your eligibility results will be displayed after you complete the quiz. If applicable, the results will highlight anything that makes your application ineligible at this time.

Is your organization either a 501c3 or fiscally sponsored by a 501c3?

Does the applying organization have an annual budget under \$2 million?

Is the applying organization located in or serving communities in San Francisco, Alameda, or Contra Costa County?



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

COMMUNITY ARTS



Kenneth
Rainin
FOUNDATION

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

Shelley Trott (she/her)

arts@krfoundation.org

Grants Manager

grants@krfoundation.org