



New & Experimental Works (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.

The NEW Program supports
Bay Area artists to produce
timely, visionary projects.

NEW Program Priorities



- ❖ Small & midsize orgs
- ❖ New works
- ❖ Compelling & timely
- ❖ Boundary pushing
- ❖ Community connection
- ❖ Artist compensation
- ❖ Outdoor, site-specific, alternative venues

NEW Program Eligibility

The NEW Program supports organizations that:

- ❖ Are a 501(c)(3) or fiscally sponsored
- ❖ Have a \$10,000 minimum annual budget
- ❖ Are located in the Bay Area, with priority given to those in San Francisco & Oakland
- ❖ Are grounded in dance and/or theater



NEW Program Grant Requirements

- ❖ Projects must have a public presentation
- ❖ Grant request amounts must be between \$5,000 - \$30,000
- ❖ We commit to funding no less than 70% of the requested amount for selected projects
- ❖ At least 50% of grant funds must be allocated to artist fees & direct expenses
- ❖ Remaining grant funds are unrestricted to the applicant organization
- ❖ Performances must have production dates after Jan 1, 2025

NEW Program Criteria Explanations

New and Experimental	New work is not fully developed or has not been presented in the Bay Area. Experimental work is innovative or cutting edge.
Boundary Pushing	Projects that expand the boundaries of dance and/or theater and support artists advancing their own practice.
Relevant and Timely	Projects that address timely and compelling issues relevant to the artists and communities they intend to serve.
Community Connection	Projects that consider, reflect and/or meaningfully connect to the unique communities they seek to serve.

NEW Program Application

- ❖ Eligibility Quiz
- ❖ Common Application
- ❖ Work Samples
 - ◆ Video samples no more than 5 min total
- ❖ Project Budget
- ❖ Demographic Survey



Navigating GivingData – Logging in



Sign In

2024 New & Experimental Works (NEW) Program Application

Welcome to the 2024 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 2024 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!



Navigating GivingData – Starting an Application

ADD AN ORGANIZATION

You can add your organization's name. For fiscally sponsored projects, this should be YOUR organization's name.

EXISTING ORGANIZATION

If you're a returning user, the organization tied to your account.

+ Start a new 2024 NEW Program Application ×

Select Organization

Select the Organization for which you are submitting this 2024 NEW Program Application. If the Organization does not appear in the list, you can [add a new Organization](#).

* **Organization**

Alex's Test Organization

NEW Program Timeline



- ❖ **Application Period:**
September 9 - 22, 2024
- ❖ **Application Deadline:**
September 22 by 11:59PM
- ❖ **Panel Deliberation:** Late
October
- ❖ **Award
Notifications:** December 2024
- ❖ **Grant Period:** January 1,
2025 - December 31, 2026

NEW Program Application Tips

- ❖ Review our [frequently asked questions](#), which include criteria explanations and the evaluation process to help assess project alignment.
- ❖ Strong applications directly and succinctly address all core criteria, explaining how the project pushes boundaries, is relevant and timely and has strong community connection.
- ❖ The most helpful work samples relate to the work being proposed, showcase recent work & show continuous excerpts (avoid highlight reels).
- ❖ Questions? [Sign up for Office Hours](#) or email me at arts@krfoundation.org.

Photo Credits

- ❖ **Slide 1:** (left to right) *We Love Like Barnacles: Crip Lives in Climate Chaos*, courtesy of Sins Invalid; Oaklash 2023. Photo credit: Edgar Ruiz; SOMArts. *Water.Bodies.Land.* Photo credit: Robbie Sweeney Photography
- ❖ **Slide 4:** David Herrera Performance Company. *Órale*. Photo credit: Marisa Aragona
- ❖ **Slide 5:** KAMBARA+. *IKKAI means once: a transplanted pilgrimage*. Photo credit: Bruce Mui Ghent
- ❖ **Slide 8:** Lenora Lee Dance. *And the Community Will Rise*. Photo credit: Robbie Sweeney Photography
- ❖ **Slide 9:** Risa Jaroslow & Dancers. *Talking Circle*. Photo credit: Robbie Sweeney Photography