



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 small and mid-size dance, theater and multidisciplinary organizations to produce timely, visionary projects relevant to community.

NEW Program Priorities



*David Herrera Performance Company's "Órale."
Photo credit: Marisa Aragona*

- ❖ Small & mid-size 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



KAMBARA+'s "IKKAI means once: a transplanted pilgrimage." Photo credit: Bruce Mui Ghent

NEW Program Timeline



*Risa Jaroslow & Dancers' "Talking Circle."
Photo credit: Robbie Sweeney Photography*

- ❖ **Application Period:**
March 3 - 24, 2025
- ❖ **Application Deadline:**
March 24, 2025, at 11:59 PM
- ❖ **Panel Deliberation:**
May 2025
- ❖ **Award Notifications:**
June 2025
- ❖ **Grant Period:**
July 1, 2025 - June 30, 2027

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 boundary pushing or cutting edge. Projects that are boundary pushing expand the boundaries of dance and/or theater and support artists in 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.

Tips for writing a strong application



Write your application in a simple and straightforward manner. Be specific about how your project meets the three primary criteria.



Provide enough context that someone less well-versed in your artistic discipline can easily grasp the project's concept and alignment with the NEW Program criteria.



If you're writing the application on behalf of an organization collaborating with an artist on a project, make sure the artistic vision is coming through in your narrative.

Tips on articulating the project vision



When describing your artistic vision for the project, don't forget to describe what the piece will look and feel like in practical terms.



Address the "Who? What? When? Where?"

Tips on preparing a thorough budget



Make sure your budget supports what's outlined in your project description.



Use budget notes to provide additional clarity and detailed information.

Strong example addressing "new and experimental"

"We want to experiment with audience interaction and invite them into the piece, perhaps in ways they have not experienced before. Ideas include teaching a song to the audience that they sing while the dancers dance, making the audience/performer boundary malleable, and inviting the audience to tell or write their own story, while dancers move in response....And, unlike most dance performances, we will run this for several weeks like a play would, allowing the work to mature and become more cohesive, a rare experience in the dance world."

What makes this strong?

- ❖ **It includes specific examples:** "Ideas include teaching a song to the audience that they sing while the dancers dance, making the audience/performer boundary malleable, and inviting the audience to tell or write their own story, while dancers move in response."
- ❖ **It is intentional:** "We want to work in a small, intimate way, where breath can be heard, and people can be felt kinesthetically."
- ❖ **It offers context:** "...unlike most dance performances, we will run this for several weeks like a play would, allowing the work to mature and become more cohesive, a rare experience in the dance world."

Strong example addressing "relevance and timeliness"

"Over the last year, with the escalation of inexcusable violence in the Middle East, there has been a systemic silencing of Middle Eastern voices in the American theater with only a handful of companies producing work from and for these communities. There couldn't be a more appropriate time to help develop and present our project, which speaks to these issues with humor and directness. The play directly speaks to the knots that immigrant and Muslim artists of Middle Eastern descent must tie themselves in to make a career in the American theater."

What makes this strong?

- ❖ **It addresses timeliness by uplifting the project's social and political context:** "Over the last year, with the escalation of inexcusable violence in the Middle East..., there has been a systemic silencing of Middle Eastern voices in the American theater with only a handful of companies producing work from and for these communities."
- ❖ **It makes a specific connection to how it is relevant to the community:** "The play directly speaks to the knots that immigrant and Muslim artists of Middle Eastern descent must tie themselves in to make a career in the American theater."

Strong example addressing "community connection"

"The intended audience for this project is an intergenerational South Asian community...The work draws from South Asian cultural expression, but expands its scope by combining elements of Western dance forms and club dance forms...With its focus on queer expression and incorporating Waacking and Vogue, this work is geared towards the LGBTQ+ community, especially LGBTQ+ communities of Color...Through partnerships with various nonprofits like the LGBTQ+ Asylum Project and Maitri Bay Area [and] collaborations with other dance organizations, we have been expanding our outreach."

What makes this strong?

- ❖ **It clearly identifies its intended communities:** The intended audience for this project is an intergenerational South Asian community." and "With its focus on queer expression and incorporating Waacking and Vogue, this work is geared towards the LGBTQ+ community, especially LGBTQ+ communities of Color."
- ❖ **It offers specific examples of community partnerships:** "Through partnerships with various nonprofits like the LGBTQ+ Asylum Project and Maitri Bay Area [and] collaborations with other dance organizations, we have been expanding our outreach."

Navigating GivingData – Logging In

New Users

Follow the link to create and activate your account.

Returning Users

Use your current credentials to sign in. If you don't remember them, [reach out to our Grants Management team](#).



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.](#)

Navigating GivingData – Starting an Application

+ 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

Existing Organization

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

Add an Organization

As a new user, you can add your organization's name. For fiscally sponsored projects, this should be *your* organization's name.

Photo Credits For The First Slide



Left: *We Love Like Barnacles: Crip Lives in Climate Chaos*. Photo courtesy of Sins Invalid

Middle: *Oaklash 2023*. Photo credit: Edgar Ruiz

Right: *Water.Bodies.Land.* at SOMArts. Photo credit: Robbie Sweeney Photography