

# Zellerbach

FAMILY FOUNDATION

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## COMMUNITY ARTS

## Application Workshop

THURSDAY

SEPTEMBER 1, 2022

5:00 -6:00PM

# Zellerbach Family Foundation Staff

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**Margot Melcon**  
Program Staff, Arts and Culture

# Agenda

Community Arts Program

Guidelines & Eligibility

Apply

Evaluation

Questions

## **Community Arts Program**

- Our Purpose
- What We Believe

## **Guidelines & Eligibility**

- Who Can Apply?
- Program Priorities

## **Apply**

- Submission Dates
- Application Requirements
  - Application Questions
  - Work Samples
  - Supporting Documents
- Fluxx – online grants management system
- Accessibility and Translation

## **Evaluation**

- Process and Criteria
- Community Arts Panel

## **Questions**

- Please use Q&A for questions throughout

# Community Arts

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## 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. It celebrates the rich diversity of the region by awarding funds to emerging artists and small to mid-sized arts and culture organizations engaging their communities with meaning and purpose.

## What We Believe

- Great work is created by artists working with, in, and for their communities
- Arts and culture belong at the center of a thriving region
- The arts are a valuable tool for creating a sense of vibrancy, belonging and dignity

# Guidelines

This 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 will be awarded in \$5,000, \$10,000 and \$15,000 amounts

Awards are made based on the number of applications received and available funds

All awards are administered as general operating in an effort to support necessary flexibility

# Eligibility

Community Arts is open to all grantseekers who:

- Hold a 501c3 nonprofit organization/fiscally sponsored individual artist, organization, collective, or group
- Have an annual organization budget under \$2 million
- Are located in or serving communities in Alameda, Contra Costa, or San Francisco Counties
- Present or produce work within one of the following:
  - Primary Disciplines: dance, music, theater, literary arts, visual arts, community festival/fair
  - Sub-Disciplines: circus arts, traditional/folk art, performance art, installation, fiber art, craft, sculpture, painting, photography, puppetry, spoken word, poetry, musical theater, multimedia performance, multidisciplinary, illustration, fiction, non-fiction, festival, cultural fair, other
  - Excluded Disciplines: film, digital media, radio, podcast, journalism, games, AR/VR, hardware/software, video art

Grantseekers should note the following additional parameters:

- One submission per application cycle, but you may submit to multiple application cycles throughout the calendar year
- More than one grant per calendar year may be awarded, though priority will be given to organizations that have not yet received support
- Returning grantees need to be in good standing

# Program Priorities

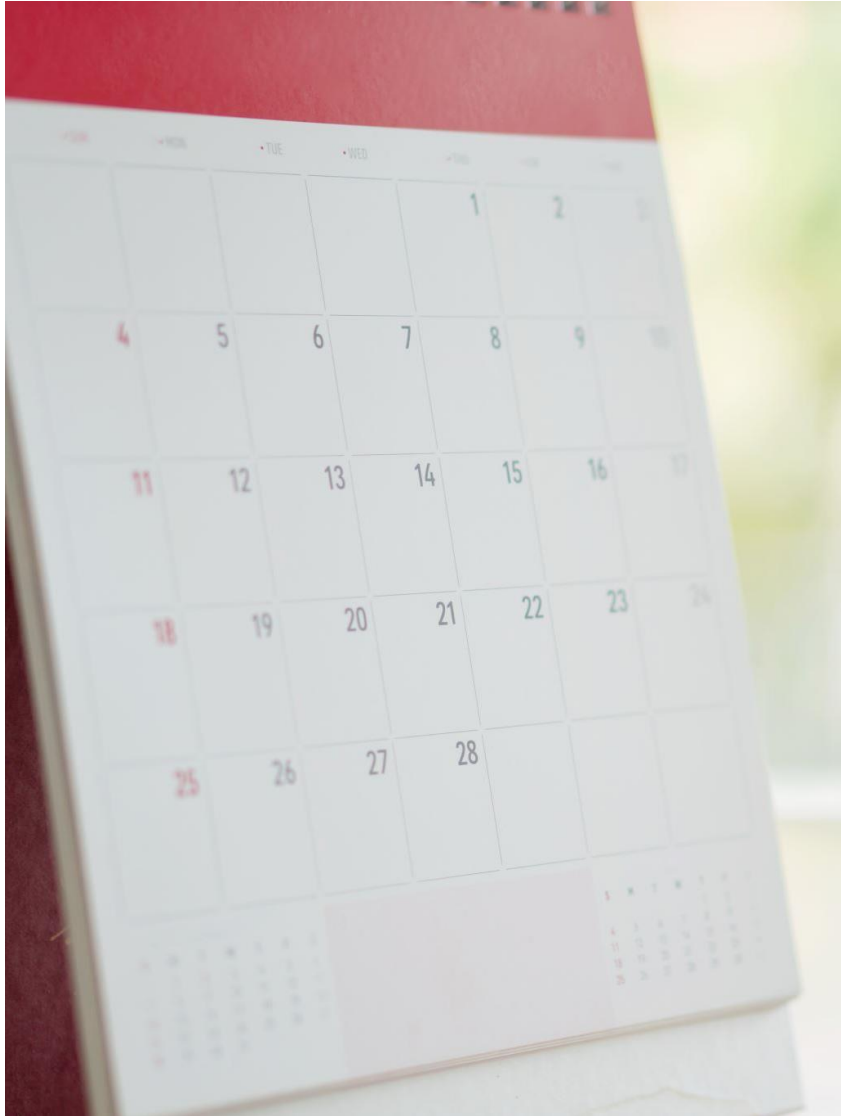
Create and present work for an audience or for community engagement

Engage collaborating artists who reside 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



# Submission Dates

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September 5-19, 2022

*notification date December 6, 2022*

December 5-19, 2022

*notification date March 7, 2023*

March 6-20, 2023

*notification date June 13, 2023*

June 5-19, 2023

*notification date September 12, 2023*



## **Description of Presenting Organization/Individual Artist Information**

- Briefly describe the applying organization's history and mission or provide an individual artistic statement
- Describe ongoing activities, including public presentations, artistic development, education, community engagement, etc.

## **Project Title/Overview**

- Provide a 2-3 sentence overview (the what, who, where, when) of an upcoming project

## **Project Description**

- Briefly describe this project and public event (the how and why) describing the artistic elements, the artistic medium or style being used in the project, and the relevance, urgency, and timeliness of the proposed work
- Briefly identify the participating artists, with brief biographical information indicating whether they are local to the Bay Area, and why they were chosen as collaborators on this project

## **Community Served**

- Describe the community served by your organization/this project and public event and how you intend to reach them
- Describe how your organization/this project intentionally engages with the community and speaks to its history, culture, and current needs
- Indicate whether this project promotes cultural equity, social justice, movement building, or place-based engagement

# Application Questions

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Grantseekers may submit up to three minutes of material for review by foundation staff and Community Arts panel

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Work samples should be recent and relevant to the proposed project or illustrative of the work of the organization

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Up to two URL links are available for video and audio work samples; alternatively, JPG or PDF documents may be uploaded

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Use work sample notes to indicate any password, cueing instructions, or relevant context

## Work Samples



# Supporting Documents

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Annual Organization Budget

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Project Budget

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Memorandum of Understanding (MOU)  
for fiscally sponsored applications only

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Additional optional documents:  
one press clipping or one letter of recommendation

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**Note:** Please define your fiscal year in the budget notes section  
(i.e. calendar, July 1-June 30)

# Accessibility and Translation

Translated application materials are available in Chinese, Spanish, and Tagalog.

While translated application materials are available, only applications in English will be accepted.

If the written word or the English language are not accessible forms of communication for you, or if you have any other accessibility needs, please contact [Margot.Melcon@zff.org](mailto:Margot.Melcon@zff.org) about an alternative application format. It may be possible to present a visual or video version of the application if that is more comfortable for you.

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Go to Fluxx - Online Grants Management System

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Register for a user ID and password, credentials will be sent via email within 2-3 days

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Note your login information; you will need it every time you access the grantee portal

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Log into Fluxx and select Community Arts application

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You may save your application and return to it at any time

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Once you submit, you will no longer be able to edit

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Applications must be submitted by 5:00 pm on the application due date

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Fluxx

# Evaluation Process

## **Evaluation Process**

There is no limit to the number of applications accepted by the foundation each quarter

Grantseekers are evaluated across disciplines

Applications are evaluated by a rotating panel of Bay Area artists

Final approval for all Community Arts grants is determined by the Zellerbach Family Foundation Board of Directors

Reporting requirements for all Community Arts grants will be detailed in grant agreements

# Evaluation Criteria

Evaluation of Community Arts applications are based on four criteria, with a 1-4-7-10 ranking system. Each of the criteria are weighted (as indicated) to combine for a total score of 100.

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## **30% - Relevance and Urgency**

How clearly did the grantseeker articulate the necessity of the work of the organization at this moment? Why is this work being done, and why now?

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## **30% - Artistic Excellence/Craft**

Who is doing the work and what is the level of skill and craft exhibited in the work?

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## **30% - Community Served**

How rooted is the grantseeker in the desired community, what is the plan for reaching the intended community, what is the need of the community being served?

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## **10% - Capacity**

Does the grantseeker have a reliable organizational structure or confirmed plan for execution of the project; is there staff capacity, resources, and clarity of purpose? Does the grantseeker have necessary community connections and support?

For More  
Information

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**Zellerbach Family Foundation**

<https://zff.org/>

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**Community Arts Program**

<https://communityarts.zff.org/>

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**Fluxx Online Grant System**

<https://zellerbach.fluxx.io/>

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**Social Media**

Facebook - [@zellerbachfamilyfoundation](#)

Twitter - [@zfforg](#)

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**Contact Us**

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