Zellerbach Family Foundation

Community Arts

Application Workshop

Wednesday
May 31, 2023
1:00 - 2:00 PM
Zellerbach Family Foundation Staff

Margot Melcon
Program Staff, Arts and Culture
Agenda

Community Arts Program

Guidelines & Eligibility

Apply

Evaluation

The Common App

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

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

Questions
- Please use Q&A for questions throughout
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. 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, drag, 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

June 5-20, 2023
  notification date September 12, 2023
September 4-18, 2023
  notification date December 5, 2023
December 4-18, 2023
  notification date March 12, 2024
March 4-18, 2024
  notification date June 4, 2024
Description of Presenting Organization/Individual Artist Information
◦ Briefly provide the organization's mission and history; summary of artistic programs, activities, and key recent accomplishments; a description of the communities your organization engages and/or serves; and a description of recent or upcoming changes or challenges, if any
◦ OR Briefly provide an artist statement and a description of the audiences you have presented to/communities you have engaged in the last two years.

Project Overview
◦ Provide a project summary and concept, inclusive of your artistic vision, goals, and decision to undertake this project at this time.

Artistic Partners
◦ Who are the main artistic collaborators or project partners (artists, organizations, technicians, administrators)? How will they contribute to the project? Provide brief biographical information, as appropriate.

Community Served
◦ Is there an intended audience for this project? If yes, how will you engage them?
Grantseekers may submit up to five minutes of material for review by foundation staff and Community Arts panel.

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

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

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

Work Samples
Supporting Documents

Project Budget
template available

Memorandum of Understanding (MOU)
for fiscally sponsored applications only

Additional optional documents:
artist CV, press clipping or letter of recommendation
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 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.
Go to Fluxx - Online Grants Management System

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

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

Log into Fluxx and select Community Arts application

Complete the application or copy responses from The Common App

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

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

Applications must be submitted by 5:00 pm on the application due date
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. Each of the criteria are weighted (as indicated) to combine for a total score of 100.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>30% - Relevance and Urgency</strong></td>
<td>30%</td>
<td>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?</td>
</tr>
<tr>
<td><strong>30% - Artistic Excellence/Craft</strong></td>
<td>30%</td>
<td>Who is doing the work and what is the level of skill and craft exhibited in the work?</td>
</tr>
<tr>
<td><strong>30% - Community Served</strong></td>
<td>30%</td>
<td>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?</td>
</tr>
<tr>
<td><strong>10% - Capacity</strong></td>
<td>10%</td>
<td>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?</td>
</tr>
</tbody>
</table>
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.
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

**Applicant Name:**

**Applicant email:**

**Applicant phone:**

**Project Title:**

<table>
<thead>
<tr>
<th>Income</th>
<th>Projected</th>
</tr>
</thead>
</table>

("Other" lines as needed, leave blank if not applicable)

- Individual Donations: $ -
- Foundations & Government: $ -
- Other: $ -

**Contributed subtotal:** $ -

- Commissions: $ -
- Admission/Ticket: $ -
- Other: $ -

**Earned subtotal:** $ -

- In-Kind: $ -

**Total Project Income:** $ -
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?
Zellerbach Family Foundation
https://zff.org/

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

Fluxx Online Grant System
https://zellerbach.fluxx.io/

Social Media
Facebook - @zellerbachfamilyfoundation
Twitter - @zfforg

Contact Us
Community Arts
communityarts@zff.org
Grants Manager
grantsmanager@zff.org