

# Application Workshop

Thursday

August 31, 2023

5:00 -6:00pm



Kenneth  
Rainin  
FOUNDATION

Zellerbach

FAMILY FOUNDATION

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COMMUNITY ARTS

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Shelley Trott

Chief Program Officer

Kenneth Rainin Foundation

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Alexandria Featherston-Gomez

Grants Officer

Kenneth Rainin Foundation

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Margot Melcon

Program Staff, Arts and Culture

Zellerbach Family Foundation

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Aki Amai

Grants Manager

Zellerbach Family Foundation

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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](http://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



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# 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

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### 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

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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

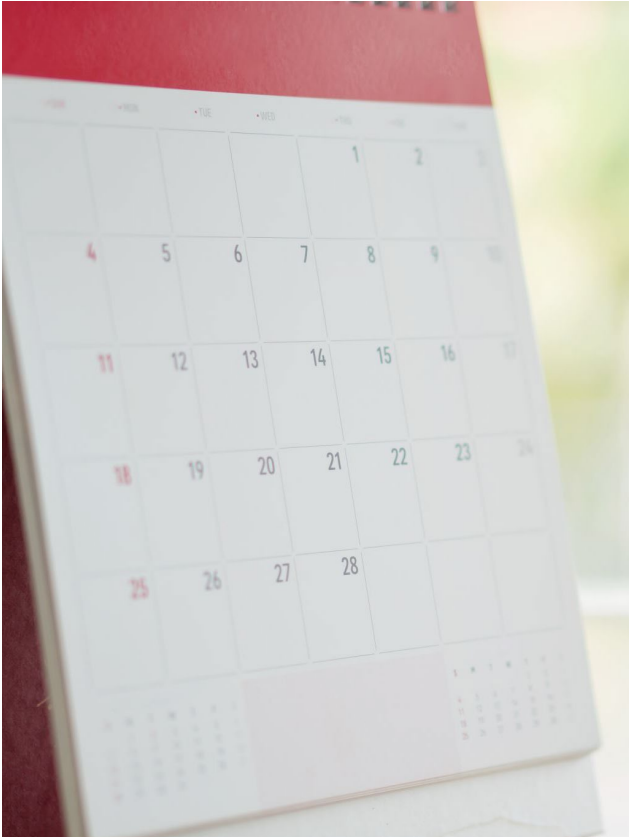
Create work by, with, and for communities that have been historically underrepresented or excluded

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

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**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.



Introducing The Common App

# The Common App

## Standardized Questions

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### 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

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

# More Info The Common App

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[CommonAppArtsBayArea.org](http://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

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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](#).

The logo for GivingData, with "Giving" in blue and "Data" in orange, separated by a small orange house-like icon.

## 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 24-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 authentically grounded in dance and/or theater to be eligible for support.

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

2023 New & Experimental Works  
(NEW) Program Application

ELIGIBILITY QUESTIONS



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:

[Back](#)[Next](#)

☐ Flag this step

Save and Come Back Later

View/Print Application



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[Privacy Notice](#)

## 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



# 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

” B I U ≡ ½ ≡ 🔗 ↺ ↻

Words: 0 Characters: 0

All changes saved

## 2023 New & Experimental Works (NEW) Program Application

INTRODUCTION



PART 1: ORGANIZATION OR INDIVIDUAL ARTIST INFORMATION



4b. If applying as an INDIVIDUAL ARTIST



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



# The Common App and Fluxx

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FAMILY FOUNDATION

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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:

[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.

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




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



FLUXX


Information


- Grantee Portal


Applications


-Pending applications  
-Requests to Edit  
-Submitted  
-Declined


Grants

-Active  
-Closed


Requirements

-Reports Due  
-Reports to Resubmit  
-Submitted Reports


Payments

-Scheduled  
-Paid

Printable

# Zellerbach

## FAMILY FOUNDATION

### Welcome to the Zellerbach Family Foundation Online Grant Portal

From this webpage, you can:

- Submit a proposal for funding
- Track the status of your pending proposal
- Review your current grants and report due dates
- Submit reports
- Monitor grant payments

Please SAVE YOUR USER ID and PASSWORD to use throughout our relationship!

#### Using the Portal

*If you want to create a NEW arts application, click on the button at the bottom of this page. (NOTE: The only unsolicited applications we accept are for Community Arts grants. For all other program areas, please wait for the program officer to initiate an application for you.)*

For applications already in process or awarded, please select a link on the left sidebar.

#### **Applications**

Click each link to access your application in its various stages of progress:

- **Pending** – If you have already started a Community Arts grant application, OR if a ZFF program officer has invited you to submit an application for another program, it will appear under this heading. You can save your application at any time and return to edit it. Click the "submit" button only when the application is finally complete.
- **Requests to Edit** – If revisions to your submitted application are deemed necessary, you will be notified by the program officer and the application will appear under this heading.
- **Submitted** – this section is where a read-only version appears after you submit.

#### **Grants**

Click each link to review your history of successful ZFF grant awards.

#### **Requirements**

Click each link to monitor due dates and submit reports as required in your grant agreement.

#### **Payments**

Click each link to view the status of any payments.

**Note:** Applications for the William J. Zellerbach Award for Social Change can be accessed at [zff.submittable.com](http://zff.submittable.com)

If you have any issues or questions, please don't hesitate to contact [Aki.Amai@zff.org](mailto:Aki.Amai@zff.org).

More information about Community Arts Project grants can be found at <https://communityarts.zff.org/>

Start an Application: Community Arts

# 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.

Cancel

ABC

Save

## ▼ 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?

Yes



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?



**FLUXX**

- Information
  - Grantee Portal
- Applications (5)
  - Pending applications (5)
  - Requests to Edit
  - Submitted
  - Declined
- Grants
  - Active
  - Closed
- Requirements
  - Reports Due
  - Reports to Resubmit
  - Submitted Reports
- Payments
  - Scheduled
  - Paid

Organization Details

Note: There will be an opportunity to provide information about a fiscal sponsor later in the application process. This section is about the applying organization only.

**Organization:** 1892 Test Organization

**Primary Contact:**

**Signatory Contact:**

**Contact Information on File:**

Street Address:  
1892 Test Organization  
123 Street  
Detroit, MI 48000

Phone: 1234567890

Primary Email Contact: rsmith+01@1892consulting.com

Organization Website: 1892consulting.com

Twitter URL (if applicable):

Facebook URL (if applicable):

**Contact changes:**

Twitter URL (if applicable):

Facebook URL (if applicable):

**Edit** **Printable** **Update** **Submit**

**COMMUNITY ARTS COMMON APPLICATION**

**Community Served**  
*Is there an intended audience for this project? If yes, how will you engage them? (250 word suggested limit)*

**T: B i u S' S, :=**

Please share any additional information about this proposal and why it's a good fit for the Zellerbach Family Foundation Community Arts program? (400 word suggested limit)

**T: B i u S' S, :=**

**Cancel** **Save**

# 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

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# Zellerbach

FAMILY FOUNDATION

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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](mailto:communityarts@zff.org)

Grants Manager  
[grantsmanager@zff.org](mailto: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](mailto:arts@krfoundation.org)

Grants Manager  
[grants@krfoundation.org](mailto:grants@krfoundation.org)