

# Zellerbach

FAMILY FOUNDATION

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## COMMUNITY ARTS

# Application Workshop

WEDNESDAY

OCTOBER 2, 2024

1:00 PM

# 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
  - 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



## Together in Community



As part of Zellerbach Family Foundation's commitment to a vibrant region where people feel safe and connected, Together in Community grants reinforce ZFF's goals to promote shared experiences, build power, and create a shared sense of belonging by fostering stronger and more inclusive communities in the Bay Area.

Through a simplified and expedited open application process, Together In Community grants support fairs, festivals and other public gatherings and events that celebrate and uplift historically underserved communities, create opportunities to connect and share space, and articulate a meaningful cultural component and/or purposeful community engagement.

# Together in Community

- Grants will be made in **\$5,000** or **\$10,000** amounts
- Grantseekers must be 501c3 or fiscally sponsored
- Alameda, Contra Costa, and/or San Francisco County
- Upcoming Application Cycle Due Date  
**Tuesday, July 30** for notification on September 3
- WEBSITE: <https://zff.org/together-in-community/>  
EMAIL: [togetherincommunity@zff.org](mailto:togetherincommunity@zff.org)

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  - 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



# Application Cycle Due Dates

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- October 14, 2024 – *for notification on January 6, 2025*
- January 14, 2025 – *for notification on April 4, 2025*
- April 14, 2025 – *for notification on July 7, 2025*
- July 21, 2025 – *for notification on October 3, 2025*

### **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
- 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 Information**

- 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?

**Please share any additional information about this proposal and why it's a good fit for the Zellerbach Family Foundation Community Arts program?**

# Application Questions

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Grantseekers may provide up to 3 work samples totaling 5 minutes of materials to review.

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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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Work samples can be provided using online links (video or audio) or uploading JPGs (images) or PDFs (documents).

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Use Work Sample Notes to describe how your work samples relate to the proposed project.

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If submitting audio or video samples, please indicate necessary user/password info and cueing instructions.

## Work Samples

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# Supporting Documents

## Project Budget

Include both income and expenses

## Memorandum of Understanding (MOU)

for fiscally sponsored applications only

## Additional optional documents:

one press clipping or one 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](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

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.

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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?

## THE COMMON APP

### Welcome to the Common Application for the Arts - Bay Area

This is a tool created by 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 multiple arts funding opportunities across the Bay Area as eligible. Questions asked in THE COMMON APP will match between 90-100% of those asked by the participating funders.

FLEISHHACKER  
FOUNDATION

 Gerbode  
Foundation



 Kenneth  
Rainin  
FOUNDATION

 theatre  
BAY AREA

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# Introducing The Common App

[commonappartsbayarea.org](http://commonappartsbayarea.org)

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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### **Together in Community Program**

<https://zff.org/together-in-community/>

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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**

Margot Melcon, Program Staff, Arts and Culture

[communityarts@zff.org](mailto:communityarts@zff.org)

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