

# GRANT GUIDELINES & APPLICATION FORMS



CASH GRANTS

## **Creative Assistance for the Small (company) and Hungry (artist)**

*A grants program for Northern California's professionally oriented theatre and dance artists and small companies with budgets under \$100,000.*

## AWARDS

Individual Artists:	\$ 2,500
Organizations:	\$ 5,000

## POSTMARK DEADLINES

ALL PROPOSALS **MUST** BE RECEIVED OR POSTMARKED BY:

Theatre Monday, July 28, 2008

Dance Monday, Sept 22, 2008

## APPLICATION CHECKLIST

**Do not send applications in any folders or binders. Send 6 collated copies, stapled and 3-hole punched of:**

- |  |   |
|--|---|
| <input type="checkbox"/> Application Cover Sheet | <input type="checkbox"/> Support Materials                    |
| <input type="checkbox"/> Application Letter      | <input type="checkbox"/> Acknowledgment Postcard/Video Return |
| <input type="checkbox"/> Resume(s) or Bio(s)     | Mailer. (one copy, optional)                                  |

*A program of*



*in partnership with*



*CA\$H is funded by the William and Flora Hewlett Foundation and the San Francisco Hotel Tax Fund/Grants for the Arts.*



## Welcome to CA\$H

**CA\$H** is a grants program designed by artists for artists to encourage innovation and artistic risk-taking through a very, very simple application process. If you have a project in the wings, these guidelines are your invitation to join the ongoing experiment.

### ELIGIBILITY

The program is open to Bay Area theatre and dance **ARTISTS**, and small **ORGANIZATIONS** that create and perform theatre or dance works. The Bay Area includes all of Theatre Bay Area's Northern California service area, which stretches north to Fort Bragg, east to the Sierra Foothills and south to Salinas.

\* **ARTISTS** must be at least 18 years old, working in the art form of the proposed project, and able to document at least one professionally oriented production that was presented publicly in the last two years. Artists may apply either as individuals or as a collaborative team. (No other member of your collaborative team can apply in the same round.)

\* **ORGANIZATIONS**, incorporated or not, must have a yearly operational budget under \$100,000, and can document at least two professionally oriented works that were presented publicly in the last two years.

**Sorry, no applications from students or employees of Theatre Bay Area or Dancers' Group, or from organizations that are primarily presenters, performance venues, nonprofessional (part-time/hobby) companies or arts education programs.** Applicants can only submit one proposal per granting round. Also, members of the panel pool may not apply to any round in which they are serving on the panel. Previous grantees may reapply, but must first sit out one round of their discipline as well as submit a self-evaluation on the project for which they were funded.

### GUIDELINES

Grants will support artistic and organizational development projects.

- **ARTISTS** may apply for \$2,500 in support of an artistic project.
- **ORGANIZATIONS** may apply for \$5,000 in support of an artistic project or for an organizational development project that will improve their ability to create or present art.

**Priority** will go to projects that are:

- **innovative** and take **creative risks**;
- likely to result in some kind of **tangible creative activity**; and
- likely to have an **impact** on the artist, the organization or the field.

Requests for funding to retire debts from current or past performances are discouraged.

### TIMELINE

Awards will be announced within seven weeks of the application deadline. All applicants will be notified by mail within this time. While there is no specific grant period in which the funds must be used, grantees will begin receiving requests for a final report approximately six months after receiving a grant.

### EVALUATION

Grantees must provide a simple self-evaluation of the funded project, including how the money was spent, the number of artists involved in carrying it out, and the number of people who attended a performance, if applicable. Applicants must complete this self-evaluation before they are eligible to apply in future rounds.

**Attention! Send six (6) complete sets** of the application, collated in the order listed below, stapled and three-hole punched so we can insert them directly into notebooks for the panelists. Do not submit your application in any other folders or binders. *Note: Incomplete, late, uncollated or unstapled applications, or applications not able to go immediately into a binder, will not be accepted. Applications must be postmarked by the deadline.*

1. **APPLICATION COVER SHEET** (enclosed in these guidelines)

2. **LETTER** (no more than two (2) pages). Please refer to the tips on the next page.

**ARTISTS:** Tell the panel what you want them to know about you and your theatre or dance work, the project for which you are requesting support, how you will spend the money and what you expect to be the result of the grant.

**ORGANIZATIONS:** Tell the panel about your organization and the purpose for which you are requesting support. Explain how the grant funds will be spent. Requests may be for either artistic or organizational development projects. However, requests for the latter should specify the purpose (e.g., web site, computer purchase, marketing initiative, etc.) and describe how it will improve the organization's ability to create or present art.

3. **RESUME OR BIO: FOR ARTISTS:** Submit up to three (3) pages that list or describe your arts activities and accomplishments. Include information for all lead artists (still no more than three (3) pages). Examples: performances/works, education and training, grants, awards. **FOR ORGANIZATIONS:** list or describe the works created, performance dates and venues. An organizational brochure might be an option here.

4. **SUPPORT MATERIALS:** Include a maximum of three (3) support pieces. See the tips on the next page. The purpose of these materials is to support your application by helping the panel understand more about where you or your organization are, where you're coming from or where you're going. Examples of support materials include (but are not limited to) a letter of recommendation, photos, a budget, press, audio/video support. Because printed support materials will not be returned, submit photocopies instead of originals. Copy double-sided. **NOTE:** Each different type of support piece counts as one support piece. For example, one (1) photo counts as one (1) support piece. Two (2) photos count as two (2) support pieces. **As one of your three support pieces**, you may submit **one** of the following:

- **a single copy (1) of a videocassette (VHS) or audiocassette** cued to a 2-minute excerpt OR
  - **a single (1) DVD or CD** (with instructions as to what track to play or time stamp to start playing).
- Include a card with information to be read to the panel: title, date, performance venue and, if necessary, a 1-2 sentence context for the excerpt. Support materials will not be returned except for video, audiotapes, or compact discs and then, only if they are accompanied by a postage-paid return mailer. Unclaimed audio/video support is destroyed 30 days after granting announcements are made.

**\*\*Be warned: VHS is the preferred form of video support. DVDs are susceptible to the whims of technology. Test your DVD before sending, preferably in a variety of machines.\*\***

5. **OPTIONAL: ACKNOWLEDGMENT POSTCARD AND VIDEO/AUDIO RETURN MAILER:** To receive confirmation that your application arrived, enclosed a self-addressed, stamped postcard. To have your audio/video support returned, enclose a self-addressed, stamped return mailer with adequate postage.

**Theatre Bay Area  
CA\$H  
870 Market Street, Suite 375  
San Francisco, CA 94102**

## TIPS FROM PAST CASH PANELISTS

### The Letter

- The letter is the **heart** of your application. As an artist, there is a reason that you are excited about this work. Share this excitement with the panelists.
- Be **clear, direct** and **concise**. Be sure to explain how your project meets the three priority criteria. (For example, do you work in a traditional art form? How does this project apply to them?)
- Be **specific** about how you will spend the money. Simply including a budget doesn't tell the panel how you intend to use **these** funds. What specifically would this award go to?
- Let the panel know if there's some **urgency** in your request. Don't cry wolf, but if there's something the panel should know that makes funding in *this* round more urgent than subsequent rounds, say so.
- Organizations: If you are applying for organizational development you should still discuss the 3 priority criteria in relation to your organization's work. How will this development affect your ability to present this work?
- Chances are if your letter is significantly less than the two pages allotted, the panel will not have enough information to be excited about your project. Don't be long-winded. Do take advantage of the space.
- Remember that you have support materials that you can refer to in your letter. Find ways to refer to the information in the support pieces. Don't waste space by reconstructing information available elsewhere.

### Support Materials

- Give some thought to what kinds of materials actually **support** this application. If submitting a video, why **this** video? If submitting a program, how does that support the application? What new information does it bring to the panelists? How will they see the information you want them to see in it? Feel free to highlight items.
- Playwrights are **strongly encouraged** to submit a script sample (5 pages max) from a past or proposed work; this is the best way for panelists to get a sense of your writing.
- Although a video is not required, applicants are **strongly** encouraged to submit a video (with the exception of playwright applications: the video might become about that production and not your script). Straight documentation is best; special effects or highly edited montages are discouraged.
- When you submit a video, cue it to a strong section. Ask a friend to watch your clip and see if it means as much to an outsider as it does to you.
- Also, it's not important to have a professionally produced video, but make sure that the sound and lighting are of a high enough quality for the panel to clearly hear and see your work.
- Consider showing 2 or 3 short excerpts in one two-minute block.
- Include information about why you've selected this video: is it representative of the kind of work you generally do, or a break from it? How is it related to your proposed project?
- Homemade DVDs are temperamental. VHS is always a preferred format. If you choose to submit a DVD, test it completely and often.

### General Tips

- Use the application checklist as a checklist! It will save you the frustration of a returned proposal.
- If you are a previous grantee, you must complete the previous grant information on the cover page.

### MORE INFORMATION/GET INVOLVED

- Have questions? Come to one of our application workshops, which are free, open to the public and intended for both theatre and dance applicants. You do not need to attend a workshop to apply, although attendance is highly recommended especially for first-time applicants.
- Interested in being a panelist? If you are eligible to apply to the program, you are also invited to attend a panel training and join the panel pool. It is a great way to get an insight into the workings of the program and to contribute to your community!
- For dates and locations of applicant workshops and panel orientations, call **(415) 430-1140, ext. 14** or visit our web site: [www.theatrebayarea.org](http://www.theatrebayarea.org)
- Sign up for our CASH e-mail list by sending an e-mail to [dale@theatrebayarea.org](mailto:dale@theatrebayarea.org).



# Cover Sheet ORGANIZATION

**POSTMARK DEADLINE**

Theatre: Monday, July 28, 2008  
Dance: Monday, Sept 22, 2008

**Please TYPE or PRINT clearly.**

Office Use Only: \_\_\_\_\_  
application no.

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_  
Street Address / P.O. Box City State Zip

Tel ( \_\_\_\_\_ ) Alt. Tel ( \_\_\_\_\_ ) E-mail \_\_\_\_\_

Circle One: Theatre Dance  
Type of Application: Artistic Project Organizational Development  
Previous Grantee? \_\_\_ Yes: month/year \_\_\_\_/\_\_\_\_ \_\_\_ No

For publicity purposes should you get an award, please describe your project in one or two sentences:

**Assurance of Eligibility**

- 1) Our organization's operating budget is less than \$100,000.
- 2) Our organization is located in the San Francisco Bay Area or in Theatre Bay Area's Northern California member service area (north to Fort Bragg, east to the Sierra Foothills, south to Salinas).
- 3) Our organization has created at least two professionally oriented works that were presented publicly in the last two years.
- 4) If approved, I will submit a simple, self-evaluation of the funded project.
- 5) If approved, I will provide acknowledgment of the grant in all materials surrounding the funded project.
- 6) I understand that should any of the above assurances prove to be false, any claim to a grant from this program will be forfeited.

**CHECKLIST:**

- \_\_\_ Application Cover Sheet
- \_\_\_ Application Letter
- \_\_\_ Resume or Bio
- \_\_\_ Acknowledgment /Video Return Mailer (optional)
- \_\_\_ **6 Copies: Collated, Staped and 3-Hole Punched**
- \_\_\_ Support Materials (specify)  
#1: \_\_\_\_\_  
#2: \_\_\_\_\_  
#3: \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

**ALL APPLICATIONS MUST BE RECEIVED (5:00 P.M.) OR POSTMARKED BY THE DEADLINE.  
WE ARE UNABLE TO ACCEPT LATE, INCOMPLETE OR UNCOLLATED APPLICATIONS.**



# Cover Sheet INDIVIDUAL ARTIST

**POSTMARK DEADLINE**

Theatre: Monday, July 28, 2008  
Dance: Monday, Sept 22, 2008

Office Use Only: \_\_\_\_\_  
application no.

**Please TYPE or PRINT clearly.**

Artist Name \_\_\_\_\_

Mailing Address \_\_\_\_\_  
Street Address / P.O. Box City State Zip

Tel ( ) Alt. Tel ( ) E-mail \_\_\_\_\_

If applying as collaborative team, please list here \_\_\_\_\_

Circle One: Theatre Dance  
Previous Grantee? \_\_\_ Yes: month/year \_\_\_\_/\_\_\_\_ \_\_\_ No

How do you identify as an artist? (performer, playwright, director, etc.) \_\_\_\_\_

For publicity purposes should you get an award, please describe your project in one or two sentences:

**Assurance of Eligibility**

- 1) I am 18 years or older and I am not a high school student or enrolled in an undergraduate or graduate arts degree program.
- 2) I live an work in the San Francisco Bay Area or in Theatre Bay Area's Northern California member service area (north to Fort Bragg, east to the Sierra Foothills, south to Salinas).
- 3) I have created at least one professionally oriented work that was presented publicly in the last two years.
- 4) If approved, I will submit a simple, self-evaluation of the funded project.
- 5) If approved, I will provide acknowledgment of the grant in all materials surrounding the funded project.
- 6) I understand that should any of the above assurances prove to be false, any claim to a grant from this program will be forfeited.

**CHECKLIST:**

- \_\_\_ Application Cover Sheet
- \_\_\_ Application Letter
- \_\_\_ Resume or Bio
- \_\_\_ Support Materials (specify)  
#1: \_\_\_\_\_  
#2: \_\_\_\_\_  
#3: \_\_\_\_\_

\_\_\_ Acknowledgment /Video Return Mailer (optional)  
**\_\_\_ 6 Copies: Collated, Stapled and 3-Hole Punched**

Signed \_\_\_\_\_ Date \_\_\_\_\_

**ALL APPLICATIONS MUST BE RECEIVED (5:00 P.M.) OR POSTMARKED BY THE DEADLINE.  
WE ARE UNABLE TO ACCEPT LATE, INCOMPLETE OR UNCOLLATED APPLICATIONS.**