# CA$H Theatre GRANT

## CA$H: Creative Assistance for the Small (Organization) and Hungry (Artist)
## GUIDELINES

*CA$H THEATRE is a program of Theatre Bay Area and is funded by The William and Flora Hewlett Foundation.*

## SECTIONS

## OVERVIEW

**THERE ARE TWO FUNDS AVAILABLE: CA$H CREATES and CA$H PERFORMS.**
Both CA$H Creates and CA$H Performs are open to individuals, collaborative teams, and organizations. (PLEASE NOTE: CA$H Sustains is for organizations only, and is available once a year, in the Fall round of CA$H.)

- **CA$H Creates** is a $2500 grant that supports the development of artistic theatre projects or capacity-building projects not directly tied to a fully produced performance of a piece.
- **CA$H Performs** is a $5000 grant that supports fully produced performances of theatre projects that are open to the public.

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**DANCERS & DANCE PROJECTS**
Theatre Bay Area no longer administers applications for dancers or dance projects. CA$H grants for dancers and dance projects are administered by Dancers Group. **For the dance application, click here: [Dancers Group CA$H Application](#).**

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## DEADLINE

ALL PROPOSALS MUST BE SUBMITTED ONLINE by **5pm, Monday, April 24, 2023**. We apologize, but we are unable to grant extensions.

## ELIGIBILITY

**CA$H is open to Bay Area theatre artists and small organizations that CREATE and PERFORM theatre.**

**YOUR COMPANY IS ELIGIBLE TO APPLY FOR A CA$H GRANT IF:**
- Its annual budget does not exceed $100,000 in the most recently completed fiscal year and in the current year at the time the application is submitted.
- It has a documented history of at least two professionally-oriented works that were presented publicly this year or in the three years prior. Staged readings and streaming productions definitely count!
- It is located in any of the counties within Theatre Bay Area's Northern California service area: Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma counties.

- It creates and performs theatre performances for the public, and is not primarily a performance venue or presenter.
- It is not an arts education program, part of an arts education program, or primarily funded by an arts education program.
- It is not a religious organization, part of a religious organization, or primarily funded by a religious organization.
- It is not a political campaign, part of a political campaign, or primarily funded by a political campaign.
- You have completed the CA$H Grant Impact Assessment (formerly called the *Final Self-Evaluation*) for any past CA$H Grants you have received.
- It was NOT a CA$H grantee from the previous CA$H round.
- No one currently employed by, or under contract with your company is serving on the CA$H panel for that round.
- Your <u>project</u> does NOT have a current TBA staff member or board member as attached personnel.

## YOU ARE ELIGIBLE AS AN INDIVIDUAL IF YOU:
- Are at least 18 years old.
- Are a professionally-oriented theatre worker.
- Are able to document at least one professionally-oriented production featuring your work as an actor, director, playwright, designer, or technician, or one professionally-oriented production that you produced that was presented earlier this year or within the three years prior. Professional workshops, staged readings, and streaming productions definitely count!
- Have completed the CA$H Grant Impact Assessment (formerly called the *Final Self-Evaluation*) for any past CA$H Grants you have received.
- Are NOT applying for a project produced or co-produced by an ineligible organization (for example, an org with a budget over $100,000).
- Are NOT currently enrolled as a full-time high school or university student.
- Are NOT applying for a project that takes place within a school, university, or other arts education program. Renting a venue from an educational institution is OK.
- Are NOT applying for a project produced by a religious organization. Renting a venue from a religious organization is OK.

- Are NOT applying for a project that is part of a political campaign or produced by a political campaign. Renting a venue from a political campaign is OK.
- Are NOT on the CA$H panel for this round.
- Are NOT a CA$H grantee from the previous CA$H round.
- Are NOT a current TBA employee or board member.

## WHAT IS A "COLLABORATIVE TEAM"?:

Two or more individuals may apply for a CA$H grant as a collaborative team. One will be the primary applicant, and the others will be listed under "Collaborative Team" on the application. Collaborative teams are eligible if each member:
- Is at least 18 years old.
- Is a professionally-oriented theatre worker.
- Is able to document at least one professionally-oriented production featuring their work as an actor, director, playwright, designer, or technician, or one professionally-oriented production that you produced that was presented earlier this year or within the three years prior. Professional workshops, staged readings, and streaming productions definitely count!
- Has completed the CA$H Grant Impact Assessment (formerly called the *Final Self-Evaluation*) for any past CA$H Grants received.
- Is NOT applying for a project produced or co-produced by an organization. In that case, the organization would need to apply. .
- Is NOT currently enrolled as a full-time high school or university student.
- Is NOT applying for a project that takes place within a school, university, or other arts education program. Renting a venue from an educational institution is OK.
- Is NOT applying for a project produced by a religious organization. Renting a venue from a religious organization is OK.
- Is NOT applying for a project that is part of a political campaign or produced by a political campaign. Renting a venue from a political campaign is OK.
- Is NOT on the CA$H panel for this round.
- Is NOT a CA$H grantee from the previous CA$H round.
- Is NOT a current TBA employee or board member.

## MORE ABOUT ELIGIBILITY

- **Applicants may submit only one proposal in each granting round.** Submitting multiple applications for the same project, individual, or company will result in all applications being disqualified.
- Debt payments do not qualify for CA$H.
- Projects that are being developed, produced, featured, or presented by ineligible organizations do not qualify for CA$H, even if an individual artist fills out the application.
- Both individuals and organizations are eligible to apply for either CA$H Creates or CA$H Performs.
- Your organization does not need to be a 501c3 or have a fiscal sponsor to qualify. Please see "A Note About Taxes" below.

## HOW DO I CHOOSE WHICH GRANT IS RIGHT FOR ME OR MY COMPANY?

**CA$H CREATES** supports **the development of a theatre project** or **a capacity-building project**. Development projects are tied to an eventual production. This can include script development, workshops, staged readings, development work with a dramaturg, and/or a devising process. Capacity-building projects improve the applicant's ability to create or present art, but aren't tied to a specific production. Capacity-building projects can include professional development, updating your computer or lighting equipment, EDI training for your staff, board training, improving disability access for your space and/or website. These grants are for $2,500.

**CA$H PERFORMS** supports **fully-produced performances** of theatre projects open to the public. This can be a traditional staged theatre production, a festival of several plays, an immersive theatre/dance/film hybrid experience, or any other theatre work that is fully produced and open to the public. **Yes, we support improv, musicals, and operas!** CA$H does not support dance projects, music performances, or filmmaking. These grants are for $5,000.

## A NOTE ABOUT TAXES

While we wish our grants could be considered tax-exempt income, all grants disbursed by Theatre Bay Area (including CA$H grants) are considered taxable payments by the IRS, and it is our responsibility to report the funds accordingly.  If Theatre Bay Area disburses funds to you that meet or exceed the IRS reporting threshold of $600, we are required by law to collect an IRS Form W-9 from you (reflecting your name, address, and identification

number, which is your SSN for individuals and your EIN for organizations), and to issue the organization or individual named on the W-9 with a Form 1099-NEC after the end of the year. We want to make sure all of our potential grant recipients are aware of this so it doesn't come as an unpleasant surprise. If you have questions about this, please don't hesitate to let us know!

## HOW DECISIONS ARE MADE

CA$H Theatre is designed to be an entirely artist-driven program. TBA forms the decision-making panel by assembling four or five theatremakers, all of whom are either individual artists or company members at organizations with annual operating budgets under $100,000 to ensure each application is reviewed by peers. It is our commitment to gather a group that is diverse in all aspects (identity, discipline, and experience). Every panelist is given training on the panel process. All panelists are empowered to interpret the priority criteria through the filter of their own personal experiences and artistic views, while always staying true to the guiding principles on which the program was founded.

**Priority for CA$H Performs and CA$H Creates will go to work that**:
- has an impact on the artist, the organization, the community, or the field
- is innovative, takes creative risks, and has the potential for excellence
- will result in some kind of tangible theatre-related activity

## TIMELINE

We do our best to ensure that all applicants will receive notice of the panel's decision within eight weeks of the application deadline. All applicants will be notified by email. 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.

## THE APPLICATION PROCESS

**The online applications are available here:**

**CA$H Creates Application, Spring 2023**
**CA$H Performs Application, Spring 2023**

**Incomplete or late applications will not be accepted. We can't be responsible for technical issues that prevent applications from being submitted on time, so plan on submitting early.**

You can't edit the form once submitted, but if you submit early enough, we can delete your application to enable you to submit another one before the deadline. Unfortunately, the software won't allow you to save your progress and return to the application; you must complete the form in one sitting. TBA's recommendation is to review the application carefully before assembling the materials needed. **Accessing the application does not require a log-in; you can look at the application before you begin the process as often as you like for as long as you like.**

If you're uncertain what a question on the application means, mouse over the question and a helpful instruction box will pop up. There are also detailed instructions in the section below about most questions on the application. If the instruction box and the instructions below don't help, contact Melissa Hillman at [melissa@theatrebayarea.org](mailto:melissa@theatrebayarea.org).

If there was a problem with your application, your form will not submit and you will receive an error message. You should also receive a confirmation via email immediately after submitting your application. If you do not receive this email confirmation, check your spam filter! If you still don't see it, contact Melissa Hillman at [melissa@theatrebayarea.org](mailto:melissa@theatrebayarea.org) to confirm that your application is in our system.

## <u>CA$H Creates and CA$H Performs Applications:</u>
## <u>WHAT WILL I NEED TO SUBMIT?</u>

**APPLICATION LETTER:**

- **You may submit this as either a written letter or a video**. The letter should address:
  - What you want the panel to know about you and your theatre work
  - What you want the panel to know about the project for which you are requesting support
  - How the money will be used
  - What you expect to be the impact of the grant
  - (CA$H Performs) How your performance project meets the priority criteria described above in "How Decisions Are Made."
  - (CA$H Creates) How the capacity-building project will improve your ability to create or present theatre that meets the priority criteria described above under "How Decisions Are Made."

- Length:
  - <u>Written Letter</u>: No more than 750 words, 1.15 or 1.5 spaced in a font no smaller than 11 pts.
  - <u>Video</u>: No more than five minutes in length, submitted as a YouTube or Vimeo link. Please note: The video can be unlisted, but not password-protected or set to "private."
- Check out "Tips from Past CA$H Theatre Panelists" below for tips about what to write. Be sure to submit the application letter as a .PDF.
  - Handy links: "[How to Convert a Microsoft Word Document to a PDF](#)" and "[How to Create a PDF from a Document in Google Docs](#)"

**PROJECT BUDGET:**
- We have a template available on the CA$H page on our website. You can use this template or create your own.
- The budget template was created by TBA's accountant Jericha Senyak, and is a fantastic asset for an org to have, but may not fit your needs for this project. Don't be intimidated by its complexity! If it doesn't work for you for this application, download it for future use and use whatever format works best for you.

**RESUME(S) and BIO(S):**

 <u>INDIVIDUALS</u>: Submit one .PDF containing your resume and/or bio, and (if applicable) the resumes and/or bios of the other key personnel attached to this project. The performance history on your resume or bio should clearly reflect your eligibility as described above. The .PDF should be no more than three pages long.

 <u>ORGANIZATIONS</u>**:** While your production history eligibility requirement will be covered by your company's production history (see below), this is your opportunity to show the panel your amazing key personnel. Submit one .PDF no longer than three pages containing the resumes and/or bios of the people attached to this project.

**ORGANIZATIONS: COMPANY HISTORY:** Organizations with production histories on their websites may simply provide the link to that page on their website. If your production history is not on your website, upload a .PDF no longer than two pages outlining your company production history. While you are welcome to provide as much information as you like, you are only required to provide representative productions from this year and/or the three years prior to demonstrate eligibility.

**OPTIONAL SUPPORT MATERIALS:** You may include **a maximum of three support pieces**. Choose support pieces that help the panel understand your artistic vision and approach, your achievements, and your potential for future excellence. Examples:
- Journalism (a feature about your company or a review of your work)
- An article or blog post you wrote about your company or about theatre in general
- A production photo from a past show
- A design sketch from a past show
- A program from a past show
- A poster from a past show
- A script sample from the current project being developed
- A video of no more than two minutes of a past show

Each individual support piece counts as one support piece, even if they're the same type. For example, one photo counts as one support piece; a gallery of three photos counts as three support pieces.

**One of your support pieces may be a link to a video on your website, YouTube, Vimeo, or other hosting site**. Be sure the video isn't password-protected and doesn't require a log-in to view. Unlisted YouTube videos are fine. **The video sample cannot be longer than 2 minutes.** Include title, date, performance venue, and a few sentences of context for the excerpt. Be specific about how this clip supports your application. This context can be included in the video's online description and/or in the provided field on the application. Please provide cueing instructions if applicable.

## TIPS FROM PAST CA$H PANELISTS

**APPLICATION LETTER**
- The letter is the heart of your application. There's a reason you're enthusiastic about this work. Share this excitement with the panelists.
- Be sure to include how your project meets the priority criteria listed above in "How Decisions Are Made."
- Be specific about how you will spend the money. Your budget doesn't tell the panel everything they need to know about how you intend to use these funds. What specifically would this grant pay for?

- Panelists like to hear about your work in your own words, as well as your motivations, inspirations, and potential outcomes.
- Let the panel know if there's some urgency in your request. If there's something the panel should know that makes funding in this round more urgent than previous rounds, say so.
- Be clear, direct, and concise. Don't focus on "sounding smart"; focus on being clear.
- If your letter is significantly shorter than the two pages allotted, the panel likely will not have enough information about your project, and it might appear that you haven't thoroughly thought the project through. It's like finishing your Signature Bake with 30 minutes left to spare. Paul Hollywood will wonder why.
- Don't waste space by reconstructing information available elsewhere in the application. Refer to it (" . . . as outlined in our Production History") and move on.

**PROJECT BUDGETS**
- Note that this is a project budget, not an organizational budget.
- Just to reiterate: You DO NOT need to use the fancy budget template we provide. TBA's awesome accountant, Jericha Senyak, created it, so it's a cool asset we have that we can give you for free. We want you to have it, but don't feel like you must use it for this grant.
- Be sure to include the potential CA$H grant and all potential funding in your income, with appropriate notes (applied, pending, received). Don't know what this means? TBA has regular Ask An Accountant sessions, free to TBA members, where you can get coaching on all these and more.
- The budget should demonstrate the need for the grant. In the world of grant writing, it's important that project budgets don't show a significant surplus (especially near the amount of or in excess of the grant that you are requesting). Grant panels want to see demonstrated need for the grant money.
- Provide notes on line items that are not self-explanatory.
- It's best to make conservative estimates when calculating income projections. A common formula is to estimate selling each performance to 50% capacity, with 1/3 or 1/2 full-price tickets and 2/3 or 1/2 discount

tickets (students, seniors). Be sure to include comps in your estimate as well. Provide the formula you used for your calculations in your notes.

- Feel free to include in-kind budget items. These items would appear on both the income and expense lines, therefore showing a zero net effect. An example would be: $4000 for space rental in your expense section and a $4000 in-kind donation of performance space in your income section.

## SUPPORT MATERIALS

- Give some thought to what kinds of materials actually support this application. What new information does each piece bring to the panelists?
- Ensure the panelists see the information you want them to see in each piece. Highlight important passages in reviews and features. Label photos clearly and provide context. Panelists are reading a lot of applications, so make your important info stand out.
- If your project involves script development or a production of a new script that's already completed, it's a good idea to make a standard 10-page script sample one of your support pieces. If there's nothing written yet, a sample of something else from the writer/s could be important for the panel to see.

## MORE ABOUT VIDEO

- Straight documentation is best; edited montages, media coverage, and trailers are strongly discouraged for both the application letter (if you choose to use video) or the support piece.
- 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 you/your work.
- For videos used as support pieces:
  - Panelists may not be familiar with the piece. Ask a friend to watch your clip to see if it's as clear to someone unfamiliar with the project as it is to you.
  - Context is vital. 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? Be as brief as possible. Only provide what's absolutely needed. For example, don't tell the panel what to think. Don't put things like "This is a powerful, emotionally explosive section of our groundbreaking

first-season work." Instead put things like, "This scene from *The Journeys of Commander Shepard* (May 2022, La Val's Subterranean Theatre) portrays the shock and heartbreak that Shepard (Julie Kuwabara) feels after returning from Omega to discover that her fish have died. The text is taken from a poem written by Zaeed Massani. The scene was choreographed by Liara T'Soni, with original music by Urdnot Wrex and costumes by Garrus Vakarian. This clip demonstrates the kind of physical theatre we will be developing further with CA$H funding in *Salarian Days, Asari Nights*."

- ○ It's fine to show two or three short excerpts in one two-minute block, but don't sacrifice quality for quantity. Make sure your excerpts are all easy to understand out of context.

## IMPACT ASSESSMENT

Grantees must complete a simple grant impact assessment after the project (Creates/Performs) or the season (Sustains) is complete. We use this information to show funders how impactful their support of the CA$H grant has been (or could be, for new funders), not to make sure you did it "right." You have nothing to prove– all we want to see is that the grant truly helped you, and that you were able to do some awesome things with it. You won't be judged or evaluated, and the impact assessment has precisely zero impact on your future ability to get CA$H grants.

## MORE INFORMATION/GET INVOLVED

**Questions?** Come to our application Q&A, which is free and open to the public. You do not need to attend the workshop to apply, although attendance is recommended, especially for first-time applicants. Even if you don't have a specific question, you can learn a lot by sitting in and listening to others' questions.

**Interested in being a panelist?** If you are eligible to apply to the program, you are also eligible to be a panelist. It is a great way to get an insight into the workings of the program, strengthen your future applications, and contribute to your community!

To sign up for a Q&A, visit the CA$H page on our website. If you still have questions after your Q&A, contact Melissa Hillman at melissa@theatrebayarea.org.

# **CA$H Creates and CA$H Performs Application Prep Checklist**

☐ **APPLICATION LETTER**

☐ **PROJECT BUDGET**

☐ **RESUME(S) and BIO(S)**

☐ **(ORGANIZATIONS ONLY) COMPANY HISTORY**

☐ **OPTIONAL SUPPORT ONE**

☐ **OPTIONAL SUPPORT TWO**

☐ **OPTIONAL SUPPORT THREE**