

GRANT GUIDELINES & APPLICATION FORMS

ABOUT THIS GRANT

CA\$H is a grants program for Northern California's professionally-oriented theatre and dance artists and small organizations with budgets of under \$100,000.

AWARDS

Individual Artists: \$ 2,000
Organizations: \$ 4,000

POSTMARK DEADLINES

ALL PROPOSALS MUST BE RECEIVED OR POSTMARKED BY:

Theatre Monday, May 7, 2012
Dance Monday, May 21, 2012

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"/> Acknowledgement Postcard/Video Return |
| <input type="checkbox"/> Resume(s) or Bio(s) | <input type="checkbox"/> Budget (Supplied) |
| <input type="checkbox"/> Mailer (one copy, optional) | |

UPON COMPLETION, DELIVER TO:

Theatre Bay Area
CA\$H
1663 Mission Street #525
San Francisco, CA 94103

CA\$H is a program of Theatre Bay Area
in partnership with Dancers' Group

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 that encourages impactful, creative activity that is innovative and artistically risk-taking. 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 be able to document at least two professionally oriented works that were presented publicly in the last two years.

Sorry, no applications from students or CA\$H personnel, or from organizations that are primarily presenters, performance venues, nonprofessional (pastime/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. Requests for funding to retire debts from current or past performances are discouraged.

GUIDELINES

Grants will support artistic and organizational development projects.

- ARTISTS may apply for \$2,000 in support of an artistic project.
- ORGANIZATIONS may apply for \$4,000 in support of an artistic project or for an organizational development project that will improve their ability to create/present art. Requests for organizational development should specify the purpose (e.g., website, computer purchase, marketing initiative, etc.) and describe how it will improve the organization's ability to create or present art.

Priority will go to work that:

- has an impact on the artist, the organization, the community or the field
- is innovative and take creative risks with the potential of excellence
- will result in some kind of tangible creative activity

HOW DECISIONS ARE MADE

CA\$H is designed to be an entirely artist-driven program and, in line with that, the program's administrators assemble a randomly selected group of five artists to review each round of applications and make all granting decisions. It is our commitment to gather a group that is diverse in all aspects (ethnicity, geography, discipline, experience, etc.). Every panelist must go through training on the panel process; all are empowered to interpret the priority criteria through the filter of their own personal experiences and artistic views, while always staying true to guiding principles on which the program was founded.

TIMELINE

Awards will be announced within seven weeks of the application deadline. All applicants will be notified by mail. 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.

APPLICATION PACKET: FIVE EASY PIECES

Attention! Send six (6) complete sets of the application, collated in the order listed below, stapled and three-hole punched. Double-sided is encouraged (be green!). Do not submit your application in any other folders or binders. Note: Incomplete, late, uncollated or unstapled applications will not be accepted. Applications must be postmarked by the deadline.

- 1. APPLICATION COVER SHEET:** Choose from those enclosed in these guidelines.
- 2. PROJECT BUDGET:** Complete template budget found on the back of cover sheet for your project, or submit one of your own.
- 3. LETTER:** No more than two (2) pages (no smaller than 10 pt font, please). Please refer to the tips on the next page. 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. The panel wants to hear about the work. For example: why this piece? How will you execute it? What will it look like? Requests may be for either artistic or organizational development projects.
- 4. RESUME OR BIO:** Submit up to three (3) pages that list or describe your arts activities and accomplishments. List or describe the works created, performance dates and venues, education and training, grants, awards. These pages can include information on all lead artists, but should still not exceed more than three (3) total pages. Organizations might consider using a brochure.
- 5. 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 are as an artist or organization, where you're coming from and/or where you're going. Examples of support materials include (but are not limited to) a letter of recommendation, photos, a feature, reviews, script sample and/or audio/video sample. 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. If you are considering using multiple photos, a one-page collage counts as one (1) support piece. Playwrights are encouraged to submit a script sample (five (5) pages max). Please note: if sending audio/video support, we only need one (1) copy.

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 link to a video** on YouTube or like site
- **OR a single (1)** DVD or CD (with instructions as to what track to play or time stamp to start playing).

Be warned: DVD is the preferred form of video support but is susceptible to the whims of technology. Test your DVD before sending, preferably in a variety of machines. Include a card with information to be read to the panel: title, date, performance venue, directions for viewing and 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.

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

Tips from Past CA\$H 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 sure to explain how your project meets the three priority criteria.
- Be specific about how you will spend the money. Simply completing the budget doesn't tell the panel everything they need to know about how you intend to use these funds. What specifically would this award go to?
- Panelists like to hear what the work will look like 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. 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 fulfilling this request affect your ability to present this work?
- Be clear, direct and concise. However, if your letter is significantly less than the two pages allotted, the panel probably will not have enough information to be excited about your project. Don't be long-winded but use the space.
- Don't waste space by reconstructing information available elsewhere. Remember that you have support materials that you can refer to in your letter.

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.
- Script samples are also appropriate whenever proposing a new work of any kind. Playwrights are especially 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.

Video

- All 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.
- 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?
- 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.
- Homemade DVDs are temperamental. If you choose to submit a DVD, test it completely, often and on various machines.

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 panel training (after every application workshop) and join the panel pool. It is a great way to get an insight into the workings of the program, strengthen your future applications and to contribute to your community! For dates and locations of applicant workshops and panel orientations, visit theatrebayarea.org/programs/cashgrants.jsp or call (415) 430-1140, ext. 14.
- Sign up for our CA\$H e-mail list by sending an e-mail to dale@theatrebayarea.org.

ORGANIZATION - COVER SHEET

DELIVERTO: Theatre Bay Area, CA\$H, 1663 Mission Street,#525, San Francisco, CA 94103

POSTMARK DEADLINE

Theatre: Monday, May 7, 2012

Dance: Monday, May 21, 2012

PLEASE TYPE OR
PRINT CLEARLY

Office Use Only:

Application no. _____

CA\$H

Organization Name _____

Contact Name _____

Mailing Address _____

City _____ State _____ ZIP _____

Tel (_____) _____ Alt. Tel (_____) _____

E-mail Address _____

I am applying for (check one): Theatre Dance

Type of Application (check one): Artistic Project Organizational Development

What specifically will your grant money be used for?: _____

Are you a previous grantee? Yes: month/year ____/____ No

Operational budget for most recently completed fiscal year: _____

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 (Please complete):

6 Copies: Collated, Stapled and 3-Hole Punched

Application Cover Sheet

Budget

Application Letter

Acknowledgment/Video Return Mailer (optional)

Resume or Bio

Support Materials (no more than 3 total, and only ONE may be a video or audio sample)

#1: _____

#2: _____

#3: _____

Video Link: _____

(if applicable)

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.

ORGANIZATION - PROJECT BUDGET

CA\$H

POSTMARK DEADLINE

Theatre: Monday, May 7, 2012

Dance: Monday, May 21, 2012

PLEASE TYPE OR
PRINT CLEARLY

Organization Name _____

Project Name _____

***** Either use this template or submit a project budget of your own. *****

PROJECTED INCOME

	Amount	Notes
Grants (include CA\$H and all pending requests)		
Individual Contributions		
In-Kind Contributions		
Ticket Revenue		
Other Earned Revenue		
Total Income		

PROJECTED EXPENSES

	Amount	Notes
Rental Costs		
Administrative Costs		
Marketing Costs		
Artistic Costs		
Other Costs		
Total Expenses		

PROJECTED NET (Income - Expenses): \$ _____

ARTIST - PROJECT BUDGET

CA\$H

POSTMARK DEADLINE

Theatre: Monday, May 7, 2012

Dance: Monday, May 21, 2012

PLEASE TYPE OR
PRINT CLEARLY

Applicant Name _____

Project Name _____

***** Either use this template or submit a project budget of your own. *****

PROJECTED INCOME

	Amount	Notes
Grants (include CA\$H and all pending requests)		
Individual Contributions		
In-Kind Contributions		
Ticket Revenue		
Other Earned Revenue		
Total Income		

PROJECTED EXPENSES

	Amount	Notes
Rental Costs		
Administrative Costs		
Marketing Costs		
Artistic Costs		
Other Costs		
Total Expenses		

PROJECTED NET (Income - Expenses): \$ _____