



INVESTING IN ARTISTS BAY AREA ALLY FUND MATCHING GRANT PROGRAM 2019 FREQUENTLY ASKED QUESTIONS

1. Who is eligible to apply to the *Investing in Artists Ally Fund* matching grant program?

Individuals may apply for an *Ally Fund* matching grant if they:

- Are a current or past [Investing in Artists](#) grantee in good standing (i.e., grantee must have submitted all final report materials); and
- Reside currently in one of the Bay Area's 11 counties (includes Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma Counties).

If you are unclear about your grantee status or program eligibility, please contact CCI staff at (415) 288-0530.

2. What is the deadline to apply to the *Investing in Artists Ally Fund* matching grant program?

The deadline for applications has been extended. Applications will now be accepted until June 20, 2019 by 5:00 p.m. PST through CCI's online GO™ System, available [here](#).

3. How many times can I apply to the *Investing in Artists Ally Fund* matching grant program?

We have updated the guidelines to allow previous *Ally Fund* grantees to reapply; however, priority will be given to those who have not received an *Ally Fund* matching grant and to applicants with donors whom we did not interview in the 2018 round.

In addition, donors must be unique in our research database (i.e., donors who have not already participated in our study) in order to qualify for a match.

4. When will I learn about the status of my application?

You will be notified about the status of your application in July 2019 following the application's deadline of June 20, 2019. Notifications will confirm whether the donors identified in your application are unique in our research database and eligible for a matching grant. If this is the case, CCI will provide you with a sample outreach message to use when initiating contact with your donor for permission to participate in a phone interview with CCI staff.

5. What if the same donor is identified in two or more applications?

If the same donor is identified in two or more applications, CCI will defer to the order in which the applications were received with an earlier submitted application taking precedence over a later one. (The online application system records the exact date and time when applicants hit "Submit.")

6. What kinds of donations are eligible for a matching grant?

Only donations from individual donors will be eligible for a matching grant. Donations must be from January 1, 2016 or later, and can include prospective donations that have not yet been received but are committed at the time of the application's submission.

Eligible donors are individuals and must be non-family members, not a close friend, and not an “interested party” (i.e., an individual that has any real or perceived financial relationship to the applicant). Examples of eligible donors may include community members, neighbors, friends of friends, artists in your social circle, fans/followers, work colleagues, or strangers. Additionally, donors are not restricted to the Bay Area and therefore, may be from any geographic region. (Please keep in mind that donor interviews will be conducted in English.)

7. What kinds of donations are ineligible for a matching grant?

Donations are ineligible if they were received prior to January 1, 2016 and if they were derived from an institutional funder such as a foundation, government agency, corporation, etc. In addition, donations from family members, close friends, or an “interested party” (i.e., an individual that has any real or perceived financial relationship to the applicant) will not be considered.

8. The *Ally Fund* guidelines indicate that applications with donors who gave using online crowdfunding sites or membership platforms will be prioritized. I haven’t received a donation this way before. Should I bother to apply?

Yes, please apply if you meet all other criteria. This program is only for *Investing in Artists* grantees, and we have no way of predicting if there will be that many who have used crowdfunding sites or membership platforms successfully. This will be a competitive program, but potentially with a high rate of success for qualified applicants.

9. I plan to list more than one donor. Can I get matching support for more than one?

Yes, you can receive matching support for more than one donor; however, the awarded amount will not exceed \$5,000 per artist-applicant.

10. How many donors can I list?

You may list up to 20 donors. Information for up to five donors can be entered directly into the online application. If you have more than five donors, you will need to enter their information into CCI’s *Donor Information Template*, which is available [here](#). You will then upload this template to your online application.

When listing your donors, remember that the total amount of donations may not exceed \$5,000; donations must be from January 1, 2016 or later; and donations may not be derived from a close friend or family member, interested party, or institutional funder.

11. How much will CCI match?

CCI will award over \$40,000 in matching funds. Donations will be matched **up to** 1:1 from \$10 up to \$5,000 per artist-applicant. The amount awarded will depend on the number of competitive applicants, and CCI prefers awarding as many matching grants as possible. In other words, the more competitive applications CCI receives, the less that CCI may award per applicant. On the other hand, competitive applications with very small donations will likely receive a 1:1 match.

12. When will I receive my matching grant?

Provided the donors you have identified are unique in our database, and we are able to successfully complete a phone interview with them, grant contracts will be developed between selected applicants and CCI. *Ally Fund* matching grant funds will then be released upon receipt of your signed grant agreement. We anticipate this process to take place August – September 2019.

13. If I receive a matching grant, will I have to complete a final report?

Ally Fund grantees will be required to submit a narrative report describing how they used their matching grant, and how it helped them. They should write as little or as much as they are so inclined. CCI just wants to know if and how the matching support was helpful.

14. Do you have sample messaging I can use to contact my donor?

CCI will check our records to see if the listed donor is unique in our research database. If so, we will ask you to initiate contact with your past or prospective donor to receive their approval to be contacted and interviewed by us.

We suggest you share the following description:

The Center for Cultural Innovation (CCI) has a time-limited matching fund that will match your donation (up to \$5,000, depending on the number of applications they receive for this fund) if they are able to conduct a phone interview with you to learn about donor behavior. Their research will keep you, your donation amount, and contact information confidential, and any knowledge they share with the field will be aggregated without attribution to you. If you are willing, I will share your phone number and email address with CCI to contact you directly. They will release the match upon your participation in their phone interview, which should take no more than 30 minutes.

15. What kinds of questions will you ask during the donor phone interview?

To learn more about individual donors' motivations and patterns for giving to artists, CCI has prepared a set of interview questions that ask donors about their general giving preferences (e.g., types of causes that they support, annual giving amount, etc.), reasons for supporting the arts, methods by which they give, and perception of Bay Area arts offerings. You can view the full set of interview questions on the *Ally Fund* webpage, [here](#).

16. Will CCI contact a donor without my permission?

CCI will never contact a donor without your permission or the permission of the donor.

17. What will you do with the information you collect from phone interviews with donors?

CCI will use the information garnered from donor interviews in order to understand donors' giving motivations and preferred methods of giving. Any and all information about the artists, their donors, and contact information will always be kept confidential; however, CCI may share new knowledge about donor behavior to benefit the arts and culture field, and would do so in ways that keep responses anonymous and aggregated.

18. Who do I contact for more information?

For questions regarding the *Ally Fund*, please contact Laura Poppiti, CCI's Grants Program Director, at (415) 288-0530 or at grants@cciarts.org. You are also encouraged to review the *Ally Fund's* Guidelines and Donor Interview Questions for further reference. These documents are available online at <https://www.cciarts.org/allyfund.html>.