



## INVESTING IN ARTISTS BAY AREA ALLY FUND MATCHING GRANT PROGRAM 2019 GUIDELINES

### ABOUT THE ALLY FUND

The *Investing in Artists Bay Area Ally Fund (Ally Fund)* is a matching grant program offered by the Center for Cultural Innovation (CCI) to past and present *Investing in Artists* grantees who currently reside in the Bay Area's 11 counties. This is a time-limited program that launched in 2018 and will conclude in 2019. This year is the final opportunity to apply to this program. The Fund will match donations from an artist's prospective individual donors or individual donors from the past three years (since January 1, 2016). Donations will be matched **up to** 1:1 from \$10 up to \$5,000 and will be fulfilled pending CCI's ability to interview the artist's past or potential donors. In so doing CCI will be able to understand supporters' giving motivations and preferred methods of giving, while also incentivizing artists to secure funding from individual donors. Specifically, CCI is seeking to understand how the advent of online crowdfunding sites and membership platforms (such as Kickstarter and Patreon) have affected donor behavior. 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 keeps responses anonymous and aggregated.

### ABOUT CCI

CCI was founded in 2001 as a California 501(c)(3) nonprofit corporation. Its mission is to promote knowledge sharing, networking, and financial independence for individuals in the arts by providing business training, grants, and incubating innovative projects that create new program knowledge, tools and practices for artists in the field, and conditions that contribute to realizing financial self-determination.

CCI operates with a vision that by linking the natural creativity and tolerance for risk of artists and creatives of all types to the latest professional practices and tools, new financial resources, and to one another, CCI helps artists and arts workers realize greater financial self-determination, which unfetters their productivity and social impact. In addition, by acting as a cross-sector incubator with an informed point of view, CCI advances efforts to improve conditions for artists and all those who share artists' conditions of low wages, high debt, and too-few assets. Knowledge is power. Financial independence begets creative self-determination. Partnerships lead to solutions. This is the Center for Cultural Innovation.

### ELIGIBILITY & REQUIREMENTS

In order to qualify for an *Ally Fund* matching grant, applicants must meet the following criteria:

- Be a current or past [\*Investing in Artists\*](#) grantee in good standing (i.e., grantee must have submitted all final report materials); and
- Reside 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 eligible to apply for a matching grant, you must also:

- Obtain permission from past or prospective donors\* to share their contact information with CCI. These donors must be willing to participate in a 30-minute interview with CCI by phone.

***\*Please note that family and close friends are not eligible as CCI is seeking to learn about non-related, private donor behavior. In addition, CCI will check our records to see if the donor listed in your application is unique in our research database. If so, we will ask you to initiate contact with your past or prospective donor (sample outreach materials will be provided by CCI) to receive their approval to be contacted and interviewed by us. If the donor is already in our research database (i.e., they have already participated in our study), their contribution will not be eligible for matching grant consideration.***

## **APPLICATION**

Below is a preview of the questions you will need to address and items you will need to prepare for the online *Ally Fund* application.

### **General Questions**

1. In which Bay Area county do you currently reside?
  - a. Alameda
  - b. Contra Costa
  - c. Marin
  - d. Monterey
  - e. Napa
  - f. San Francisco
  - g. San Mateo
  - h. Santa Clara
  - i. Santa Cruz
  - j. Solano
  - k. Sonoma
2. During which period did you receive an *Investing in Artists* grant?
  - a. 2007-2008
  - b. 2009-2012
  - c. 2013-2016
  - d. 2017-2020
3. Did you apply for or receive an *Ally Fund* matching grant in 2018?
  - a. Yes
  - b. No
  - c. Not sure
4. What type of donation are you seeking to match?
  - a. Already received donation
  - b. Prospective donation
  - c. Both
5. How might you use your *Ally Fund* match, if awarded? *This question is for informational purposes only and will not be considered in the grant decision-making process.* (2000 character limit)

## Donor Information

Complete the following information for up to FIVE (5) prospective and/or past donors (since January 1, 2016). If you have more than FIVE (5) prospective and/or past donors whose contributions amount to \$5,000, you may upload their information using [CCI's Donor List template](#). Please note only CCI's template will be accepted.

CCI will check our records to see if the listed donor is unique in our research database. If the donor is unique in our database, we will ask you to initiate contact with your past or prospective donor to receive their approval to be contacted and interviewed by us. (CCI will provide sample outreach materials.) Applicants may be awarded for more than one unique donor, with the total awarded amount not to exceed \$5,000 per artist-applicant (not per donor).

1. Donor First and Last Name:
  2. Relationship to Applicant:
    - a. Work colleague
    - b. Friend of friend
    - c. Artist in my social circle
    - d. Fan/Follower
    - e. Community member
    - f. Neighbor
    - g. Stranger
    - h. Other (please specify)
  3. If you answered "Other" to the previous question, please describe the donor's relationship to you. (100 character limit)
  4. Donation Date (Month, Year):
  5. Donation Amount:
  6. How was the donation received?
    - a. Crowdfunding site/membership platform
    - b. Cash
    - c. Check
    - d. Credit Card
  7. If you selected "Crowdfunding site/membership platform," which did you use?
    - a. GoFundMe
    - b. GoGetFunding
    - c. Indiegogo
    - d. Kickstarter
    - e. Patreon
    - f. RocketHub
    - g. Other
  8. Donation Purpose (Please include any pertinent details. For example, "For my solo performance, XYZ, at ABC Theatre." Or, "To purchase supplies and equipment for my ongoing studio practice." 500 character limit)
- By checking this box, I verify that the donors listed here are not family members, close friends, institutions, or interested parties with real or perceived financial ties to me.

### **Proof of Bay Area Residence**

Please upload a copy of your current CV, driver's license or identification card, AND utility bill (scrubbed of any and all unrelated and confidential information) as proof of active Bay Area residence and for the purposes of mailing a matching grant check if awarded. All THREE (3) submitted documents must show your full legal name and current residential address.

### **DECISION-MAKING CRITERIA**

CCI will review applications, with the participation of an external reviewer with expertise in donor behavior, crowdfunding, or support for individual artists. The decision-making criteria, in the following priority order, for the *Ally Fund* are:

- Applicant whose donor(s) used or will be committing funds using an online crowdfunding site or membership platform, such as Kickstarter, Patreon, Indiegogo, GoFundMe, et al.
- Applicants who have not already received an *Investing in Artists Bay Area Ally Fund* matching grant in 2018, and applicants with donors whom we did not interview in the last round.
- Relationship of the donor and donation to the artist. CCI prioritizes donations from disinterested individual donors who support artists as directly as possible (e.g., unrestricted funding, patronage), followed by donations that support an artist's production, followed by donations that behaved like a fee for service.
- In cases when applications satisfy the above criteria and donors are shared across applicants, CCI will give preference to the applicant whose application was submitted earliest. The online application system records the exact date and time when applicants hit "Submit."

### **HOW TO APPLY**

In addition to residing in the Bay Area's 11 counties, **only former and current grantees of the *Investing in Artists* program are eligible to apply to the *Ally Fund*.** If you are unclear about your status in this program, please contact CCI staff directly before submitting an application. Applications will be accepted until Thursday, June 6, at 12:00 p.m. PST through CCI's online GO Smart™ System. Through the support of the William and Flora Hewlett Foundation, CCI will award over \$40,000 in matching funds. Donations will be matched **up to 1:1** from \$10 up to \$5,000 and will be fulfilled pending CCI's ability to interview an artist's past or prospective donors.

The *Ally Fund* online application can be accessed at: <https://ccigrants.gosmart.org/>

*All applicants MUST register on the online grants system before they will be able to access the grant application form.*

Click [here](#) to apply now.

### **TIMELINE**

**Applications must be received by June 6, 2019 at 12:00 p.m. PST.**

**Review Process** (June 2019): CCI staff will review applications in the order in which they are received. Applications will be reviewed for completion and to determine whether the donors listed are unique in our research database (i.e., donors who have not already participated in our study).

**Notification** (July 2019): Applicants will be notified of the status of their proposals in July 2019. If an applicant's donor is unique in our database, a sample outreach message will be provided so that the applicant can acquire permission to share the donor's contact information with CCI. Donors must be willing to participate in a 30-minute interview with CCI by phone.

**Donor Interviews & Release of Funds** (August-September 2019): Provided the donors 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 the signed grant agreement.

**Final Notification** (mid-September 2019): All applicants will be notified about the status of their application.

#### **GRANT REQUIREMENT**

*Ally Fund* grantees will be required to submit a narrative report describing how they used the 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.

#### **SUPPORT**

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

*Investing in Artists Bay Area Ally Fund* matching grants are made possible with support from:

