



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

### **1. Who is eligible to apply for 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);
- 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); and
- Have not previously received an Ally Fund matching grant.

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

Applications will be accepted annually on June 1 at 5:00 p.m. PST through CCI's online GO™ System.

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

Applicants can apply once a year and apply each year. However, Investing in Artists grantees may only receive one Ally Fund matching grant award over the course of the program's 2018-2020 duration.

In addition, donors must be unique to our research database, which adds names each round, in order to qualify for a match, and applicants may only identify up to three past or prospective donors in each application that they submit.

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

You will be notified about the status of your application in July following the application's annual deadline of June 1. Notifications will confirm whether the donors identified in your application are unique to 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 including prospective donations that have not yet been received but are committed by the time of application 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 Program Guidelines indicate that the Ally Fund will prioritize applications with donors who gave using crowdfunding platforms. 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 platforms successfully. This will be a competitive program, but potentially with a high rate of success for qualified applicants. CCI may tighten guidelines in 2019 based on applications received this round but, in the meantime, we encourage you to apply.

**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 applicant.

**10. How much will CCI match?**

Each year, from 2018 to 2020, a total of \$20,000 will be awarded in matching funds. CCI will match **up to 1:1** amounts from \$10 up to \$5,000 per artist, per year. The amount awarded will depend on the number of competitive applicants, and CCI prioritizes 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.

**11. When will I receive my matching grant?**

Provided the donors you have identified are unique to our database, and we were 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.

**12. 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 the Fund, 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.

**13. 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) 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.*

**14. 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, platforms through which they give, and perception of Bay Area arts offerings.

**15. Will CCI contact a donor without my permission?**

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

**16. 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 supporters' 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.

**17. Who do I contact for more information?**

For questions regarding the Ally Fund, please contact Lauren Bailey, CCI's Managing Director, at (213) 687-8577 or at [grants@cciarts.org](mailto:grants@cciarts.org). You are also encouraged to review the Ally Fund's Guidelines, Application Preview, and Donor Interview Questions for further reference. These documents are available online at <https://www.cciarts.org/allyfund.html>.