



INVESTING IN ARTISTS BAY AREA ALLY FUND MATCHING GRANT PROGRAM GUIDELINES

ABOUT THE ALLY FUND

The Investing in Artists Bay Area Ally Fund (Ally Fund) is a new, 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 will launch in 2018 and conclude in 2020. The Fund will match donations from an artist's prospective individual donors or individual donors from the past two 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 giving platforms 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 individual artists and creative entrepreneurs by providing business training, grants, and incubating innovative projects that create new program knowledge, tools, and practices for artists in the field.

CCI operates with a vision that by linking the natural creativity and tolerance for risk of artists and creative entrepreneurs to the latest business tools and practices, and by helping to connect them to new financial resources, and to one another, it can give artists the knowledge and economic independence needed to bring their work and ideas into the marketplace, and establish a new voice for artists based on their collective clout. In addition, CCI unfetters creativity and resources by partnering with investors, researchers, policymakers, and others in ways that generate innovative solutions to the challenges facing artists. This is our vision. Knowledge is power. Personal networks build community. And financial independence supports creative freedom. 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);
- 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); and
- Have not previously received an Ally Fund matching grant.

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, the application 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. What type of donation are you seeking to match?
 - a. Already received donation
 - b. Prospective donation
 - c. Both
4. 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 three prospective and/or past donors (since January 1, 2016). CCI will check our records to see if the listed donor is unique in our research database. If the donor is unique to 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 applicant.

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
 - b. Cash
 - c. Check
 - d. Credit Card
7. If you selected "Crowdfunding site," which platform 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 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.

DECISION-MAKING CRITERIA

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

- Donors who gave to the applicant using an online crowdfunding platform, such as Patreon, Kickstarter, Indiegogo, GoFundMe, et.al.
- Relevance of the type of donor and donation to supporting an individual artist. CCI prioritizes donations from disinterested individual donors that 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

The Ally Fund will be offered to past and present Investing in Artists grantees. Applications will be accepted annually on June 1 at 5 p.m. PST through CCI's online GO Smart™ System. Each year, from 2018 to 2020, a total of \$20,000 will be awarded 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 the annual deadline of June 1 at 5 p.m. PST.

Review Process (June 2018): CCI staff will review applications in the order in which they are received. Applications will be reviewed for completion and to see whether the donors listed are unique in our research database.

Notification (July 2018): Applicants will be notified of the status of their proposals in July 2018. 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 (July-August 2018): 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.

GRANT REQUIREMENT

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.

SUPPORT

For questions regarding the Ally Fund, please contact Lauren Bailey, Managing Director, at (213) 687-8577 or at grants@cciarts.org. You are also encouraged to review the Ally Fund's FAQs, Application

Preview, and Donor Interview Questions for further program reference. These documents are available online, here <https://www.cciarts.org/allyfund.html>.

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

