



Creative Assistance for the Small (Organization) and Hungry (Artist)

CA\$H | THEATRE is a program of Theatre Bay Area and is funded by The William and Flora Hewlett Foundation, the San Francisco Grants for the Arts and the generosity of Arthur and Toni Rembe Rocke.

GRANT GUIDELINES

ABOUT THIS GRANT

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

AWARDS

CA\$H | Creates \$ 2,500

CA\$H | Performs: \$ 5,000

(see guidelines below)

DEADLINES

ALL PROPOSALS MUST BE SUBMITTED ONLINE by 5pm, on the deadline (see <http://www.theatrebayarea.org/?page=cashgrants> for online submission form and deadline).

For dance application and deadlines please visit <http://dancersgroup.org/funding/cash/>

IMPORTANT UPDATES TO CA\$H PROCESS

- All applicants applying to CA\$H | Dance with a dance project must submit their materials to Dancers' Group (NOT Theatre Bay Area) using the dance application. There is no longer a common application form. Please review the dance application materials and guidelines at <http://dancersgroup.org/funding/cash/> carefully as changes have been made. Applicants applying with a theatre project must submit their applications through the online process to Theatre Bay Area.

- As of Fall 2017, CA\$H | Theatre has changed the categories from which BOTH artists AND organizations can apply. The designations, as defined below, are now CA\$H | CREATES and CA\$H | PERFORMS.

WELCOME TO CA\$H | Theatre

CA\$H | Theatre is a grant 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 artists and small organizations that CREATE and PERFORM theatre. The Bay Area includes all of Theatre Bay Area's Northern California service area, which includes San Francisco, Alameda, Contra Costa, Santa Clara, San Mateo, Santa Cruz, Monterey, Marin, Napa, Sonoma and Solano Counties. This application is only for theatre projects. Prospective dance applicants please visit www.dancersgroup.org/cash for applications and deadlines.

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 was presented publicly in the last two years (from the application deadline).

ARTISTS must have be at least 18 years old, working in the art form of the proposed project and be able to document at least one professionally oriented production that was presented publicly in the last two years (from the application deadline). Artists may apply either as individuals or submit a "collaborative team" application. A collaborative team consists of two or more artists who are applying to support work that all members of the team will create together. Collaborative teams should provide documentation of at least one professionally oriented production that was presented publicly in the last two years that involved all members of the team, thus meeting the artist eligibility.

Sorry, no applications from students or CA\$H | Theatre personnel, or from organizations that are primarily presenters, performance venues, nonprofessional (pastime/hobby) companies or arts education programs. Applicants may submit only one proposal in each 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 capacity building projects.

CA\$H | CREATES is intended for the development of an artistic project or a capacity building project, not directly tied to a fully produced performance of a piece. Artistic projects *can* include scripts, workshops, readings, etc. Requests can also be for a capacity project that will improve the applicant's ability to create or present art. Requests for capacity projects should specify the purpose (e.g., professional development, website, computer purchase, marketing initiative, etc.) and describe how it will improve the applicant's ability to create or present art that meets the priority criteria below. These grants are for \$2,500. Please note: receipt of a CA\$H | CREATES award does not imply a priority consideration for future CA\$H | PERFORMS applications of the same project.

CA\$H | PERFORMS is intended for a fully produced performance of an artistic project that is open to the public; or projects that support the creation of multiple works by multiple artists. These grants are for \$5,000.

Artists and organizations can apply for either one of these options.

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 | Theatre is designed to be an entirely artist-driven program and, in line with that, the program's administrators assemble a group of five artists and/or administrators (all potential applicants themselves) 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 e-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 lessons learned, 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

Please complete the online application (link found at <http://www.theatrebayarea.org/?page=cashgrants>). Note: Incomplete or late applications will not be accepted. We will not be responsible for technical issues that prevent applications from being submitted on time, so plan on submitting early. Applications must be received by the deadline. You will need to upload the follow items to complete the application.

Please note: you cannot edit the form once submitted. You also must complete the form in one sitting (you cannot save your progress and return to it). Please pay special attention to the confirmation screen after you submit. If there was a problem with your application you will receive notice there. Please print this confirmation for your records. You should receive a confirmation via email immediately after submitting your application. If you do not receive this email confirmation, contact the program administrator (kim@theatrebayarea.org).

1. **PROJECT BUDGET:** Complete template project budget (found <http://www.theatrebayarea.org/?page=cashgrants>) or submit one of your own. It is suggested that you submit your document as a pdf.
2. **LETTER:** No more than two pages (no smaller than 10 pt font, please). Please refer to the “Tips from Past CA\$H | Theatre Panelists” (below). Tell the panel what you want them to know about you and your theatre work, the project for which you are requesting support, how it meets the priority guidelines, specifically 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? It is suggested that you submit your document as a pdf.
3. **RESUME:** Submit up to three pages that list or describe your artistic activities and accomplishments. Applications should include the resume for the applicant/collaborative team/organization as well as any individual resumes they choose to submit as long as it doesn't exceed three pages in total. List or describe the works created, performance dates and venues, education and training, grants, awards, etc. **The performance history on your resume should clearly reflect your eligibility.** Within these three pages, you can include additional information on all lead artists/collaborators (as resumes or biographies), but the total page count should not exceed three pages. Please upload all resumes as one document, preferably as a pdf.
4. **SUPPORT MATERIALS:** Include a maximum of three (3) support pieces. Please refer to the “Tips from Past CA\$H | Theatre Panelists” (below). The purpose of these materials is to support your application by helping the panel understand more about where you are as an applicant, 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 of no more than 2 minutes. Note: Each different type of support piece counts as one support piece. For example, one photo counts as one support piece. Two photos count as two support pieces. If you are considering using multiple photos, upload them as a one-page collage, which would count as one support piece. If your work involves text, you are encouraged to submit a script sample (five pages max). Please contact program administrator (kim@theatrebayarea.org) if you would like to submit something that cannot be uploaded.

One of your three support pieces may be a link to a video on YouTube or similar hosting site. If longer than 2 minutes, please provide a time stamp in the comments section for where to begin the video. Please do not upload work samples (video files) directly to your application. DVDs are no longer accepted.

All audio or video support should include context for the sample for the panel: title, date, performance venue, directions for viewing and a few sentences of context for the excerpt. One question to consider might be, "Why did you choose this selection and how does it support your application?" This context can be included in the actual video's online description and/or in the appropriate field on the application.

Tips from Past CA\$H | Theatre Panelists:

LETTER

- The letter is the heart of your application. As an artist, there is a reason that you are enthusiastic 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 grant 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.
- 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 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 briefly refer to in your letter.

- If you are applying for a capacity project you should still discuss the 3 priority criteria in relation to your artistic work. How will fulfilling this request affect your ability to create and/or present your work?

BUDGET

- Remember that you can use our budget template or a budget of your own.
- Note that this is a project budget, not an organizational budget. If you would like to include an organizational budget, feel free to do so as an additional support piece.
- Be sure to include the potential CA\$H | Theatre grant and all potential funding in your income, with appropriate notes (applied, pending, received).
- The budget should demonstrate the need for the grant. ***For the purposes of the application***, it is important that your budget doesn't show a significant surplus (especially near the amount of or in excess of the grant that you are requesting). This isn't meant to imply that you should not "make money" on your work. We certainly hope that once your actual project comes to fruition it will exceed the projected income (or save on expenses).
- Provide notes on line items that are not self-explanatory.
- Be realistic in your income projections. If you have a 250 seat venue and will be performing 16 performances, is it realistic that you will sell out each performance? Or that all tickets will be at full-price? Use the notes to show your calculations.
- Feel free to include "in-kind" budget items. These items would appear on both the income and expense lines, but would cancel each other out, therefore showing a zero net effect.

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.
- If there is text in your work, providing up to five pages of the writing is encouraged. You can include multiple text samples as separate support pieces.

VIDEO

- All applicants are strongly encouraged to submit a video (with the exception of playwright applications, where the video might become about that production and not your script). Straight documentation is best; special effects or highly edited montages are discouraged. Documentation is preferred to media coverage.
- Context for the work sample is vital. Context is more than what/where/when. 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, provide a cue point 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.

- 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 two or three short excerpts in one two-minute block.
- The panel will watch up to two minutes of video total, even if you submit more than one video link.
- DVDs are no longer accepted. Please submit a video link only.

MORE INFORMATION/GET INVOLVED

Questions? Come to one of our application workshops, which are free, open to the public. 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 (held as part of 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 contribute to your community! For dates and locations of applicant workshops and panel trainings, visit <http://www.theatrebayarea.org/?page=cashgrants> or call (415) 430-1140, ext. *17.