



# CREATIVE WORK FUND GUIDELINES 2017

## A Fund for New Work *The Creative Work Fund invites letters of inquiry for projects featuring literary or traditional artists*

Responding to several years of declining support for artists and new art works, four Bay Area foundations launched the Creative Work Fund in September 1994. Since its inception, the Fund has awarded \$11.6 million in grants. Currently, the Creative Work Fund is a program of the Walter and Elise Haas Fund that also is supported generously by The William and Flora Hewlett Foundation.

The Fund awards grants for artists and nonprofit organizations to create art works through collaborations. It celebrates the role of artists as problem-solvers and the making of art as a profound contribution to intellectual inquiry and to the strengthening of communities. Artists are encouraged to collaborate with nonprofit organizations of all kinds.

### Four principles guide the Fund

- Artists' creativity merits philanthropic support.
- Individual creativity is the source of cultural richness and diversity.
- The arts can be a powerful vehicle for problem-solving and community renewal.
- Collaborative efforts among artists, organizations, and their constituents can generate a productive exchange of ideas and bring the arts to new audiences.

In August 2017, the Fund will award approximately \$600,000 in grants to nonprofit organizations and collaborating literary or traditional artists. Grants will range from \$10,000 to \$40,000. Projects are expected to be completed within two or three years, but those of longer duration will be considered.

*Artist Nimely Napla, a director, master dancer, costume designer, choreographer, and craftsman, collaborated with Diamano Coura West African Dance Company to create *The Forbidden Bush*, an original multidisciplinary work performed in 2015 and 2016.*

*Photo RJ Muna*





*Poet Barbara Jane Reyes, collaborating with The Poetry Center and American Poetry Archives at San Francisco State University, assembled six contemporary Filipino and Pacific Islander American writers who, with Reyes, corresponded, wrote, and performed together in Kuwentuhan (Talk Story).*

*Photo Peter Dressel*

## Who Is Invited?

Creative Work Fund projects feature one or more artists collaborating with 501(c)(3) nonprofit organizations of all kinds. The Fund encourages the artists and organizations to “come together” for the sake of this collaboration: Artists should not submit a request to collaborate with an organization if they are members of its paid staff or serve on its board of directors.

The principal collaborating artists must live in Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, or Sonoma County and have lived there for at least two years. Collaborating organizations also must be based in one of the 11 counties.

A literary arts or traditional arts project may culminate in any form, but it must feature a lead artist with a strong track record as a literary or traditional artist. The Creative Work Fund uses the following definitions for these eligible artists:

- **Literary artists** write, publish, or perform poetry, spoken word poetry, fiction, or creative nonfiction. (Playwrights may apply with performing artists in December 2017.)
- **Traditional artists** create in art forms that are learned as part of the cultural life of a group of people whose members have a common ethnic heritage, language, religion, occupation, or region. These expressions are deeply rooted in and reflect a community’s shared standards of beauty, values, or life experiences. Often they are learned orally or by emulation. Traditional artists may excel as individual artists, work as a group, or work collectively, and they may produce works in a variety of forms — oral traditions, performances, crafts, multidisciplinary works, and others.

In either category, artists and organizations should plan projects and prepare and authorize their letters of inquiry together. If a project will use a fiscal sponsor, that sponsor also must review and sign off on the letter.

Artists and organizations may submit one proposal per category per deadline and may receive no more than one Creative Work Fund grant every three years. Past Creative Work Fund grant recipients also must have finished their projects and had their final reports approved before submitting new letters of inquiry.

## The Fund seeks

- Projects in which the creation of an artwork is central
- Projects in which the artist functions primarily as an artist, not as a teacher, an art therapist, or in another capacity
- Projects in which an active, authentic working partnership between the artist or artists and the organization is central to the work’s development
- Projects that engage the organization’s constituents in the artist’s work
- Projects that draw upon artists’ creativity and problem-solving abilities
- Projects through which the making of art can strengthen a community, draw attention to an important issue, or engage audiences in new ways
- Projects that challenge artistic imagination and organizational thinking
- Projects that will be presented in Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, or Sonoma County
- Projects that designate at least two-thirds of the grant funds to the principal artists and their direct expenses for creating the work.

### The Fund will not consider

- Commissions of new works by artists in which the applicant organization and artists are not collaboratively engaged in the making of those works
- Projects in which the lead artists and collaborating organizations are not based in the eligible counties or those with multiple artists, most of whom are based outside of the 11 counties
- Projects that do not feature the artist(s) centrally as demonstrated by the project descriptions and budget allocations
- Projects from lead artists or organizations that were awarded Creative Work Fund grants in 2014, 2015, or 2016
- Projects from artists or organizations that have not completed projects and final reports for previously awarded Creative Work Fund grants.

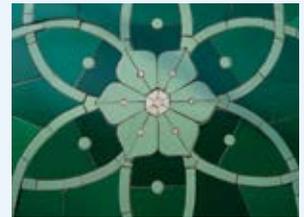
### Further consideration

Applicants receiving significant grants for the same project from the Walter and Elise Haas Fund, The William and Flora Hewlett Foundation, or the Wallace Alexander Gerbode/William and Flora Hewlett Foundation commissioning program are less likely to be supported by the Creative Work Fund.

Applicant artists may apply with a nonprofit entity that uses a fiscal sponsor.

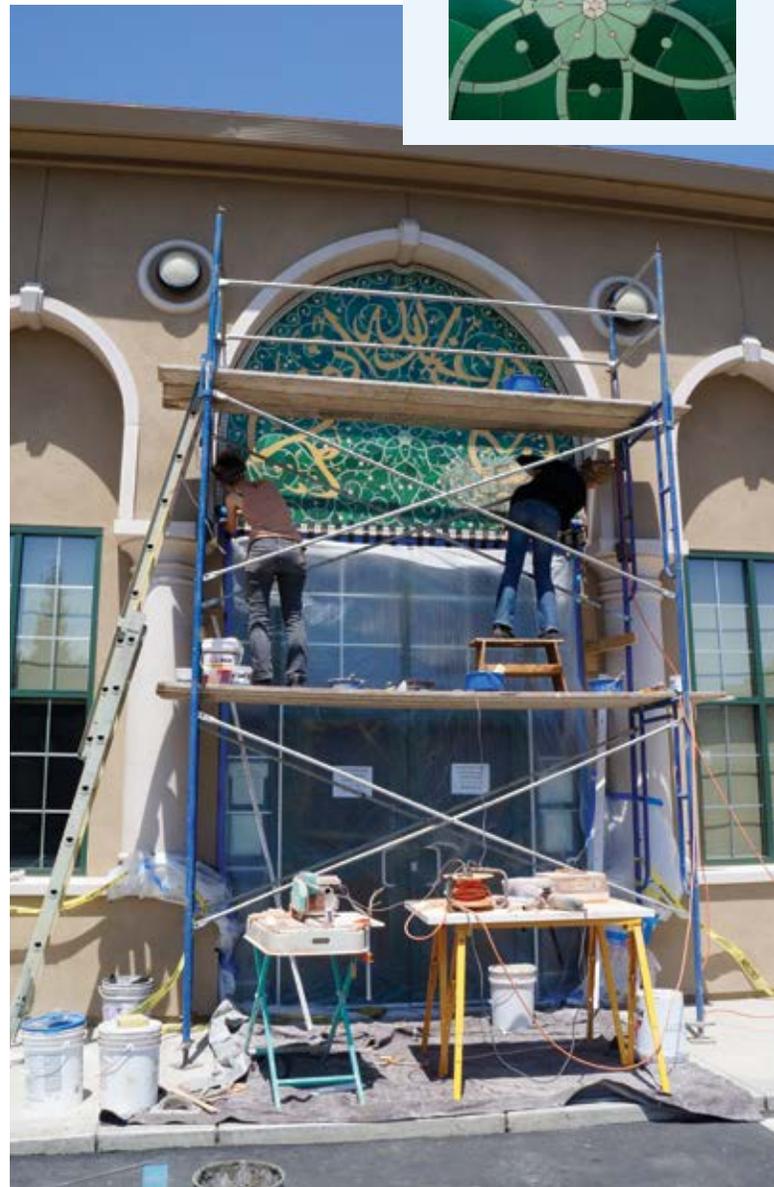
*Workers install a mural above the main entrance to the Islamic Center of Manteca. Calligrapher Zubair Simab designed the hand-cut mosaic mural in collaboration with the Center and ceramic artist Pippa Murray.*

*Photo Mas'ood Cajee*



*Poets Denise Newman and Hazel White collaborated with U.C. Berkeley's 43-acre Botanical Garden to create Biotic Portal at Strawberry Creek: Language Experiments 1.*

*The writers hold garden walks and open studio days in the garden, and are developing a written work inspired by the site.*  
*Photo Hazel White*



## Deadlines and Key Dates

### September-November 2016

Once you know who your collaborating partners will be, avoid the rush and complete a brief applicant eligibility quiz and request a grantseeker account at the Creative Work Fund application portal, [creativeworkfund.org/apply](http://creativeworkfund.org/apply). These steps are easy to complete, but it takes the Fund a day or two to approve your status and assign your user name and password. Don't wait until the last minute.

You may start your letter of inquiry online, save it as a draft, then return to finish and submit it later. Artists and organizations use their individual grantseeker accounts to collaboratively develop and submit a joint letter. If you are not able to submit your letter of inquiry online for technical reasons, call (415) 402-2793 well in advance of the deadline to make other arrangements.

### December 2, 2016

Letters of inquiry must be submitted by 5 p.m. by visiting the grantseeker portal online at [creativeworkfund.org/apply](http://creativeworkfund.org/apply). You should receive an email confirming that your letter was received. If you do not, check your email spam and junk filters. If it's not there, call (415) 402-2793.

### February 3, 2017

Organizations and artists invited to submit full proposals are notified by an email that includes detailed instructions for preparing the proposals. Applicants who are not invited also will be notified.

### March 20, 2017

Deadline for receiving documentation grant requests from traditional arts finalists.

### April 21, 2017

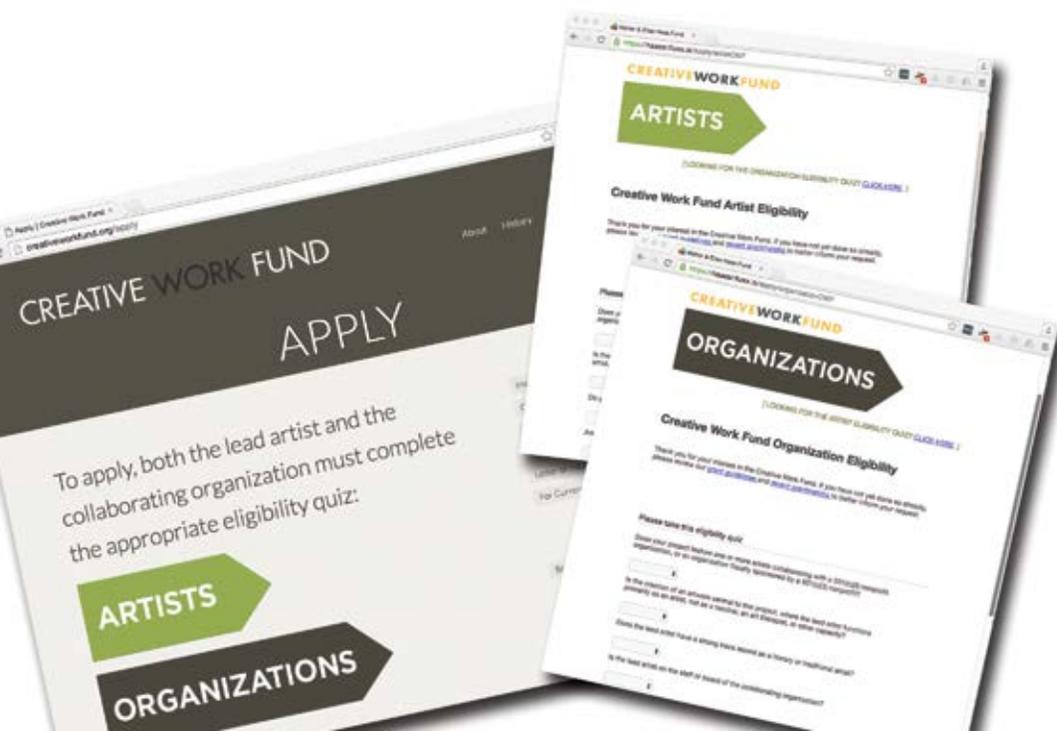
Full proposals from invited artists and organizations must be received online by 5 p.m.

### August 1, 2017

The Creative Work Fund emails grant announcements and award letters.

### December 1, 2017

Before undertaking a Creative Work Fund project, artists and organizations should agree to shared responsibilities, copyright assignment, distribution rights, and royalty payments for the new work. Key participants in each selected project must prepare and sign off on a memorandum of understanding. Grants are paid to the collaborating 501(c)(3) organizations as soon as signed paperwork is received. Memoranda of understanding must be received from 2017 grant recipients by early December and must be submitted online.



Letters of inquiry are accepted via the online grantseeker portal. Artists and organizations begin at [creativeworkfund.org/apply](http://creativeworkfund.org/apply) with eligibility quizzes.

## Project duration

Ideally, a Creative Work Fund project will be completed in two or three years, but the Fund is willing to support longer and shorter collaborations.

## Final reports

Final reports are due three months after the project's projected ending date. Grantees must submit two final reports (one prepared by the artist and one by the organization) describing the project and how they used the grant funds. Final reports should include documentation of the finished projects.

## How to Apply

### Overview of application process

Days or weeks before beginning your letter of inquiry, complete a brief eligibility quiz and set up a grant-seeker account at [creativeworkfund.org/apply](https://creativeworkfund.org/apply). If you are eligible to apply, the Creative Work Fund will respond with your username and password within a day or two.

Organizations and artists should jointly prepare and approve submission of a letter of inquiry of no more than 11,000 characters (incorporating in that narrative a brief, preliminary budget). Your project team members may begin drafting the proposal within your grantseeker account at [creativeworkfund.org/apply](https://creativeworkfund.org/apply) and save it as a draft to complete at a later time.

The lead artist prepares a professional resume of no more than two pages to include with the inquiry.

Letters and artists' resumes should be submitted online no later than 5 p.m. Pacific Standard Time on Friday, December 2, 2016. Be sure to press "Submit" and indicate that both the lead artist and the collaborating nonprofit organization authorize the letter's submission. If your letter is in the grantseeker portal in draft form, the Creative Work Fund cannot review it.

Each of the authorizing partners will receive a confirmation of receipt via email. If you do not receive the confirmation receipt, check your spam filter and — if necessary — call the Creative Work Fund, (415) 402-2793, to confirm that your request was received.

Once received, letters are screened by category by between two and four readers. Based on their feedback, the Creative Work Fund will select approximately 25 finalists in each category — literary arts and traditional arts.

After letters are reviewed, invited projects receive detailed guidelines for preparing full proposals and a summary of the readers' comments. Full proposals restate and expand upon the ideas presented in the letter of inquiry, incorporate responses to the reader comments, and include documentation illustrating the quality of the artists' work, detailed budgets, and additional background information about the organizations.

A literary arts panel and a traditional arts panel, each composed of arts professionals, review the finalists' proposals and recommend projects to be funded. Representatives of the foundations that support the Creative Work Fund then consider and sign-off on the final awards.

*Master weaver Jenny Bawer Young, Manilatown Heritage Foundation, and eight female apprentices collaborated on the Chewang chi Biyeg (River of Life) project, creating an indigenous, northern Philippines Kalinga laga (backstrap loom) tapestry. Photo Caroline Cabading*



## Letter of inquiry checklist

- Complete a brief grantseeker eligibility quiz and request a grantseeker account at [creativeworkfund.org/apply](http://creativeworkfund.org/apply).
- Complete identifying information about your lead artist and nonprofit partner at this Website.
- Write a narrative of up to 11,000 characters with a short (two-page maximum) bio or vita for the lead artist. (Save your draft frequently in the grantseeker portal.)
- Double-check your draft. Both the artist and the nonprofit representative must indicate that they authorize the submission.
- Submit the finished letter by 5 p.m., PST, Friday, December 2, 2016.
- Watch for your confirming email to arrive. Call (415) 402-2793 if it is not received.
- For all letters of inquiry, please do not upload manuscripts, music files, or other documentation. Please do not cut and paste illustrations or Web links into the body of your letter.

## Literary arts letter of inquiry instructions

The letter of inquiry narrative, no longer than 11,000 characters, should include:

- Project description including information about how you will collaborate
- Amount requested (between \$10,000 and \$40,000) and summary budget. (The budget should be part of the three-page letter, not an additional page or attachment.)
- Description of the organization
- Information demonstrating the range and quality of the artist's work
- Description of how the artist's work relates to this project
- Rationale for the collaboration between the artist and organization and a brief explanation of why the project is appropriate now
- Discussion of how the work will reach audiences.

*The literary arts letter of inquiry screening and proposal-award decisions will be based on:*

- Evidence of the range and quality of the writer's work
- Evidence that the project is an authentic collaboration between the writer and the organization
- Evidence that the project stretches organizational thinking and artistic imagination
- Demonstrated capability of the organization in its field
- Evidence of fiscal responsibility and sound organizational management
- Feasibility of the proposed project, based on required materials, timeline, and budget.

*Afro-Cuban folklorist, dancer, and choreographer José Francisco Barroso of Obakòso Drum and Dance Ensemble collaborated with DREAM Dance Company in Oakland to create Full Circle, an exploration of historic, social, and aesthetic links between Afro-Cuban rumba and African American hip-hop.*  
Photo RJ Muna



## Traditional arts letter of inquiry instructions

The letter of inquiry narrative, no longer than 11,000 characters, should include:

- Project description including information about the tradition in which the lead artist is working, its cultural context, and how the artist and organization will collaborate
- Amount requested and summary budget. (The budget should be part of the three-page letter, not an additional page or attachment.)
- Description of the organization
- Information demonstrating the quality and authenticity of the lead traditional artist's work and that artist's role in his or her community
- Description of how the proposed project builds upon the artist's previous work
- Rationale for the collaboration between the artist and organization and a brief explanation of why the project is appropriate now
- Discussion of how the work will be shared within its cultural context or with a wider audience.

***The letter of inquiry screening and proposal award decisions in traditional arts will be based on:***

- Evidence of the artistic quality and adherence to tradition of artists involved in the project
- Evidence of the cultural significance of the tradition in the context of its community
- Evidence that the project is an authentic collaboration between the artist and the organization
- Evidence that the project addresses goals shared by the organization and the artist
- Demonstrated capability of the organization in its field
- Evidence of fiscal responsibility and sound organizational management
- Feasibility of the proposed project, based on required materials, timeline, and budget.



*Native artist Kathleen Smith — Bodega Miwok and Pomo — collaborated with book publisher Heyday to document and celebrate aspects of traditional California Indian food gathering and preparation.  
Photo courtesy of the artist*

## Traditional arts documentation grants

Because many traditional artists lack video, audio, photographs, or other documentation of their work, every traditional artist and organization invited to submit a full proposal also is invited to request a \$500 documentation grant. The Creative Work Fund will provide a simple online application for these grants. Applicants must submit their documentation grant requests by March 20, 2017.

*The Ola Project, an event developed by Hawaiian artist Patrick Makuakane and his hula halau, Nā Lei Hulu I Ka Wēkiu, in partnership with the Yerba Buena Gardens Festival, centers around the on-site*

*construction of a kuahu, a traditional Hawaiian shrine that served as the focal point for the day's chants, music, and dance.  
Photo John Spicer*



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## Additional Information

### Website

In addition to the application information provided in these guidelines, [creativeworkfund.org](http://creativeworkfund.org) includes descriptions of previously funded projects and frequently asked questions. To receive announcements and reminders about webinar and seminar dates and future deadlines, register your information on the Website's contact page.

### Webinars

To assist applicants, the Foundation Center and the Creative Work Fund are presenting four one-hour informative Webinars on the following dates:

- Monday, September 12, noon-1 p.m.
- Tuesday, September 27, 6-7 p.m.
- Tuesday, October 25, 6-7 p.m.
- Monday, October 31, noon-1 p.m.

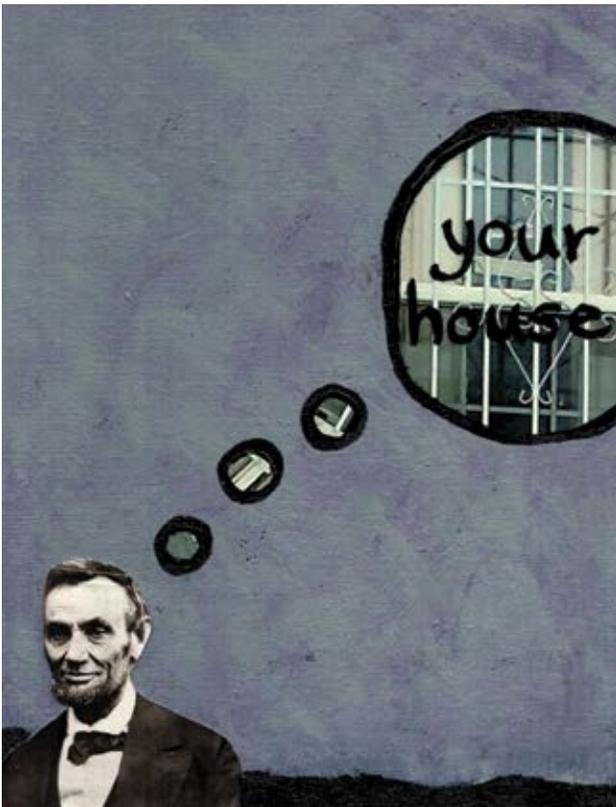
To register for a Webinar, visit the calendar section, [tinyurl.com/z9gaohl](http://tinyurl.com/z9gaohl), scroll through to the event date, and click on "How to Apply to the Creative Work Fund."

### Application seminars

Annually, the Creative Work Fund hosts seminars for potential applicants. These seminars will take place September 7 through late October 2016. Find details about these opportunities — in locations ranging from Sonoma to Santa Cruz — on the Website at [creativeworkfund.org/applicant-seminars](http://creativeworkfund.org/applicant-seminars).

### General information

For additional information about the Creative Work Fund, call Frances Phillips, Program Director, or Jean Wong, Coordinator, The Creative Work Fund, (415) 402-2793.



**The Creative Work Fund**  
**c/o The Walter & Ellise Haas Fund**  
**One Lombard Street, Suite 305**  
**San Francisco, CA 94111**  
**(415) 402-2793**  
**[creativeworkfund.org](http://creativeworkfund.org)**

*Collage by writer Linda Norton for her Home and Away project at the Peralta Hacienda.*  
*Photo Holly Alonso*