



## Living Cultures Grants Program Round 13 (2018)

### WELCOME!

The Living Culture Grants Program is designed to maximize the impact of this grant on small budget organizations. We encourage you to call ACTA to introduce yourself and your proposal ideas to the staff. This way we can assist you towards a productive application process, learn more about you, your cultural community, and your needs. Spanish language assistance is also available and we truly welcome first time applicants.

### PROGRAM DESCRIPTION

The Living Cultures Grants Program seeks to sustain and strengthen the folk and traditional arts in the state of California. We recognize that these practices play a vital role in the life of a cultural community as a living link to a healthy future. Traditional arts and the places in which they are shared provide safe, if not sacred, spaces in which community members can participate and connect to a cultural group. Beyond mere entertainment, these are spaces and activities of inclusion where all people, including those of marginalized and aggrieved communities, can publicly participate as “cultural citizens” (whether documented or undocumented). In these spaces people experience a sense of belonging, community continuity, empowerment and action, affirming possible human, social and political developments into the future.

We are seeking proposals that will have impact beyond the project period. We recognize that this work takes many shapes and forms for the diverse practices in California.

## Guidelines & Application

### WHAT WE FUND — Pathways to nurture, sustain, and engage participation in traditional arts

#### Cultural continuity of traditional arts practices

- Workshops and gatherings (for example, events that bring together artists, cultural specialists or community leaders to share skills & information, or to engage in discussion and problem solving)
- Conservation, creation, or acquisition of important traditional arts items
- Intergenerational classes or other educational programs within a community (after school youth programs, dance ensemble classes or practices, summer programs, etc.)
- Other kinds of mentorships with culture bearers, honoraria, travel costs within CA, etc. (intensive one-on-one artistic mentorships should apply to the Apprenticeship Program rather than the Living Cultures Grants Program)
- Endangered language conservation and revitalization projects when carried out within the context of traditional art forms
- Other types of activities and projects that lead to cultural continuity of traditional arts practices

**POSTMARK DEADLINE:**

**JULY 17, 2017**

### **Sustaining future traditional arts practices with needed purchases, services, or acquiring new skills**

- Equipment and materials purchases (instruments, media equipment, costumes or regalia, etc.)
- Documentation of traditional arts, skills, ceremonies, beliefs, or performances
- An investment to result in future revenues (fee for services for marketing consultation, website development, financial planning )
- Learning new skills by supporting mentorships with advisors or cultural specialists
- Other types of activities and projects that lead to long term sustainability of traditional arts practices

### **Engaging and strengthening our own communities as well as engaging with others**

- Public presentations, such as community-based concerts, festivals, and exhibitions that foster active participation
- Workshops and gatherings (for example, events that bring together artists, cultural specialists or community cultural leaders to share skills & information, or to engage in discussion and problem solving)
- Other types of activities and projects that lead to active participation in traditional arts practices within and between cultural communities

### **WHAT WE DO NOT FUND**

- General operating support
- Projects whose main purpose is fundraising
- Projects limited to an historical emphasis, including events presenting the re-creation of past lifestyles
- Projects based on the interpretation of a cultural tradition, instead of the actual tradition or cultural art form itself
- Projects based in educational institutions (K-12, private schools and universities), such as folk arts-in-education projects, university seminars and programs, or curriculum development
- Out-of-state travel
- Apprenticeships for one-on-one intensive learning in a traditional art form (Consult ACTA's Apprenticeship Program, which exclusively serves this type of project)
- More than one proposal per organization (except for fiscal sponsors applying on behalf of more than one organization)
- Proposals for multiple components of the same festival, event, or project

#### ***NEW THIS YEAR > PLEASE NOTE:***

- Current grantees of the William and Flora Hewlett Foundation are not eligible to receive ACTA Living Cultures Grant funds.
- Current grantees of the Creative Work Fund may not receive an ACTA Living Cultures Grant for the same project.

### **WHO IS ELIGIBLE?**

- California-based 501 (c) 3 non-profit organizations
- Communities who do not have this status may work through a California-based non-profit fiscal sponsor
- Applicants must have an organizational budget under \$250,000 per year
- If you have received Living Cultures funding consecutively in the last three years (2017, 2016, 2015), we ask you to sit out one year before reapplying

## HOW MUCH ARE THE GRANTS? HOW MANY WILL BE AWARDED?

In 2018, we will be making approximately 40 grants up to \$5,000 each.

## WHAT IS THE TIMEFRAME FOR THE LIVING CULTURES GRANT?

Grants can support activities between January 1, 2018, and December 31, 2018.

## WHEN IS THE DEADLINE? WHEN WILL WE BE NOTIFIED?

Proposals must be postmarked July 17, 2017. Notification will be in mid-December 2017.

## REVIEW PROCESS & CRITERIA

Each proposal will be evaluated by a panel of traditional arts and culture specialists as well as artist-practitioners with the following criteria in mind:

- Artistic quality and traditionality of artists or tradition bearers involved in the project
- Cultural significance of the traditions in the context of its community
- Inclusion of cultural expertise in project planning
- Viability of the project, as evident in a realistic work plan, appropriate budget, and qualifications of project personnel
- Discussion of evaluation of the project which would be appropriate for your work
- Evidence of community support and involvement in project planning
- The potential for long-term benefit to traditional artists or tradition bearers, target communities, or the applicant organization

After all other criteria are met, preference will be given to those projects whose traditions and cultural practices face endangerment. ACTA's Board of Directors will review and approve the grants recommended by the review panel.

## WHAT ARE TRADITIONAL ARTS?

Folk and traditional arts are those art forms that are learned as part of the cultural life of a group of people whose members share a common heritage, language, religion, occupation, or region. These expressions are deeply rooted in and reflective of a community's shared standards of beauty, values, or life experiences. Folk and traditional arts are often passed on from one generation to the next and express a collective wisdom, rather than a unique personal aesthetic.

Some folk and traditional arts have been brought to California from other countries or regions and have taken root here to become interwoven with the state's cultural landscape and identity, while others have prospered on the more than 130 tribal reservations and rancherias in this state. Cowboy poetry; Hmong reverse appliqué embroidery; Mexican corridos (ballads) and mariachi music; African American quilts; Japanese bonsai; Native American basketry, ceremonial regalia construction and ritual music/dance; South Indian Bharata Natyam dance; Western saddle making; Chinese qin instrumental music; Portuguese fado singing; Native Hawaiian kahiko hula chant and dance; and Pilipino rondalla music ensembles are but a few of the many hundreds of distinctive types found in this tremendously diverse and culturally rich state.

## THE APPLICATION

There are 10 parts to the Living Cultures Grants Program proposal:

1. Proposal Cover Page
2. Proposal Narrative (4 pages maximum)
3. Project Budget (1 page)
4. Organizational Budget Form
5. Letters of Community Support (2 maximum)
6. Letters of Collaboration (if you are working with other organizations or artists)
7. Proof of Tax Exempt Status or Tribal Status
8. Work Samples and Description
9. Checklist
10. Supplementary Materials (optional)

We require only one copy. Since we will be duplicating or scanning your proposal pages, help us by not altering the enclosed forms.

- Use 12 point font.
- 1” margins on your printed pages.
- Do not bind or staple your pages; use only paper clips or rubber bands.
- If you do not use computers or type, please write your answers neatly.

### 1. Proposal Cover Page (see instructions on form)

### 2. Proposal Narrative

Please address each of the following questions in your proposal (4 pages maximum).

- What cultural traditions are central to your proposal and what is their significance to the community?
- How has your work had an impact over time? Describe the circumstances or conditions of the cultural traditions and/or traditional artists when you began your work and where you are today.
- What is your proposed project or activity?
- Who are the traditional artists or culture bearers participating in your project or activity and what are their qualifications?

- Do you have community involvement and/or cultural expertise involved in the project planning? Who are the people responsible for implementing the project or activity and what are their qualifications?
- Who are the groups or individuals who will be served? How will you attract participation? Is your project or activity accessible to your community and/or other communities?
- Describe your work plan and timeline for the grant period (January 1, 2018 through December 31, 2018)?
- How will the proposed activities make a difference to your community now and in the future? What will be the long-term benefits to traditional artists or tradition bearers, the applicant organization or communities to be engaged? How will you and others know if the project or activity is successful? How will you evaluate it?

### 3. Project Budget (see attached instructions)

### 4. Organizational Budget Form (see instructions on form)

### 5. Letters of Community Support

One or two letters of support are requested from those who will be impacted by the project. Letters that reflect the voice of a community perspective are recommended. If submitting in languages other than English, please provide an English translation.

### 6. Letters of Collaboration (if you are working with other organizations or artists)

Please submit a letter from major project partners designating their role and commitment to collaborate, if applicable.

### 7. Proof of Tax Exempt Status or Tribal Status

Include a copy of your official Federal IRS letter acknowledging 501(c) (3) status or proof of tribal status. No other documents may be substituted.

## 8. Work Sample & Description

Artistic work samples play a vital role in understanding your application. The panel will have a maximum of 5 minutes to view your sample. Carefully select a sample that will demonstrate with clarity key features of your proposal.

In addition to providing an experience of the art form itself through your work sample, the accompanying written description is an opportunity to further inform the review panel. Take advantage of this extra space to help us understand your cultural community and the traditional arts practice.

Provide information about what we are viewing and why this sample was chosen. Identify who appears in the sample and where and when the work sample was created. Include what the relationship of the sample is to the project you are proposing. For example, “This artist will be featured in the proposed exhibit, concert, festival, etc.” or “This is an example of the cultural programming our organization does.”

If your documentation includes ensemble work or other individuals, please identify the key people. For example, “The proposed artist is wearing a red shirt and enters from stage left,” or “The second voice on the selection is that of the lead artist,” or “The quilt in the middle is an example of our collective’s work.”

Please do not send original or irreplaceable materials. If you are selected for funding, ACTA will retain the support materials for publicity and a permanent file. If you are not selected and would like your work sample materials returned to you, include a self-addressed shipping envelope and the required postage.

### Artistic Work Samples Instructions

**MUSIC PROJECTS:** It is preferable to have a visual recording of the music being played by the artists if possible. You may submit this via internet platforms such as YouTube or other websites. Provide a brief description of each selection along with its length and identify the featured performers. Please indicate the tracks to be played or provide instruction on the exact segment you want the review panel to hear or see. Audio recordings on CD are acceptable or samples sent as MP3 files.

**DANCE PROJECTS:** Upload your work to platforms such as YouTube or other websites. Provide a brief description of each selection along with its length and featured performers. Please indicate the segment you want the review panel to see. (Example: View segment beginning at 3:09 to 3:12)

**CRAFT AND VISUAL ARTS PROJECTS:** Submit up to 12 photos or JPEGs by email or regular mail. JPEGs burned to a disc should be in the order in which you want the images to be viewed. Attach an index with a brief description of the work. No labels on the disc please, but do mark the disc with permanent marker with your organization name. Physical examples may also be sent to convey the work with more intricacy. In the past, good photos have sufficed. If you choose to mail in a work sample, please insure your work and provide a self-addressed mailer for its return.

There are TWO WAYS to submit your work samples & descriptions:

By mail: Label all support materials with the applicant’s name with permanent marker; DO NOT use labels on CDs or DVDs which can jam computers.

By email: JPEGs, MP3s, websites, YouTube, or samples and other web addresses can be submitted to [worksamples@actaonline.org](mailto:worksamples@actaonline.org). Please make sure that links stay active through December 2017. In your email subject line, please indicate your organization name **first**.

## 9. Checklist (see form)

Check off the items that you are sending us. This will help organize and make sure you have completed all parts of this application.

## 10. Supplementary Materials

(Optional) You may send in one copy of brochures, newspaper articles, flyers, and/or programs that reflect your organization's recent work. These can be returned to you after the panel review only if you provide us with a self-addressed stamped envelope.

## MAILING IN YOUR PROPOSAL

Proposals must be postmarked by July 17, 2017.  
Please no emailed or faxed submissions.

IF USING UNITED STATES POSTAL SERVICE, send to:

Alliance for California Traditional Arts  
Living Cultures Grants Program  
The Presidio  
P.O. Box 29096  
San Francisco, CA 94129

IF USING UPS, FEDEX OR DHL, send to:

Alliance for California Traditional Arts  
Living Cultures Grants Program  
1007 General Kennedy Ave, Suite 211  
San Francisco, CA 94129

## HOW TO REACH STAFF

Lily Kharrazi  
Living Cultures Grants Program Manager  
lilyk@actaonline.org • 415.346.5200

For Spanish language guidance contact:  
Russell Rodríguez  
Program Manager  
rrodriguez@actaonline.org • 831.334.5040



*The Alliance for California Traditional Arts is the state-wide partner to the California Arts Council in serving the state's folk and traditional arts field.*

*The Living Cultures Grants Program is a program of the Alliance for California Traditional Arts (ACTA) in partnership with the Walter and Elise Haas Fund, The William & Flora Hewlett Foundation, and the Surdna Foundation. Additional support provided by the California Arts Council, and the Los Angeles County Board of Supervisors through the Los Angeles Arts Commission.*

**POSTMARK DEADLINE:  
JULY 17, 2017**



# Proposal Cover Page

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For easy typing, PDF forms can be downloaded at [www.actaonline.org](http://www.actaonline.org).

Name of Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

County: \_\_\_\_\_

Telephone(s): Day: \_\_\_\_\_

Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Name & Title of Head of Organization: \_\_\_\_\_

Name & Title of Project Director: \_\_\_\_\_

Name of Project: \_\_\_\_\_

Proposed Project Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

Total Project Budget: \$ \_\_\_\_\_

Amount Requested from ACTA: \$ \_\_\_\_\_

Tax I.D. #: \_\_\_\_\_

Total Organizational Budget for Most Recently Completed Fiscal Year (Actual): \$ \_\_\_\_\_

Fiscal Receiver based in California (if applicable): \_\_\_\_\_

Fiscal Receiver Contact Person and Telephone: \_\_\_\_\_

Fiscal Receiver Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Have you received a Living Cultures Grant before? \_\_\_\_\_

Year(s) \_\_\_\_\_

***New this year:***

Current grantees of the William and Flora Hewlett Foundation are not eligible to receive ACTA Living Cultures Grant funds.

Current grantees of the Creative Work Fund may not receive an ACTA Living Cultures Grant for the same project.

Are you receiving funding from Hewlett? \_\_\_\_ Are you a current Creative Work Fund grantee? \_\_\_\_\_

Briefly summarize the proposed project: (maximum 100 words)

# Project Budget

## INSTRUCTIONS

Please create your own table to reflect your project budget. The sample below is a possible template to follow.

### Grant Amount

- The maximum request for ACTA funding is \$5,000.
- A sample Project Budget is provided.

### Preparing your Project Budget

Income:

- List all income sources using a separate line for each source. Example of your income sources could include: grants, ticket sales, or other earned income.
- Indicate with an \* the income sources that are confirmed.
- Total income and total expenses must be equal.

Expenses:

- List categories for each expense, grouping like items together. You can use the categories provided in the sample budget or add others that fit your program needs.
- For each category, name the item and the rate used for calculating the total.
- Total income and total expenses must be equal.

## BUDGET SAMPLE

INCOME	Total Income	Rationale
ACTA request	\$5,000	
<i>Other Sources</i>		
BHC mini grant*	\$1,500	
California Arts Council	\$5,000	
Tuition for classes	\$4,800	\$400 X 12 months (\$10 x 40 kids/mo)
<b>TOTAL INCOME</b>	<b>\$16,300</b>	
EXPENSES	Total Expenses	Rationale
<i>Budget Category</i>		
Salaries & Benefits	\$7,500	Project Coord. (15%FTE @ \$20 x hr. x 12 months)
Artists/Contractors Fees	\$5,400	\$450 x 12 months for music instructor
Printing/Postage/Communications	\$400	\$20 x 12 months/phone; \$160 printing music sheets
Travel		
Rent of space/equipment	\$3,000	\$250 x 12 months for use of classroom
Supplies		
Advertising		
<b>TOTAL EXPENSES</b>	<b>\$16,300</b>	



# Organizational Budget

Please provide the organization’s most recently completed fiscal year’s Actual and Projected Revenue and Expenses below:

REVENUE	Most Recently Completed Fiscal Year (Actual) ___/ ___/ ___ to ___/ ___/ ___	Current Fiscal Year (Projected) ___/ ___/ ___ to ___/ ___/ ___
Earned	\$	\$
Contributed	\$	\$
Other	\$	\$
<b>TOTAL REVENUE</b>	<b>\$</b>	<b>\$</b>

EXPENSES		
Program	\$	\$
Fundraising	\$	\$
General & Administrative	\$	\$
Other	\$	\$
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>\$</b>

**BUDGET NOTES**

(Budget notes may include any information that is necessary to understanding your budget.; you may attach an additional sheet with notes)

# Proposal Checklist

**Submit with Proposal**

Please arrange your application packet in the following order:

1. \_\_\_\_\_ Proposal Cover Page Form
2. \_\_\_\_\_ Proposal Narrative (4 pages)
3. \_\_\_\_\_ Project Budget
4. \_\_\_\_\_ Organizational Budget Form (1 page)
5. \_\_\_\_\_ Letters of Community Support (2 maximum)
6. \_\_\_\_\_ Letters of Collaboration (if you are working with other organizations or artists)
7. \_\_\_\_\_ Proof of Tax Exempt Status or Tribal Status (copy of official IRS letter or proof of tribal status)
8. \_\_\_\_\_ Artistic Work Samples & Description

In what forms are you submitting your work samples? Indicate how many:

- JPEG                      Quantity \_\_\_\_\_
- DVD                              Quantity \_\_\_\_\_
- DVD-R                          Quantity \_\_\_\_\_
- MP3                              Quantity \_\_\_\_\_
- Websites                      Quantity \_\_\_\_\_
- Photos                          Quantity \_\_\_\_\_
- Material    Arts                Quantity \_\_\_\_\_
- Other \_\_\_\_\_

The work samples and description are included with this application

The work samples and description have been sent by email to [worksamples@actaonline.org](mailto:worksamples@actaonline.org)

9. \_\_\_\_\_ Proposal Checklist
10. \_\_\_\_\_ Supplementary Materials (articles, brochures, programs, etc.) *optional*

**POSTMARK DEADLINE:**  
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