



**\*NEW this year:** For the 2021-2022 LCGP grant cycle, all proposed projects must take into consideration COVID-19 and any pandemic restrictions that will most likely be in place into 2021 and 2022. For example, these may include: social distancing measures and/or the limits on medium to large *in-person* gatherings as determined by your County's Health Department.

## Living Cultures Grant Program Round 16 (2021)

### FOR QUESTIONS CONTACT:

**Lily Kharrazi**

Director of Special Initiatives

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### WELCOME! PROGRAM DESCRIPTION

The Living Culture Grant Program (LCGP) 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 our 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 Grant 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 a cultural community as a living link to a healthy future. Traditional arts and the places in which they are shared provide safe, and oftentimes 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 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 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 ACTA's 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

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**DEC 8, 2020**

### **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, ceremony, 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
- 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 recreation 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 (See 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

### ***IMPORTANT!***

- You are not eligible to apply if you are a grantee of the William & Flora Hewlett Foundation, and/or the Walter & Elise Haas Fund.

### **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 (2020, 2019, 2018), we ask you to sit out one year before reapplying

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

In 2021, we will be making 54 grants up to \$5,000 each.

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

Grants can support activities between March 1, 2021, and February 28, 2022.

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

Proposals must be postmarked by December 8, 2020. Notifications will be made mid-February 2021.

## 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 positive impacts on 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, ultimately, 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 9 parts to the Living Cultures Grants Program proposal:

1. Proposal Cover Page
2. Proposal Narrative
3. Project Budget (1 page)
4. Organizational Budget
5. Letters of Community Support (2 maximum)
6. Proof of Tax Exempt Status or Tribal Status
7. Work Samples and Description (3 maximum)
8. Checklist
9. Supplementary Materials (optional)

**\* ACTA prefers that you use our new online application (found on our website). However, if you prefer to apply by mail please follow these instructions:**

- We only require one paper copy.
- Please do not alter the PDF form, just fill it in.
- Use 11-point font.
- Use 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.

- c) Describe your work plan and timeline for the grant period (March 1, 2021 to February 28, 2022).
- d) Describe your organization's brief cultural and programs. Please focus on a few relevant accomplishments.
- e) Who are the traditional artists or culture bearers participating in your project or activity and what are their qualifications?
- f) 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?
- g) 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?
- h) How will the proposed activities make a difference to your community now and in the future? What will be the potential longer-term benefit(s) of the proposed project?
- i) How will you evaluate your proposed project's impact?

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

**4. Organizational Budget** (see attached instructions)

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

### 2. Proposal Narrative

Please address each of the following questions in your proposal:

- a) What cultural traditions are central to your proposal and what is their significance to the community?
- b) What is your proposed project or activity

**NOTE:** As you summarize your proposed project, please be mindful of COVID-19 and pandemic public health safety measures in your County.

**5. Letters of Community Support** (see attached instructions)

One letter of support from those who will be impacted by the project is required. A second letter is optional. Letters that reflect the voice of a community perspective are recommended.

### 6. 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.

## 7. 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.”

### Artistic Work Samples Instructions

\* Please do not send by mail any original or irreplaceable materials.

### MUSIC PROJECTS:

You are required to submit 2 video or audio samples, but may submit up to 3. 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.

### DANCE PROJECTS:

You must submit at least two (2) videos, but may submit up to three (3), each with its accompanying description. Upload your work to platforms such as YouTube, Vimeo, and/or other websites. Please 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:

You must submit between 5-12 photographs, each with its accompanying description. Please submit your work samples as photos or JPEGs by email. You also have the option to submit 1 Online video, with accompanying description.

#### HOW to submit your work samples & descriptions:

By email: JPEG, MP3s, website, 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. In your email subject line, please indicate your organization name first.

\* Also remember to please add a description of each sample you are submitting so that ACTA and the review panel may be made fully aware of everything your application includes



8. **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.

9. **Supplementary Materials** (Optional)

You may submit up to three (3) copies 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 **December 8, 2020**.

Please no emailed or faxed submissions.

PLEASE MAIL to:

Alliance for California Traditional Arts

Living Cultures Grants Program

744 P Street

Suite 307

Fresno, CA 93721



*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 William & Flora Hewlett Foundation, Walter and Elise Haas Fund, Grants for the Arts, and The California Endowment.*

**POSTMARK DEADLINE:**

**DEC 8, 2020**

# Proposal Cover Page

**POSTMARK DEADLINE:**

**DEC 8, 2020**

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? **Yes** **No** Year(s) \_\_\_\_\_ to \_\_\_\_\_

\* You are not eligible to apply for the Living Cultures Grant Program if you are currently a grantee of the William and Flora Hewlett Foundation, or the Walter and Elise Haas Fund.

\_\_\_\_\_  
Briefly summarize the proposed project: (maximum 100 words)

## INSTRUCTIONS

a) What cultural traditions are central to your proposal and what is their significance to the community? (300 word limit)

b) What is your proposed project or activity? (300 word limit). Please keep in mind your County's COVID-19 and pandemic public health restrictions.

c) Describe your work plan and timeline for the grant period (March 1, 2021 through February 28, 2022) (300 word limit).



d) Describe your organization's brief cultural history and programs. Focus on a few relevant accomplishments. (300 word limit).

e) Who are the traditional artists or culture bearers participating in your project or activity and what are their qualifications? (300 word limit)

f) 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? (300 word limit)

ORGANIZATION:

PROJECT:

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g) 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? (300 word limit).

h) How will the proposed activities make a difference to your community now and in the future? What will be the potential longer-term benefit(s) of the proposed project? (300 word limit)

ORGANIZATION:

PROJECT:

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i) How will you evaluate your proposed project's impact? (300 word limit)

# 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 instructions:

- 1) 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.
- 2) Indicate with an \* the income sources that are confirmed.
- 3) Total income and total expenses must be equal.

### Expenses instructions:

- 1) 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.
- 2) For each category, name the item and the rate used for calculating the total.
- 3) Total income and total expenses must be equal.

## BUDGET SAMPLE

INCOME	Total Income	Notes
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	Notes
<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	\$	\$
TOTAL REVENUE	\$	\$

## EXPENSES

Program	\$	\$
Fundraising	\$	\$
General & Administrative	\$	\$
Other	\$	\$
TOTAL EXPENSES	\$	\$

## 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
3. \_\_\_\_\_ Project Budget
4. \_\_\_\_\_ Organizational Budget (1 page)
5. \_\_\_\_\_ Letters of Community Support (2 maximum)
6. \_\_\_\_\_ Proof of Tax Exempt Status or Tribal Status (copy of official Internal Revenue Service letter or proof of tribal status)
7. \_\_\_\_\_ 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 \_\_\_\_\_

MaterialArts      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)

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

**POSTMARK DEADLINE:**

**DEC 8, 2020**