



# Guidelines

2022 | ROUND 17

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## WELCOME!

The Alliance for California Traditional Arts (ACTA) welcomes you. We encourage you to discuss your proposal ideas in advance of filling out your application in order to help you with your proposal development. We especially welcome first-time applicants! Please note: The guidelines and application are also available on Submittable in Spanish. Paper copies of guidelines and applications can be accommodated by request. Please contact Program Manager, Melody Takata. (information below).

## IMPORTANT CHANGES – NEW THIS YEAR!

The Living Cultures Grant Program makes grants of up to \$5,000 to sustain and strengthen traditional arts to California-based nonprofits and tribal entities, as well as other organizations who work with fiscal sponsors.

**Due to funding this year, the 2022-2023 grant cycle will focus on 10 Bay Area counties only.** Eligible applicants from the following counties will be able to apply: Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, Marin, Napa and Sonoma counties.

This specific geographic focus is due to funding changes that ACTA as an intermediary grant maker is experiencing at this time. This marks a departure in the 16-year history of the program which has had a statewide scope. We acknowledge the ongoing support of The William and Flora Hewlett Foundation and the Walter & Elise Haas Fund, our committed Bay Area based funders for this cycle of the program.

ACTA's Apprenticeship Program will continue to operate on a statewide basis, open to California residents in all counties.

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## PROGRAM DESCRIPTION

The Living Cultures Grant Program seeks to sustain and strengthen traditional arts with grants up to \$5,000 to California-based nonprofits and tribal entities, as well as other organizations who work with fiscal sponsors. Projects involving any genre of traditional art—including but not limited to dance, music, foodways, material arts, and oral traditions—are welcome. The grants are intended to help cultural groups and non-profit organizations throughout the state realize community-based projects aimed at strengthening a sense of place, fostering traditional creativity, and ensuring cultural continuity. Through this grant program, ACTA supports artistic development, community engagement, personal well being, collective energy, and the conservation of culture and history throughout California.

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## ELIGIBILITY: WHO CAN APPLY?

- **Counties:** Applicants must be based in one of the 10 Bay Area counties: Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, Marin, Napa or Sonoma. Must show proof of an address in one of these counties.
- **Non-Profit Status:** Applicants must be a 501 (c) 3 non-profit organization based in one of the 10 counties named above
- **Fiscal Sponsor:** Community groups who do not have 501 (c) 3 non-profit status may work with a 501(C)3 non-profit fiscal sponsor. Your fiscal sponsor can be based anywhere in the State of California but you (community group or organization) must be based in one of the 10 eligible counties named above.
- **Organization Budget Size:** Applicants must have an organizational budget under \$250,000

## IMPORTANT!

- If you have received Living Cultures funding consecutively in the last three years (2021, 2020, 2019), we ask you to sit out one year before reapplying.
- If you are currently a grantee of the William and Flora Hewlett Foundation, or the Walter and Elise Haas Fund you are not eligible to apply for the Living Cultures Grants Program. Please contact the Program Manager with any questions.

## HOW MANY GRANTS WILL BE MADE?

We will award approximately 30 grants up to \$5,000 per grant to applicants based in the 10 counties of California: Alameda, Contra Costa, Marin, Napa, Solano, Santa Cruz, Santa Clara, San Francisco, San Mateo, and Sonoma.

## IMPORTANT DATES AT A GLANCE

Applications open: **March 1 – May 3, 2022**

Proposal deadline: **May 3, 2022** (11:59 pm)

Notification of funding status : **June 15**

Grant Period: **July 15, 2022 – July 15, 2023**

Final reports to ACTA grant manager by: **August 15, 2023**

## QUESTIONS AND COACHING

A recorded webinar about the grant process can be found on the ACTA website:

[actaonline.org/program/living-cultures-grant](https://actaonline.org/program/living-cultures-grant)

One-on-one consultations are available with the Program Manager

## Contact

Melody Takata

Living Cultures Program Manager

415.420.3151, [melody@actaonline.org](mailto:melody@actaonline.org)

## Contact for Spanish speakers

Betty Marín

Program Manager

C: 424.215.1522. [bmarin@actaonline.org](mailto:bmarin@actaonline.org)

## WHAT ARE FOLK & 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.

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## WHAT WE FUND

Pathways to nurture, sustain, and engage participation in traditional cultural 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 that take place after school or are summer programs.
- Endangered language conservation and revitalization projects when carried out within the context of traditional art forms.
- Other types of activities such as rituals, and celebrations that lead to cultural continuity of traditional arts practices.
- Other kinds of mentorships with culture bearers (for example, funds could be used towards their honoraria, and travel costs within CA. to teach classes and workshops) Please note that intensive one-on-one artistic mentorships should apply to ACTA's Apprenticeship Program rather than the Living Cultures Grants Program

### **Sustaining future 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 proposals 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.
- Other types of activities and/or proposals that lead to active participation in traditional arts practices within and between cultural communities.

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## 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 (after-school or summer programs are eligible).
- × Out-of-state travel. However, travel within the State of CA is acceptable.
- × Apprenticeships for one-on-one intensive learning in a traditional art form (See ACTA's Apprenticeship Program which exclusively serves this type of project).
- × Partners and collaborators cannot apply separately for the same project, (e.g. Multiple groups or organizations cannot apply for projects culminating in one festival like the National Queer Arts Festival, or Northern California Cherry Blossom Festival).

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## REVIEW PROCESS & CRITERIA

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

- Traditionality of artists or cultural bearers involved in the project: What is the tradition? What is the lineage of the culture bearers? Who did they learn from?
- Cultural significance of the traditions in the context of its community: Why are these practices important to the community/ies served?
- Inclusion of cultural expertise in proposal planning: Who is involved in the planning?
- Viability of the project: As evident in a realistic work plan, appropriate budget, and qualifications of project personnel.
- Discussion of evaluation of your project: How will you evaluate your projects' successes and challenges? By your own terms and standards, what will be a satisfying outcome for this project?
- Urgency of practices for communities: After all other criteria are met, preference will be given to those projects whose traditions and cultural practices are jeopardized.

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## PROPOSAL PREPARATION: WHAT YOU WILL NEED

Here are the components of what you will need to organize before you go online to the Submittable platform.

### Eligibility documentation:

1. EIN number of your nonprofit organization
2. IRS Treasury Letter showing you are a 501c3 non-profit organization (if applying through a fiscal receiver they will provide their 501c3 letter)
3. Tribal status federal designation, if applicable
4. Proof of address to show you are located in one of the 10 eligible counties (utility bill, lease, etc)

### There are 5 parts to the proposal:

1. Proposal Narrative
2. Project Budget
3. Letter of Community Support
4. Work Samples and Descriptions
5. Supplementary Materials (optional)

# Application Cover Sheet

PROPOSAL / POSTMARK DEADLINE:

May 3, 2022

## APPLICANT ORGANIZATION

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Telephone: \_\_\_\_\_

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

E-mail\*: \_\_\_\_\_

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

Social Media URL (share link): \_\_\_\_\_

EIN: \_\_\_\_\_

Organization Budget 2020 or 2021 (ex. \$250,000, \$125,000, \$25,000): \_\_\_\_\_

Head of Organization: \_\_\_\_\_

Preferred Pronouns: \_\_\_\_\_

Title or Role: \_\_\_\_\_

Name of project: \_\_\_\_\_

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

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

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

Amount requested from ACTA (up to \$5,000): \_\_\_\_\_

Project Summary (50 words or less): \_\_\_\_\_

If applicant is not a 501C3 non-profit organization and using a fiscal sponsor, please provide the following information:

## FISCAL SPONSOR 501C3 NON-PROFIT ORGANIZATION

Name of Fiscal Sponsor Organization: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Telephone: \_\_\_\_\_

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

E-mail\*: \_\_\_\_\_

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

Social Media URL (share link): \_\_\_\_\_

EIN: \_\_\_\_\_

Fiscal Sponsor Contact Name: \_\_\_\_\_

Preferred Pronouns: \_\_\_\_\_

Fiscal Sponsor Contact's Email: \_\_\_\_\_

Fiscal Sponsor Contact's Phone: \_\_\_\_\_

\* If you are currently a grantee of the William and Flora Hewlett Foundation or the Walter and Elise Haas Fund you are not eligible to apply for the Living Cultures Grants Program. Please contact the Program Manager with any questions.

# Application

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## I: PROPOSAL NARRATIVE

Please be mindful that you may need to adapt your proposal to accommodate health and public safety measures if required to do so for the safety of your communities.

**Please address each of the following areas in your proposal:**

1. What cultural traditions are central to your proposal and what is their significance to the community? (300 words)
2. What is your proposed project or activity? (300 words)
3. Describe your work plan and timeline for the grant period (300 words)
4. Describe your organization's brief cultural history and programs (300 words)
5. Who are the traditional artists or culture bearers participating in your project or activity and what are their qualifications? (300 words)
6. 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 words)
7. 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 words)
8. 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? (200 words)
9. How will you evaluate your project impact? Using your own terms and standards, what will be a satisfying outcome for the community? (200 words )

## II: PROJECT BUDGET

Please use the budget form provided. A sample budget can be found below for your reference. The maximum grant amount you may request is \$5,000. If your project budget is larger, please indicate your entire project budget and how the ACTA funds will be used in part to support your work.

### Income Instructions:

1. List all income sources using a separate line for each source. Examples of your income sources could include things like grants, donations, tuition from classes, ticket sales, or other earned income.
2. Indicate if the income sources are confirmed or pending
3. Total projected income (pending and secured) 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 in notes (25 characters max.). If it exceeds the maximum word count you may write, "see project budget notes" and indicate in the project budget notes the entire line item name and calculation/explanation.
3. Total income and total expenses must be equal.

[Project Budget Sample](#)

**PROJECT BUDGET SAMPLE**

<b>INCOME</b>	<b>Amount</b>	<b>Notes (25 character limit)</b>
<b>Earned</b> e.g. ticket sales, concessions, ongoing classes		
Ticket sales	1000	80 tickets x \$12.50 each
4 Concession sales/year	1000	4 x \$250
<b>Grants</b> e.g. NEA (confirmed), ACTA Living Cultures Grant (pending)		
ACTA LC Grant (pending)	5000	
NEA (confirmed)	2000	
<b>Other</b> e.g. performance income, lecture		
<b>GRAND TOTAL INCOME</b> (must equal grand total expenses)	<b>9000</b>	

<b>EXPENSES</b>	<b>ACTA Support</b>	<b>Notes (25 character limit)</b>	<b>Other Support</b>
<b>Personnel</b> e.g. culture bearers, artists, project director			
Project Manager		80 hrs x \$25/hr	2000
3 Cultural Bearers	3000	3 cultural bearers x \$1000	
2 Performing Artists	2000	4 artists x 2 shows x \$500	
<b>Operations</b> e.g. marketing, shipping, internet			
Marketing		10K postcards = 500	500
Shipping		0.40 each x 1,250	500
<b>Other</b> e.g. costumes, ceremony beads, instruments			
5 Drums		5 drums x 200	1000
<b>Total ACTA supported expenses</b>	<b>5000</b>	<b>Total Other supported expenses</b>	<b>4000</b>
<b>GRAND TOTAL EXPENSES</b>	<b>9000</b>		

**BUDGET NOTES** Use this space to explain your budget or financial notes. (300 words max.)

**Income:**

NEA supports the administrative expenses of this proposal.

**Expenses:**

The 3 cultural bearers are: Cynthia Herrera, Collin Doe, Hillary Smith  
Funds paid to them are for project development, teaching, and culminating performances in this proposal.



### III. LETTER OF COMMUNITY SUPPORT

Provide one letter of support for your proposal. The letter should reflect the voice of a community member's perspective. If submitting in languages other than English, please provide an English translation.

### IV. WORK SAMPLES AND DESCRIPTION

Show us your art and cultural work! Artistic work samples play a vital role in understanding your application. Carefully select samples to upload or share that will demonstrate with clarity key features of your proposal. You may submit media either by direct upload online on the Submittable portal or by supplying links with your paper application (see form below). If your links are password protected, please include this information!

**Work Sample requirements:** Video submissions can be up to five (5) minutes in total length. Visual submissions can be up to 10 JPEGs that demonstrate your work. You may use a combination of platforms that best suit your needs.

**Formats:** If you are submitting your proposal online, you will see a list of acceptable formats that you can upload on the Submittable application form. These include links to websites, YouTube, Vimeo, MP3, or MP4, jpg, png, etc.

**Visual/ Material Arts:** Work samples require 5-10 photos with descriptions, and you have the option to include 1 online video.

**Performing Arts (Dance, music, storyteller, etc.):** Work samples require one to two video submissions.

**Work Sample descriptions:** The descriptions for each of your samples are opportunities to further inform the review panel about your proposal. 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 effectively."

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 indicate the segment you want the review panel to see (Example: View segment beginning at 3:09 to 3:12).

**Work Sample Submissions** *(If you are submitting a paper application use the sample below to create your word document)*

1. Submission Title: \_\_\_\_\_ Date: \_\_\_\_\_

Instructions for viewing: (e.g. view the link provided starting at 3:09 to 3:12 ) \_\_\_\_\_

Description: What is being viewed, where is the event, who is involved and what is the sample's relevance to the proposal?

(100 words max.) \_\_\_\_\_

2. Submission Title: \_\_\_\_\_ Date: \_\_\_\_\_

Instructions for viewing: (e.g. view the link provided starting at 3:09 to 3:12 ) \_\_\_\_\_

Description: What is being viewed, where is the event, who is involved and what is the sample's relevance to the proposal?

(100 words max.) \_\_\_\_\_

## V. SUPPLEMENTARY MATERIALS (OPTIONAL)

You may submit up to three jpeg samples of brochures, newspaper articles, flyers, and/or programs that reflect your organization's recent work.

**Mailing in your proposal:** The preferred format for application submission is through the online Submittable portal, however if you have already consulted with the program manager and are only able to submit a paper application please be in touch with the program manager to receive updated information on where to send your completed application to meet the **May 3, 2022** deadline. Thank you!

*The Alliance for California Traditional Arts' Living Culture Grant is generously supported each year by public and private funders. To learn about this year's funders, go to [actaonline.org/livingcultures](http://actaonline.org/livingcultures).*