



Funding sources for team members

- Weingart Foundation <http://www.weingartfnd.org/default.asp?PID=5>
Highlights of the San Diego County Small Grant Program: Targeting established and well managed organizations with operating budgets of \$1.5 million or less working in San Diego County in the areas of health, education or human services serving predominately low-income and underserved populations; Maximum grant awards of \$25,000 for a 12-month period; Next application deadline is January 27, 2012. If you have any questions, please contact Angela Carr rsvp@weingartfnd.org at (213) 688-6314
- San Diego Women's Foundation <http://www.sdwomensfoundation.org/grantmaking/current-grant-guidelines/>
- SD Foundation Creative Catalyst Fund: Individual Artist Fellowship Program
<http://www.sdfoundation.org/CivicLeadership/Programs/ArtsCulture/InnovationThroughtheArts/CreativeCatalystFund/IndividualArtistFellowsh.aspx>
The San Diego Foundation *Creative Catalyst Fund: Individual Artist Fellowship Program* (CCF Fellows Program), is a competitive grant that will provide opportunities for local professional artists to create new work. The program, which is part of The Foundation's *Innovation through the Arts Initiative*, will fund fellowships ranging from \$5,000 to \$20,000 to San Diego artists working in all disciplines and at all stages of their careers. For more information regarding *Innovation through the Arts*, please download a copy of our new program brochure at www.sdfoundation.org/Portals/0/Newsroom/PDF/Brochures/ACCIG_Final_SM.pdf.
- The James Irvine Foundation's **Exploring Engagement Fund** <http://www.irvine.org/grantmaking/our-programs/arts-program/new-arts-strategy/exploring-engagement-fund>
This is the first grantmaking fund under their [new Arts strategy](#). The Exploring Engagement Fund is an open competitive fund that is designed to support arts organizations to prototype new approaches to arts engagement. Grant awards are intended as risk capital to encourage experimentation with new programming utilizing the "Who, How, Where" pathways outlined in our new Arts strategy. We encourage you to [read more](#) about this new fund, to review application guidelines and see a list of frequently asked questions on our website at www.irvine.org/ExploringEngagement. See the webinar at this link: <http://www.irvine.org/grantmaking/our-programs/arts-program/new-arts-strategy/exploring-engagement-fund/exploring-engagement-fund-webinar>
The Grant application asked the following questions:
 - What form(s) of artistic expression do you propose to engage (e.g., dance, music, sculpture, spoken word)?
 - What scale or breadth of impact do you aim to make?
 - How might technology be used to extend impact?
 - What are you hoping to accomplish in terms of participant outcomes, audience outcomes and community outcomes?
 - To what extent will the activity yield an artistic outcome that is visible to the community?
 - What community partners might be brought into the project?
 - What degree of technical proficiency is required of audience members or participants?
 - Does the activity allow for solitary participation (e.g., at home), social involvement, or both?
 - To what extent will professional artists and curators be involved? What qualifications will they have?
 - How many entry points into the project/activity can be created? Is the activity accessible to people who cannot physically attend?



- Art and Science Collaboration Inc mailing list to get emails about funding in this field
<http://www.asci.org/artikel859.html>
- **Creative Capital**
Creative Capital is a national nonprofit organization dedicated to providing integrated financial and advisory support to artists pursuing adventurous projects in five disciplines: Emerging Fields, Film/Video, Literature, Performing Arts and Visual Arts. Working in long-term partnership with artists, Creative Capital's pioneering approach to support combines funding, counsel and career development services to enable a project's success and foster sustainable practices for its grantees. Since its founding in 1999, Creative Capital has committed nearly \$25 million in financial and advisory support to 372 projects representing 463 artists, and its Professional Development Program has reached more than 4,000 artists in 50 communities across the country. For more information, visit www.creative-capital.org.
- **Council Policy 100-06** establishes guidelines and uniform eligibility requirements for the annual appropriation and expenditure of funding for each City Council Office for **Community Projects, Programs and Services** to be expended at the discretion of each Councilmember during the fiscal year. Annual funding levels are subject to budget priorities as established by the City Council each year. These are not TOT funds, so you may receive funding from the Commission AND funding through this program, too, but yours has to be a city, county or non-profit organization. SDVAN can act as the fiscal agent for this application but the work of the application has to be completed by your team.
- The following organizations are known as Cloudfunding as they call on social network to fund your ideas



[USA Project](#)

USA Projects is a community where accomplished artists can post projects, arts supporters can help fund projects with tax-deductible donations, and partners can join in with match funds. They charge 19% of all funds raised but give you support system online to reach your audience.

KICKSTARTER

[Kickstarter](#)

Probably the best known crowdfunding site, [Kickstarter](#) funds creative projects which have an end goal (not funding for your vacation, paying your bills, etc.) You may need less than \$1,000 or more than \$10,000, but regardless of the goal, you have a good chance at attracting a group of enthusiastic backers. Kickstarter requires that your project be fully funded before money



changes hands. You set a goal and have to reach it and you offer incentives to those you donate.



- [IndieGoGo](#)
Known as “the world’s leading international funding platform,” [IndieGoGo](#) allows participants to keep funds even if the project is only partially funded, so there is a safety net. IndieGoGo has partnered with MTV and VH1 for media exposure. If you’re not as confident about how much you can raise, you might consider [IndieGoGo](#) which allows you to keep whatever you raise, regardless of your goal, with just an increase in their fee from 4% to 9% if you don’t reach it.



[RocketHub](#)

Proclaiming, “Launch, Fund and Fly!” the [RocketHub](#) site describes itself as a destination for emerging artists and entrepreneurs. They offer RocketHub badges for user profiles that recognize accomplishment and dedication. This site offers artists an option to keep partial funding or get perks by reaching their stated financial goal.



ARTslant produces [START.ac](#), will help you reach new audiences and participate in a community dedicated to making dreams a reality. Worldwide. Mail questions to RodTurner@START.ac

Regardless of the platform you choose, your participation in promoting and publicizing your goal is essential to getting crowdfunding to work for you. It’s up to the artist to present their project effectively and follow through. This may include pledge parties, meetups, posters, press releases and email updates to backers.

For more information: www.DNAofCreativity.org

[San Diego Visual Arts Network](#) (Public Charity 501 (c) 3 EIN #205910283)

2487 Montgomery Avenue, Cardiff by the Sea, CA 92007 www.SDVAN.net 760.943.0148 info@sdvisualarts.net



Creating your “pitch” in a compelling way is the first part of seeking funding for any project. Use videos to tell your story, focusing on why funders should back you. People will want to participate if they feel that their contribution will really make a positive difference, and if it reaches them emotionally.

Seek out media attention, not only through press releases, but getting interviews on blogs, publications and radio. Share your story and your needs through an email blast, being careful not to spam others. Make sure you have a “share” button on your emails.

Social media is a perfect vehicle for crowdfunding. Getting out the word and encouraging others to do the same is the very spirit of the Sharing Economy. Link to blog posts you have written about your project. Issue “calls to action” and request contributions. Include as many ways as you can think of to get your crowdfunding project page in front of the world.

Stay current. As you begin to get donations, update your page. Let people know how your project is developing. Success breeds success, so you may find that as the balance of money donated mounts up, it snowballs and you find that many more supporters sign on to contribute. Don’t give up. As the final days count down, projects often draw more attention than ever, becoming fully funded and ready for you to start creating your dream project.