



Hewlett  
50

ARTS COMMISSIONS

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WEBINAR

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 WILLIAM + FLORA  
Hewlett  
Foundation

LARRY KRAMER  
Hewlett Foundation President



OUR  
COMMITMENT

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TO THE  
ARTS

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Thanks for joining us.

The Performing Arts team will say more about this new initiative and how it will work, but first, I just wanted to say how excited I am to be launching the Hewlett 50 Arts Commissions. I also wanted to say a few words about the Hewlett Foundation and how the initiative fits into our priorities and our history.

This year, Hewlett Foundation is celebrating our 50<sup>th</sup> anniversary by launching this new commissioning initiative, one of the largest of its kind in the US.

Bill and Flora Hewlett established their foundation with the express purpose of working for the betterment of humankind. Support for the arts—and, for most of our history, the performing arts in particular—is in the Hewlett Foundation’s DNA. Among their very first grants were awards to the San Francisco Symphony Association and KQED, because Bill and Flora knew that arts are essential for individual human flourishing and for vibrant, healthy communities.

The arts express what is best in humanity. They challenge us to rethink limits, to feel deeply, and to comprehend our relationship with the world in new ways. The arts

connect people with something larger than themselves, reaching us on a level beyond the purely rational. And, of course, the arts bring us together, forging bonds through the shared experience of a musical performance, a dance, or a play.

Our Performing Arts Program exemplifies many of our core commitments, such as our commitment to the use of long-term general operating support; to enabling grantees to chart their own course and trusting them to do so well; and to learning from experiences and adapting to meet changing needs and circumstances.

The Hewlett 50 Arts Commissions is one way we're ensuring our Performing Arts grantmaking continues to evolve to meet the changes in the dynamic Bay Area we call home.

JOHN McGUIRK  
Performing Arts Program Director



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## INITIATIVE OVERVIEW

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Before we dive into describing the initiative, I did want to make clear that we're saving most of our time during this webinar to answer your questions. You can ask those by using the text box on your screen, and we'll try to answer them later the webinar.

As Larry mentioned, Hewlett Foundation has been supporting the arts in the San Francisco Bay Area for 50 years. Today we provide grants to nearly 250 orgs with approximately \$20 million in annual funding. Our preference is for multi-year, general operating support grants that enables grantees chart their own course.

This new commissioning initiative is something different, and we're very excited about it. It's a complement to our ongoing grantmaking: providing support for Bay Area organizations to work with world-class artists on the development and premiere of new works of exceptional quality and enduring value.

Our goals for the program are ensuring Bay Area audiences continue to have access to world class art, and the creation of 50 new works of performing arts that we hope will go on to challenge and inspire people in local communities and around the world.



To give a brief overview of the Hewlett 50 Arts Commissions initiative:

Over the next five years, Hewlett Foundation will award 50 grants ranging in size from \$100-200K each with an average grant size of \$150K.

Grants will be awarded to nonprofit organizations based in the greater San Francisco Bay Area to commission world class artists to create a new work of performing arts. Nonprofit organizations do not need to be arts producers and presenters to apply. We encourage Bay Area nonprofits working on diverse issues to apply, and those that serve disadvantaged or historically marginalized communities to apply.

The new works must be premiered in the Bay Area within three years of receiving the grant.

We will award ten grants per year clustered by artistic disciplines.

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INITIATIVE OVERVIEW

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MUSIC

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2017

THEATER

Spoken Word  
Musical Theater

2018

DANCE

Multi-Disciplinary  
Performance Art

2019

FOLK

And  
Traditional Arts

2020

FILM

And  
Media

2021



In 2017, the first artistic discipline is music. This includes but is not limited to a wide variety of genres and aesthetics such as: chamber, choral, vocal, contemporary, folk, jazz, musical scores, opera, sound art, symphonic, or traditional music practices from around the world.

In 2018, we turn to theater, spoken word, and musical theater.

In 2019, we will focus on dance and multi-disciplinary performance art.

In 2020, we will focus on folk and traditional performing arts.

And in our final year, 2021, we will support film and media projects.

We recognize that these discipline designations are imperfect, and that many artists work across multiple disciplines. We encourage nonprofit to apply in the year and discipline most closely aligned with the proposed project.

ALEXA HALL  
Performing Arts Program Fellow



ELIGIBILITY  
— AND —  
PROCESS





First, to be eligible to apply for funding, the lead applicant must be a nonprofit organization located within one of these 11 counties surrounding the San Francisco Bay. The initiative does not fund individual artists directly. The lead applicant is responsible for identifying the artist to commission as well as any other collaborating partners.



The lead applicant must be a nonprofit organization with 501(c)3 federal tax status.

The lead applicant must have an annual operating budget of \$100,000 or more for 3 consecutive years.

Multiple organizations may collaborate with each other on a project, but must choose a lead applicant. A group without 501c3 tax status can use their fiscal sponsor as the lead applicant.

The lead applicant will collaborate with at least one individual artist, and we expect two thirds of the Hewlett Foundation grant dollars to be designated to the artist and their direct expenses in creating the work, including travel and local accommodations. If the lead applicant would like to commission an ensemble or collective it must still choose a lead artist.

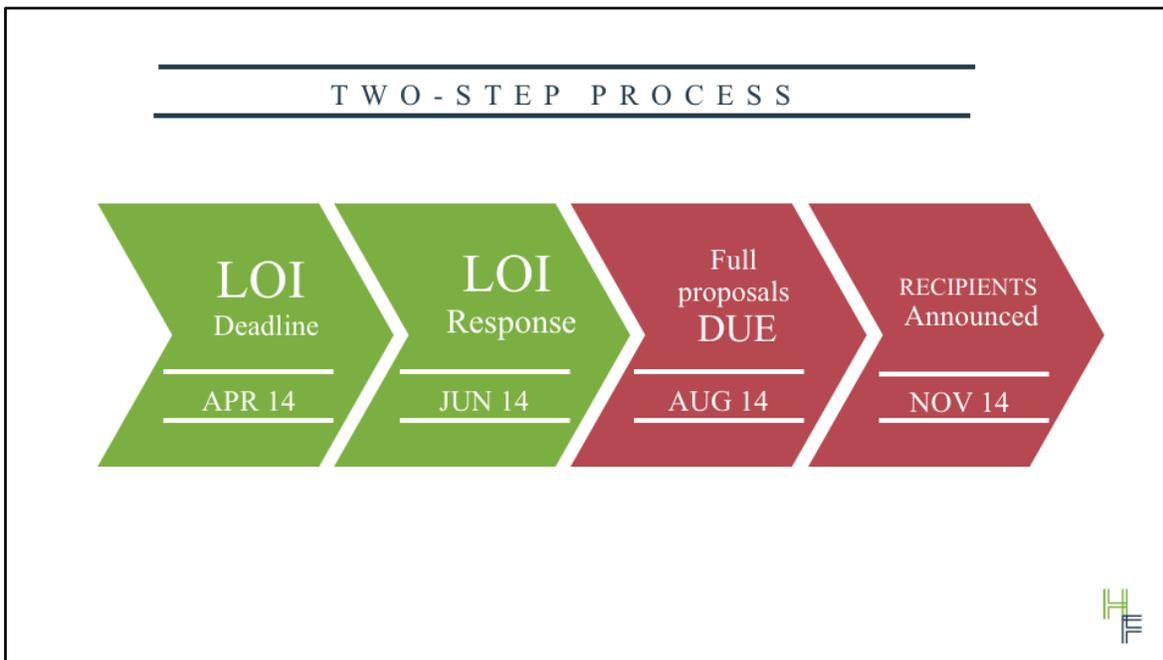


Grants for the 2017 pool will be awarded to projects with a music composer, in a variety of genres and aesthetics.

Projects must premier in the Bay Area between January 1, 2018 and December 31, 2020=.

A lead applicant and lead artist can only submit one application per year. Fiscal Sponsors may apply with multiple projects in a single year. If a Lead Applicant or Lead Artist have been awarded, they will be ineligible to apply in the future.

And finally, projects currently receiving Gerbode Special Award or Creative Work Fund grants are ineligible to apply.



We have a two step application process. The first step is a brief Letter of Inquiry open to all Bay Area nonprofits. The second step is a full proposal - which we'll invite the 20 most competitive applicants to develop.

Here's our timeline:

The lead applicant completes an online Letter of Inquiry by the deadline: April 14.

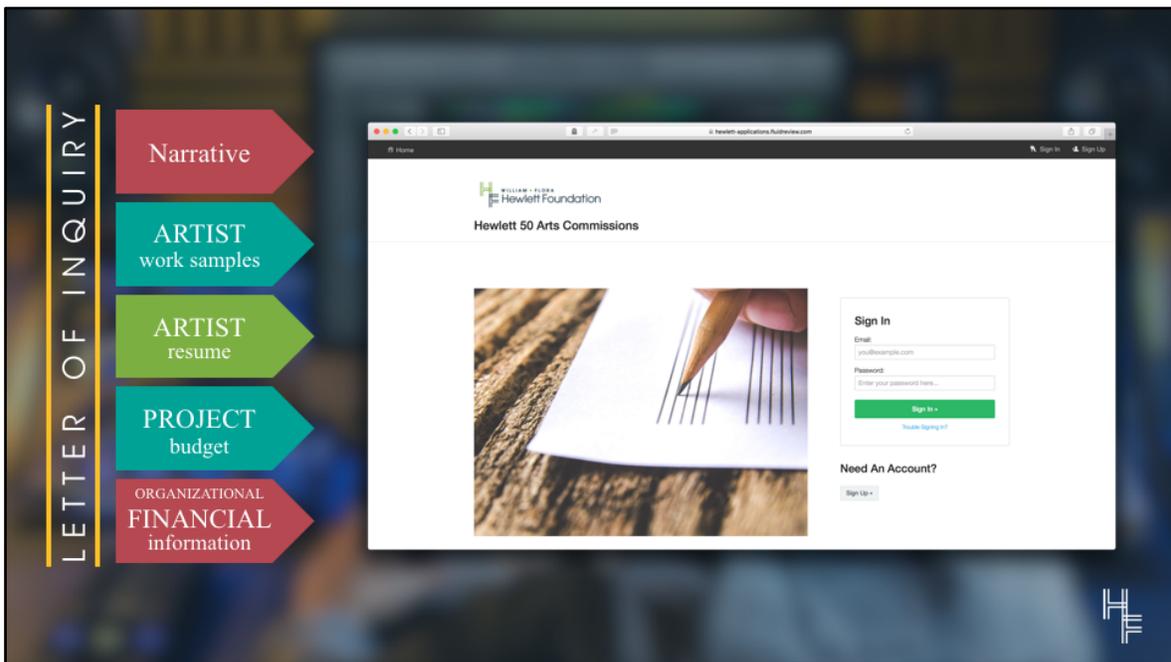
We have selected an outside panel of experts in Music to review the LOIs, and they will remain anonymous during the selection process. This expert panel will carefully review the Letters of Inquiry and the Hewlett Foundation will provide responses to all applicants in June.

The 20 most competitive LOIs selected by the expert panel, will be invited to develop full proposals by the deadline: August 14.

Full proposals will be reviewed by Hewlett Foundation staff using our selection criteria, and the grant recipients will be announced in November.

To be clear: the LOI portion of the application process, in green here, is open to everyone who meets our eligibility requirements. The second, full-proposal stage, shown here in red - is by invitation only.

In following years we will repeat this review cycle for the remaining disciplines.



To apply for a grant, the lead applicant will complete our online Letter of Inquiry form. The link is on the Hewlett 50 Arts Commissions home page.

The letter of inquiry is a short overview of your project. It will include the following elements:

- A Narrative outlining the content and intention of your proposed project
- Up to 3 Artist Work Samples, which can be imbedded, attached or uploaded
- A resume or CV from the Lead Artist
- A Project Budget, for which a simple template is provided
- And Financial documentation for the organization

Instructions about how to fill out the application are available on the website.

REUBEN ROQUEÑI  
Performing Arts Program Officer



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SELECTION  
CRITERIA

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We're really thrilled about this new initiative because we think The Hewlett 50 Arts Commissions provides an incredible opportunity for non-profit organizations to collaborate with world class artists on development of new works of performing arts of the highest artistic quality and enduring value.

I'm going to share a little bit about the selection criteria we'll use for determining which projects to support. These criteria are described on our website.



We will be using four criteria:

Artistic Excellence  
Community Engagement  
Collaboration and Leadership  
Financial Capacity

**ARTISTIC EXCELLENCE**

Number one, artistic excellence, is the primary criterion we will use in our decision making.

**We are seeking projects that create exciting new works of performing arts of the highest quality, to share with audiences across the San Francisco Bay Area and beyond.**

We encourage organizations to commission artists whose work is compelling, significant and of enduring value.

Those organizations can work with artists from around the world, at any stage in their career, from emerging artists to those well established in their careers.

We are looking for projects in a variety of musical genres that mirror the diversity of the

Bay Area, from the traditional to the experimental.

We recognize that artistic excellence is demonstrated in different ways in different genres, in different communities and in different cultures.

Artistic excellence will be judged based on technical mastery, originality, innovation, inspiration and the distinctive niche of the commissioned artists and organizations, as indicated by work samples.

Applicants will be asked to describe the work's style, format, themes and the process of creation.

Applicants will also describe how the project supports it's mission and why the organization is interested in working with the artist.

### **COMMUNITY ENGAGEMENT**

The second criterion we are using in our decision making is community engagement.

**We are seeking projects that make a deep impact on the communities the organization serves--** projects that highlight genuine engagement activities, that create a connection with the community.

Community engagement takes many forms and involves different activities.

It is demonstrated by the quality, depth and scope of the opportunities to impact diverse communities.

Applicants will be asked to tell us about who your intended audiences are and how they will be engaged in the work.

Applicants will also describe the factors that will contribute to accessibility, the venues for the premiere, the potential for touring and/or additional performances.

### **COLLABORATION and LEADERSHIP**

Our third criterion is collaboration and leadership.

**We encourage collaboration for these projects and believe competent leadership and planning are essential for success.**

The most competitive applicants will have strong leadership and a clear plan for collaboration—both between artist and organization, and also potentially among additional nonprofit partners.

Collaboration and leadership are demonstrated by clearly defined descriptions of how the organizations and the artists will work together in the creation of the commissioned work.

Applicants will be asked to describe the roles and responsibilities of the artistic and organizational leadership; the contributions of any collaborators; and provide a timeline for the project.

### **FINANCIAL CAPACITY**

Our fourth criteria is financial capacity.

We believe an organization must have healthy financial capacity to achieve the goals of the project.

Financial capacity is demonstrated by the fiscal health of the lead organization and the viability of the project budget.

Applicants will provide financial statements, (including a balance sheet and an income statement) as well as a brief project budget.

As our goal is to attract the best artists in their respective fields, we would typically expect projects to designate two-thirds of the grant funds to the artist(s) and their direct expenses in creating the work, including travel and local accommodations. We recognize, however, that the nonprofit organization's costs of mounting a performance—and so its share of the grant funds—may vary, depending on discipline. In no event, the artist(s) fee should not be less than \$50,000.

We're evaluating applicants financial capacity, not budget size. While we do have a minimum budget of \$100,000 for lead applicant, we encourage applications from any organization that meets that requirement.



So we've covered Hewlett Foundation's long-term commitment to the arts.

I shared an overview of the initiative.

Alexa reviewed eligibility requirements and two-step application process.

And Reuben covered our selection criteria to determine which projects are most competitive.

Now we'd like to address the questions you have for us.



THANK YOU

TO SUBMIT ADDITIONAL  
QUESTIONS & YOUR LOI, VISIT  
[Hewlett.org/50Commissions](http://Hewlett.org/50Commissions)



I would like to thank you for participating in today's webinar. We invite to you explore our website for more details.

If you have questions that were not answered today, please contact us through the website and we will try to direct you to the answer.

We offer our great encouragements and best wishes as you develop your LOIs. Think big. Work with your dream artist. Propose a thoughtful idea.

We look forward to working with you! Thank you and goodbye.