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LARRY KRAMER
Hewlett Foundation President



OUR
COMMITMENT

TO THE
ARTS



Good morning everyone. This is Larry Kramer, the president of the Hewlett Foundation.

Thanks for joining us.

The Performing Arts team will say more about the initiative and how it works, but first, I just wanted to say a few words about the Hewlett Foundation and how the Hewlett 50 Arts Commissions fit into our priorities and our history.

Last year, the Hewlett Foundation celebrated our 50th anniversary by launching the 50 Commissions. We thought it was an appropriate gesture because of the strong commitment our founders, Bill and Flora Hewlett, had to the arts.

Support for the arts is in the Hewlett Foundation's DNA. In fact, two out of the first grants we made, all the way back in 1967, were to arts organizations.

Bill and Flora believed, and we continue to believe today, that 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, including our commitment to learning from experiences and adapting our grantmaking 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 needs of audiences and communities across the Bay Area.



Last November, we awarded the first 10 awards as part of the Hewlett 50 Arts Commissions, in Music Composition.

We were very pleased with the quality of the applications we received, and delighted with the 10 awards we ultimately made.

If you haven't, I encourage you to look through the projects we selected on our website. You'll see a very high level of artistic excellence in each of them and clear plans for engaging many different Bay Area communities in the development and production of the works.

That's what we're looking for in this year's awards, too.

Thanks again for taking the time to join us this morning. We're looking forward to seeing what you propose!

With that, I'll turn it over to the new Program Director of our Performing Arts Program, Emiko Ono.

EMIKO ONO
Performing Arts Program Director



INITIATIVE OVERVIEW



Good morning everyone. This is Emiko Ono. As Larry said, I was recently named program director for our Performing Arts program, after serving since 2011 as a program officer here at the Hewlett Foundation. I'm looking forward to working with our grantees to support the performing arts in the San Francisco Bay Area, and to telling you more about the Hewlett 50 Arts Commissions this morning.

Before we dive into describing the initiative in detail, 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 at any time, and we'll answer them later the webinar.

Everything we share during the presentation is on our website, and we'll share a recording of the webinar later, so please don't feel like you have to take exhaustive notes.

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

This 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 initiative 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.

[Heath click]



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

Over five years, the Hewlett Foundation will award 50 grants of \$150K each.

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 in the performing arts. Applicants do not need to have the arts as part of their primary mission. In fact, we encourage Bay Area nonprofits working on diverse issues to apply, and we also encourage 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.



Now in the second year of the initiative, we will focus on the artistic discipline of Theater. This includes but is not limited to a wide variety of genres and aesthetics such as spoken word and musical theater. The grants will go to Bay Area nonprofits to commission a playwright or spoken word poet to create a new work.

As Larry said, last year we focused on music composition.

Next year, 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 nonprofits to apply in the year and discipline most closely aligned with the proposed project.

With that, I'll turn it over to my colleague Alexa to discuss the eligibility requirements for the initiative.

ALEXA HALL
Performing Arts Program Fellow



ELIGIBILITY
— AND —
P R O C E S S



Thanks Emiko, and Good morning everyone. This is Alexa Hall speaking. I am the Program Fellow for Performing Arts, and I'm going to talk with you about who is eligible to apply for the initiative, as well as the two-step application process.

ELIGIBILITY

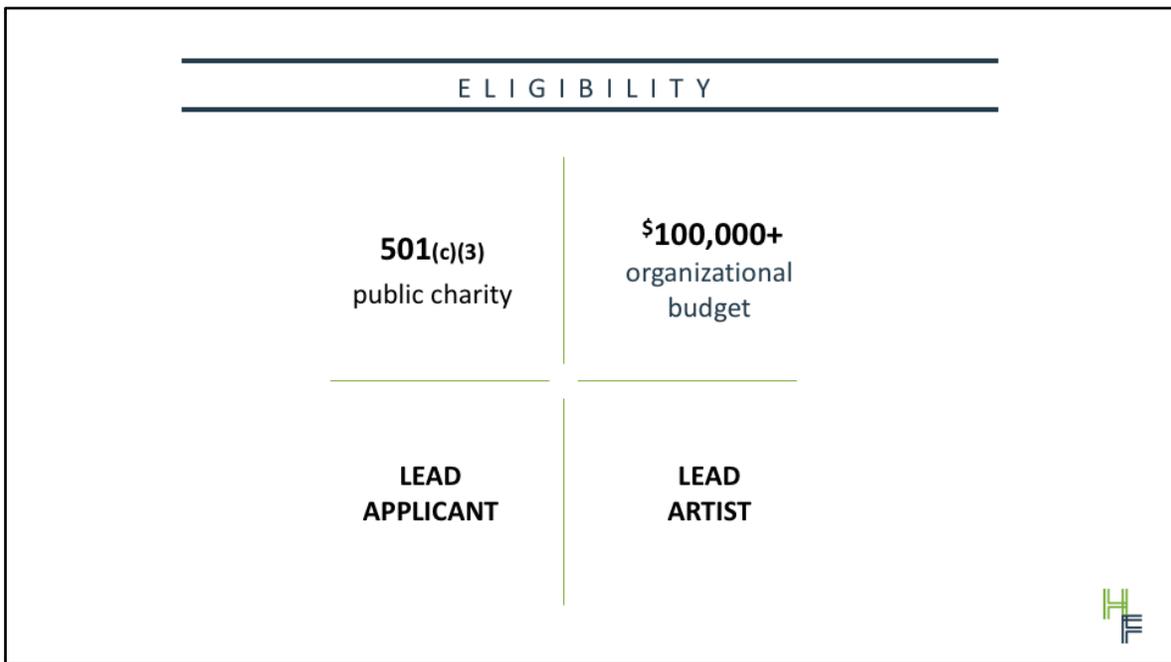
Nonprofits based
in the greater
**San Francisco
Bay Area**

COUNTIES

Alameda	San Mateo
Contra Costa	Santa Clara
Marin	Santa Cruz
Monterey	Solano
Napa	Sonoma
San Francisco	



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 public charity 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 lead artist—the playwright or spoken word poet—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. *[click]*

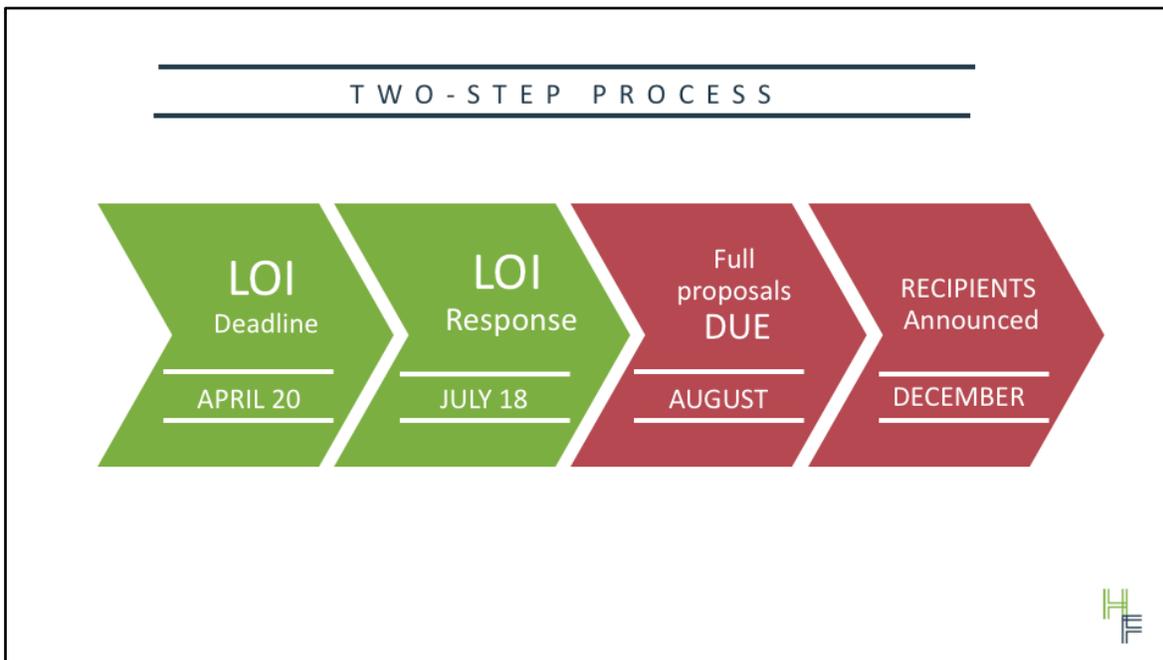


Grants for the 2018 pool will be awarded to projects commissioning a playwright or spoken word poet to create a new work.

Projects must premier in the Bay Area between January 1, 2019 and December 31, 2021.

A lead applicant and lead artist can only submit one application per year. Fiscal Sponsors may be the lead applicant on multiple projects in a single year. If a Lead Applicant or Lead Artist has received an award, 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. *[click]*



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 20.

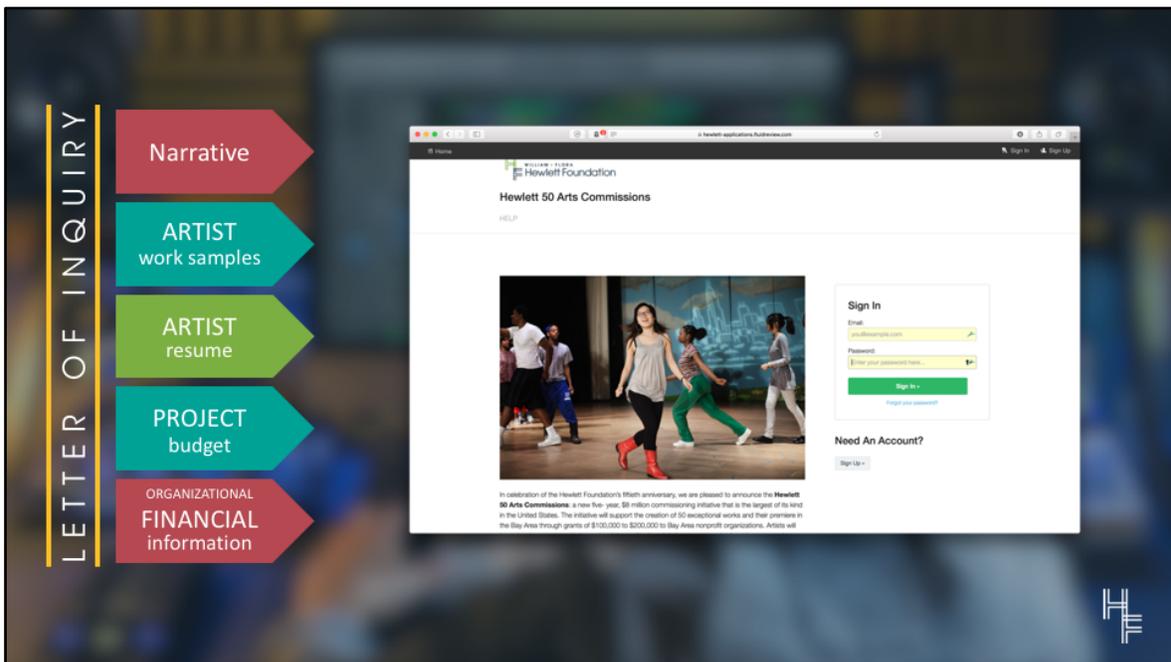
We will assemble a panel of experts in Theater, Musical Theater and Spoken Word to review the LOIs, and they will remain anonymous during the selection process. This expert panel will carefully review the Letters of Inquiry and the Hewlett Foundation will provide responses to all applicants by July 18.

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

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

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.

Now, I'm going to pass it on to my colleague Jessica.

JESSICA MELE



SELECTION
CRITERIA



Hello. My name is Jessica Mele and I am a program officer in the performing arts program.

I'm going to share a little bit about the selection criteria we'll use for determining which projects to support. And just as a reminder, these criteria are described in detail on our website.



ARTISTIC EXCELLENCE

- First, artistic excellence is the primary criterion we will use in our decision making.
- We are looking for exciting new works of the highest quality in a variety of theatrical styles and genres that mirror the diversity of the Bay Area, from the traditional to the experimental.
- We encourage Lead Applicants to commission Lead Artists—this year, that means playwrights and spoken word artists—whose work is compelling, significant and of enduring value.
- Lead Applicants 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 will judge Artistic Excellence based on factors that include technical mastery, originality, innovation, inspiration and the distinctive niche of the commissioned artists and organizations, as indicated by work samples.
- Lead Applicants will be asked to describe the work’s style, format, themes and the process of creation.
- Lead Applicants will also describe how the project supports its 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 Lead Applicant serves-- projects that highlight genuine engagement activities, that create a connection with the community.
- This aspect is demonstrated by the quality, relevance and depth of the described community engagement activities.
- Lead Applicants will be asked to tell us about who their intended audiences are and how they will be engaged in the work.

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 applications will show strong leadership and a clear plan for collaboration—both between artist and organization, and also potentially among additional nonprofit partners.
- Lead 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 criterion is Financial Capacity.
- We believe an organization must have healthy financial capacity to achieve the goals of the project.
- This is demonstrated by the fiscal health of the lead applicant and the viability of the project budget.
- While we do have a minimum budget of \$100,000 for lead applicants, we encourage applications from any organization that meets that requirement.
- We recognize, that the lead applicant's cost of mounting a performance—and so its share of the grant funds—may vary, depending on discipline.
- Keep in mind we would typically expect projects to designate two-thirds of the award to the artist(s) and their direct expenses in creating the work, including travel and local accommodations. In no event should the lead artist's fee be less than \$50,000.
- Lead Applicants will be asked to provide financial statements, (including a balance sheet and an income statement) and to complete a brief project budget template.

And with that, I'll turn it back to **Emiko**.

REVIEW

OUR
COMMITMENT
TO THE
ARTS

INITIATIVE
OVERVIEW

ELIGIBILITY
AND
PROCESS

SELECTION
CRITERIA





As a reminder: you can ask questions by typing in the text box on your screen. We're asking you to type your questions rather than unmuting you to ask them, so that we can answer as many questions as possible, and those questions that more than one person has. We ask that you try to keep your questions of general interest as much as possible, rather than asking questions specific to your organization.

In addition, we have an FAQ on our website that we will update weekly. If we're not able to answer all the questions we receive on the webinar today, we'll address them there.

THANK YOU

FOR MORE INFORMATION AND TO APPLY, VISIT
Hewlett.org/about50commissions

TO SUBMIT ADDITIONAL
QUESTIONS, EMAIL
50CHelp@hewlett.org



Thank you for participating in today's webinar. For more information on the initiative, and to submit an LOI, please visit our website.

And if you have questions that were not answered today, please contact us at 50CHelp at Hewlett dot org. We'll be updating the FAQ on our website with responses to questions we weren't able to get to today, and others that come in to that address over the coming weeks.

Best wishes to all of you as you develop your LOIs. And remember: we encourage you to think big. To consider working with your dream artist. To propose an original and thoughtful idea.

We look forward to seeing what you come up with! Thank you and goodbye.