

CALL TO ARTISTS

We Invite Your Programming Ideas for the James Irvine Foundation Exploring Engagement Fund Grant Application

*The Gualala Arts Grant Committee is seeking artists with programming ideas that meet the goals of the James Irvine Foundation's Exploring Engagement Fund. We invite you to read information below, generate an idea, and submit a Program Concept Sheet by **March 9, 2012**.*

Background

The Gualala Arts Grant Committee is actively seeking funding opportunities through grants. One grant we are currently investigating is the Exploring Engagement Fund grant from the James Irvine Foundation (Foundation). The overarching goal for grants from this program is to **promote engagement with the arts for all Californians**. The Foundation identifies three engagement pathways to meet this goal:

- Increasing engagement by low-income and/or ethnically diverse populations that have been traditionally underserved by arts nonprofits;
- Expanding the ways Californians engage in the arts as active participants – by making or practicing art. This could include the use of digital technology to produce or curate art; or
- Advancing the use of diverse, non-traditional spaces for arts engagement, especially in regions with few art-specific venues.

The Foundation also encourages experimentation with new programming to meet these pathways and is particularly interested in programs that can meet at least two of the pathways identified above.

How You Can Help

Since these are largely artist-driven endeavors, Gualala Arts is looking to you, our community of artists, to help us generate ideas of programs that would be consistent with the goals and pathways of this grant opportunity. We need artists who will not only generate the ideas but also provide the leadership to make the programs come to fruition. Specifically, we are looking for ideas related to:

- Ways to expand current programming to reach community members that are traditionally underserved by the arts;
- Ideas for new and innovative programming to increase the number of community members that are making and participating in art;
- New venues or partnerships that take programming beyond the Gualala Arts Center;

Underserved populations in our local community, as it relates to the arts, include Native American, Hispanic, youth and home-bound seniors.

Linking to the 50 Years – 50 More Planning Session

Programs that can be realized under this grant will also be consistent with specific goals identified during the 50 Years – 50 More Planning Sessions that were held in October 2010. Several goals and actions were identified related to increasing programming and diversity, including:

- Broadened audience with increased diversity;
- More programs involving more community, with increased diversity;
- Alternative venues for displaying/performing arts; and
- Creating beginners workshops.

Next Steps

Attached is a brief sheet for you to fill out for your programming idea. Please fill out one sheet for each distinct program. The Gualala Arts Grant Committee will review the submitted programming concepts and determine which may be a good fit for our first grant submittal to the Foundation. We expect to package several of these together for our first submittal, and there are two grant submission cycles per year. The attached sheet should be seen as a starting point; the Gualala Arts Grant Committee would work with you to detail and refine the concept and establish a budget. Please submit your ideas by **March 9, 2012**.

Need more Information?

Complete information on the Exploring Engagement Fund can be found at this link:

<http://irvine.org/grantmaking/our-programs/arts-program/new-arts-strategy/exploring-engagement-fund>

For more information on the Gualala Arts Grant Committee or this Call to Artists request, please contact Michele Marshall at: (707) 785-1084, or geomichele@hughes.net.

Programming Concept Sheet for the James Irvine Foundation Exploring Engagement Grant Fund

Thank you for your interest in submitting a programming concept for consideration as part of the grant package Gualala Arts will be submitting to the James Irvine Foundation. The purpose of this sheet is to get some basic information for a potential new or expanded program that could fit within the parameters of the grant¹.

Please submit completed form by **March 9, 2012** to: Gualala Arts, PO Box 224, Gualala, CA 95445 or drop off at our office 46501 Gualala Road. Information may also be emailed to Michele Marshall at geomichele@huges.net.

Contact Information

Name:

Phone/Email:

Proposed Program Information

Program Title:

Artist(s) that would lead this programming:

Description of Program:

When/where the program would take place:

Potential community teaming partners:

Resources needed (e.g., materials, volunteers, general budget):

¹ <http://irvine.org/grantmaking/our-programs/arts-program/new-arts-strategy/exploring-engagement-fund>