

## THE CREATIVE CAPITAL APPROACH

Over time, the support process has evolved into an integrated, multifaceted four-part system that combines funding with advice and services. We have also discovered that our approach to grantmaking does not suit all artists. There is a *high level of engagement* with the foundation throughout the term of the grant. Continued artist services and financial support is tied to that engagement. Please consider carefully whether our approach suits your personality and career stage.

### **I. Support for the Project:** Supporting the development, creation, and presentation of art projects

- Our national grantmaking program is open to artists working throughout the country. Creative Capital provides grantees with financial support over the course of their involvement with the foundation.
- Project development meetings help each new grantee set a path for his/her project. Follow-up meetings with staff and consultants are available upon request throughout the project's life.
- In addition to the initial grant award of \$10,000, funded artists may be eligible for additional kinds of funding:
  1. *Strategic Financial Support* (\$5,000) is reserved for each project and has assisted in the purchase of equipment, creation of promotional materials, and hiring of assistants.
  2. *Special Opportunities Funding* (up to \$2,000) is often used to help artists travel to attend conferences and festivals or to maximize an opportunity such as an exhibit or festival presentation.
  3. *Follow-up Funds* (up to \$20,000) are for additional and continued funding for the same project.
  4. *Premiere Funding* (up to \$5,000) helps to pay for marketing and promotion when a project premieres.
  5. *Project Expansion Funding* (up to \$5,000) may be made available to projects for additional outreach to increase the project's impact following its premiere presentation.

### **II. Support for the Individual:** Strengthening the artist's skills for self-management

- Skills-building workshops introduce grantees to the concepts of strategic planning and provide them with tools for successful fundraising and marketing/promoting.
- The Strategic Planning Coaching Project offers grantees the opportunity to complement their artist services support by completing Creative Capital's planning workbook and receiving one-on-one follow-up consultations. Often led by a previously funded grantee, this service guides the artist through the process of outlining their goals, creating a

timeline, and building a budget that will allow them to work toward their goals in an organized and efficient manner.

**III. Support for the Community:** Nurturing the community of funded artists

- Community-building Artist Retreats provide funded artists the opportunity to present their work to each other and to a wide variety of arts professionals. The Artist Retreats also feature Creative Capital's professional development workshops, small group breakout sessions, and one-on-one meetings between the artists and the retreat consultants.

**IV. Engage the Public:** Engaging the field and general audience in the projects

- The Channel, our online venue ([www.channel.creative-capital.org](http://www.channel.creative-capital.org)), includes individual grantee pages, original content, and streaming video and audio samples of the funded projects.
- Seasonal e-calendars that list grantee events are sent to more than 20,000 people.
- Commissioned profiles on each grantee project are provided for the artists to use in individual promotional efforts.