Working as a catalyst to promote a better life for Alaskans.
AGENDA

• Foundation history and overview

• Individual Artist Awards program

• Award types

• Eligibility and review criteria

• Breakout sessions:
  - 30 minutes each
  - Application and work samples
  - Description of activities, statement, resume

• Tips and Q & A
Jenny Olson Rasmuson, along with her son Elmer Rasmuson, created Rasmuson Foundation in 1955 to honor her late husband, E.A. Rasmuson. On his 90th birthday in 1999, Elmer Rasmuson and his wife, Mary Louise, announced gifts of $50 million to the Anchorage Museum and $40 million to Rasmuson Foundation. In 2000, the family sold the National Bank of Alaska and Elmer Rasmuson left most of his estate to the Foundation.
GRANTS BY PROJECT FOCUS (in millions)

Year: 2019

- Human Services, $6.7M
- Organizational Development, $1.1M
- Recreation, sports, $836.7K
- Religion, $27K
- Research, $28.1K
- Unspecified, $589.3K
- (no information), $16K
- Arts, Culture, Humanities, $2.7M
- Community Development, $3.1M
- Environment, $322.3K
- Health, $2.8M
- Education, $1.1M
ARTS AND CULTURE INVESTMENTS
Grantmaking in the Arts = \( \frac{1}{4} \) of annual investment
OTHER ARTS AND CULTURE PROGRAMS - Alaska State Council on the Arts

HARPER ARTS TOURING FUND

• Grants to support the presentation of performers, artists, and exhibits in communities with limited access.

• Grants to subsidize travel and freight costs associated with touring.

• Eligible grantees include (not available to individuals)
  • Charitable Nonprofits
  • Local governments/Tribal entities

• Maximum of $10,500 awarded on any given project/tour (with multiple communities).

Program administered by Alaska State Council on the Arts, with funding from Rasmuson Foundation (contact is Laura Forbes).
CULTURAL COLLABORATIONS

- Cultural Collaborations Project Grants are matching awards of up to $6,000 in support of high-quality arts and cultural programs for youth that emphasize skill acquisition and direct participation in settings outside of the school day/year.

ARTS IN EDUCATION

- Grants support residencies of two weeks or more to provide arts experiences and training for students, teachers, and the greater community. Projects augment the school’s arts curriculum.

Programs administered by Alaska State Council on the Arts, with funding from Rasmuson Foundation (contact is Laura Forbes).
OTHER ARTS AND CULTURE PROGRAMS - Museums Alaska

Art Acquisition Fund
Helps museums and cultural centers acquire art by currently practicing, Alaska-based artists.

Collections Management Fund
Supports museums and cultural centers manage their collections.

Island Song by Perry Eaton
Kodiak History Museum

Funds administered by Museums Alaska, with funding from Rasmuson Foundation (contact is Della Hall).
INDIVIDUAL ARTIST AWARDS

The Individual Artist Awards program began in 2004 as part of a comprehensive strategy to support arts and culture in Alaska.

Purpose of the program:

• Grants to allow dedicated time and resources for serious artistic exploration and growth
• Strengthen Alaska’s cultural resources

Since inception, the program has provided 512 grants to artists, representing over 53 communities throughout Alaska.

Three awards: Distinguished Artist, Project Awards and Fellowships
• **Three Award Types:**
  - Project Awards – 25 short-term project, grants
  - Fellowships – 10 unrestricted grants
  - Distinguished Artist Award – 1 grant

• **Artist Career Stages:**
  - Emerging – Mid-Career – Mature

• **Individual Artists or Artist Groups/Collaboratives now eligible**

• **Supports full range of disciplines**

• **Funding**
  - Not intended for scholarly or commercial work
  - Not a needs-based grant

• **Timeline**
  - Project Award and Fellowship applications accepted: mid-December to March 2
  - Distinguished Artist nominations accepted mid-October to mid-December
  - Grants awarded in May. A one-year grant term for all three awards, from June 1 to May 31
DISTINGUISHED ARTIST

• A single, $40,000 annual award for a mature artist of recognized stature with a history of creative excellence and accomplishment
• Nomination process
• Reviewed separately by Alaska-based panel
• Nomination period closed for 2020
## PROJECT AWARD

- $7,500 awards
- Available to all career stages and 11 disciplines
- Specific, short-term projects
- Project budget required
- Approximately 25 granted annually

## FELLOWSHIPS

- $18,000 unrestricted grants
- Mid-career/ mature artists only
- Up to 10 Fellowships awarded
- **2020 Disciplines**: Media Arts, Multidiscipline, Music Composition, New Genre, Presentation and Interpretation, Visual Arts
Supports 11 Artistic Disciplines:

- Project Awards available in all disciplines each year

- **2020 Fellowships**
  - Media Arts
  - Multidiscipline
  - Music Composition
  - New Genre
  - Presentation/Interpretation
  - Visual Arts

- **2021 Fellowships**
  - Choreography
  - Crafts
  - Folks and Traditional Arts
  - Literary Arts/Scriptworks
  - Performance Art
Artist Groups or Collaboratives

• Eligible for Project Award or Fellowship award type.
• Two or more individuals apply within one application.
• Ongoing group or collectives, or time-limited collaborations.
• An application must list a project director and the project lead/s. Project directors and project leads share ownership of the collaboration and are each designated as a “collaborator.”
• The individual who is designated the project director would accept the grant award and fiduciary responsibility, if awarded. It is imperative that all collaborators be listed on the application.
• Other members at large or participants providing services or support to the proposed project are not considered collaborators.
PROFESSIONAL DEVELOPMENT

• In addition to the grant, award recipients will have access to professional development opportunities through Anchorage Museum at Rasmuson Center, including a daylong course held in May.

• The workshop will provide practical, Alaska-focused information on artist statements, work samples, artist CVs and resumes, grants and residencies, finances, legal issues, marketing and creative careers.

ARTISTS’ STORIES

• To raise the profile of our recipients, we have entered into a partnership with local nonprofit 49Writers for stories on recent recipients. The first of these profiles by Alaska writers about Alaska artists can be found on www.Rasmuson.org.
ELIGIBILITY

• An Alaska resident, living in Alaska, for at least two years
• Remain resident for the duration of grant
• 18 years or older
• Currently producing work
• University art students are not eligible
• Work cannot be primarily of a research, scholarly, or commercial nature

CRITERIA

• Artistic quality given experience
• Creative accomplishments
• Impact on the applicant’s growth
• Completeness of application
Breakout sessions!

30 minutes each and switch!

- Application trouble shooting, work samples, panel tips
- Narratives, statements, resume
Application step-by-step

www.rasmuson.org
Project Awards and Fellowships

Applications are open until March 2.

Grant Deadlines

Project Award and Fellowship applications will be accepted through March 2.
ACCOUNT SET-UP AND LOGIN

Rasmuson Foundation Registration

Returning user? Click Here to Log in

Select the options that best describes the organization.

- Applying for a grant for an organization? Select one of the options that best describes the organization.
- Not sure? Use the Other Grantseeking Organization option.
- Want help? Call our staff: (907) 297-2700, or toll free in Alaska at (877) 366-2700.

- 501(c)(3) Nonprofit Organization
- Municipal, State, or Tribal Government
- Other Grantseeking Organization
- Individual Artist Registration
- Art Group / Collective (Applying for an Individual Artist Award)

- Rasmuson Foundation’s online Grantmaking System (GMS) is free to use.
- Rasmuson Foundation typically supports governmental and nonprofit organizations serving Alaska and Aleseki. If this does not describe your organization we encourage you to contact Rasmuson Foundation staff prior to registering for a GMS account.
- To learn more about Rasmuson Foundation, our mission and our grantmaking, please visit our home page.

Continue
## STARTING YOUR APPLICATION

<table>
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<tr>
<th>Grant Programs</th>
<th>Your Requests</th>
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<tr>
<td><strong>Individual Artist Award</strong></td>
<td>This section lists all of your Drafts and submitted Requests. Click on each tab to view the records.</td>
</tr>
<tr>
<td>Individual Artist Awards are grants to Alaska artists to support the time, reflection, immersion or experimentation beneficial to the development of their artistry.</td>
<td>DRAFTS (0)</td>
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<tr>
<td>Begin your application above. Once created you can preview your draft application with the 'view PDF' button on the right, or resume working on it with the 'Continue' button above. Once submitted your application will appear on the 'active' tab. You may review information on past years' applications on the 'closed' tab (not all program years available for PDF view).</td>
<td>Open</td>
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<tr>
<td>Returning artists, please note, some of the application questions and worksample guidelines have changed. Please review the &quot;Instructions&quot; tab on the application for complete guidelines.</td>
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**Draft review deadline:**
**February 14, 2020**

**Application deadline:**
**March 2, 2020**
INSTRUCTIONS TAB

INDIVIDUAL ARTIST AWARDS

ONLINE APPLICATION GUIDELINES: PROJECT AWARD & FELLOWSHIP

(NOTE: The Individual Artist Awards’ Distinguished Artist nomination process is separate and now closed. Please see www.rasmuson.org for more information.)
A printer friendly version of these guidelines is available for your records or offline use: Print

Table of Contents

Overview
- Application Deadline
- Applicant Eligibility
- Career Stages
- Criteria
- Selection Process
- Award Terms

Project Award Application
Fellowship Application
How to Apply
- Select Artistic Discipline
- Prepare Application Materials
- Application Submission
Work Sample Specifications
APPLICATION TABS

Please fill in all sections below to the best of your ability.

Contact Information
Full Name: Artist Test1
Phone: 2222222222
Email: ArtistTest1@test.test
Website:

Mailing Address
222 2nd St.
Twosburg AK, 22222

Note: Once you update your contact information you will need to press 'Save Draft' to see the changes on this page.

Update Contact Information

* Award Category:

Project Award

* Career Stage:

Emerging

* Artistic Discipline:

Are you applying as an individual, or on behalf of an art group / collective?

- Individual
- Group / Collective
GROUPS AND COLLABORATIVES

Are you applying as an individual, or on behalf of an art group / collective?

- Individual  Group / Collective

* What is the name of your group?

* How many collaborators (project director and project leads) are in your group?

4

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<td>Project Lead</td>
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**TIMELINE**

* Timeline

Enter a timeline of proposed activities within the grant period of June 1, 2020 to May 31, 2021.

**PROJECT BUDGET**

* Project Budget

* Submit only if applying for a Project Award

Fill in the descriptions and costs of the expenses directly related to your proposed project. Your budget may include materials, travel, contracted services, fees and other project related expenses. This budget details your proposed use of Rasmussen Foundation funds towards your project, therefore the final total must equal $7,500. If your project cost is more than $7,500, please outline additional expenses and secured sources of funding in the application narrative. *(Cost estimates are fine to use)*.
WORK SAMPLES

• Follow instructions of work sample type

• The Combined Work Sample option allows artists to mix video/audio/digital photo samples. *Though just because you can, doesn’t mean you should.*

Work Sample 1

- Title:
- Medium:
- Year:
- Description: (Size, materials, etc.)
- File:
Tips for making sure that your art work is presented professionally

• Decide if you feel comfortable documenting your own work or choose to hire a professional.

• Preview your digital slide, video or audio documentation to make sure you have the best representation of your work possible prior to uploading the images to a grant application, sharing with vendors or posting crowdfunding sites.

• Be aware of digital image and portal specifications before uploading images to any site.

Work Sample Types:
Photos – Video and Audio – Written Works
• Present the work on a neutral background—white, black, grey, depending on the needs of your work.

• Get a proper exposure. The whites should be white, not dingy grey, and the blacks should be fully black. It should accurately represent the intensity or subtly of the colors, textures and details of the art. If you will be taking your own images, learn how to calculate the white balance setting on your digital camera.

• Place work so that lighting is even over the entire image—no hot spots of intense light, dark corners or shiny patches of glare.

• If you crop the image it needs to fill the camera frame, but make sure that all the edges are shown so the entire work can be viewed. Then details can be shot to show specifics.
• Focus and Clarity: In a good performance video, the images are in focus, edits are clean, and the most important pieces of the stage fill the screen. Make sure the camera is positioned above the audience’s heads, and if possible, that the work is shot from center stage, rather than far off to one side. To capture specific moments and compelling details of the performance, you may also want to position one or two more cameras near the stage.

• White Balance: Each camera shoots the contrasts of stage or gallery lighting differently, so make sure you or your videographer do a white-balance before taping your show.

• Sound Quality: This is commonly the weakest component of live performance documentation. Make sure the viewer can hear the music (for dance), the dialogue (for theater and performance art), and if possible, the audience reaction. A line from the soundboard or a shotgun microphone on your camera will capture the sound of human voices onstage. Any professional videographer should be able to achieve great sound.

• Cueing and Editing: You don’t want to make a panel wait while a long video loads, or for reviewers to waste time trying to find the excerpt you want them to view. Select a brief portion of the work for viewing and make certain it is cued and ready to go. Find out how much time will be allowed for your piece and choose wisely. If it is not properly cued up, it may not be watched at all.
• Manuscripts must always be neatly typed and clearly reproduced. You are facing stiff competition and are at a serious disadvantage if your copy is sloppy, faded or otherwise unappealing. Simple type-script, carefully done, is best.

• Proofread for typos and spelling errors.

• Turn off the track changes.

• Follow guidelines exactly. Do not shrink typefaces or margins to get more words to a page; rather, choose the right length excerpt.

• Choose excerpts carefully. Remember that the reader does not have any context for the work.

• If you are sending chapters, they should come from the beginning of a novel or from a place that needs no outside reference. Send one whole story rather than the beginnings of a few. Most poetry magazines want more than one poem so send related works.
GOOD OR BAD?
SUBMITTING APPLICATION

Please use the "Save Draft" button at the bottom of the page to ensure that all of your changes have been committed before previewing your application.

**Note:** Files uploaded to the application are displayed in the application preview as filenames only. If a filename is displayed in the preview then the file was uploaded properly, and will be submitted with the application as an attachment.

**View PDF**

Once you are satisfied with your application, you may append your digital signature to the application by checking the box below. When the application is signed, a "Submit" button will appear at the bottom of the page which will allow you to submit your application. **Your application is not submitted until you sign the application and press the "Submit" button.**

By checking the box below, you certify you are a legal resident of the state of Alaska. Additionally, you certify that you meet the eligibility requirements specified in the application guidelines and, to the best of your knowledge, the statements in this application are true.

☑️ I agree

**Digital Signature**
**Name:** Artist Test3  
**Date:** January 31, 2018

Save Draft  Submit Application  Delete
A panel of experts from across the country reviews all applications

Different panelists are selected each year

Two-stage process:
- Discipline-specific review for semi-finalists
- Multidisciplinary panel for final selection
What is the panel looking for?

- Artistic quality given experience
- Creative accomplishments
- Impact on the applicant’s growth
- Completeness of application
What does it mean to you to create a new body of work?

What specifically are you looking to create?

What subjects do you want to work with and explore? And where exactly would you like to travel? Are there certain galleries, institutions, small nonprofits, or museums in particular cities or rural places where you would like to focus?

Your artist story and statement are compelling and thoughtful, but your answers to the narrative questions were vague.

I encourage you to dream big and write in specifics. It will help give a clearer idea of where you want to head in your practice.”
It would be helpful if you included additional work samples to give a better idea of your current body of work.

It would also be helpful if your budget was more robust in showing the need breakdown (such as hourly cost for childcare and the estimated number of hours or hourly cost for labor and the estimated number of hours).

A more detailed timeline showing the estimated time to finish each component of the project would also increase the strength of the application.
Deepen your focus and be more specific.

Talk specifically about ONE of your projects. Describe it in detail. Really give the reviewer a clear picture of the story you need to tell. That then sets the stage and establishes the need to obtain the updated equipment in order to properly tell this story.
What's the magic?

Focus on presenting the best complete package of your work.

Think about what makes your practice or project compelling.

What makes your work, process, concept, or project unique?

How can you describe your project or process in a way that will cause a panelist to want to look at your application again?

Remember, these are panelists that have not seen your work before and are looking at possibly a hundred applications – be clear, concise, and compelling!

Take the strategy out of the equation – present your best self and let go of the outcome!
PLAN

• Please provide a clear and concise overview of the proposal
• What will you do if you receive a grant award/what is your project or fellowship focus?
• How will your proposal advance/enrich your artistic career/development?
• *Why is this work important?
• Timeline
• Project Awards require a $7,500 budget
• 250-word limits
Narrative/Description of Activities

“In 100 words or less:
Please provide a clear and concise overview of the proposal”

Step 1: Find a partner

Step 2: In 5 minutes write your project/fellowship concept

Step 3: In 5 minutes, read your proposal overview to your partner, ask them to tell you what they think your project is and if it is clear. Switch and do the same.
“In 250 words or less:
How will your proposal advance/enrich your artistic career/development?”

Step 1: Find a new partner

Step 2: In 5 minutes write an opening sentence and main point/s

Step 3: In 5 minutes, read your statement and main point/s to your partner, ask them if your statement is clear and/or compelling. Switch and do the same.
ABOUT THE ARTIST

Artist Statement:
May upload or answer questions. Provide the panel relevant context before they launch into your proposal specifics. Check out resources on our website.
Keeping the function of an artist statement in mind will help you write one. Your eventual reader will look to your statement to get a better understanding of what you are trying to do in your work, why, and how you are doing it.

Where to start?

1. Brainstorm – use all the Ws – who, what, when, why, and how.
2. Outline – put the words and ideas into an order, creating structure
3. Draft – turn outline ideas into sentences
4. Edit – get rid of jargon; explain clearly
5. Proofread – read out loud, reread, give to someone
6. Proofread – give to two people; someone in the arts and someone outside to ask for clarity, consistency, and concept
GENERAL STATEMENTS TO AVOID

“My work is intuitive. I do art because I have to.”

“My work is about the macro and micro.”

“My work is about the organic and synthetic.” “My work is a personal journey.”

“My work is about my experiences.”

“I pour my soul into each piece. My art speaks for itself.”

“I’ve been drawing since I was three years old.”
Artist Resume:
May upload an artist resume (preferable) or answer a question. Describe your artistic accomplishments, activities, training.

Your résumé should list all your relevant art work; if it’s not related to your art it doesn’t belong on your résumé. Keep it clean, succinct, consistent, and easy to read.
Resume Structure / Outline

• Contact Information
• Education
• **Solo Exhibitions** – year, *title of show*, venue, *city, state*
• **Group Exhibitions** – year, *title of show*, curator or juror, *city, state*
• Residencies – year, *name, city, state*
• Awards, Grants, and Fellowships – year, *name, description*
• Other headings as relevant – ex. Apprenticeships, Mentorships, Commissions, Lectures, Visiting Artist Programs, Performances, Collaborations, Publications as Author, etc.
• Press
• **Collections** – *name, city, state*
• Related Experience
## Name, Contact Information, Website

### Artist Name

### Birth location

### Lives and works in City, ST

## EDUCATION

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## SELECTED EXHIBITIONS

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## PUBLICATIONS

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## AWARDS AND RESIDENCIES

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## RELATED EXPERIENCE

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Most common resume mistakes:

✓ Inconsistent commas. Are you putting a comma before the last item in a list? For example: I make paintings, drawings, and video. Or are you not doing that. Whichever way you go, be consistent throughout.

✓ Chronological order. Your sections should be in reverse chronological order: most recent items first.

✓ Missing contact information.

✓ Implying something happened when it didn’t (yet). If something is upcoming or anticipated, say so. Write “anticipated,” “upcoming,” or “expected” after the entry.

✓ Missing state or country. The location might be obvious to you, but not everyone else, especially if there’s more than one place with the same name (e.g., the city of “Portland”). If you start showing internationally, include country.
**INDIVIDUAL ARTIST AWARDS**

Cultural Appropriation, Cultural Exchange and Creative Collaboration

**Cultural appropriation:**
“The unacknowledged or inappropriate adoption of the customs, practices, ideas, etc. of one people or society by members of another and typically more dominant people or society... presenting a particular power dynamic in which members of a dominant culture take elements from a culture of people who have been systematically oppressed by that dominant group.”[^1]

**Cultural exchange and responsible creative collaboration:**[^2]

- Free prior and informed consent
- Shared control over process and product
- Acknowledgement and attribution
- Respect for cultural differences
- Reciprocity and benefit-sharing

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Breakout recaps, where do I even start?!

- Write down artistic strengths and weaknesses.
- Identify tangible steps to develop strengths.
- Tailor a project/fellowship activity that fits you.
- If writing isn’t your strength, tell your story and record yourself. Write that down and begin from there.
- Review! Have an artist friend review. Do they understand your proposal? Have a non-artist friend review for clarity as well.
- Make sure you have quality samples. Eliminate distractions.
- Does your “project” contain elements you can’t control? Example, other pending funding.
- If work is collaborative, be clear about roles.
- Work samples should be from last five years. There should be a compelling reason to include older samples.
- Past recipients – **Not allowed** to “reuse” work samples from previous, successful applications.
THINGS TO KEEP IN MIND

Would an external audience have any doubt you can accomplish what you describe in ONE YEAR?

Does your artist statement and resume support your plan? I propose touring with Bruce Springsteen, but my experience is in carving.

Community-focused proposals – Must articulate how proposal will aid your artistic growth.

Have you articulated what makes your project/artform unique?
FAQs

• Can I apply for more than one award type? No

• I’ve received an award in the past. Can I apply again? Yes, but you must wait three years

• Is an Individual Artist Award taxable? Yes

• What’s my career stage? Emerging, Mid-Career or Mature
RESOURCES

• Alaska State Council on the Arts
• ART / WORK: Everything you need to know (and do) as you pursue your art career
• ArtBusiness.com
• Americans for the Arts – Americansforthearts.org
• Artists U – artistsu.org
• National YOUNGARTS Foundation https://www.youngarts.org/blog/post/free-resources-artists/
Questions

- CONTACT
- Sharity Sommer or Enzina Marrari
- 877-366-2700 or 907-297-2700
- arts@rasmuson.org
- rasmuson.org
- Click on:
  Grants----> Individual Artist Awards

- Draft review deadline: **February 14, 2020**
- Application deadline: **March 2, 2020**