



Jamail Innovation Grant

Application Workshop

 houstonartsalliance

in·no·va·tion

/,ɪnəˈvɑːʃ(ə)n/

- 1: the introduction of something new
- 2: a new idea, method, or product

Jamail Innovation Grant

HAA invites organizations to **interrupt business** as usual by challenging both themselves and the status quo. Organizations are encouraged to **take a fresh look** at programming, audience engagement, product delivery, technology, organizational structure, or anything else that may benefit from a **game-changing**, innovative approach.

The Jamail Innovation Grant will invest in **strategic partnerships** between arts and cultural organizations and others both inside and outside the cultural sector to **develop and implement** new strategies that will potentially lead to long-term organizational change. Projects should address **complex challenges** by departing from traditional practices, yet still align with the mission and vision of the organization. The approach should be **new** to the organization but not necessarily new to the field.

Opportunity Capital

Funds to help organizations **absorb risk** and **pursue opportunities**, either artistic or organizational in nature, **supporting experimentation.**

Award Amounts

- Up to **\$25,000**, annually
- May apply for up to 2 years of support
 - *Applicants may not request more than 50% of the previous year's cash revenues*

Partnership Requirements

- A minimum of two entities must be involved
 - Lead Partner: Current, eligible HAA GOS/E or Resident Incubator Grantee
 - Secondary Partners
- Secondary Partner(s) do not need to be based in Houston or the United States
- Secondary Partner(s) may include:
 - Non-profit organization
 - Does not need to be arts and culture focused
 - For-profit company
 - No more than 50% of awarded funds may be paid to for-profit company
 - Government agencies
 - Including consulates and embassies
 - Individual artists
 - Consultants

Eligibility

- Lead Partner must be a current GOS/GOSE or Resident Incubator grantee
- Lead Partner's annual cash revenues must be greater than \$50,000
- Lead Partner does not have any outstanding Final Reports due to HAA

Ineligible Activities

- Programs which are already funded by HAA in any way
- Existing deficits, loans, fines, penalties, security deposits, or cost of litigation
- Benefits, galas, and projects planned for fundraising
- Capital building expenses

HOW TO APPLY

Without tradition, art is a flock of sheep without a shepherd.

Without innovation, it is a corpse.

- Winston Churchill

Important Dates

Jamail Innovation Grant (2015 – 2018)

August 20, 2015	Application Workshop
October 28, 2015, 5:00pm	Letter of Inquiry Due
November 6, 2015	Announcement of Invitations to Submit Full Applications
December 9, 2015, 5:00pm	Full Applications Due
Week of January 18, 2016	Peer Panel Review
March 7, 2016	Announcement of Awarded Projects
April 1, 2016	Year 1 Grant Term Begins
March 31, 2017	Year 1 Grant Term Ends
<i>May 15, 2017, 5:00pm</i>	<i>Year 1 Final Reports Due</i>
April 1, 2017	Year 2 Grant Term Begins
March 31, 2018	Year 2 Grant Term Ends
<i>May 15, 2018, 5:00pm</i>	<i>Year 2 Final Reports Due</i>

***Without a deadline, baby, I wouldn't do nothing.
– Duke Ellington***

Letter of Inquiry

- Describe the Lead Partner:
 - Mission, vision, programs, etc.
- Describe the Secondary Partner(s)
- Why have the Secondary Partner(s) been selected for this project?
- Describe the proposed project:
 - What questions, challenges, or opportunities are being addressed?
 - What makes your approach innovative?
 - How will it impact the organization and partner(s) involved?

Letter of Inquiry Tips

- Submitted on organizational letterhead
- No more than 3-pages in length
- Do not assume the reader is familiar with the organization
- Thoughtful, precise, and succinct information
- ***PROOF READ!***

Full Application

- Two application forms:
 - One to be completed by the Lead Partner
 - One to be completed by the Secondary Partner(s)
 - If there is more than one Secondary Partner, each partner will need to complete a form
- Describe the project
- Identify goals, outcomes, and measurements of success
- Describe the project leadership and team

Full Application: Required Documents

- Jamail Innovation Grant Application Form
- Jamail Innovation Grant Partner Form(s)
 - One from each Secondary Partner
- IRS 990 Filings from Lead Partner for 2 most recently completed fiscal years
- Fully detailed project budget
- Project timeline
 - Planning
 - Implementation
 - Evaluation

INNOVATIVE EXAMPLES

I can't understand why people are frightened of **new ideas**. I'm frightened of the **old ones**.

- John Cage

Example #1

- 4 collaborative partners
 - Alternative theatre organization
 - Traditional children's chorus
 - Choir from an historically African-American Church
 - Choir from a predominately Caucasian church
- Developed a theatrical work focused on desegregation, presented in a building in which a historic decision was made on desegregating the schools

IMPACT: The children's chorus is now presenting more diverse and current material as part of its repertoire

Example #2

- 2 primary collaborative partners
 - Theater venue
 - University Dance Department
- Theater and Dance Department produced a modern dance festival
- Small, emerging modern dance companies in the area were invited create a site-specific piece for the theater venue

IMAPCT: The theater has commissioned a full length version of one of the pieces presented at the festival. The festival is currently under consideration of becoming an annual event.

Example #3

- 2 collaborative partners
 - Art museum
 - Department of Health and Human Services
- The Art Museum began offering \$1 admission to SNAP/EBT card holders

IMPACT: Attendance for low-income individuals increased significantly. Due to the success several other museums, historic sites, and performing arts organizations began offering similar discounts.

Example #4

- 3 collaborative partners
 - Dance company
 - Opera company
 - Symphony
- The three organizations merged their administrative staff into one organization while maintaining Artistic Directors for each discipline.

IMPACT: Shared resources resulted in a decrease in expenses, increased efficiencies, and reduced competition for funding.

Example #5

- 2 collaborative partners
 - Theater venue
 - Wireless communications company
- The two worked together to develop new technology that would block radio frequencies interfering with wireless microphones and back stage communication devices. The theater agreed to become a testing ground for new devices created by the tech company.

IMPACT: The mics and walkie-talkies developed have improved similar issues for other venues. The theater has access to state-of-the-art devices and the tech company gets immediate feedback from the people they serve.

Tips

- Focus more on the **what** rather than the **who**
- What really makes your idea **innovative, new, and fresh**?
- How will this project **transform** your organization?
- What **impact** could this have on the field or the community?
- Is this something your organization **realistically** has the **capacity** to undertake at this time?
- **Don't** create a project just for the sake of doing so



Questions?

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