

## THE ART OF (DE-FI)ANCE FASHION FUND GRANT PROGRAM 2022 GUIDELINES

The application is available online at [www.defiglobalinc.com](http://www.defiglobalinc.com)

**APPLICATION DEADLINE:** 4:30 p.m. June 30<sup>th</sup>, 2022

Applications must be emailed to the Art of (DE-FI)ance at [info@defiglobalinc.com](mailto:info@defiglobalinc.com) by June 30<sup>th</sup>, 2022

**PANEL REVIEW:** (July 1<sup>st</sup>-8<sup>th</sup>, 2022)

### **GRANT PERIOD:**

The grant period is September 19<sup>th</sup>, 2022 through September 18<sup>th</sup>, 2023

Your project's start date **must be on or after** September 19<sup>th</sup>, 2022. Grant funds may not

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be requested for expenditures prior to September 16<sup>th</sup>, 2022.

### **PURPOSE OF THE PROGRAM:**

The Art of (DE-FI)ance Fashion Fund Grant Program is intended to provide financial assistance to Fashion Professionals to further their careers through professional development opportunities and through opportunities associated with new works. Application guidelines must be strictly adhered to. It is strongly recommended that first-time applicants consult with Art of (DE-FI)ance Board Members prior to submitting an application.

The Art of (DE-FI)ance Fashion Fund helps advance the careers of individual Fashion Professionals by supporting expenses related to specific, unique opportunities that have the potential to significantly impact an individual's work and professional development. Grants typically range from \$100 to \$1000. The purpose of these grants is to empower fashion professionals at critical stages in their creative lives. The goal is to assist fashion professional in furthering and innovating their work, to elevate the quality and raise the profile of individual work, and to help fashion creatives achieve their artistic and career goals through the pursuit of professional/career development opportunities in the field. Grants are intended to fund an artist's vision or voice, regardless of the level of his or her career point.

### **WHAT IS AN OPPORTUNITY?**

An opportunity may be one of many things—an invitation to exhibit at a reputable Fashion related event, to apply or attend a prestigious Fashion institute or program, to study or intern with a mentor or renowned fashion professional. It might be juried in some way or available only through a competitive selection process. In any case, it must lead to professional growth in the individuals career in a clear and meaningful way.

### **WHAT ARE THE CRITERIA FOR DECIDING WHICH APPLICANTS TO FUND?**

A total of 100 points is possible with 60 required for funding. This program does not ask panelists to base their decisions solely on the quality of the individuals work. Instead, reviewers must determine *from the application*:

### **ARTISTIC EXCELLENCE (50 POINTS) REFLECTED IN WORK SAMPLES AND IN ARTIST'S STATEMENT**

- Work of compelling artistic/creative vision and singular voice
- Work that is inventive, imaginative, substantive in form and content
- Work that is well-executed and well-produced, demonstrating control of craft/materials/production values and technique, as appropriate and clear intentionality of purpose
- Work that is self-reflective/critical, demonstrating internal development and willingness to take risks, as appropriate
- Work that reflects awareness of the history and contemporary practice of its field and its relationship to both

## **EVIDENCE OF COMMITMENT TO ARTFORM/ABILITY TO USE GRANT EFFECTIVELY (20)**

- Professional resume, including education, artistic training, and level of achievement and/or evidence of commitment to personal artistic development as demonstrated through efforts to attain performances, exhibits, etc.
- Individual has a history of active engagement in creating work and presenting it to the public, with a record of professional accomplishment appropriate to career stage
- Individual demonstrates an understanding and awareness of professional practice and standards in their field
- Individual has demonstrated capacity to be self-directed and is well positioned to take full advantage of the opportunity the grant affords
- Completeness and clarity of the application. The reasonable likelihood that the project can be completed based on the itemized budget and proposed timeline. The grant cannot be the sole source of funding for the project. Other funds, regardless of the amount, may come from personal savings or income, other grants, gifts, etc. No specific dollar amount or percentage is required. However, personal investment by the individual demonstrates their commitment.

## **IMPACT (30)**

- Whether the opportunity is unique and not a repeat of past experiences (i.e. is it juried selectively, time-sensitive, prestigious for the artist's field, a "first" for the artist?)
- Potential for the opportunity to facilitate subsequent creative work
- Potential impact of the proposed opportunity on the professional development of the applicant, i.e. clearly defined, realistic, attainable goals based on the artist's level of achievement.
- Impact of the proposed project on the local arts community or artists through public exhibition; sharing of artist development through marketing, local artist organizations, personal website, newsletter or advocacy.

Consider the following when answering the questions in the application and when writing your artist statement:

- HOW the opportunity is unique and what it offers that isn't otherwise available to you
- WHY the opportunity is appropriate at this time in your career
- WHAT the impact will be on your career and work and why this is the best way to get you there
- WHO you will be working with and why they are the best one(s) to learn from right now

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## **ELIGIBILITY REQUIREMENTS:**

Applicants that do not meet the minimum eligibility requirements or comply with allowable expenses will be declared ineligible. Applications must be complete in order to be eligible.

- Applicants must be accomplished creative artists at least 18 years of age and a legal resident of the United States (applicants under the age of 18 must have written consent by parent or legal guardian to apply and receive funds. Creators are expected to give credit to the Art of (DE-FI)ance Fashion Fund LLC and the (DE-FI) Global INC LLC following the grant award.
- "Accomplished" status may be determined by artistic resume, training, or achievement; letters of recommendation from professionals within discipline; and catalogs, programs, press clips, and/or articles.
- Applicants must show evidence of public performance, exhibition, or being published during the past two years, and resume must show commitment to the art form through education, training, or professional experience.
- Applicants who receive a grant in the immediate prior year are not eligible to apply during the current grant cycle.
- Artists may receive 2 grants over the lifetime of this program.

### **ALLOWABLE EXPENSES:**

1. **PRESENTATION/DOCUMENTATION:** costs related to producing materials such as slides, catalogs, portfolios, demo audio/visual recordings, manuscripts, brochures, etc. that is part of an imminent, concrete opportunity
2. **SERVICES:** use of other professional services for the presentation or production of new work.
3. **MATERIALS/SUPPLIES:** Expenses for materials or for equipment rental needed to complete work for an exhibition, performance, publication, etc. in which the artist has been invited to participate
4. **EQUIPMENT/FACILITIES:** Expenses for materials or equipment rental or purchase needed to prepare new work for an exhibition, performance, publication, etc. in which the artist has been invited to participate. Specifications regarding product description, supplier and cost must be included and attached to the application (be specific and comprehensive).
5. **FEES/TRAVEL:** Travel associated with an imminent, concrete opportunity to perform, exhibit or audition, or for a unique opportunity to study with a significant mentor. attendance at workshops and/or seminars directly related to advancing the applicant's discipline skills or business expertise, i.e. training in marketing, finance or development of marketing materials; research or advanced study/coaching that will enhance the artist's abilities. (Lowest available fares or current IRS mileage rate.) Reasonably-priced accommodations if opportunity is more than 100 miles from home.
6. Expenses pertaining to the opportunity, including but not limited to legal, accounting or administrative, commercial, or purchases of equipment not related to this specific or imminent opportunity expenses.

### **WHAT EXPENSES ARE INELIGIBLE?**

Artist Opportunity Grant funds will not be used for the following:

- Activities that have already taken place
- Ongoing work (this fund exists to help artists take advantage of *unique* opportunities in their careers)
- Medical expenses

### **ACCOUNTABILITY:**

- All award recipients will enter into a contract with the Art of (DE-FI)ance Fashion Fund.
- Grantees are responsible for submitting a final report (financial, narrative and evaluation, including examples of the results of the grant project) within 30 days of the completion of the project/opportunity. Receipts for purchases or services must accompany the final report. All funds not expended in accordance with the grant agreement will be returned to (DE-FI)Global INC.
- In all publicity, websites, printed or production materials related to the grant project, the recipient must credit The Art of (DE-FI)ance Fashion Fund and (DE-FI) Global INC LLC for support in the same font size, or larger, as any other sponsors.
- All grant recipients are considered Independent Contractors, and are responsible for any tax obligations under federal, state or local laws.

### **SELECTION CRITERIA:**

To evaluate grant applications, The Art of (DE-FI)ance Fashion Fund and (DE-FI) Global INC LLC will select a panel of jurors who may be fashion professional, artists, writers, educators, arts administrators or professionals in art-related fields and will include at least one (1) member of the Art of (DE-FI)ance Fashion Fund Board LLC of Directors. Panelists may not be familiar with your work or with the opportunity you present (i.e. its quality, value to you as an artist, the reputation of the person or organization offering the opportunity, etc.). We strongly suggest that you ask someone unfamiliar with your work to read both the guidelines and your application and to provide you with objective feedback about whether your application addresses the criteria and considerations above.

## HOW TO APPLY:

1. Review these Guidelines
2. Submit \_\_\_\_\_ signed copies of the completed, word-processed application (one original with signature plus seven copies for a total of eight applications). Electronic copies of the guidelines and application are available at: \_\_\_\_\_
3. Submit \_\_\_\_\_ copies of your resume and written support materials (i.e., letters, articles, reviews, programs and other promotional materials) as evidence of your artistic accomplishments and professional achievements. Please highlight your name on each document for ease of review by the judging panel. **ATTACH RESUME AND SUPPORT MATERIALS TO THE BACK OF EACH APPLICATION COPY WITH A STAPLE IN THE UPPER LEFT CORNER. DO NOT SEPARATE APPLICATION PAGES.**
4. Submit one copy of documentation proving residency in the United States (i.e., a statement from a utility company, bank or taxing authority) with your address on it. Attach copy to your original application only.
5. Supply the required work sample(s) outlined on pages \_\_\_\_\_ of these guidelines. Work must have been created within the last year and it is encouraged that at least one sample must have been created and dated within the six months. Only one type of work sample(s) may be included: for example; DVD, or music CD, or photo CD, or written sample; project budget; identification sheet for work sample(s). **DO NOT CREATE YOUR OWN FORMS.**
6. Applications, support materials, and documentation should all be submitted in one package, properly collated, and these items should be received **on or before 4:30 pm, (date)**. **THERE WILL BE NO DEADLINE EXTENSIONS GRANTED. NO APPLICATIONS OR SUPPORT MATERIALS WILL BE ACCEPTED BY FAX.**
7. Do not attach cover letters or place the application materials in binders or folders.
8. All applications that include a request for funds for the purchase of equipment must be accompanied by dealer or manufacturer specifications on the equipment to be purchased.
9. Do not submit application or documentation materials other than those detailed in this application.
10. A suitable, self-addressed, stamped envelope must accompany the application if any work samples are to be returned to you. We will only return samples if they are returned by the panelists to the panel meeting. Make an extra copy of your application and support materials for your own files.

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## REQUIRED DOCUMENTATION (WORK SAMPLE)

- If documentation uses an unconventional medium, please contact ( \_\_\_\_\_ ) as early as possible. We are not responsible for loss or damage of materials; however, every effort will be made to properly care for the materials submitted.
- Visual and work samples should be submitted in protective packaging.
- Refer to the following discipline categories for additional documentation requirements.
- CDs are the preferred form for submitting jpgs and PDFs.
- For applicants submitting DVDs, it is highly recommended that the work samples be edited to no more than 10 minutes in length, including contrasting styles if appropriate.

## Who is Eligible

Designers  
Photographers  
Models  
Writers  
Textile Makers  
Graphic Artists  
Fashion Educators  
UI/UX  
Stylists  
HMUAs