

## ROCKET GRANTS BUDGET 2018 – Instructions

There are three budget files that are available for you to download. Every file contains the same information, so you should download one that you have the software to use, then fill it out and upload it to the CaFE site.

The recommended format is the [RocketGrantsBudget2018.xls](#). This budget is easier to fill out because it will do the math for you! It will also allow you to enter more information in the notes section without messing up the table format.

If you do not have access to Excel and have to use the Word file ([RocketGrantsBudget2018.doc](#)), try to keep your entries in each cell brief (one line of text) to avoid problems with the table format. You can use the Notes section at the end to explain further.

The [RocketGrantsBudget2018.pdf](#) file is there for you if you do not have the capacity to work with either of the two previous formats. You can print this file, fill it out by hand and scan it. You should save it as a .pdf file for upload to the CaFE site.

All files need to be smaller than 2 MB to be uploaded to the CaFE site. When you answer the budget question, you will see a button to “choose file”, and then you will navigate to where you have your completed budget stored on your computer, choose the file and click “upload file”. Save your completed document for upload to CaFE as **YourProjectTitleBudget.xls**, .doc or .pdf.

For example: A budget for a project called *Soup Cans in the Park*, in Excel format, would be called **SoupCansInTheParkBudget.xls**.

PLEASE NOTE: If you do receive funding for your project, you are encouraged to keep good records and to keep the money separate from your regular expenses. If you fail to complete your project, you will be asked to document all expenditures and return monies that cannot be accounted for. This allows us to reallocate funds to other deserving projects.

### Two levels of grants

We have two levels of funding for successful applications:

- Full project awards at **\$6,000**
- Research and Development awards at **\$2,000**

The R&D awards are intended for new, large-scale or complex projects that require more planning time. R&D grant recipients who complete their proposed research in a timely and exciting manner can request the remaining **\$4,000** in the following cycle, in order to implement/complete/extend the project. This decision is made by submitting a report to our partnering institutions, rather than by a full reapplication process. Applicants may self-select for this level of funding, or it may occasionally be awarded

when the selection panel finds the proposal to be compelling but feels that it could benefit from more time to develop possibilities or secure additional funding. **If you would not wish to be considered for this option, you must indicate this where requested at the top of the budget form.** Please note that this choice MAY reduce your chances of receiving funding.

### **Tips for filling out your budget**

Learning how to prepare a realistic and persuasive budget will enable you to apply for larger grants, public art projects and other career development opportunities. The selection panel will review your budget carefully to make sure that you have budgeted enough money to carry out your proposed budget, while making sure that you have not over-inflated any of the sums.

### **Research**

In order to make this kind of accurate assessment, you first need to research your materials, processes, venues and so on. One of the best ways to plan a project is to sketch out all the steps that will be required, from drawing up initial plans to carrying out the final presentation - with a rough timeline. Then you can go back and try to imagine all the expenses that you might incur along the way. Be thorough. You can find information by calling vendors and requesting an estimate for a material or a process, or you can search online. Once you think you have a good plan, try to find someone who has done something similar before and ask them if they think you have missed something important. Common items that are often forgotten for public art projects, for example, are insurance, permits or engineering stamps. Planning for these expenses ahead of time will not only demonstrate that your project is believable and doable, but will also prevent you from having to pay for surprise items out of pocket.

## **FILLING OUT THE FORM:**

### **Expenses**

#### **Artist Fees**

In the process of your planning you should be thinking a lot about time, not just in terms of a realistic schedule, but also how much time the project will take you as an artist to complete. Rocket Grants and other funding bodies expect you to pay yourself as a professional artist for your work. Normally this represents about 10% to 15% of a budget. Obviously, this will not be a lot of money on a grant of this size, but will increase as you progress to larger funds. Also, if you are engaging in extremely time consuming processes or performance of some kind, the artist fees may be expected to be a much higher portion of your overall budget. If you have a collaborative group with multiple artists, you could also budget more for artist fees. Use the notes section to explain (\$200 lead artist, \$100 for all others, for example).

## **Contractor Fees**

You should include costs here if you are paying someone other than yourself or the members of your group, to carry out professional services that are essential for the project (e.g. a musician to record a sound track for your video).

## **Production and Marketing Costs**

These are quite straightforward assessments of the costs associated with carrying out your project. The suggestions you can see on the Word and Excel documents are not exhaustive and might be quite different for your project, so think this through carefully. It is a good practice to enter a line in one of these sections for "contingencies", which allows for unexpected problems that occur. This needs to be a reasonable sum, or it will raise a red flag with the jury. You may find that for some kinds of projects you will have almost no costs in Production, but many in Marketing (e.g. you are running a series of newspaper ads throughout the year to invite people to share stories with you...).

## **Total**

Make sure that you total up all your expenses so that you have a realistic sense of what the project will cost to accomplish. After you have gone through the next step to assess your income, you may be faced with the need to raise additional funds or to reduce your expenses in order to make your budget balance. You should also consider how you might scale your project if for some reason you are not awarded the full \$6,000 you request.

## **Income**

### **1. CASH**

#### **Rocket Grants Award**

The first sum you should enter here should be 85% of the Rocket Grant funds you are requesting (e.g. if you are asking for the full \$6,000, that would be \$5,100). You can enter the remaining 15% further down in this section, but it is a good idea to keep the two sums separate in your mind. The first is what you will receive initially if your project is selected for a full award. The last 15% (up to \$900) is only awarded after the project is complete and documentation has been turned in, so would not be available to cover up-front expenses.

If you request, or are awarded, a Research & Development grant of \$2,000, there will be no monies held back from the award. If you continue on to apply for the additional \$4,000 the following year, 15% (\$600) will be withheld from the initial award and retained until the project is completed.

#### **Tickets, Merchandise etc.**

This is where you would list other forms of income you anticipate receiving, both from carrying out your project and from other sources. You should be realistic here. If you already have a thriving business practice as an artist, then \$500 in CD sales may be a likely scenario, but if not then this may look unlikely. You are also encouraged to

consider that one of the goals of Rocket Grants projects is that they should be accessible to the public ('the public' meaning your target/chosen audience, which we hope will be an expanded or novel one compared with a typical studio practice). If you charge a lot for tickets, classes or other forms of participation, this may place your project out of the reach of your audience (and will not therefore meet our priority of accessibility).

There are several things you could consider if you do not seem to have enough income to pay for the project you have planned AND maintain accessibility:

- Redesign your project to a more manageable size. You can always expand your project after the Rocket Grants presentation/production etc. and plan to make more income from it;
- Hold multiple presentations, some of which are free or low cost, or give some items away for free and sell others etc.;
- Use the Rocket Grants funds to leverage additional funding from other grants, or from Kickstarter, fundraising events and so on (the receipt of a prestigious award is in many ways seen as a "stamp of approval" and often can help raise more money);
- Ask for individual donations from patrons or supporters. A fiscal agent such as Fractured Atlas (<https://www.fracturedatlas.org/site/fiscal>) can make such donations tax deductible for your contributors;
- Solicit donations of food, venue, materials, volunteer labor and so on that match an expense in your budget. (See below)

## 2. IN-KIND

In this section you would list anything anyone will give you for free, that would be equivalent to money, and that would help to balance out the expenses in your budget. For example you might list volunteers who have offered to donate their time to cover the labor costs for printing your zine, or the space that a group has offered to you for use as a venue. In all cases you would need to estimate the dollar value of such a donation in order to offset it against expenses. Please note that these must offset real costs/needs in your budget. In the future you will likely apply for grants that require 'matching funds', and all the items in this category will fit that profile – so it is good practice to learn to identify in-kind donations.

### Total

Add together both forms of "income". **The total "income" (cash + in-kind) should equal the total "expenses" for your project.** If it does not, you need to start revising the project, your funding sources, or both, in order to make it work! The goal is to make sure that you do not incur unexpected expenses that will eat into the money you would earn as artist fees, and to convince the jury that your project is feasible.

If you have any unusual expenses or income that you feel would be more persuasive with an explanation, please use the space provided at the end of the budget form.