EMERGENCY RELIEF FUND FOR TOURING ARTISTS

GUIDELINES & APPLICATION PROCESS

The Goodmood Fund, a project of The Giving Back Fund*, raises money to provide assistance to independent touring musicians across the United States who are facing financial crisis as a result of an unforeseen emergency. Through our grants, we aim to support and buoy musicians cutting their teeth on the road—where every music act gets its start.

All our favorite music acts started the same way: days and weeks on the road scraping money together for food or gas, sleeping out of vans or in cheap motels, and holding down second or third jobs to make ends meet. All in the name of sharing their artistry with the world.

When crisis hits, such as a death in the family, natural disaster, theft of gear, or serious illness, their dreams come crashing down and they often must abandon the road just to survive. The Goodmood Fund is here to help, providing relief grants (up to $2,000 per case) to independent touring musicians, so our next favorite artist isn’t forced to give up on the dream.

The Goodmood Fund is a tax deductible way for fans, fellow musicians, brands and more to directly support these dedicated artists, helping them weather the storms brought on by catastrophic circumstances or emergencies. Individuals, foundations, businesses and organizations that are interested in contributing to The Goodmood Fund should visit goodmood.fund.

Our grants are intended to provide crisis mitigation for those experiencing unforeseen, unanticipated emergency within the last six (6) months. We accept grant applications on a rolling basis, and each application is reviewed by multiple people to ensure alignment with our criteria and values. Grant awards must be used to pay outstanding bills that recipients are not able to pay themselves because of unforeseen circumstances beyond their control. Grantees are required to sign a grant agreement, which lays out the expense(s) grant funds must be used to cover. Grantees are also required to report on the usage of funds, including by providing documentation showing bill(s) paid for with a grant from The Goodmood Fund.

ELIGIBILITY AND SELECTION CRITERIA

The Goodmood Fund is committed to Empathy, Community, Diversity, and Gratitude at its core. The selection process for our Fund was created with input from community members with diverse backgrounds and experiences.
Eligibility Requirements

In order to be eligible for a grant from The Goodmood Fund, a music artist must meet the following eligibility requirements:

❖ Spend at least 100 nights on the road over the past 24 months. [Goodmood understands that touring has been severely curtailed as a result of the COVID-19 pandemic, and is taking this into account as touring resumes.]
❖ Proof of show holds for the next four to six months
❖ Receive at least 50% of one’s income from touring
❖ Create original music (no cover or tribute acts)
❖ Experience a qualifying event
❖ Incur a qualifying expense as a result of this event, which generates substantial financial strain

A qualifying event, as defined by The Goodmood Fund, falls under the following discrete categories:

❖ Natural disaster or house fire/flood
❖ Serious illness or injury
❖ Death of an immediate family member
❖ Theft of music equipment or vehicle used for touring

Funding is available for the following qualifying expenses only:

❖ Rent and/or mortgage assistance
❖ Home repairs stemming from natural disaster
❖ Medical costs not covered by insurance
❖ Funeral expenses and/or related transportation costs
❖ Replacement of stolen or damaged equipment not covered by insurance

A Note On Approved Expenses: The Goodmood Fund’s grantmaking model is set up to provide recipients with money to pay current or outstanding bills—arising from emergency circumstances—that they otherwise cannot pay and that cause financial distress. If you are selected as a grant recipient, you will be required to provide current or outstanding bills as proof of your financial situation. The Goodmood Fund will pay up to $2,000 per grant recipient so that the funds can be used to pay off the disclosed expenses only. Multiple bills can be submitted with each application, but The Goodmood Fund will pay only up to $2,000. This cap is subject to change pending availability of funds.

The Goodmood Fund (powered by The Giving Back Fund) | info@goodmood.fund
The Giving Back Fund, 5757 West Century Blvd, Suite 410, Los Angeles, CA 90045
* The Giving Back Fund is a 501(c)(3) organization with Tax-ID # 04-3367888
In addition to answering application questions related to their music, experiences on the road, and qualifying events, applicants will be required to provide evidence of financial need. Information provided will be kept confidential in accordance with The Giving Back Fund’s privacy policies and will not be shared except in aggregate for the purposes of evaluating program impact. Required documentation may include, but is not limited to:

- Copies of expenses for which emergency support is being sought
- Lease agreement
- Signed copy of IRS tax returns for last 2 years
- Statement of household income and expenses
- Proof of insurance coverage or lack thereof
- Police report filed for stolen music equipment and/or touring vehicle

The above eligibility requirements must be met in order for an applicant to qualify for support. Once this threshold is satisfied, applications will be reviewed on a rolling basis through a fair and transparent process, guided by a set of criteria that align with The Goodmood Fund’s core values.
THE GOODMOOD ETHOS

**Empathy:** We’ve been there. We’ve toured, slept on floors, had our gear stolen, worked second jobs to make ends meet. Goodmood knows your life because we’ve lived it.

**Community:** Artists, fans, venue personnel. Every cog in this big, complex wheel we call live music is critical, and we’re all better when we band together. That’s why fellow touring musicians, concert promoters, and everyone in between lend their talents to Goodmood’s operations.

**Diversity:** The most beautiful thing about music is that it mirrors the diversity of our culture. Goodmood is at its best when every gender, race, ethnicity, and music genre is reflected in our efforts to give back. Diversity breeds fresh ideas, so it is vital that everyone from our grant recipients to our operations team comes from all backgrounds and lifestyles.

**Gratitude:** We’re thankful to all who got us here because we know we didn’t get here alone. Our deeds and words express that gratitude from the bottom of our hearts in all we do. They also reflect the gratitude touring artists feel on the road: gratitude to the venues that give them a chance; gratitude to the fans who buy their merch and let them crash on their floors; gratitude to the bar owners who give them extra money for food and gas. These acts of kindness fuel touring artists with the drive to continue onward. They remind artists why they chose the road in the first place. And, they fill us with the humility to pay it forward by spreading goodmood.

**Selection Criteria**

Several criteria will be considered in the grantmaking process, including:

- Severity of need
- Ensuring diversity, equity, inclusivity and accessibility across the recipient pool, both in terms of the artists themselves and the genres they represent
- The scope or evolution of the artist’s career
- Degree of independence (i.e., whether the artist is independent or affiliated with a label and/or management)
- Whether the artist does or is willing to give back to the community
These criteria have been translated into a scoring system to be used by our Volunteer Grant Vetters in selecting each grant recipient.

APPLICATION PROCESS AND TIMELINE

The Goodmood Fund’s application is available directly on our website. Applicants will be able to type all their answers directly into the fields and upload any requested documents. Once you submit an application online, The Goodmood Fund team will review to ensure that all materials are present and that you meet the basic Eligibility Requirements (see above). If Eligibility Requirements are met and all requisite documents are received, applications will move on to the next stage of review by our corps of Volunteer Grant Vetters.

The Goodmood Fund relies on a corps of Volunteer Grant Vetters who are trained to evaluate each grant application based on The Goodmood Fund’s Selection Criteria discussed above. Our Volunteer Grant Vetters assess each application against the criteria, using a scoring rubric we have designed that assigns numeric value to each criterion. Only applications that meet the minimum score threshold of 15 points will receive approval.

Although grant applications are considered on a rolling basis, each application must receive approval from two Volunteer Grant Vetters, along with final approval from The Goodmood Fund’s founder and The Giving Back Fund in order to receive a grant. The Goodmood Fund’s trained Volunteer Grant Vetters are all music industry veterans, including current and former touring artists, producers, and music venue personnel.

Those applications that do not meet the eligibility requirements will receive notification of declination within 14 days of submitting the application, and successful applications will receive notification of their grant award within the same time frame.

Distribution of Grant Awards

After an applicant receives notice of approval, the awardee will need to sign a grant agreement with The Goodmood Fund, a project of The Giving Back Fund, before receiving the grant funds. The grant agreement will certify compliance with The Goodmood Fund’s grantmaking criteria and specify the exact expenses which the grant funds must be used to pay. These expenses will be pulled directly from the grant application, which requires that actual current or outstanding bills be submitted to demonstrate proof of financial need. Grant awardees are contractually precluded from utilizing the funds for other purposes.

Once the grant agreement is signed and returned, funds will be disbursed within 14 days or sooner. A simple, follow-up report will be required to demonstrate that the funds were actually expended for the
agreed upon purpose.

The Goodmood Fund has chosen to adopt a rolling application process in recognition of the fact that emergencies are, by nature, unpredictable and occurring all the time. We prefer a rolling model instead of running several selection rounds throughout the year because we created The Goodmood Fund to serve as an emergency mitigation service for touring artists, and want a level of responsiveness that reflects this urgency. While this always-open application process allows us to be agile and meet your needs in a more timely fashion, the success and longevity of our Fund depends on fundraising, and in situations of large-scale emergencies, the rolling framework may become strained and make it difficult to meet demand. Therefore, The Goodmood Fund reserves the right to pause application processing based on available funds.

SPREADING GOODMOOD

Grant awardees are encouraged to help spread “goodmood” by giving back to their community or contributing to the efforts of The Goodmood Fund. Examples of ways to pay it forward, include:

❖ Provide a testimonial of how the emergency relief grant helped in a time of crisis (video submissions preferred)

❖ Participate in Goodmood sponsored live performances/benefit shows to help raise more emergency relief funds for The Goodmood Fund.

❖ Serve as a Volunteer Grant Vetter to help review a future round of grant applications

❖ Direct other touring musicians to The Goodmood Fund for emergency support

As part of the post-grant reporting, we would appreciate it if grant awardees could share with us how they have engaged in any of the above efforts to help spread the spirit of The Goodmood Fund. Above all else, we are about supporting and building community, and hope you will join us in uplifting your peers, in good times and bad.

If you have any questions, please don’t hesitate to reach out to info@goodmood.fund.

*The Goodmood Fund is a member of The Giving Back Fund’s Family of Foundations. The Giving Back Fund is a national 501(c)(3) nonprofit organization, EIN: 04-3367888.*