



## Culture Forward Grant Guidelines

### PURPOSE

Culture Forward is a \$5 million grant initiative by The Svane Family Foundation supporting arts, entertainment, and culture in Downtown San Francisco. Beginning January 2025, Culture Forward will support creative projects that attract families, students, and young professionals to Downtown San Francisco. Grants are open to individual artists, collectives, and arts and culture organizations.

### APPLICATION GUIDELINES

Culture Forward applications are open on a rolling basis, beginning January 7, 2025. The application is available on the Application Portal, Submittable. Applicants may reapply no sooner than three months after their last submission.

### ELIGIBILITY

Culture Forward is open to individual artists, collectives, and arts and culture organizations based in the United States. The Svane Family Foundation is only making grants to tax-exempt organizations classified as public charities under IRC 501(c)(3). Individuals and collectives must have a confirmed Fiscal Sponsor that also meets this requirement. Project proposals must execute in Downtown San Francisco neighborhoods (e.g., Chinatown, Civic Center, Financial District, Mid-Market, Mission Bay, SoMA [inclusive of Yerba Buena, East Cut, SoMA, & West SoMA], Tenderloin, Union Square). Grant amounts are based on project description and budget. Projects must be completed within one year of Grant Distribution and cannot be completed prior to that date.

## GRANT SCHEDULE

Applications open January 7, 2025 and will be reviewed quarterly. Culture Forward will run for approximately 3 years.

Cohort	Application Cut-off Date	Decision Notification	Grant Distribution
Q1-2025	March 1, 2025	April 2025	May 2025
Q2-2025	June 1, 2025	July 2025	August 2025
Q3-2025	September 1, 2025	October 2025	November 2025
Q4-2025	December 1, 2025	January 2026	February 2026
2026-2027 dates will be published at the end of 2025.			

## REVIEW + SELECTION PROCESS

Applications are reviewed by the Grant Selection Committee, comprised of Ella Svane (The Svane Family Foundation), Kelsey Issel (Lead Program Consultant, The Svane Family Foundation), Kelly Varian (San Francisco Office of Economic and Workforce Development), Ted Russell (Former Director of Arts Strategy & Ventures, Rainin Foundation + Program Consultant Lead, California for the Arts), and Jonathan Carver Moore (Founding Director and Gallery Owner, Jonathan Carver Moore).

The Committee will prioritize projects that:

1. Demonstrate a strong potential to attract families, students, and/or young professionals to San Francisco's downtown neighborhoods through an arts and culture practice.
2. Are completed quickly.
3. Range in grant amounts from \$10K- \$100.
4. Demonstrate synergy with other revitalization efforts in Downtown San Francisco.
5. Engage networks and collaborations that will support the project's success.

## FOUNDATION GOVERNANCE

The Svane Family Foundation is a learning organization that reserves the right to review and adjust Culture Forward's guidelines to best serve the program's mission and intent.