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# ALLY FUND MATCHING GRANT PROGRAM

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## INVESTING IN ARTISTS BAY AREA ALLY FUND MATCHING GRANT PROGRAM

With support from the William and Flora Hewlett Foundation from 2018 - 2019, CCI set out to understand Bay Area performing artists' fundraising strategies and supporters. Called the Investing in Artists Bay Area Ally Fund (aka Ally Fund), the goals were twofold: for CCI to better understand how and from whom local professional performing artists are fundraising, and to gain the perspectives of their individual donors on motivations and vehicles for giving. In particular, CCI was interested in exploring the phenomenon of how online giving platforms (a relatively new technological innovation affecting arts fundraising) is affecting the behavior of donors to Bay Area artists.

Open to current and former grantees of the [Investing in Artists: Artistic Innovation](#) program who currently reside in the Bay Area's 11 counties, the Ally Fund matched donations from an artist's prospective individual, independent donors (i.e., not family or immediate friends) or recent individual donors (after 2016). Donations were matched up to 1:1 from \$10 to \$5,000, pending CCI's ability to successfully interview past or prospective donors identified by the artist.

Over the initiative's two-year span, CCI supported 13 artists with matching grant funds totaling \$60,000, in addition to interviewing 56 individual donors from across the U.S. Out of these interviews, CCI produced a summary review of trends and recommendations regarding individual donor behavior in relation to online giving and online crowdfunding platforms.

[READ THE ALLY FUND SUMMARY REVIEW](#)

*Investing in Artists Bay Area Ally Fund matching grants were made possible with support from:*

