Overview

The Doris Duke Performing Artists Initiative is a new $50 million special initiative of the Doris Duke Charitable Foundation (DDCF), above and beyond DDCF’s ongoing commitment to jazz, theatre, contemporary dance and related interdisciplinary work. Over the course of 10 years, the three-part Performing Artists Initiative will provide awards to more than 200 artists, as well as a range of dance companies, theaters and presenters. In two of the three programs, artists will receive unrestricted multi-year support, enabling them to take creative risks, explore new ideas and pay for important needs such as healthcare. The awards will also offer those grantees unprecedented incentives to save for later phases of their careers and additional support for audience development and arts education. The Performing Artists Initiative, in sum, represents a landmark commitment on the part of DDCF to recognize the potential of individual artists and ensure their future viability, in the core fields of the performing arts supported by Doris Duke during her lifetime.

Total Support Provided

$50 million over 10 years
($41.3 million to support awards, $8.7 million to support Building Demand for the Arts
program)

Total # Artists Directly Supported

200
(additional artists will be supported through the Building Demand for the Arts program)

Fields Supported

Contemporary dance
Jazz
Theater
Related interdisciplinary work

Award Categories

Part One: Doris Duke Artist Awards

Awardees: 100 artists will receive Doris Duke Artist Awards in Part One of the Initiative

Selection Process: Applications will not be accepted. Artists will be selected by anonymous peer-review panels of professionals.

Qualifications: Artists who have won funding support on a national level for at least three different projects over the past 10 years, with at least one project having received support from a DDCF-funded program

Timing: Awards granted over a period of three to five years
Part One, first class of awards: 2012-2016

Funding Breakdown: Total potential investment in each artist: $275,000
-- $225,000 of unrestricted funding
-- $25,000 for audience development or arts education
-- an additional $25,000 of unrestricted funds will be available to artists who can demonstrate that they have started or increased resources (such as IRA’s, SEP’s
401(K)’s, etc.) that will help them to continue creative exploration in their later years.

Additional Benefits: All Doris Duke Artists will have the opportunity to take part in professional development activities, financial and legal counseling, and grantee gatherings.

**Part Two: Doris Duke Impact Awards**

Awardees: 100 artists will receive Doris Duke Impact Awards in Part Two of the Initiative

Selection Process: Applications will not be accepted. Artists will be selected by anonymous peer-review panels of professionals.

Qualifications: Artists who have demonstrated the potential to influence their respective fields but who have yet to receive significant national support.

Timing: Awards granted over a period of two to three years Part Two, first class of awards: 2014-2016

Funding Breakdown: Total potential investment in each artist: $80,000  
-- $60,000 in unrestricted funding  
-- $10,000 for audience development  
-- an additional $10,000 of unrestricted funds will be available to artists who can demonstrate that they have started or increased resources (such as IRA’s, SEP’s 401(K)’s, etc.) that will help them to continue creative exploration in their later years.

Additional benefits: All Impact Award grantees will have the opportunity to take part in professional development activities, financial and legal counseling, and grantee gatherings.

**Part Three: Doris Duke Building Demand for the Arts (formerly Doris Duke Artists Residencies)**

Awardees: Doris Duke Building Demand for the Arts will support at least 50 partnerships between artists and dance companies, theaters, jazz companies and/or presenting organizations in Part Three of the Initiative.

Selection Process: Joint applications from artists and organizations will be accepted in two separate sub-initiatives: Exploration grants and Implementation grants. Only Exploration grant applications will be accepted in 2013.

Qualifications: Grants will support attempts by exemplary artists and organizations to reach audiences in new ways. Artists and organizations must have a prior history of working together and will mutually conceive demand-building activities.

Timing: At least 40 Exploration grants with artists on site at hosted organizations for at least one month and at least
40 Implementation grants with artists on site at hosted organizations for at least three months will be awarded.

Ten partnerships, supporting both exploration and implementation projects, were already chosen for support in 2013.

Funding Breakdown: Exploration grants will be either $20,000 or $40,000. Implementation grants will be either $55,000 or $110,000. Grant amounts are based on size of the annual expense budget for arts programs or services. A high priority is placed on artist compensation in both grants: artists will receive approximately 50% of the grant.

Announcements

*Doris Duke Artist Awards* will be announced annually in classes of approximately 20 between 2012 and 2016.

*Doris Duke Impact Awards* will be announced in classes of approximately 20 between 2014 and 2018.

*Building Demand for the Arts* grants will be awarded in three rounds between late 2013 and 2018. If funds are left unexpended in any part of the initiative (e.g., if not all artists access the audience development funds, or if inflation rises more slowly than anticipated, freeing up contingency funds), those funds could be rechanneled into the Initiative, increasing the number of Building Demand partnerships.

Key Dates

2011 Doris Duke Charitable Foundation announces new Performing Artists Initiative on Oct. 20

2012 Doris Duke Artist Awards announced 5 years (2012-16)

2013 Doris Duke Artist Awards announced 5 years (2013-17)
Building Demand grants awarded 3 years (2013-15)
Building Demand Exploration awarded 15 months (2014-15)

2014 Doris Duke Impact Awards announced 3 years (2014-16)
Doris Duke Artist Awards announced 5 years (2014-18)

2015 Doris Duke Impact Awards announced 3 years (2015-17)
Doris Duke Artist Awards announced 5 years (2015-19)
Building Demand for the Arts Exploration and Implementation grants awarded 15 months (2016-17)
Doris Duke Impact Awards announced 3 years (2016-18)

2016 Doris Duke Impact Awards announced 3 years (2016-18)
Doris Duke Artist Awards announced 5 years (2016-20)

2017 Doris Duke Impact Awards announced 3 years (2017-19)

2018 Doris Duke Impact Awards announced 3 years (2018-20)
Building Demand for the Arts Implementation grants awarded 2 years (2018-20)

Purpose of Initiative

The Doris Duke Performing Artists Initiative is designed to empower, invest in and celebrate artists through a national program that offers flexible, multi-year
funding through the Doris Duke Artists and the Doris Duke Impact Awards. Building Demand grants build on this commitment to significant artist compensation, while affording artists and organizations new opportunities to work together to build demand for the jazz, contemporary dance and/or theatre fields.

**For Doris Duke Artist Awards and Doris Duke Impact Awards:**

By using an unconventional grant-making approach, the Doris Duke Performing Artist Awards will respond to financial and funding challenges specific to this community:

**Support for later stages of artists’ careers:** Many performing artists continue to work into their 70s, 80s and beyond—years in which other sources of income may be especially unpredictable and difficult to obtain. This Award seeks to incentivize and help artists plan for the longer term, offering up to $25,000 in additional unrestricted funds to grantees who start or increase financial resources (including retirement funds such as IRAs, SEPs, 401(K)s, etc.) that will support them in those later years.

**Typically unfunded professional and personal needs:** Artists often need to travel, conduct research or investigate new modes of expression in order to do their work. They may need to enhance their expertise in areas beyond their core competency, such as marketing or financial planning. They may struggle to meet life needs such as child care and health insurance. The highly flexible DDCF Fellowships will enable artists to pay such costs, which typically are not covered by project grants.

**Varying cash flow:** Because their incomes can fluctuate significantly from year to year, many artists have difficulty in planning their finances. DDCF grantees will be able to tailor the grants to their cash flow needs, stabilizing their professional and personal budgets by choosing how much of the grant to withdraw in any given year. This customized approach will help artists get what they individually require to thrive in their fields.

**What is Unique**

The Initiative will provide the largest allocation of grant money ever made available to individuals in the performing arts. The Foundation is aware of no other initiative that provides, or has provided, so many substantial monetary grants to such a significant area of the field, while imposing no project deadlines or requirements on the artists. The unique design of the Initiative will empower artists to tailor the grant to their individual needs.

**Leadership**

*Ed Henry*, President & CEO, Doris Duke Charitable Foundation  
*Ben Cameron*, Program Director for the Arts, Doris Duke Charitable Foundation  
*Rachel Ford*, Program Director, Doris Duke Performing Artist Awards

**Grant Oversight**

DDCF has identified the **Creative Capital Foundation (CCF)** as its primary partner in helping artists maximize the use of their grants in the Doris Duke Artists and Doris Duke Impact Awards sub-initiatives. DDCF has chosen CCF as a partner in this Initiative because of its proven record of professional development work with artists; its high standards of fiscal responsibility; and a unique position in the field that allows the organization to connect grantees to artistic resources beyond the performing arts.
The Doris Duke Charitable Foundation Arts Program staff will administer the Doris Duke Exploration and Implementation grants. Guidelines for this program are currently available on the Doris Duke Charitable Foundation's Web site.