



FOR IMMEDIATE RELEASE

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**New Funding Available for San Joaquin Valley Groups that Serve
People of Color and Low -income Communities**

Fresno, CA- [The Alliance for California Traditional Arts](#) (ACTA) is pleased to offer leadership development, technical assistance and grants of up to \$20,000 per year for 3 years to nonprofit organizations located in the San Joaquin Valley that serve people of color and low-income communities.

ACTA will work alongside with the [Fund for Rural Equity](#) (FFRE), which is also administering a separate pool of funding for San Joaquin Valley groups. ACTA and FFRE are able to provide this funding due to participation in the [Community Leadership Project](#). Founded in 2009, the *Community Leadership Project* is a multi-regional initiative funded by the [David and Lucile Packard Foundation](#), [The James Irvine Foundation](#) and the [William and Flora Hewlett Foundation](#) to increase the sustainability of small, community-based organizations serving low-income people and communities of color in the San Joaquin Valley, the Central Coast and the Bay Area.

To apply, organizations must have a 501c3 status and an operating budget between \$50,000 and \$500,000 per year. Applicants must be located in the San Joaquin Valley and have a three-year track record serving low-income communities of color in one or more of the following counties: San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare, or Kern Counties. Organizations applying to ACTA must also have a history of culturally based work, for example, have programs that: a) raise awareness, knowledge and understanding of certain cultural communities; b) are designed to provide culturally competent services to specific ethnic communities; or c) promote cultural identity and traditions.

For ACTA's grants program, there will be information sessions at the following locations:

Information Sessions

Merced April 2, 2013	Fresno April 3, 2013	Bakersfield April 3, 2013	Webinar April 11, 2013
United Way of Merced County 658 W. Main St. Merced, CA 95340 Information Meeting: 4:00- 5:00 PM Grassroots Fundraising Workshops: 5:00 – 6:30 PM	United Way of Fresno County 4949 E. Kings Canyon Rd. Fresno CA 93727 Information Meeting: 9:30- 10:30 AM Grassroots Fundraising Workshops: 10:30 – 12:00 AM	Access Center 1330 Truxtun Avenue, Room 16, Bakersfield CA 93301 Information Meeting: 4:00- 5:00 PM Grassroots Fundraising Workshops: 5:00 – 6:30 PM	Time: 6:00 pm <i>Log in information will be provided once you RSVP</i>

All information sessions will be followed by Grassroots Fundraising Workshops. These workshops are intended to be valuable for everyone participating; presenter Jerry Yoshitomi will share fundraising ideas that can be deployed immediately to increase revenues.

To indicate your desire to learn more about this funding opportunity and/or RSVP for one of the information meetings please go to:

<http://www.surveymonkey.com/s/ACTACL001>

Letters of intent for ACTA’s program are due on April 22, 2013. For more information on the Application and Acceptance process please go to

<http://www.actaonline.org/content/community-leadership-project>

Groups that are interested in learning more about the FFRE grants program can email ffre@crla.org to receive information on the full guidelines.

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The Alliance for California Traditional Arts (ACTA) was founded specifically to address a void in statewide support of folk and traditional artists. Folk and traditional artists are tradition bearers: people who transmit what they believe, know, do, and create with others who share a common heritage. From Ohlone basketry and African-American quilt-making to cowboy poetry and Vietnamese opera, California is home to hundreds of diverse traditions. ACTA promotes and supports ways for these cultural traditions to thrive now and into the future by providing advocacy, resources, and connections. ACTA connects artists, communities, and funders to each other, information, and resources through convenings, research, and technical assistance. Recognized for its leadership, intellectual capital, and excellence in program administration, ACTA is the state-designated entity by the California Arts Council for all folk and traditional arts. For more information, please visit www.actaonline.org

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