
Snelgeld/Quickfund

Grant Application

**For more specific information, please see the
Subsidieverordening Cultuur Eindhoven 2021-2024
(in Dutch).**

General

With the Quickfund or Snelgeld, we aim to provide a boost to the professional practice of Eindhoven-based creators. This can be achieved by contributing to the development of their artistic quality, through experimentation, research, programming, and the establishment of audiences and clients.

Foundations (stichtingen) and associations (verenigingen) can also apply for the Quickfund, which will be discussed further at the end of this manual. This manual will cover topics such as evaluation criteria, creating budgets, what is and isn't eligible for funding, commissions, and doing a collective application (involving 2, 3, or more individuals simultaneously).

Terms that can be used in a grant and their explanation:

Natural person = (natuurlijk persoon) an individual, or simply a human being, recognized under Dutch law with specific rights and obligations and carrying legal capacity. The Quickfund Scheme is one of the few subsidy programs where a natural person is allowed to apply. The owner of a company, freelancer, or self-employed person (ZZP'er) are all considered natural persons under Dutch law.

Legal entity = (rechtspersoon) as per the dictionary, the opposite of a natural person. An entity that (similar to a natural person) has legal capacity and can perform legal actions, such as submitting a grant application. Examples of legal entities are foundations or associations. A partnership (VOF) and sole proprietorship are not considered legal entities.

Decision = (beschikking) a formal decision, such as the decision to grant or deny a subsidy. By “decision,” we also mean the letter you receive containing a verdict on your subsidy application.

Approval = (honoreren) the granting of a request. When you submit a subsidy application, you are essentially making a request for a subsidy. Approving means that your “request,” or rather your subsidy application, has been accepted.

Report/Account = (verantwoording) the way you demonstrate that you have used the subsidy for the purpose agreed upon with us. We use the report as a request for finalization.

Finalization = (vaststelling) the decision to officially conclude the subsidy and close the case. Most Quickfund subsidies are finalized immediately. Some are only finalized after accountability. The situation applicable to your application is specified in the decision of your application and determines whether you need to submit a report.

Format or Budget Explanation = using the document “Format, Offer, Scope, and Budget,” you clarify how the finances of your activity are structured. It is mandatory to use this format. You can briefly explain the income and expenses in the budget format, but for this purpose, a separate document is also used: The budget explanation. In this manual and in the application portal, we refer to the format and your budget as the same thing.

Tranche = the period during which a funding scheme is open for applications. The Quickfund has two tranches per year.

Before you begin, ask yourself the following questions:

Can I submit an application?

1. Does the project for which you're applying for a grant start no sooner than 4 weeks after submitting the application?
2. Is the activity limited by a start and an end date?
3. Do you have a specific plan for how to allocate the subsidy?
4. Are you a creative maker or organization, and does the project for which you're applying a grant for involve research, presentation, programming, and/or production?
5. Do you live or work as a creative maker in the municipality of Eindhoven?

If you've answered "yes" to all the questions, you can submit an application.

TIP

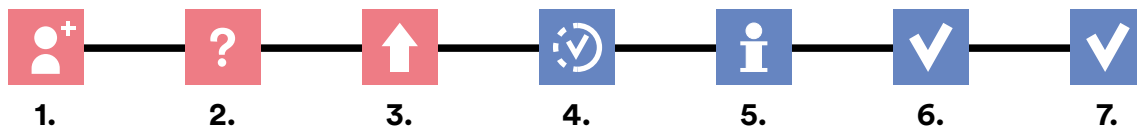
For questions, you can visit our walk-in consultation hours every Monday between 1 PM and 3 PM. No appointment is needed. Check for more up-to-date information www.cultuureindhoven.nl.

When can I submit my application?

Applications may be submitted from **January 1st til May 31st** and from **September 1st to December 31st**. Applications will be handled in order of submission, until the limit of the available funds for that tranche is reached. When the limit is reached, the fund application window will be closed and applications will no longer be accepted. This will be announced on our [website](#) and in the newsletter of Cultuur Eindhoven.

How do I apply?

Your application consists of seven steps, which we will explain to you in the following section.



What happens after application?

1. Create account and log in

Your application should be submitted using our digital grant application system. The url of the application portal is:

<https://www.cultuureindhoven.nl/aanvragen/aanvraagportaal/>

You can register as first-time applicant and make a new account, or log in with your credentials if you already have an account. With your account, you can submit and manage your applications up to the definitive assignment of your grant.

TIP

You can submit multiple applications with one account.

2. General and specific questions

Start the application by submitting the details of your organisation. These will be already showing in the form if you have applied before.

After the general information, specific questions about your application follow. Content-related questions:

1. Why are you applying for this grant; what is the artistic goal? Provide a description of the artistic process, content, and form.
2. Who is your intended audience and/or who are the beneficiaries/ users of your activity? How do you plan to reach them?
3. What is your connection to Eindhoven, and what is your position within Eindhoven's cultural ecosystem? Explain how this activity contributes to improving your position as a creative maker in Eindhoven.
4. If there are partners involved in the activities, what is their contribution (in terms of content and/or financial)?
5. What impact does the requested grant offer you as a creative maker? Describe what the grant/activity means for your personal artistic development and/or your work practice.
* In case of application by a secretary for multiple makers, please describe the impulse this will give each individual maker.
6. Additional in case of an application on behalf of a collective: In this activity, what is the specific role of each of the partaking makers? Describe the collaboration and explain the added value of this collaboration.

The answers to these questions in the application portal form the activity plan. Our assessment of your application starts with this plan. The activity plan should address topics such as the content and quality of the project and the significance of the activity for you as a creator.

The criteria on which the assessment is based are:

The quality of artistic content

Describe the content, form and the artistic concept of your activity. What determines the artistic quality? This is made up of 2 components. On the one hand, it is about your own artistic background or quality. To exemplify, you may add your curriculum vitae and those of your project members to the activity, showing your education and experience. On the other hand, the artistic quality of the activity itself is important. You may explain this by describing the artistic process, the content and form and the planned result.

Impulse

The grant should provide an Impulse to the applicant's professional career. Describe how the activity contributes to your personal artistic development or the development of your artistic/cultural work practice. How will this activity propel you further within your professional practice, and what is the anticipated impact on your future development? Also, explain why you cannot carry out this activity without the grant.

Business acumen

You are assessed on good entrepreneurship and financial feasibility. You demonstrate this with a clear and realistic budget and an explanation thereof. Take into account financial risks and the fact that not all costs are eligible for funding. The specifics on eligibility are detailed at the end of this manual.

In addition to the grant you're applying for, provide a realistic estimate of the financing from other sources if this is the case. Examples can be other funds, sponsorships, and audience revenue, as far as it aligns with the activity. Include this in your budget. Also, reflect on potential risks; what will you do if revenues fall short? However, co-financing or project income is not mandatory. Be aware that some activities can also generate income, such as publishing a book, recording a music album, or developing a product. Where possible, include quotations as attachments to the application to support your expenses.

TIP

Explanations about the required information will appear on screen when moving your mouse cursor over the question marks.

ATTENTION!

There is a maximum of 3000 characters (including spaces etc.) per answer to the questions.

TIP

To explain the feasibility and quality of your project, you can upload additional documents; Cooperations, such as those with artists, institutions or through commissions, can be substantiated with declarations of intent of the cooperating partners, or documents or e-mails confirming the cooperation. Your experience can be substantiated with a curriculum vitae, playlists of or links to your work (i.e. a website, YouTube or social media).

Audience reach

The activity for which you are applying for a grant has an intended audience. In the case of a production or presentation, your intended audience is the group for whom you're creating the activity. Regardless of the number of people, we'd like to know who this group is and how you arrived at this specific chosen audience. Not all productions and presentations need to target the largest audience; what's crucial is that you have a clear understanding of who your output is meant for. The assessment of your application takes into account how you perceive your audience. The same applies to research. You are likely the primary user of your research outcomes, but there might be others who can benefit from them as well. Always demonstrate that you've thought carefully about your audience and/or user group.

In the case of a production or presentation, you're strongly advised to describe how you will intend to reach your audience. A communication plan or publicity campaign is one way to do that. If anything, be clear about the communication methods you intend to use and how they're the best way to reach your intended audience.

Local value

Within the quickfund we gauge your local value by asking how you are integrated into the cultural networks in Eindhoven. Who are you as a creative maker in Eindhoven, and how do you and your project relate to this network? If the activity is part of a collaboration, describe how you're doing it and with whom or which organizations. For instance, which other organizations are involved in giving your outcome a platform? Additionally, the knowledge you acquire through research might be interesting to share with others in your network.

Other points to consider:

Your application for funding should first and foremost convince others of the quality and feasibility of your project. Submit an honest and realistic plan, and demonstrate that besides artistic quality, there's also business acumen, audience reach, local relevance, and above all, a meaningful impulse in your plan.

Write the application as if the reader knows nothing about you as the applicant or about the activity. Your application will be evaluated based on what you mention and show in the application. What might be very obvious to you, available online, or what you may have mentioned during a consultation doesn't necessarily need to be considered by the assessors of your application.

Financing should not overlap with other subsidies provided by the municipality of Eindhoven or Cultuur Eindhoven. Keep this in mind if you're collaborating with a cultural organization that already receives funding.

3.

**Uploading files**

To complete your application, you need to submit the following documents:

Request for specific documents:

- Format: budget ([see here](#))
- Explanation of the budget format
- Bank statement
- Other appendices
- Front Page
- CV/ résumé

The Voorblad (Front Page) will be automatically generated by the grant system at the end of the application process.

ATTENTION!

Use of the format is obligatory, please fill in the applicable fields. The budget should be balanced.

ATTENTION!

The Front Page must be signed by the applicant. In case of an application from multiple persons it must be signed by the secretary. In case of an application by an organization, it must be signed by an administrator.

Explanation

Using the “Budget Format,” you provide a clear overview of the financial aspects of your activity. We also consider the format during the assessment of your application and additionally review the budget explanation.

Your budget consists of two parts: Income and expenses. At the top of the budget in the format, you list your sources of income one below the other. At the bottom, you list your expenses. The total of your income and expenses should be the same. This creates a balanced budget.

Income

Here, you list the different sources of income generated by your activity per line. Be concise: your activity is limited in time and resources, so income from regular work or potential future income related to your activity is not relevant for the budget. It's purely about the income you'll use to finance your activity. You should mention the grant you're applying for as the first source of income.

Additionally, you might finance the activity through additional grants, sponsorships, audience revenue, and other arrangements. Clearly label each source of income and provide further explanation in the budget explanation. If you've applied for other grants, mention the status of those applications: Have you already submitted an application and has it been approved? If you have confirmation, include it under “additional uploads.” You can also include commitments from sponsorships or other income sources like fees there.

Expenses

Here, it's important to revisit one of the initial checkpoint questions:

“Do you have a clear understanding of what the grant will be used for?”

You can only allocate the granted subsidy to your activity and exclusively to elements directly associated with your activity. Fixed costs like rent or tool purchases might not fall under this category. The expenses for which you can apply for the grant are referred to as eligible costs, which we will explain at the end of this manual.

In the expenses section, you list the costs generated by your activity. It's essential to be clear; strike a good balance between thoroughness and generality. For certain activities, it might be preferable to list all material costs individually. For others, it might be better to group them under a general “material costs” category. Such choices are up to you as the applicant and will be taken into account during the assessment.

Make sure to allocate one line for each expense. Mention the amount you intend to spend. Questions regarding VAT, depreciation (afschrijvingskosten), and exceptional costs are addressed at the end of this manual. You can also refer to the subsidy regulation or bring your questions to the consultation hours.

Balanced budget and explanation

Your budget must balance out to €0.

For instance, if you're requesting €3000 in grant money, have no additional income, and your expenses are €3000, it's straightforward. If your expenses are lower, then you should request a lower amount.

Things get more complex if you have multiple sources of income. Your budget still needs to be balanced. Your “total amount” will increase as a result.

Another complication might arise if you're compensating yourself. You're not allowed to retain any surplus, but the hours you invest in your activity also count as costs. Include these, if applicable, in your budget. In the explanation, don't forget to clarify the rate and number of hours you're using and the basis for them.

Apart from your budget being balanced and using the format, there are no specific rules for creating a good budget and its explanation. It's up to the applicant to structure and present it in a suitable and clear manner, and this aspect contributes to the assessment, especially in terms of business quality.

Once you have submitted your application, you will receive an automatically generated confirmation email indicating that your application has been received.

4.

**Process**

Your application will be reviewed for completeness as soon as it's received. You will be notified about this. Only a complete application will be considered for processing. An application is not complete if essential information is missing. In such a case, you will receive an email from Cultuur Eindhoven listing the information that is still needed. You will then have 5 business days to provide the missing information. Your application will only be processed again once the additional information is received and will be placed at the end of the queue once more. This is because we process all applications in the order they are received. If no additional information is provided, your application will not be formally processed

5.

**Advice**

Policy officers from Cultuur Eindhoven will assess your application based on the criteria outlined in the Subsidy Regulation for Culture Eindhoven 2021-2024 (Article 49.1.e and f) and provide a positive or negative recommendation to the Director of Cultuur Eindhoven. During the processing and advisory phase, we are not allowed to make substantive statements about the procedure and evaluation, and you won't be able to modify your application. However, you may be asked to provide additional explanations via email.

6.

**Decision**

Based on the advice, the director will make a decision within 4 weeks after receiving the complete application. You will receive a subsidy decision indicating approval or rejection, including all necessary information. If the decision is positive, the requested subsidy amount will be transferred in due time. In exceptional cases, it may be decided to transfer the subsidy amount under certain conditions or in installments.

7.

**Report**

When granting over € 5.000 we request this to be accounted for within 13 weeks from the end date of the activity. In this statement you must specify how the execution of the activity was done and give proof that the activity was executed. You may illustrate this with a link to relevant media (images, sound).

Other

Eligible and Non-Eligible Costs

As mentioned earlier in this manual, not all costs can be paid for with the grant; in other words, we distinguish between eligible and non-eligible costs. See also Article 8 of the subsidy regulation.

- **VAT:** If you are registered with the Chamber of Commerce (KvK), you can likely offset VAT with the tax authority. The VAT on services or products you acquire for your project is thus not eligible to be paid for with subsidy. In your budget, include all amounts without VAT and calculate the grant based on those figures. Failing to do so or not indicating it clearly might result in an amount that is likely to be the VAT for the acquired products or services being deducted from the requested amount.
- **Previous Costs:** Costs incurred before the official start date of your project are not eligible for subsidy.
- **Fixed Costs:** The subsidy can only be used for costs that are reasonable, necessary, and directly related to the activity for which you are applying. Costs stemming from your professional practice instead of your project are not eligible. These often include fixed costs or regular expenses like rent.
- **Project-Specific Rental Costs:** If, for your project, you need to use a workshop or studio with specific equipment or facilities for a limited time and solely for that project, these costs are likely eligible. The same goes for rental costs of tools and equipment.
- **Tools and Equipment:** It might be the case that you cannot rent specific tools or equipment and need to purchase them. We assume that this equipment can continue to be used beyond the project end date, so these costs are not directly related to your project and are not eligible. If the purchase and subsidy are still necessary, you can choose to include depreciation costs in your budget. Depreciation costs are calculated by dividing the purchase cost by the estimated useful life. You only include the portion of the costs in your budget that corresponds to the period during which you will use the purchase. Here's how it works: Let's say you buy a sawing machine for €3000, which is likely to last five years. The total depreciation over five years is $5 \times 12 = 60$ months. Your monthly depreciation cost would then be €50. Now, if your project lasts for 3 months, you calculate: $(€3000 / 60 \text{ months}) \times 3 \text{ months} = €150$. In this case, you include €150 in your budget. You pay the remaining €2850 yourself, not from the grant. If you work with depreciation costs, we expect you to include both the calculation and the quote as attachments to your application.
- **Unforeseen Costs:** It is customary to include a line for "unforeseen costs" in the budget of certain projects, especially when there are additional income sources like ticket sales. However, a subsidy application is expected to provide a realistic estimate of necessary costs, and thus there shouldn't be any unforeseen costs. Unforeseen costs in a budget are not eligible for subsidy.

Collective Applications

It is also possible to submit a joint application for a project involving multiple natural persons. You can make a collective application with two natural persons, requesting a maximum of €6.000, or with three or more natural persons, requesting a maximum of €9.000. Legal entities (organizations) are not allowed to submit or be included in collective applications.

One person needs to submit the application, and we refer to them as the “lead applicant” or “secretary.” The secretary must sign the cover page of the application and will also receive the grant amount if it is approved.

In the application portal, under “general and content-related questions,” there is an additional question specifically for collective applications. This question asks about the role of each participating creator in the project. You need to describe the collaboration and explain its added value to the project. This is in addition to addressing artistic quality, business quality, local significance, audience reach, and individual impact for each applicant. We also pay attention to the distribution in the budget, such as how many hours and what amount each participant is investing, or how many hours and what amount each participant will be paid for.

Legal Entities

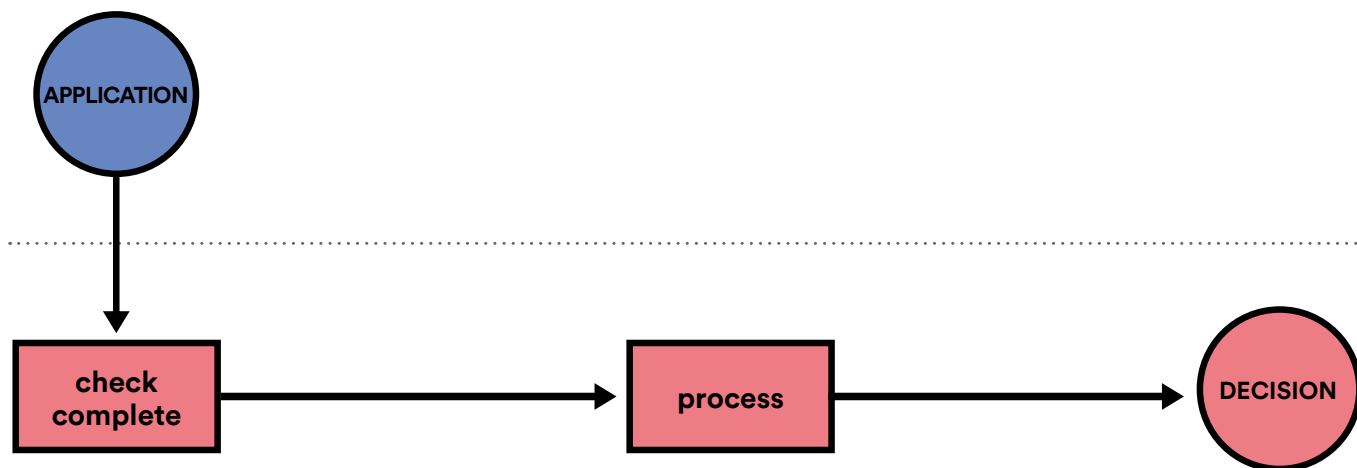
In essence, Snelgeld is designed for individual creators and natural persons, but legal entities such as foundations are also allowed to apply, as stated in Article 6 of the subsidy regulation. We assess applications based on the same criteria, except for the “impulse” criterion. With a legal entity, there typically isn’t an individual professional practice, so an “impulse” cannot be given in that regard. Legal entities often apply for funding for small-scale cultural and artistic events or programming. All other requirements apply, including the necessity of the grant and the costs incurred. The application must also demonstrate sufficient artistic quality, business acumen, audience reach, and local significance.

Client Commission

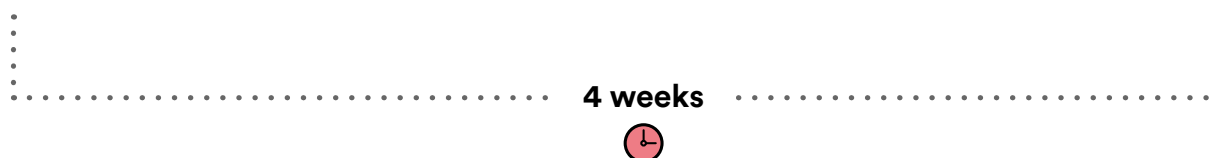
It’s possible that as a creator, you receive a commission and apply for a grant for the project you undertake as a result of that commission. This grant can only be used to provide an additional impulse to the project within your professional practice, and not for costs directly related to the commission itself. Costs for the commission are the responsibility of the client or yourself, and they are not directly related to the impulse. As a result, these costs cannot be covered by the grant.

The process

Applicant



Cultuur Eindhoven



In addition to this manual, there is a corresponding [video](#), a Dutch-language manual along with a [video](#), the Subsidy Regulation, and the option to get in touch or visit the open walk-in consultation hour.