

Getty Images Grants for Good – FAQ

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The following questions and answers are updated periodically and shared to inform everyone who is thinking of applying for the grants. Your feedback and suggestions help shape and improve the program as it moves forward.

- General Questions -

Q: What is the purpose of the Getty Images Grants for Good?

A: The grants are intended to cover the costs for image makers and marketing or advertising agency professionals to collaborate in developing new imagery which furthers a nonprofit's strategic communication objectives.

Q: How is the second year of the program different from the first?

A: The Grants for Good program is changing in 2010 to require that both image makers and communications professionals collaborate with the nonprofit in each project. In addition, the grant funding will be shared between the image maker and communications professional or agency.

Q: Why must both a photographer and a communications agency be named on applications?

A: Many applications received in 2009 did not demonstrate a close collaboration between the photographer and the nonprofit about the kind of imagery that was needed and about how it would be used to further the nonprofit's mission. Advertising and marketing communications agencies specialize in such work. Involving them as essential partners to the 2010 Grants for Good program is intended to strengthen the connection between the creation of the imagery by the photographer and its effective use by the nonprofit.

Q: Who can submit the application?

A: Either the photographer/filmmaker or the communications agency may submit the application.

Q: May the nonprofit submit the application?

A: No. The application must be submitted by either the image maker or the agency.

Q: What if a nonprofit does not work with a communications professional or agency?

A: Photographers and agencies are encouraged to partner with organizations which are engaged in strategic communications planning.

Q: What if a photographer doesn't wish to apply with communications professionals?

A: Photographers are not encouraged to apply for this grant unless they are comfortable working with advertising agencies, marketing communications professionals and creative agencies. Photographers who work in the creative or commercial sector are the most likely to be successful in this grant program. (Documentary photographers and photojournalists are encouraged to apply for Getty Images Grants for Editorial Photography.)

Q: What if a nonprofit employs a communications professional, but does not work with a separate agency?

A: The communications professional on staff may apply for a grant so long as they are leading the nonprofit's strategic communications efforts. To avoid a conflict of interest between you and your nonprofit employer, you should sort out how the grant funding would be allocated, ahead of time. It is your responsibility to ensure the nonprofit understands that the photographer and creative agency are the recipients of the grant funding, unless the recipients agree to allocate a portion of the grant to the nonprofit.

Q: May a nonprofit's staff photographer apply for a grant?

A: Yes, so long as they are collaborating with a communications professional, as well. To avoid a conflict of interest between you and your nonprofit employer, you should sort out how the grant funding would be allocated, ahead of time. It is your responsibility to ensure the nonprofit understands that the photographer and creative agency are the recipients of the grant funding, unless the recipients agree to allocate a portion of the grant to the nonprofit.

Q: Who receives the grant funding?

A: The photographer and the communications agency will split the \$15,000 grant. They may also allocate all or part of the funding to the nonprofit, if they wish.

Q: How many applications were received in the grant program's first year (2009)?

A: In its first year, more than 400 proposals were received from photographers in 26 countries, to serve nonprofits' communications needs in more than 55 countries.

Q: How many applications are expected in 2010?

A: Since the program structure has evolved considerably, we don't know how many applications to expect.

Q: What's the judging process?

A: Over the course of several weeks, each judge reviews the grant applications individually and then selects a short list of finalists to discuss together, when they all meet in late March. Winners will be agreed and contacted immediately. However, the winners won't be announced until late June, at the Cannes Advertising Festival. Judging criteria are specified in the submission guidelines.

Q: When will everyone know the winners?

A: Winners will be announced via our website and announcements in late June.

- Questions from Photographers and Agencies -

Q: Will the judges provide feedback on our proposal?

A: The Grants for Good judging process is not designed to provide feedback or a critique of individual applications. We can offer the following general feedback which applies to all applications: Finalists and grant recipients will be selected based on imagery that is very strong, technically and conceptually, and whose clear, concise proposals demonstrate a close collaboration with the agency and nonprofit to ensure that the new imagery meets the organization's strategic communications needs. Proposals should be very clear about how the imagery will be developed and about how the organization will use the images effectively.

Q. Can I apply for the "Grants for Good" even if I do not know of a nonprofit organization to support?

A. No. This grant is intended to enable photographers and creative agencies to produce imagery that will help a specific nonprofit communicate more effectively about their issue or work, therefore such an organization needs to be involved.

Q. Do I have to be a professional photographer to apply for this grant?

A. The Grants for Good are open to all photographers who are engaged in the business of creating and licensing or selling imagery. You need not be a full-time photographer whose primary means of support is derived from photography, but you must have a more-than-casual connection to the industry in terms of creating and selling or licensing imagery, and have first hand understanding of how the business works.

Q: Can I partner with an organization that does important charitable work that does not have official non-profit status with any government?

A: No, the grants are open only to charities and nonprofits that are registered as such with the appropriate authorities in their country. For example, in the US, eligible organizations are 501(c) 3 groups, and in some other parts of the world they are Registered Charities.

Q: Can I partner with an organization that is not a registered charity, but that is a subsidiary of a registered nonprofit?

A: Yes, but the statement of support required as part of the application will need to come from the larger parent company and indicate their support of your work for their subsidiary.

Q: Is it necessary to provide a detailed budget of how funding will be used when I submit my application?

A: No. A detailed budget is not required with the application, but it would be good to be thinking about how you will use the funds to produce your shoot. Please see the submission guidelines for details on how the funds can be used and how any money not needed for the shoot costs can be donated to the nonprofit partner.

Q: Can I apply for this grant to fund a project, using imagery that already exists, to cover the costs of creating new marketing materials for a nonprofit?

A: No. The Grants for Good are intended to enable photographers and creative agencies to develop *new* imagery that will help a nonprofit communicate more effectively. Existing work can be provided as part of the imagery portfolio to demonstrate your technical ability to execute a new project, but we cannot award a grant for work that has already been produced.

Q: Is the grant program open to photographers and creative agencies from any region or country?

A: Yes.

Q: May a proposal include work/imagery for multiple nonprofits?

A: The guidelines state that an application may include only one project proposal. If you'd do one shoot for imagery that would be used by multiple nonprofits, it could conceivably qualify as one project. Doing a series of small shoots, with different imagery being produced for different nonprofits, would not qualify.

Q: I am applying for the Grant for Good, Can I also apply for the Grant for Editorial photography?

A: If you qualify as a photojournalist under the guidelines for the Grants for Editorial Photography, you certainly may. The two grant programs have different objectives, guidelines, application forms and deadlines:

The Grant for Good applications are due March 1st, and winners will be announced in June. These grants enable photographers and creative agencies to develop new imagery to further the nonprofit's mission.

The Grants for Editorial Photography applications are due May 1st, and winners will be announced in September. The grants enable photojournalists to develop a body of imagery on a newsworthy issue.

Q: Am I eligible to apply if I am employed by the nonprofit with whom I would like to partner on this grant?

A: Yes, but to avoid a conflict of interest between you and your nonprofit employer, you should sort out how the grant funding would be allocated, ahead of time. It is your responsibility to ensure the nonprofit understands that the photographer and creative agency are the recipients of the grant funding, unless the recipients agree to allocate a portion of the grant to the nonprofit.

Q: Can I use a video or multimedia format for my grant submission?

A: Yes, as long as the nonprofit agrees that this is the best medium to assist them with their communications. Submission files would then be compressed Quicktime .mov files instead of or in addition to JPGs. Each .mov video file can be up to 20MB. We suggest very short samples of any video work, as the judges' time is limited.

Q: Can I use this grant to purchase new equipment and/or software?

A: No, the intent of this grant is that the funding be used for travel, accommodation, venue hire, crew, meals to sustain the crew, and other shoot related expenses. Camera equipment and software are not eligible expenses. The photographer's and filmmaker's time and creative fees are allowable expenses, up to \$2.5K, as noted in the guidelines. If a creative agency is involved in the project, their time and creative fees of up to \$2.5K may also be paid from the grant.

Q: Can I partner with a small, local NGO or non-profit on the grant?

A: Yes, as long as the nonprofit holds the official status of registered charity in their region or country, they are eligible to partner with image makers and communications professionals on this grant.

Q: Can I partner with a nonprofit organization outside of the US?

A: Yes, as long as the nonprofit holds the official status of registered charity in their region, or country, they are eligible to partner with you on this grant.

Q: Can two photographers or filmmakers, working collaboratively, apply for the grant?

A: No, the application must be submitted by one image maker and only one image maker can be the grant recipient.

Q: Can a photographer submit two applications, one for still images and one for moving?

A: No, A photographer can only submit one application. The proposal can be for stills, for moving imagery or a combination of the two.

Q: Can a photographer/filmmaker or agency submit more than one application, for different nonprofits?

A: No.

Q: Do you need a photography shoot plan with the project proposal, or just a proposal outlining the scope, significance and merit of the work?

A: We are looking for a proposal that briefly outlines the scope of the project, the kind of imagery you'll be creating, how you'll go about creating the imagery and how the nonprofit would use it to further their communications strategy.

Q: Can the funds be used by me or in collaboration with a creative agency to produce various 'outputs' that my non-profit partner can then use and show to the public?

A: If the amount of the grant exceeds the photographer's and agency's costs to create the imagery, (including the photographers and creative agencies' time/creative fees) the balance of the grant will be donated to the nonprofit partner. The nonprofit can then use the funds at their discretion to put the imagery into use.

Q: As a photographer I would like to work together with a writer to create a finished product. Can I use part of the grant to pay the writer?

A: Only expenses associated with the actual creation and production of the imagery are covered by this grant. However, any funds which are not claimed by the photographer or agency to cover expenses, will be awarded to the nonprofit organization who may use it what they wish...including paying for a writer.

Q: If some of my imagery gets made into a product that gets sold by the nonprofit as a fundraiser, how is the revenue shared?

A: If you and the nonprofit plan that the imagery will be made into a book or used in some other way to raise revenue for the nonprofit, you and your nonprofit partner should agree ahead-of-time how the revenue would be shared and used.

- QUESTIONS FROM NONPROFITS -

Q: Our organization does important charitable work but we don't have official non-profit status with any government. Are we eligible to participate in this program, despite our more informal status?

A: No, the grants are open only to charities and nonprofits that are registered as such with the appropriate authorities in their countries. For example, in the US, eligible organizations are 501(c) 3 groups, and in the UK they are Registered Charities.

Q: We are a nonprofit and we're speaking with several different photographers and agencies about applying for this grant. May we support multiple applications?

A: No. We encourage you to work with one agency to develop one solid plan for imagery that meets your needs, and that is shot by one photographer.

Q: Are small, local NGO's and nonprofits eligible to participate?

A: Yes, as long as you hold the official status of registered charity, you are eligible to participate in this grant. However, the photographer or filmmaker and agency you wish to work with must submit the application.

Q: Is this grant open to nonprofit organizations around the world?

A: Yes, organizations that have official status as a registered charity in any region, or country, are eligible to participate in this grant. However, the image maker or agency that you work with must submit the application.

Q: Can nonprofits submit an application?

A: No. Because the funding will be shared by photographer/filmmaker and the agency for their costs, one of these agents must be the applicant.

Q: If some of the finished imagery is used to make a product that gets sold as a fundraiser, who gets the revenue?

A: The point of this grant is for the body of work to be available to the nonprofit to enhance their communications. However, the photographer/filmmaker retains the copyright to the imagery. Make sure all parties are in agreement before any use of the imagery is made.

Please send any new questions, comments or ideas to:
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