



KEVIN
SPACEY
FOUNDATION

EVALUATION 2013

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INTRODUCTION

The purpose of The Kevin Spacey Foundation (KSF) is to use the esteem and fame associated with its namesake to create initiatives that discover, train and mentor emerging artists in the fields of performing arts (drama, dance, music) and film.

KSF's services include financial assistance to enable the creation of new work, educational opportunities through its scholarship programme and mentoring by respected associates.

KSF's customer base are those seeking a career in the performing arts and film predominately - but not limited to - secondary school children, further and continuing education students, undergraduates (freshmen, sophomores, juniors and seniors), post graduates, graduates or those without formal education but the talent and drive to succeed.

KSF aims to **'send the elevator back down'** so that art can flourish through our support of those who aspire to make it.

- + Building on the success of its patron, using his achievements in film and theatre to promote KSF, and create unique opportunities.
- + Centring its activities in London but reflect the 'Global Community' and place itself at the forefront of a 'world without boundaries'.
- + Centring itself around a philosophy of self-belief and confidence.
- + Developing the careers of emerging artists and students, who may not be able to do so due to their social, global or economic circumstances.

BACKGROUND

The Kevin Spacey Foundation (KSF) was established in 2010 in the United Kingdom and 2013 in the United States to offer a support system to emerging artists and young people.

It came into existence through the passion and commitment of its namesake to support and nurture those that wish to pursue a career in the performing arts or film.

Its inaugural project was Richard's Rampage a global arts education initiative that ran throughout 2011 and into 2012, linked to the world tour of Richard III starring Kevin Spacey in the title role.

In 2013 the Foundation evolved into a scholarship and grant-giving entity offering six fully funded places per year to Regent's University London through KSF Scholarships and funds to get creative projects off the ground through KSF Grants. This is the Foundation's 'baseline provision'.

SUCCESS SO FAR

2013 This year we built on our success consolidating our 'baseline provision' and expanding our reach:

KSF UK

KSF SCHOLARSHIPS

- + 28 young people from the UK and EU took part in a KSF Scholarship audition day led by Steve Winter (Programme Director)
- + Six KSF Scholars have begun the 3-year Acting and Global Theatre BA course at Regent's University
- + 31 Acting and Global Theatre students, including the KSF Scholars, participated in a master class led by Kevin Spacey (CEO/Chair)


A photograph of Kevin Spacey and Elise Van Lil sitting in a room, engaged in conversation. Kevin Spacey is on the left, wearing a dark polo shirt, and Elise Van Lil is on the right, wearing a dark top. They are both looking at each other. The background shows a wooden door and a wall.

Working with Kevin Spacey was thoroughly enjoyable and incredibly eye-opening. I learned so much.

+ *Elise Van Lil, KSF Scholar*

KSF GRANTS

- + 190 individuals and groups from the UK made applications to the KSF Grants scheme this year
- + 19 UK projects received a KSF Grant in the first round, 15 in the second round
- + 256 emerging artists worked on the 19 KSF Grant awarded projects of the first round
- + 98% of first round KSF Grant recipients stated they would not have completed their creative projects without the support from KSF
- + KSF awarded extraordinary grants to The National Youth Theatre Rep Company and Belarus Free Theatre.



This project was only possible with the KSF Grant, as it allowed me the freedom to quit my part time admin job and focus all of my attention on 'Responsible Other' and make it a success.

+ *Clemmie Forfar, KSF Grant Recipient*

KSF US

We also increased our presence in America through grant giving and cultivation events.

KSF SCHOLARSHIPS

- + Three US candidates were flown to London, UK, to audition for the KSF Scholarships. Candidates came from New York and Utah to attend

KSF GRANTS

- + 85 individuals and groups from the US made applications to the KSF Grants scheme this year
- + Two US projects received a KSF Grant in the first round, four in the second round
- + 52 emerging artists worked on the two KSF Grant awarded projects of the first round
- + Totem Pole Theater received an extraordinary grant from KSF, in memory of Jean Stapleton, to ensure their planned new space could be completed

WASHINGTON GALA DINNER

A major profile raiser/cultivation event to introduce the work of KSF to interested parties in America.

PARTNERSHIPS

- + Capital Focus Jazz Band performed alongside Kevin Spacey in a specially created repertoire which aimed to increase confidence and musicality
- + Only Make Believe - a Washington based non-profit organization that creates and performs interactive theatre for children in hospitals and care facilities partnered with KSF on the fundraiser
- + Eight Only Make Believe volunteers were trained as ushers at the Washington gala dinner

We are so grateful to have been invited by the Kevin Spacey Foundation to participate. For us it was a fabulous opportunity and helped us raise some much needed funds to continue our program of bringing interactive theater to children in hospitals in the DC area.

+ Maricha Miles, OMB Director

WHAT WE DO

KSF SCHOLARSHIPS

+ Aims

In 2012 The Kevin Spacey Foundation created a partnership with Regent's University London to offer six full scholarships a year to the Acting and Global Theatre BA (Hons) three-year course.

Regent's University is one of only two private universities in the UK and provides a high level of pastoral care and excellent state of the art facilities.

The campus is situated in Regent's Park in the heart of London.

Regent's University is the only UK higher education institution to offer an academic course focussed on the exploration of theatre from around the globe and acting. This compliments KSF's aim to reflect the global community and means the scholarship offer is completely unique.

The KSF Scholarships are designed to give talented young people without the financial means the opportunity to attain a higher education in the performing arts.

Regent's University are investing £270,000 a year and by 2015 the number of scholarships available will rise to 18 new or continuing scholars. Over ten years this equates to a minimum investment of £2.3 million in new acting talent.

KSF provides valuable promotion for Regent's and the Acting and Global Theatre BA, designs and delivers the audition days for scholars and Kevin Spacey gives two master classes per academic year for the scholars and their classmates. KSF also provides a further two workshop sessions a year led by industry professionals.

+ Application Process

To apply for the KSF Scholarship, applicants are required to complete the standard Regent's University application form and interview, which includes a personal statement, previous acting / theatre experience and an audition piece.

The KSF Scholarship application form requests detailed information on why the applicant wants/needs the scholarship and how they believe the opportunity to study at Regent's will benefit them in their chosen career path.

A panel of Regent's and KSF representatives review all scholarship applicants (only those who have gained or are likely to gain the required academic qualifications) and choose 15 - 20 prospective scholars (UK/EU and US residents) to attend an audition day.

+ Audition Process

The KSF Scholarship Audition Day 2013 was held in a central London audition space in July. The workshop was created and led by Programme Director, Steve Winter.

Auditionees were encouraged to work together and share the audition experience through trust games, improvisation and devising. Three Regent's representatives conducted individual interviews with the scholarship applicants during the morning group session.

In the afternoon, the students delivered their own choice of modern monologue to the panel.

Following the audition, KSF and Regent's representatives reviewed all 17 Scholarship applicants and, based on the original criteria, unanimously chose six to receive the first KSF Scholarships at Regent's University.

+ The Scholars

Danilo Antonelli from the EU (Italy / South Africa) 26 years old. Has always wanted to pursue acting as a career but could not afford the university fees.

Collette Freeman from the UK, 21 years old. Is the first person in her family to attend university. Her father is a postman and her mother a care worker.

Hilton Leigh from the UK (Woolwich, London), 18 years old. From one of the most deprived boroughs in London.

Elise Van Lil from the EU (Belgian / Dutch), 20 years old. Committed to a career in theatre, does not have the support of her parents in pursuing an arts degree.

James Lorimer from the UK (Peterborough), 18 years old. Very dedicated, the first in his family to attend university, from a deprived area.

Dreni Rezari from the UK / Kosovo, 18 years old. Kosovan / Albanian, very driven with a clear need for financial support.



I don't think I would be here at Regent's University if it wasn't for the KSF Scholarship. On the financial side it is very hard and I would have been in a lot of debt so the KSF Scholarship has really helped me.

+ Hilton Leigh, KSF Scholar

Thank you so much for accepting me to the KSF Scholarship, I am very grateful to have been offered a place. I won't let you down and I'll keep pushing forward.

+ Dreni Rezari, KSF Scholar

To have Kevin stand next to you and talk to you as an actor, offering his advice and direction is a day to be remembered at university.

+ Danilo Antonelli, KSF Scholar

SCHOLARSHIP CASE STUDY

In 2011, Michael Wiseman, an army soldier who has served three terms in Helmand Province, Afghanistan, wrote to KSF to request financial support to take up the place he had been offered at the London School of Musical Theatre. KSF offering him a full scholarship – covering his tuition fees for the year course.

Michael began at LSMT in September 2012 and during his time at the school became more confident as a performer. Having had no previous training or much stage experience, Michael drew on his experiences in the army to create believable characters.

Michael graduated from LSMT in September 2013 having secured Regan Rimmer Management as his agent through his end of year showcase. He has had various paid jobs since graduating including a commercial for TV and a part in Rent at Brentwood Theatre.



The scholarship from KSF completely opened the door for me. If I hadn't approached the Kevin Spacey Foundation I would probably still be in the army now.

+ Michael Wiseman, KSF Scholar

KSF GRANTS

+ Aims

The KSF Grants were launched at the beginning of 2013. The aim of the grants is to support emerging artists to develop creative projects in the performing arts (drama, dance and music) or film.

The KSF Grants are for anyone at the start of their creative career. At the moment KSF Grants are only available to UK or US residents although KSF is exploring ways in which it might fund projects globally in the future.

Applicants can choose from three levels of grant: £500, £1500 and £2500. The KSF Trustees can decide to give projects extraordinary grants above £2500. The KSF Grants are intended to: help get a project off the ground, get an existing project to the next stage of development or enable the applicant to complete a project.

+ Application process

The KSF Grant application is an online form – it has been designed to be simple and accessible. Applicants must provide a clear outline of their project, a basic budget, detail on how the grant will be spent, a brief biography and a reference.

KSF will accept applications from anyone resident in the UK or US who is pitching a project in the realms of the performing arts or film. This means that plays, music recitals, dance performances, or films will be considered, although there is a preference for theatre-based projects.

The KSF Grants are open to accept applications twice a year for a five-week period. The first round of KSF Grants were awarded in May 2013 to 21 different projects, in the second round 19 projects received support through a KSF Grant - amounting to an investment of £71,600 in new creative talent.

+ Selection process

On average KSF receives 130 applications per round. A panel of professionals read every application and create a shortlist of 20 – 25 for Kevin Spacey to review.

Shortlisted applications are chosen according to the following criteria:

- + Is it an exciting, interesting project
- + Is the applicant a US or UK resident
- + Is the project viable – is the budget realistic, has the applicant already secured some finance, is there a clear outcome for the project
- + Is the grant going to be spent in a meaningful way (ie on cast / crew / marketing materials / venue hire / set build / time to research and develop the project)
- + Is the applicant at the start of their career
- + Does the project have potential beyond it's first showing / performance

+ The Recipients

In the first round of 2013, KSF received 182 applications. All the 21 shortlisted applicants were awarded grants at the levels they requested. The individuals and their projects included:

- + A young writer who wanted time to write his first play
- + A dancer who had an opportunity to stage his first choreographed performance at Sadler's Wells
- + A filmmaker who needed support for post-production
- + A university theatre company taking a new comic play to the Edinburgh Fringe
- + A producer who needed to pay herself whilst staging a play at the Hampstead Theatre

All the recipients are asked to submit a report six months after they had been awarded the KSF Grant so that KSF can see how the project has progressed following its support and monitor the way funds are spent.

Without the Grant, we would have not been able to afford any of the absolutely necessary elements to pull this film off. It allowed us to afford a professional production and to produce a professional-quality film.

+ William Taylor, Filmmaker

The Grant had an immeasurable impact on the success of our production. As a direct result we've been offered a run at the prestigious Soho theatre and are in talks with BBC radio comedy sketch show 'Sketchorama'.

+ James Huntrods, Casual Violence Theatre Company

The KSF grant allowed my filmmaking partner and I to DO the project! It funded almost every aspect of production and has been an inspiration for us to keep going.

+ Julie Lipson, Filmmaker

GRANT CASE STUDY

Tash Dummelow is a producer for Tap Tap Theatre Company. She applied for a KSF Grant of £1500 in the first round to take their show 'Men' to Edinburgh. The KSF Grant was spent on the many costs of taking a show to the Fringe: the venue, the print, the marketing, and the costs of running the show itself.

The KSF Grant had a huge effect on the morale of the company. It built the confidence of the actors to be affiliated to the KSF Grant and gave them a renewed sense of purpose.

Tap Tap were offered a transfer to the Arcola Theatre in London in October, as a result of their successful Fringe run. This was a great success, and so the Arcola have since offered them a slot to do a new show in January 2014.



Without the KSF Grant we would not have had our work seen by theatres and festivals who have decided to program us. None of this would be possible without the KSF Grant.

+ Tash Dummelow, KSF Grant Recipient

FUNDRAISING

WASHINGTON D.C

KSF held one major fundraising event in 2013 – a gala dinner in Washington DC to formally introduce the foundation and its mission to the US.

KSF: America was launched in June as a separate entity from the UK charity. KSF: A is a non-profit organization with tax exemption 501(c)(3) status. The gala was delivered under KSF: A to ensure full compliance with US charity law.

The gala was coordinated and delivered by events and networking agency, Adorem. The evening was designed to highlight the work of the foundation, its achievements so far and its plans for the future. It also played tribute to Kevin's mentor, Jack Lemmon, who coined the phrase that forms the basis of KSF – 'sending the elevator back down'.

The event was held at the Mandarin Oriental Hotel, Washington DC on 28 September 2013. The evening began with a drinks reception on the hotel lawn, followed by dinner in the ballroom with entertainment from Kevin Spacey accompanied by a local youth jazz band, Chris Lemmon and Peter Cincotti.

Local arts charity, Only Make Believe, were invited by KSF to share in the evening and were gifted two tables and given the option to provide two auction prizes from the sale of which they received all proceeds.

A silent auction using tablet and screen technology to enable guests to easily make bids from their tables ran throughout the evening. An MC drew the guests' attention to the prizes on offer (which included: a tennis match with Kevin Spacey, a day on the set of House of Cards, bespoke jewellery, a holiday in Antigua and an internship with the UN). The silent auction style proved successful – all but two of the eighteen items were sold.

140 guests attended the event. Guests included: Kevin McCarthy, Steny Hoyer, Matthew Mellon, Nana Yaw Otchere - Special aid the King Otumfuo Osei Tutu II (Ashanti), Michel Gill, Jayne Atkinson and Michael Kelly.

The evening was successful in promoting the foundation and its ethos in the US, building a network of advisors and supporters in Washington DC and creating an event format for future fundraisers.



GOVERNANCE

KSF UK

+ Trustees

Kevin Spacey - Chair

James Midgley - Treasurer

Hamish Jenkinson

Jeremy Whelehan

+ Finance

James Midgley – MHA MacIntyre Hudson

Sarah Gill – MHA MacIntyre Hudson

+ Legal

Colin Howes – Harbottle & Lewis

Annabelle Mannix– Harbottle & Lewis

KSF US

+ Trustees

Kevin Spacey - Chair

Frank Selvaggi – Treasurer

Nathan Darrow

+ Finance

Frank Selvaggi – Altman, Greenfield & Selvaggi

Joshua Schmell – Altman, Greenfield & Selvaggi

+ Legal

David Wickert – Chapel & York

Angela Willis – Chapel & York

PROJECT PARTNERS

+ **Four23** designed the KSF brand. The agency developed the KSF website and made all the promotional films. They were responsible for the Washington gala evening collateral design and print, including the sponsorship film.

+ **Adoreum** is a networking and events agency. They managed and coordinated the Washington gala. They also had responsibility for building the KSF donor network and with KSF created the guest list for Washington.

+ **Regents University** offer the KSF Scholarships to the Acting and Global Theatre BA (Hons) course. The university finances the scholarships, in return, KSF provides the audition day, two masterclass sessions with Kevin Spacey per year and two further workshops with industry professionals.

+ **Only Make Believe** is a non-profit organization based in New York and Washington DC that creates and performs interactive theatre for children in hospitals and care facilities. KSF invited OMB to be present and receive a share of the support at the Washington gala evening.

+ **Mandarin Oriental Hotels** - the Washington gala dinner took place at the Mandarin Oriental Hotel. Adoreum and Jonathan Sanders of Finch and Partners negotiated a deal with Mandarin Oriental as Kevin Spacey is a celebrity 'fan' of the chain.

+ PR - to guarantee wide reach KSF works with two PR companies: **Freud Communications (UK)** and **Polaris Public Relations (US)**. Both ensure feature placement in appropriate newspapers, magazines and online media outlets as well as working as informal advisors.

PARTICIPANTS

KSF GRANT RECIPIENTS ROUND 1

Name	Award	Description
Joanna Coates (UK Filmmaker)	£2,500	Documentary Little Ones
Aimee Corbett (Creative)	£2,500	Outdoor theatre project Science In The Sky
Emma Dennis-Edwards (Director)	£2,500	New play Upper Cut
Tash Dummelow (Project Manager)	£1,500	New play Men to Edinburgh Festival
Tara Finney (Producer)	£2,500	New play Minotaur regional tour
Clemmie Forfar (Producer)	£2,500	New play Responsible Other Hampstead
Joe Hancock (Director)	£2,500	R&D promenade theatre Situation
Joe Harbot (Playwright)	£1,500	New play Twins fringe venue London
James Huntrods (Producer)	£2,500	New play House of Nostril to Edinburgh Festival
Caroline Kerlogue (Producer)	£2,500	To stage performance piece Wolfmusic
Julie Lipson (US Filmmaker)	£500	First feature film Bear
David Luff (Producer)	£2,500	New play Moth
Lewis Major (Choreographer)	£2,500	To stage own dance piece at Sadler's Wells
Georgia Oakley (UK Filmmaker)	£2,500	To secure location for Callow & Sons
Isabella de Rosario (UK Filmmaker)	£2,500	First feature film Puja Nights
David Shute (UK Filmmaker)	£2,500	Silent film Silent Laughter
William Thompson (US Filmmaker)	£2,500	Feature film Healthy Start
Joe White (Playwright)	£2,500	New play Bejesus
Wolverhampton Central Yth Theatre	£2,500	Travel to World Festival of Amateur Theatre

KSF GRANT RECIPIENTS ROUND 2

Name	Award	Description
Charlotte Bennett (Producer)	£1,500	Site specific project Clothes Swap Shop Theatre Party
Alex von Brockdorff (Filmmaker)	£1,000	First short film: Racehorse
Suba Das (Director)	£1,500	R&D Othello with circus
Gwyn Emberton (Choreographer)	£1,500	To stage new dance My People
Jenni Halton (Producer)	£1,000	Scratch performance of dance/ theatre piece Mondays are Yellow, Wednesdays are Blue...
Kim Hardy (Producer)	£1,500	To stage Front Foot Theatre's The Seagull
Erica Hart (US Filmmaker)	£1,000	Short film What You Left in the Ditch
Annetta Laufer (UK Filmmaker)	£1,500	New film The Adventurers
Mark Maughan (Director)	£1,500	New play Petrification
Anna Mors (Director)	£1,500	To stage the play Occupied
Jake Orr (Programmer)	£1,000	To curate new theatre festival Incoming
Katherina Radeva (Artist/Producer)	£1,500	R&D new theatre show On Maleness
Stephanie Ridings (Playwright)	£1,000	To stage a rehearsed reading of In Dreams
Kate Rose (US Filmmaker)	£1,000	For the post production of film River Teeth
Fred Rowson (UK Filmmaker)	£500	To market and distribute new film Woodhouse
Scottee (Artist / Producer)	£1,500	Reality game show film: Hamburger Queen
Laura Turner (Playwright)	£1,000	To develop new script Missing Parts
Stacy Ann Willard (Youth worker)	£1,500	To set up The West Side A Baltimore Story: Youth Forum Theatre
Washington, DC International Film Festival (Filmfest DC)	£2,500	To enable the festival to function in 2014

KSF SCHOLARS

Danilo Antonelli

Collette Freeman

Hilton Leigh

Elise Van Lil

James Lorimer

Dreni Rezari

Michael Wiseman

FREELANCE STAFF

Programme Director - Steve Winter

Projects Manager - Holly Whytock

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