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Snelgeld/Quickfund

# Application Manual

**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.**

**You can also apply for funding of a public activity. In that case, institutions as well as creators can submit an application.**

**In this manual we explain the process of submitting an application.**

**This is followed up by an extensive glossary of common terms that explains how the funding scheme works.**

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. 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

If you have specific questions, you can always register for a meeting during our regular consultation hours. You have to schedule an appointment by filling out [this form](#).

If there are any changes, we post them on our website and our newsletter.

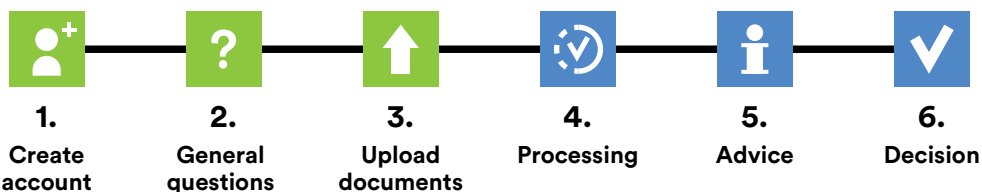
[www.cultuureindhoven.nl](http://www.cultuureindhoven.nl)

## When can I submit my application?

Applications may be submitted from **January 1st to 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 six steps, which we will explain to you in the following section.



## What does the application process look like?

### 1. create an account and log in

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

<https://subsidies.cultuureindhoven.nl/>



You can register as a first-time applicant and create 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 determination of your grant.

#### TIP

You can submit multiple applications through one account.


#### TIP

If after submitting, you realize you've made a mistake, then please do not submit another application. In case of some errors or missing documents, we can request to change or add information. If you're unsure about what to do, please contact us.

### 2. General and specific questions

1. First, you fill in some basic information and answer a few questions.
2. Then, you add your project plan to the application.
3. You add one of either plan. Either an Impulse (A) or Public Activity (B). Be sure to use the right template, otherwise you will be requested to submit a new plan.
  - The project plan can consist of no more than five pages, including the cover page. The cover page must be kept the same.
  - The other four pages you can use to answer the three questions listed in the format.
  - We ask you to use the questions as headers in your project plan. Other than that, you're free to write and design your plan as fit within the following criteria: a legible font in at least size 10 and line spacing 1.
  - You can add visuals or design the plan as you see fit.

#### TIP

You can submit one of two types of applications in Snelgeld/quickfund. If you're a creator, you can apply for the development, research, presentation or production of your own artistic project. This is an Impulse application. As both a creator and an institution you can apply for a Public Activity. This and more is further explained in [the glossary](#). 

**The project plan, along with the budget plan, explanation of the budget and other files make up your application. We process your application as a whole.**

### 3. Uploading files

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

In addition to the **project plan**:

- Budget plan as according to the format
- Explanation of the budget
- Bank statement for verification
- CV/resume

You can also add additional or 'overige' documents, such as an extract from the Dutch Chamber of Commerce (KvK). You're obligated to submit such an extract if you're applying as a legal entity established under private law (most organisations).

#### **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 written out 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.


#### **PLEASE NOTE!**

The use of the budget format is obligatory and the result needs to be balanced (i.e. have a result of zero).

#### **PLEASE NOTE!**

The cover page of the project plan needs to be signed by the applicant themselves. When applying as an organisation, please have the authorised head of your institution sign the document.

## 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 on [page 9](#)  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 acumen.

**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. 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 accepted as a complete application. If no additional information is provided, despite being requested, your application will not be formally processed.

**Criteria that will be assessed:****Artistic quality**

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 add your curriculum vitae and possibly 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 explain this by describing the artistic process, the content and form and the planned result. We hope to find a clear, concise and practical explanation of your project, and one where your artistic vision and approach merely supports that explanation. You can decide to add images or a step-by-step plan to further explain what you intend to do.

**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.

**Value to the city**

Finally, your application will be judged on its described value to the city. This criterium applies differently when applying for an Impulse or Public Activity.

**PLEASE NOTE!**

If you're applying as an organisation rather than a creator, you will also be judged on your position in the (cultural) ecosystem, who you're involving in the project and any proven experience with similar projects.

**TIP**

To support the feasibility and quality of your project you can add supporting documents. For example, you can prove a collaboration by adding the underlying agreement, letters of intent or emails that confirm the collaboration. You can substantiate your track record by means of a portfolio, playlists or linking to work that exists online (such as a website, YouTube, Vimeo or social media). Adding sketches or drawing can also help explain your project and substantiate your application.

In the case of an Impulse, you will be judged based on your position in the cultural ecosystem of the city and how the realisation of the project might improve that position.

In the case of a Public Activity we will assess whether you have sufficient grasp of your intended audience and whether or not you can apply an appropriate strategy to reach them.

**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 organisation that already receives funding.

## 5.



### Advice

Policy officers from Cultuur Eindhoven will assess your application based on the criteria outlined in the Subsidy Regulation for Culture Eindhoven 2025-2028 (Article 48) 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.



## 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.

- **BTW.** 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 a 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.

You are asked in the portal whether or not you're liable for VAT. If you aren't, you can then pay for these taxes with funding. For questions relating to VAT, we ask you to direct these towards the [Dutch tax authorities](#) .

- **Fixed Costs.** Costs incurred before the official start date of your project are not eligible for funding.
- **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.

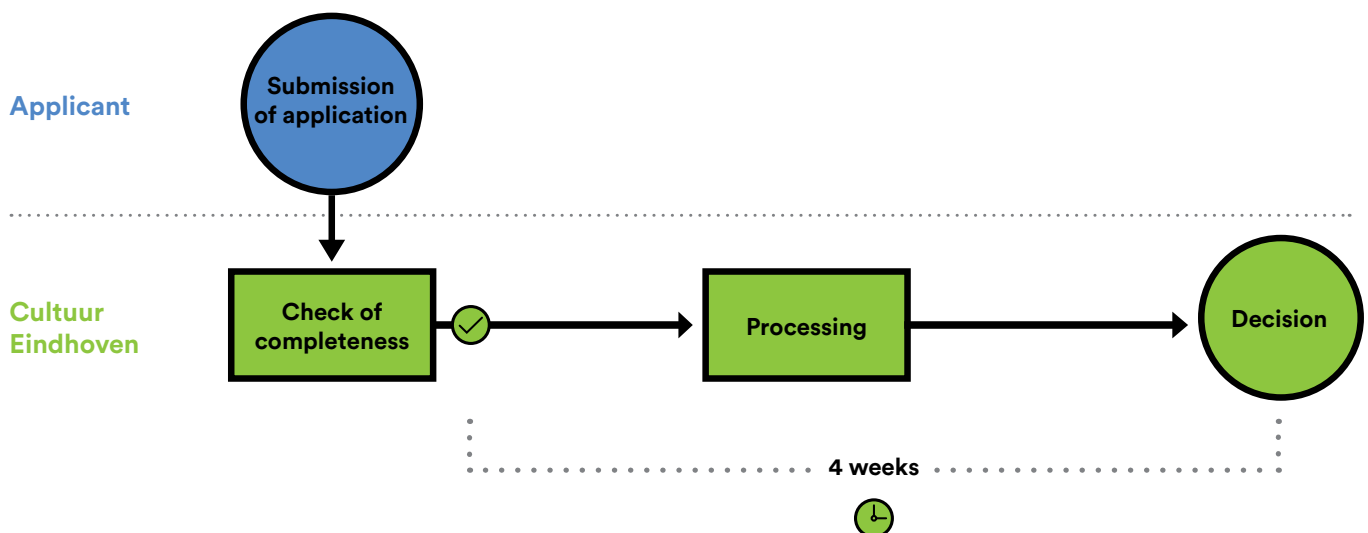
Here's how it works: Let's say you buy a sawing machine for €3000, which is likely to last five years. The total depreciation over five years is  $5 \times 12 = 60$  months. Your monthly depreciation cost would then be €50. Now, if your project lasts for 3 months, you calculate:  $(€3000 / 60 \text{ months}) \times 3 \text{ months} = €150$ . 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.

### 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



## Terms used in the application process


<b>EN: Formal decision</b> <i>NL: Beschikking</i>	<p>A formal decision, such as the decision to grant or deny a subsidy. By “decision,” we also mean the letter you receive containing the verdict on your subsidy application.</p>
<b>EN: Approval</b> <i>NL: Honoreren</i>	<p>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.</p>
<b>Explanation of the budget</b>	<p>Using the budget template you show 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.</p>
<b>Tranche</b>	<p>The period during which a funding scheme is open for applications. The Snelgeld/Quickfund has two tranches per year.</p>
<b>Location and residence</b>	<p>Working or living in Eindhoven means you are based here. When we refer to working, we mean the professional artistic practice from which you apply for funding. Therefore, we ask you to give your place of residence or fixed working address (such as that of your studio or workshop). Please be sure these are correct in your user profile. If necessary, you can explain your specific situation in the plan or by means of your resume.</p>
<b>Duration of the project</b>	<p>Your project is that for which you apply for funding. Your project can be a live show, a research on materials or something completely different. As long as the project is artistic and cultural. As applicant, you decide the scope and duration of your project. The duration must meet the following criteria: The project cannot start sooner than four weeks after submission, the project can last no longer than 12 months (1 year) and ends no later than December 31st 2029.</p> <p>The project is the main topic of your application, so be sure to keep it as a focus.</p> <p>There are two types of application. Impuls and Public Activity. See next page.</p>

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**Creators and organisations**

We distinguish two types of applicants within the Snelgeld/Quickfund Scheme. You qualify as a independent creator when applying as an individual. You will be applying as a “natural entity” and therefore do need to stipulate how and why you are registered, for example, at the Chamber of Commerce.

You qualify as an organisation or institution when applying as a “legal entity”. This means you will be applying from a foundation, union, B.V., N.V. or cooperation.

For more information about your status as an entity, please consult the following website: [Rechtspersoonlijkheid, Ondernemersplein](#) 

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**Public Activity**

We consider a public activity an artistic project that is meant to be shared with an audience. This doesn't necessarily mean you will be sharing your own work. A performance, theatre show, exhibition or artistic workshop are examples of public activities. When applying for such a project, you will be judged on the audience(s) you mention and how you intend to reach them.

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**Impulse**

Consider your project an impulse when you do it out of your own interest as a creator. Think of the development of a concept, researching materials, producing or presenting new work. Of course you can organise your project as an event with an audience, but when applying for Impulse, the focus should be on your development as a creator and not the audience. When applying for Impulse, you will be judged on your position in the cultural ecosystem and the impulse the project will create for your professional practice.

**TIP**

When applying for Impulse, it might help to consider how your practice, project and impulse relate to one another.

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**Target audience and strategy**

Target audiences and strategy come into play when applying for a public activity. The target audience of your project is the group (or groups) of people who you think might be interested in or benefit from your project. Often we read that organisers welcome one and all. We appreciate the approach, however, it pays to be more specific. We base our assessment on your ability to describe specific target audiences and how you intend to engage with them.

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**Cultural ecosystem**

The term “cultural ecosystem” here is specific to policies on arts and culture. It describes: the self-organising system of creators, institutions and all other factors that play a part in the creation and experience of arts and culture. In other words, based on your application we want to know where you stand in Eindhoven, specifically when it comes to arts and culture. When describing your position, please consider how you relate to other creators in the city, with whom you might collaborate or of whom you know to be working from a similar practice. The institutions that you engage with are also of a similar importance to your position in the ecosystem.

Perhaps, you are an educator, intend to excel through a specific method or you hope to put a special project on the map.

To learn more about the cultural ecosystem, have a look at the Cultuurbrief 2025-2028.

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**Independent,  
professional and  
artistic**

The Snelgeld/Quickfund scheme is aimed primarily at professional creators with a sufficient and proven professional artistic practice. A professional creator is someone who has been trained or is self-trained with a proven track record in their field. Working artistic professionals generate an artistic output or specific artistic educational output by means of expression of arts and culture.

When you are studying you are not eligible for Snelgeld. Either your project is not eligible for funding, because it is derived from your education, or you will fail to meet the requirements of being an established professional creator.

Finally, please consider that the practice from which you are applying needs to be artistic. Practices that are by nature artisanal (woodwork, metallurgy, restoration, culinary arts, etc.), commercial (promotional videography, product design, DTP, etc.) or journalistic (such as podcasting, specific forms of photography and writing, etc.) do not meet the definition of an artistic practice as a default. Such practices can be artistic or contain artistic components, but an application needs to give sufficient proof that the applicant works from an independent, professional and artistic practice. If you are unsure whether or how this applies to you, please reach out to us.