

# Basa to support #Covid-19 affected artists

Issued by [Business and Arts South Africa](#)

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Business and Arts South Africa NPC (BASA) has announced that its Supporting Grants programme will be extended to allow support for South African creatives infected or affected by the Covid-19 pandemic.



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To this end, a funding campaign has been launched at [gogetfunding.com/bizartza/](https://gogetfunding.com/bizartza/) to enable BASA to also consider applications from individual artists for one-off, short-term financial aid for Covid-19-related medical care and/or prescription medicines. The aid can also be used to offset the loss of income due to the cancellation of confirmed engagements, as a result of the nationwide lockdown or other emergency measures.

Charmaine Soobramoney, the chairperson of the BASA board, says: "Covid-19 has forced the world to unite and fight against this invisible enemy. The challenge and the fight are real as the virus impacts, lives, livelihoods, the economy and highlights the inequalities that need to be addressed. The BASA board of directors acknowledges the continued challenges artists are subjected to. We celebrate their resilience and appreciate the role that they play in provoking thought and uplifting the energies of the consumers of the arts."

BASA champions business investment within the arts, cultural and heritage sector, and to date, the BASA Supporting Grants programme has disbursed more than R40m to over 1,600 projects, which in turn have leveraged over R515m in

sponsorship from the business sector – that equates to R19m in business support, for every R1m of Supporting Grants funds during the 2018/2019 financial year.

To apply for an Artists Relief Grant, applicants submit a proposal letter via email, together with specified supporting documentation. Successful applicants are then invited to complete the application online with a final outcome expected within two weeks. Further details and eligibility criteria are available from <https://www.basa.co.za/home-page/growth/supporting-grants-2/artist-relief-grant/>. For enquiries about Artist Relief Grants please email [grants.basa@icloud.com](mailto:grants.basa@icloud.com).

To apply for a Supporting Grant, applicants have to adhere to a process – which has been designed to add value to an already existing partnership between an arts organisation and business sponsors. Both the arts applicant and the sponsor must submit a joint application on the prescribed forms and clearly demonstrate how the partnership benefits both the sponsor and the recipient. New, emerging and established arts projects that already have sponsors on board are eligible and forms are available for download from (<https://www.basa.co.za/home-page/growth/supporting-grants-2/supporting-grant/apply> ). For enquiries about Supporting Grants please email [sipho@basa.co.za](mailto:sipho@basa.co.za).

## About BASA

Constituted in terms of the Companies Act, BASA is registered as a public benefit organisation (PBO) and is accountable to its stakeholders. The BASA board of directors is chaired by Charmaine Soobramoney, with deputy chair Mandie van der Spuy, and Kojo Baffoe, Kathy Berman, Devi Sankaree Govender, Ashraf Johaardien (BASA CEO), Hilton Lawler, Andre Le Roux, Khanyi Mamba, Zingisa Motloba, Carel Nolte, Dr Yacoob Omar and Mirna Wessels. For more information please visit [www.basa.co.za](http://www.basa.co.za); to become a BASA member, click on the 'Join Us' tab at the top of the homepage.

- **SoCreative Summit returns to Johannesburg for a free exploration of creativity** 29 Apr 2024
- **450 emerging creatives shortlisted for the Debut Programme** 12 Apr 2024
- **14 SA creatives join Cultural Producers Programme** 12 Mar 2024
- **Cultural Producers called to become the creative leaders of tomorrow** 22 Jan 2024
- **Basa hosts 'My Debut Story' panel discussion: Celebrating the success of emerging creative entrepreneurs** 27 Oct 2023

### Business and Arts South Africa



Business and Arts South Africa (BASA) is an internationally recognised South African development agency which integrates the Arts into, and contributes to, Corporate's commercial success. With a suite of integrated programmes BASA encourages mutually beneficial partnerships between business and the arts.

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