

2021 Arts & Culture Grants

Programming & Project Assistance

Annual Programming Support

Application Form

Grants up to $22,500

PROGRAM GOALS & OBJECTIVES

*Annual Programming Support* grants provide financial support for a wide range of creative, artistic and cultural initiatives:

* *that demonstrate excellence of artistic and cultural practice;*
* *that reflect the highest standards of service delivery;*
* *that clearly articulate a high level of benefit to the community; OR*
* *that offer an experience not generally available in North Vancouver.*

The specific focus of the *Program & Project Grants* funding stream is to support:

* *groups that produce or present multiple programs, projects or series that recur on an annual or regular, bi-annual basis (Annual Programming);*
* *arts and cultural organizations with professional practices, but that do not otherwise qualify for Operating Assistance; AND*
* *arts organizations with an annual operating budget (not including in-kind contributions) that is greater than $40,000.*

Grants Deadlines

EARLY INTAKE: Grant Applications will be accepted from Monday September 14th, 2020 to *Tuesday October 20th, 2020 at 4:30 pm*

*(for applicants whose fiscal year commences between January 1st and June 30th)*

LATE INTAKE: Grant Applications will be accepted from Monday February 8th, 2021 to *Tuesday March 2nd, 2021 at 4:30 pm*

*(for applicants whose fiscal year commences after July 1st)*

Instructions

1. *Please type all information into the spaces provided on this Application Form. Handwritten, incomplete and/or illegible reports will not be accepted.*
2. *Please follow all Instructions carefully.*
3. *Answer all questions directly and concisely.*
4. *Word Counts are provided as a general guideline. Your application will not be rendered ineligible if you exceed the word counts provided, however please attempt to stay within them!*
5. *To assist you in completing this Application Form, please refer to the Programming & Project Assistance Guidelines.*

(A) A P P L I C A N T I N F O R M A T I O N

A.1 Applicant Organization

NAME OF ORGANIZATION

…

MAILING ADDRESS

…

CITY PROVINCE POSTAL CODE

… BC …

PRIMARY CONTACT PERSON TITLE WITH ORGANIZATION

… …

E-MAIL PHONE (1) PHONE (2)

… … …

A.2 Organizational Description / Client Profile

*Please complete a separate Client Profile.*

PLEASE CHECK BELOW TO INDICATE …

*(Copy and paste the check mark provided* ✓ *)*

|  |  |
| --- | --- |
| ⬜ | *that you have submitted a new Client Profile with this application OR* |
| ⬜ | *that you have an Client Profile already on file* |

*Your profile will be kept on file for a maximum of five years. It is the sole responsibility of the applicant to keep their Client Profile updated as the organization changes over time.*

A.3 Eligibility Check

*To be eligible to receive a Programming & Project Assistance Grant for Annual Programming Support, applicants must have an arts-primary mandate OR must be able to identify arts, culture and/or heritage as a key purpose of the organization. Eligible applicant categories are listed below:*

PLEASE CHECK ANY OR ALL THAT APPLY TO YOU:

*(Copy and paste the check mark provided* ✓ *)*

|  |  |  |
| --- | --- | --- |
| ⬜ | A. | a non-profit organization, registered under the BC Society Act |
| ⬜ | B. | a recognized arts group with an equivalent (e.g. out-of-province) non-profit designation |
| ⬜ | C. | a recognized charity, granted charitable status by the Canada Revenue Agency  OR, IF NONE OF A, B or C APPLY |
| ⬜ | D. | a recognized arts, cultural or heritage group with an established history in the community |
| ⬜ | E. | a recently-formed arts group or cultural collective (not yet incorporated as a non-profit society), working in an area of emerging artistic or cultural practice |
| ⬜ | F. | an arts group or collective, partnering with an eligible non-profit society for the purposes of this grant application |

A.4 Applicant/Society Status

*If you checked A, B or C above, please provide the following information:*

**OFFICIAL SOCIETY OR CHARITY NAME, IF DIFFERENT FROM THE NAME PROVIDED ON PAGE 2**

…

**society number and/or charity number**

… …

is the society currently in good standing? YES NO

⭘ ⭘

IF YES, PLEASE provide PROOF OF GOOD STANDING ATTACHED

⬜

*If you checked D or E above, when do you plan or expect to apply for non-profit status?*

…

*If you checked F above, please identify the eligible non-profit society that you are partnering with for the purposes of this grant application:*

…

(B) A R T I S T I C & C U L T U R A L I M P A C T

EVALUATION CRITERIA

*The Arts & Culture Grants Policy identifies four evaluation criteria in respect of artistic-cultural impact:*

* *Artistic Merit  
  Does the proposal demonstrate inherent artistic interest, creative vitality or cultural value? Does it exhibit strong indicators of quality in respect of: curation, participation, performance, presentation or production?*
* *Creativity and Innovation  
  Creativity and innovation take many forms. What does innovation mean for your organization within your field of artistic and cultural practice?*
* *Uniqueness of Program  
  Proposals may complement but should not duplicate existing program offerings.*
* *Intended Outcomes of Program or Project*

*How successfully do the proposed activities meet the program goals and objectives laid out for Annual Programming Support?*

*Policy states that, where applicable, funding priority is to be given to programming that fosters the development of emerging arts and cultural practices.*

*Questions in this section account for 40% of the evaluation for Annual Programming Support.*

B.1 Program Summary

*Name the programs for which you are seeking grant support.*

*Please name the program. Do not list each of the activities that make up the program!*

*A sample list of program types might include: artistic outreach programming; arts education programming; community concerts; creative mentorship programs; exhibit programs; film series; gallery programming; music series; presentation and production series; residency programs; speaker series; workshops; etc.*

*If you are seeking funding for more than three (3) programs, please copy and paste the headings below to add to the list of programs.*

NAME OF PROGRAM #1: …

NAME OF PROGRAM #2: …

NAME OF PROGRAM #3: …

B.2 Program Descriptions

*For each of the programs listed above, please copy template #1 as provided and paste/insert below before completing.*

#1. NAME OF PROGRAM: …

PROPOSED DATES, FROM: … TO: …

LOCATION(S): …

PROGRAM DESCRIPTION

*Provide a brief outline of the program for which funding is being sought. Describe the activities that make up the program.*

(150 WORDS)

…

ARTISTS, PERFORMERS AND CREATIVE CONTRIBUTORS

*Please provide a list of the key artists, groups, performers and/or creative leads that are central to the delivery of the proposed program or project.*

*Briefly annotate the list to clarify each one’s role in the delivery of the program.*

*Please either: (a) Speak to their work experience and or creative practice as it may apply; OR*

*(b) Attach short bios, website links or links to EPKs (electronic press kits) as available.*

*If the key artists and creative leads for one program are the same as for another previously described program, please indicate “same as …” (or for other programs).*

*Please indicate who you have been able to confirm.*

(INSERT OR ATTACH LIST)

…

CREATIVE GOALS & OUTCOMES

*How does the program advance your mission and mandate as an organization?*

*Speak to key goals and objectives of the program outlined above and describe intended outcomes. Identify key metrics for success!*

(200 WORDS)

…

CHANGES, IMPROVEMENTS & ADJUSTMENTS

*Speak to any changes, improvements or new directions that are required to strengthen the desired outcomes*

*Please address any adjustments you are making in 2021 due to the ongoing health and safety restrictions required to respond to the Covid-19 pandemic.*

(200 WORDS)

…

INSERT OTHER PROGRAMS BELOW:

*Copy the above template and insert below to provide information on all the programs listed in response to B.1*

#2. NAME OF PROGRAM: …

#3. NAME OF PROGRAM: …

B.3 Creativity & Innovation

*What does it mean for your organization to be creative and innovative in the context of your field of artistic and cultural practice? Do the proposed programs or series:*

* *move the art form into innovative areas?*
* *move your own programming & practices in new directions? OR*
* *offer something different or new to North Vancouver audiences?*

*What do you do to keep your programming interesting and fresh?*

(300 WORDS)

…

B.4 Support Materials – Program Impact

ELECTRONIC ATTACHMENTS:

*Where available, please attach the following support materials in the electronic submission:*

|  |  |
| --- | --- |
| ⬜ | A LIST OF THE ARTISTS, entertainers, performers and other creative talent *expected* to be part of the event   * *where possible provide a brief bio or description for each artist – an active link to the artist’s website or electronic press kit (EPK) is acceptable* * *where possible please highlight any that are confirmed* |
| ⬜ | PHOTOS from previous year’s event(s)\*   * *minimum of six (6), maximum of fifteen (15)* * *submit as print quality .jpg files – we do not accept .pdf pages or slideshows*   *– we do not accept printed copies of photos* |
| ⬜ | VIDEO AND/OR AUDIO FILES   * *maximum of three (3)* * *if available, submit a list of active links to youtube, vimeo or other web video sites* |
| ⬜ | TESTIMONIALS AND/OR LETTERS OF SUPPORT |

*\* PHOTOS*

*NVRC reserves the right to use any photos submitted for reporting and non-commercial promotional purposes – i.e. in staff reports and presentations, on the website or as part of materials that promote the programs and work of the NVRC.*

*Please secure any necessary releases or permissions prior to submitting photos as part of this application.*

(C) C O M M U N I T Y B E N E F I T & I M P A C T

EVALUATION CRITERIA

*Policy identifies three evaluation criteria in respect of community benefit and impact*:

* *Demonstrated Need for the Project  
  Do the program or project fill a need in the community that is not served in any other way? Who does the project serve? Who is the target audience or participant group? How do you address issues of inclusion for diverse, underserved or otherwise marginalized populations?*
* *Level of Service, including number of people served*
* *Level of Volunteer Involvement  
  Volunteer involvement and the quality of the volunteer experience are important indicators of community engagement. It is not an expectation of the Arts & Culture Grants program that artists and creative professionals be expected to volunteer their time.*

*Policy states that, where applicable, funding priority is to be given to programming that targets underserved sections of the population.*

*Questions in this section account for 35% of the evaluation for Annual Programming Support.*

C.1 Attendance & Participation

TOTAL NUMBER OF PEOPLE YOU EXPECT TO ATTEND OR PARTICIPATE IN YOUR PROGRAMS

PROGRAM #1:

*Name of Program Expected Attendance*

PROGRAM #2:

*Name of Program Expected Attendance*

PROGRAM #3:

*Name of Program Expected Attendance*

*If you are seeking funding for more than three (3) programs, please copy and paste the template above to add to the list of programs*

TOTAL ANTICIPATED ANTENDANCE IN LISTED PROGRAMS

TOTAL ATTENDANCE AT OR PARTICIPATION IN THESE PROGRAMS IN PREVIOUS YEARS

*Where possible please report on attendance over the last three years that the programming has taken place.*

2020:

*Reported Attendance*

2019:

*Reported Attendance*

2018:

*Reported Attendance*

TOTAL HOURS OF PROGRAMMING PROPOSED AS PART OF THIS APPLICATION:

*Hours of Programming*

TOTAL HOURS OF PROGRAMMING IN PREVIOUS YEARS, IF APPLICABLE:

2020:

*Reported # Hours*

2019:

*Reported # Hours*

2018:

*Reported # Hours*

NOTES ON ATTENDANCE: IMPACTS OF COVID-19

*Please indicate how you arrive at your attendance reports. Are they a best estimate or are they based on admission counts?*

*Where programming levels have been changed in response to the Covid-19 pandemic, impacting your attendance or participation in either 2020 (reported) or 2021 (projected), please describe that impact briefly below.*

(150 WORDS)

…

C.2 Target Audience

*Either in general terms or on a program-by-program basis, please identify your target audiences. Who does your programming serve?*

**(250 words)**

…

C.3 Social Media

*Please identify the various social media platforms you use:*

**facebook:** **twitter:**

[www.facebook.com/](http://www.facebook.com/) @

**event hashtag: instagram:**

# @

**SNAPCHAT: YOU TUBE CHANNEL:**

… …

C.4 Promotion Plan

*Describe your promotion plan. Outline any specific strategies you are planning to reach your target audiences.*

*How do you integrate social media into your promotion activities? What are your social media targets in terms of hits, likes, and views?*

**(300 words)**

…

C.5 Access & Inclusion: Serving a Diverse Community

*Programming & Project Assistance grants support programs, projects and other initiatives targeted at minority or marginalized populations that have traditionally been underserved or that often face challenges accessing services in the community.*

*Does your programming specifically serve one or more of the following underserved populations?*

* *(local) First Nations &/or urban Indigenous populations*
* *immigrant populations, people of colour or ethnic and cultural minorities*
* *trans- and/or LGBTQ2+ populations*
* *adults, children and families from low income back-grounds or those living in poverty*
* *adults, children and families with physical or developmental disabilities*
* *adults, children and families from other minority, underserved or traditionally marginalized populations*

*If the answer to the above question was* **YES***, please identify the specific population(s) or communities your programming serves:*

…

*Describe* ***specific steps*** *you are taking with diverse, underserved or traditionally marginalized populations to identify and remove barriers impacting their attendance and/or participation.*

(350 words)

…

C.6 Volunteers & Interns

*How many volunteers and/or interns are engaged in the delivery of your programming? Approximately how many volunteer hours does this generate?*

VOLUNTEERS &/OR INTERNS, 2021 CALCULATION OF VOLUNTEER HOURS

… …

REPORT ON PREVIOUS YEARS

*Where relevant and/or possible please report on volunteer participation over the last three years the project has taken place.*

NUMBER OF VOLUNTEERS VOLUNTEER HOURS

2020: … 2020: …

2019: … 2019: …

2018: … 2018: …

ROLE OF VOLUNTEERS

*What do your volunteers do? What do they gain from the experience of working with you?*

**(150 words)**

…

C.7 Support Materials – Marketing Collateral

*If available, please attach the following support materials (from previous years):*

|  |  |
| --- | --- |
| ⬜ | *(sample) print media ads* |
| ⬜ | *posters* |
| ⬜ | *other print materials* |
| ⬜ | *on-line and/or social media promotion* |
| ⬜ | *radio or TV spots* |
| ⬜ | *media coverage of the event* |

(D) O R G A N I Z A T I O N A L C A P A C I T Y A N D / O R N E E D

EVALUATION CRITERIA

*Policy identifies four evaluation criteria in respect of ‘organizational capacity and/or need:’*

* *Ability to Deliver the Program or Project*

*Can you demonstrate that you have the ability, experience and other resources to successfully deliver the event (with the support of an Annual Programming Support grant).*

* *Evidence of Funding from Other Sources*

*Are you able to leverage financial support from other funders or through donations and sponsorships?*

* *Evidence of Community Partners & Support*
* *Evidence of Financial Need*

*Is the budget balanced? What is the current financial position of the organization? Does the requested budget and financial information demonstrate a “need” for grant support to deliver the programming outlined in this application?*

*Questions in this section account for 25% of the evaluation of Annual Programming Support.*

D.1 Funding Request

*Grants may be awarded up to a maximum of $22,500 or 25% of the eligible project budget.*

GRANT REQUEST PROJECTED BUDGET (CASH ONLY)

FOR STAFF USE ONLY

Grant Request as a   
Percentage of the   
Projected Program Budget

%

… …

*Please complete the following information for the last three years in which funding was received.*

GRANT YEAR GRANT RECEIVED REPORTED EXPENDITURES

2020: $ $

2019: $ $

2018: $ $

NOTES ON FUNDING REPORT

*Where possible please report on the grants you have received AND the total reported expenditures for each of the last three years that the project has taken place. If the activity did not take place in 2020 due to the Covid-19 pandemic, please insert “n/a” for that year.*

D.2 Program Budget and Financial Information

*Please confirm below that you have submitted the following as part of this application:*

|  |  |
| --- | --- |
| ⬜ | PROGRAMMING & PROJECT ASSISTANCE BUDGET FORM   * *available on a separate MS Excel form* |
| ⬜ | FINANCIAL STATEMENTSfor the most recently completed fiscal year   * *OR comparable record/accounting of your financial position at the time of submitting the application* * *prepared in accordance with generally accepted accounting standards, and including an income statement and balance sheet* |

D.3 Other Sources of (Community) Support

*Please list sources of community support and/or local business sponsorships that you are seeking or have secured. Include in-kind support.*

*Please also list any other foundation grants and/or government funding that you may be targeting to support and/or deliver the event.*

**(attach listS or provide below)**

…

*What challenges, if any, do you face in seeking the support of the community?*

*What are your targets for growing community support? What is your plan to reach these targets?*

**(200–250 words)**

…

D.4 Why is Funding Needed?

*What, specifically, will the grant be used for? What would you be unable to deliver without grant support?*

**(150 words)**

…

D.5 Cost of Participation

*What is the cost of participation at and/or admission to your events? How did you determine the price point?*

*In respect of your pricing strategy, how do you target the provision of services to adults, children and families from low income backgrounds or those living in poverty?*

**(200 words)**

…

D.6 Building Capacity / Planning for Sustainability

*Programming & Project Assistance grants are not intended to provide continuing, indefinite support for the same activity. As a general rule, policy states that groups will be eligible to apply annually for the same program or programs for up to five (5) years.*

*Applicants seeking support beyond five years will be subject to review and must be able to demonstrate the ongoing value of the municipalities’ grant investment in the proposed program.*

*Do you have a business plan, detailing the resources and strategies required to sustain the program, project or event in a financially responsible manner beyond the first five years of the project? (This may or may not include grant support)*

**Please indicate YES NO**

⭘ ⭘

*If YES, please attach a copy to this application* ATTACHED

⬜

*If NO, please contact the Program Officer.*

D E C L A R A T I O N & S I G N A T U R E S

*I, the undersigned, certify that, to the best of my knowledge, all information provided in this application is accurate and true and is endorsed by the organization I represent.*

**SIGNATURE OF PERSON FILING THE APPLICATION NAME**

…

**TITLE WITH ORGANIZATION**

…

**DATE**

…

*The application may be submitted with the electronic signature (if available) of the Primary Contact identified on page 2 of this form …*

*OR the signature page may be submitted separately as a scanned .pdf, showing the Primary Contact’s original signature.*

Application Package

Applications should consist of an *‘Application Form’* and a *‘Budget Form’* **PLUS** support materials as requested herein. It is the responsibility of the applicant to ensure that their application is complete, that all requested materials have been submitted and that all submission requirements have been satisfied.

Electronic Submission

All materials must be submitted electronically. Hard copy submissions will only be accepted under exceptional circumstances.

File Share

The preferred method of electronic submission is via a web-based file-share platform (e.g. Dropbox)

USB (Memory Stick)

Submissions may also be provided on a USB drive (memory stick) ***OR*** on a CD-R disc, then mailed or hand-delivered to the attention of *Arts & Culture Grants* at:

Delbrook Community Recreation Centre

851 West Queens Road,

North Vancouver, BC V7N 4E3

No Fax or E-Mail Submissions

Application materials sent via fax or as email attachments will ***not*** be accepted.