****

2021 Arts & Culture Grants

Celebrations & Events Grants Program

**Community Events Grants**

Application Form

Grants up to $4,500

PROGRAM GOALS & OBJECTIVES

Celebrations & Events Grants for ‘*Community Events’* seek to support the development of small, neighbourhood-scale community events and to encourage the growth and development of existing events that contribute to residents’ sense of belonging, identity and place. Grants are available to events:

* *that foster community connection*
* *that evoke a sense of celebration*
* *that offer opportunities for local creative talent*
* *that provide an expression of the diversity and uniqueness of our community*

Priority will be granted to events that create safe, welcoming, accessible and inclusive spaces that encourage the attendance and/or participation of diverse and otherwise underserved populations.

Grants Deadlines

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

*(for events that take place from January 1st through August 10th, 2021)*

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

*(for activities that take place from July 15th through December 31st, 2021)*

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 ‘Community Events: Program Guidelines.’*

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

A.1 Contact Information

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

*Speak briefly to the work your organization does in the community, or to your mission and mandate as a recognized community group.*

(150 WORDS)

…

A.3 Eligibility Check

*Eligible applicant categories are listed below:*

PLEASE CHECK ALL THAT APPLY TO YOU:

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

|  |  |
| --- | --- |
| ⬜ | a non-profit organization, registered under the BC Society Act |
| ⬜ | a recognized charity, granted charitable status by the Canada Revenue Agency |
| ⬜ | a community service organization |
| ⬜ | an organization providing services to a specific ethnic or cultural group |
| ⬜ | a local community association |
| ⬜ | a business association or BIA |
| ⬜ | another recognized community group  PLEASE SPECIFY  … |

A.4 Society Standing

*You do not have to be registered as a non-profit society or charitable organization in order to qualify for a grant. However, if you self-identified above as either a non-profit society or charitable organization, please complete the following:*

**OFFICIAL SOCIETY OR CHARITY NAME, IF DIFFERENT FROM THE NAME PROVIDED ABOVE**

…

**BC society number and/or charity number**

… …

is your organization currently in good standing? YES NO

⭘ ⭘

IF YES, PLEASE provide PROOF OF GOOD STANDING ATTACHED

⬜

(B). P R O G R A M M I N G M E R I T and I M P A C T

EVALUATION CRITERIA

*The Arts & Culture Grants Policy identifies two evaluation criteria in respect of ‘programming merit and impact’:*

* *Evidence of Program Mix*

*Does the event provide an interesting and engaging mix of creative activities?*

* *Demonstrated/Projected Outcomes*

*How successfully do the proposed activities meet the Program Goals and Objectives laid out for ‘Community Events Grants’?*

*Questions in this section account for 25% of the evaluation of Community Events.*

B.1 Event Summary

NAME OF THE EVENT

…

EVENT DATE(S) EVENT LOCATION(S)

… …

B.2 Event Description

PROGRAM OUTLINE

*Please provide a brief outline of the programming and planned activities for the event. Describe the activities that make up the event.*

*How are you addressing or adjusting for the impacts of the Covid-19 pandemic?*

*Speak to how the proposed activities serves to meet the goals and objectives of the ‘Community Events Grants’ program – i.e. events that foster community connection; that evoke a sense of celebration; and that offer opportunities for local creative talent*

(300 WORDS)

…

B.3 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 four evaluation criteria in respect of ‘community benefit and impact’*:

* *Demonstrated Need for Event*

*Does the event fill a need in the community that is not served in any other way?*

* *Level of Service, including Number of People Served*
* *Public Accessibility*

*Is the event financially and physically accessible? Is it welcoming and accessible to a broad spectrum of the community, including diverse, underserved or otherwise marginalized populations?*

* *Level of Volunteer Involvement*

*Questions in this section account for 45% of the evaluation of Community Events.*

C.1 Attendance and Participation

ATTENDANCE TARGET, 2021 TOTAL HOURS OF PROGRAMMING

… …

REPORT ON PREVIOUS YEARS’ ATTENDANCE PROGRAMMING HOURS IN PREVIOUS YEARS

2020: … 2020:

2019: … 2019:

2018: … 2018:

NOTES ON ATTENDANCE

*Where possible please report on attendance over the last three years that the event has taken place. If the event did not take place in 2020 due to the Covid-19 pandemic, please insert “n/a” for that year.*

*If for any reason the event has not taken place annually, please adjust the years above and report on the last three years that the event has taken place.*

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

…

C.2 Target Audience

*Please identify your target audience. Who does the event serve?*

**(100 words)**

…

C.3 Access and Inclusion

*Arts & Culture Grants support events, programs or projects targeted at minority or marginalized populations that are often underserved or that face challenges accessing services in the community.*

*This may include but is not restricted to:*

* *(local) First Nations and/or urban Indigenous people*
* *people from immigrant populations or ethnic and cultural minorities*
* *adults and/or children from the trans- or LGBTQ2+ communities*
* *adults and/or children from low income families or those living in poverty*
* *adults and/or children with physical disabilities*
* *adults and/or children with developmental disabilities*

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

(150 words)

…

C.4 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.5 Event Promotion & Audience Development

*Describe your activites to promote the event. How do your promotional activities help you reach your target audience(s)?*

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

**(150 words)**

…

C.6 Volunteers

*How many volunteers do you engage? Approximately how many volunteer hours are involved in the delivery of the event?*

PROJECTED NUMBER OF VOLUNTEERS, 2021 CALCULATION OF VOLUNTEER HOURS

… …

REPORT ON PREVIOUS YEARS’ VOLUNTEERS VOLUNTEER HOURS IN PREVIOUS YEARS

2020: … 2020: …

2019: … 2019: …

2018: … 2018: …

NOTES ON VOLUNTEERS

*Where possible please report on volunteer particcipation over the last three years that the event has taken place. If the event did not take place in 2020 due to the Covid-19 pandemic, please insert “n/a” for that year.*

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:’*

* *Capacity 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 a Community Events grant).*

* *Evidence of Funding from Other Sources*

*Grants are not provided for the purpose of underwriting your activities. 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? Do you clearly present all requested budget and financial information in such a way that it demonstrates the “need” for grant support to deliver the event?*

*Questions in this section account for 30% of the evaluation of Community Events.*

D.1 Funding Request

*Please enter the following budget information from the ‘Community Events: Budget Form’ provided.*

GRANT REQUEST (Max: $4,500) BUDGET (TOTAL CASH EXPENDITURES)

FOR STAFF USE ONLY

Grant Request as a   
Percentage of the   
Projected Program Budget

%

$ … $ …

*If you have previously received a grant for the proposed program, please complete the following information for the last three years in which funding was received.*

GRANT YEAR GRANT RECEIVED REPORTED CASH EXPENDITURES

2020: $ … $ …

2019: $ … $ …

2018: $ … $ …

NOTES ON BUDGET REPORTING

*Where possible please report on grants you have received and total reported expenditures for each of the last three years that the event has taken place. If the event 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:*

|  |  |
| --- | --- |
| ⬜ | COMMUNITY EVENTS 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 Support

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

*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 for your event?*

**(100 words)**

…

D.4 Why is Funding Needed?

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

**(100 words)**

…

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.