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2021 Arts & Culture Grants

Programming & Project Assistance

New Initiatives Grants

Application Form

Grants up to $6,500\*

PROGRAM GOALS & OBJECTIVES

*New Initiatives Grants* are provided to support: pilot projects and new initiatives; new, emerging and innovative creative practices; and/or the work of new and emerging arts groups

In general terms, grants are available to support programs and projects:

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

Funding priority is given to activities:

* *that foster the development of emerging arts and cultural practices;*
* *that involve creative or multi-organizational collaborations;*
* *that target underserved and/or diverse populations;*
* *that are inclusive of or that give expression to diverse traditions; OR*
* *that encourage cross-cultural exchange.*

Grants Deadlines

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

*(for activities 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 Programming & Project Assistance Guidelines.*
6. 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

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

(100–150 WORDS)

…

A.3 Eligibility Check

*To be eligible to receive a Programming & Project Assistance Grant for New Initiatives, 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 – if at all – 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 New Initiatives Grants?*

*Questions in this section account for 40% of the evaluation of New Initiatives Grants.*

B.1 Program Outline

NAME OF THE PROGRAM, PROJECT OR INITIATIVE

…

PROPOSED DATES:

…

LOCATION(S):

…

PROGRAM DESCRIPTION

*Provide a brief outline of the program, project or initiative for which funding is being sought.*

(100 WORDS)

…

B.2 Creative Goals & Outcomes

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

*Speak to your key artistic-creative goals and objectives and describe any intended outcomes or impacts. Identify key metrics for success!*

*Outline any adjustments necessitated by the Covid-19 pandemic.*

(150 WORDS)

…

B.3 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.*

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

(INSERT OR ATTACH LIST)

…

B.4 Creativity & Innovation

*What is it that makes your program offering creative, innovative or new?*

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

(150 WORDS)

…

B.5 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  
  Does the 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 common 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.*

*Questions in this section account for 40% of the evaluation for New Initiatives Grants.*

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 relevant or where possible please report on participation/attendance over the last three years that the project 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 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 activites to promote the project. How do you plan to reach your target audience?*

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

**(200 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 project 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 project 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.*

(200 words)

…

C.6 Volunteers & Interns

*How many volunteers and/or interns are engaged in the delivery of the project? 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?*

**(100 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 a New Initiatives grant).*
* *Evidence of Funding from Other Sources  
  Grants cannot underwrite 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? Does the requested budget and financial information demonstrate a “need” for grant support to deliver the project?*

*Questions in this section account for 20% of the evaluation of New Initiatives Grants.*

D.1 Funding Request

*\* From Page 1*

*Grants may be awarded up to a maximum of $6,500 or 35% of the eligible project budget.*

*Groups who are not (or not yet) registered as a not-for-profit organization are eligible to be considered for grants up to $5,000 or up to 50% 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

%

… …

IS THIS A NEW INITIATIVE? YES NO

⭘ ⭘

IS THIS A FIRST-TIME GRANT REQUEST? YES NO

⭘ ⭘

*If the answer to the above question was* NO*, in what year did you first receive funding for this initiative?*

…

*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 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?*

**(100 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?*

**(100 words)**

…

D.5 Cost of Participation

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

**(100 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.