

# WEBINAR SERIES FOR ARTS PRESENTING



Atlantic Presenters  
Association

ONTARIO  
PRESENTS

Canada 

## Finding Money II

...

Apply, report, repeat

Avril Helbig

# Housekeeping

You can hear us, we cannot hear you!

## **Can't hear?**

Try turning up your volume

Call in by phone or use your computer headphones

## **Have a question?**

Use the chat box, any time. Will have time at the end and after the webinar.

## **Downloads**

Slide Presentation and other materials

Webinar Recording will be available on Ontario Presents site

# Grant applications: appropriate language and structure for the different levels of grants

## Portals

account profiles and registration, and their relationship to eligibility criteria

text boxes and working offline

information in point form, and with lists

collateral documents



Canada Council  
for the Arts

Conseil des arts  
du Canada

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[CHECK YOUR ELIGIBILITY](#)

[LOGIN OR CREATE AN ACCOUNT](#)

## The Path of an Application

[Click through to learn more about the granting process](#)

**STEP 1**  
CREATE YOUR  
ACCOUNT

**STEP 2**  
PROFILE  
VALIDATION

**STEP 3**  
APPLY  
TO PROGRAMS

**STEP 4**  
APPLICATION  
ASSESSMENT

**STEP 5**  
NOTIFICATION  
OF RESULTS

**STEP 6**  
REPORTING ON  
THE GRANT

You must first create an account and at least one applicant profile to use for applying for grants.

# What are assessment criteria

## 3.2 Assessment Criteria

### A. Relevance of Programming (30%)

- clear alignment between the organization's mandate, artistic vision, the proposed programming and the CAPF objective;
- contribution to a variety of professional artistic choices for Canadians as demonstrated through previous presentations and proposed activities; and
- demonstration of the particular role the organization plays within the local, regional and, if applicable, national and international ecology of professional arts presentation.

### B. Impact on Audiences, Artists, and Communities (40%)

- capacity to retain, expand or diversify audiences and knowledge about community demographics;
- capacity to build partnerships that encourage the links between the arts and communities;
- conditions and opportunities offered to professional artists; and
- appropriateness of the marketing and communication plan (which includes a fair ticket policy, if applicable).

### C. Management and Financial Health (30%)

- appropriate resources (financial, human) and expertise (volunteer, board, staff) to undertake the proposed activities; and
- realistic and balanced budget with diversified public and private sector funding sources and a sound financial performance record.

See CAPF program guidelines

# Outcomes and deliverables : framing your project with the language of achievements

In house reports: capturing the value and impact of your organization in simple and effective ways

Inputs (money, people expertise)

Outputs (immediate results, people served, things created, relationships developed)

Outcomes (medium to long term , changes that happened to people and in your community)

Impact (effects on root causes, long term changes to people, policy or practice)

# How to find, create and use research to support your proposal

Municipal and council documents regarding policy and direction

Example: Mississauga cultural policy:

[http://www7.mississauga.ca/documents/culture/main/culture\\_policy\\_web.pdf](http://www7.mississauga.ca/documents/culture/main/culture_policy_web.pdf)

Regional research

Example: McMichael Canadian collection of art:

<http://mcmichael.com/artofinclusion/>

Statistics

Sectoral research: associations, foundations, initiatives:

<http://www.capacoa.ca/en/services/research-and-development>

See regional evidence base mock up

## **Toronto Music Strategy**

*Supporting and Growing the City's Music Sector*

Created by the **Toronto Music Advisory Council**  
for the City of Toronto

February 2016



# Your obligations around matching funds

What is IN KIND for the purposes of grants?

Stacking limits – what are they and how do they apply

Example: Sport Canada Hosting

<http://canada.pch.gc.ca/eng/1418734292338/1432134175366>

Example: DCH Stacking Limit clause (from guidelines)

Some eligible expenses under the CAPF may receive funding from other government sources (federal, provincial/territorial and municipal). The combination of financial assistance received from the CAPF and other government sources cannot exceed 90% of the total eligible expenses.

# Grant reporting - interim and final obligations

How much change is allowed – can my budget differ from what was proposed?

What are the reporting expectations – when and how many times will I have to report?

What kind of records do I have to keep - and how long do I have to keep them?

Transferability to upcoming leadership is important.

Acknowledgement clauses in CAs – what will they be looking for from my organization?

When do I receive the funds

[http://canada.pch.gc.ca/DAMAssetPub/DAM-PCH2-Arts-Festivals/STAGING/text-text/capf-fcpa-festival\\_series\\_presenters\\_final\\_report\\_1455892023605\\_eng.pdf](http://canada.pch.gc.ca/DAMAssetPub/DAM-PCH2-Arts-Festivals/STAGING/text-text/capf-fcpa-festival_series_presenters_final_report_1455892023605_eng.pdf)

See CAPF final report doc

# Contribution agreements: timeframes, obligations, liability

Who are the signatories

Where does the accountability lie

Guidelines for public acknowledgement:

<http://canada.pch.gc.ca/eng/1428491994616>

Sample: Key requirements - "Canada" wordmark and acknowledgement text

The use of the "Canada" wordmark allows everyone to easily recognize that an activity is supported by the Government of Canada. Where space and circumstances allow, a credit line that refers to the Government of Canada accompanies the wordmark. The following options can be used:

"Funded by the Government of Canada."

« Financé par le gouvernement du Canada. »

"This project is funded [in part] by the Government of Canada."

« Ce projet est financé [en partie] par le gouvernement du Canada. »

"With the participation of the Government of Canada."

« Avec la participation du gouvernement du Canada. »

etc etc

# Foundations: who they are, how to find them, how to write for their programs

<http://www.imaginecanada.ca>

A national charitable organization whose cause is Canada's charities. They work to share information and strengthen the sector's voice. A good source of research and data. grantconnect tool available on the website, as well as monthly newsletter.

<http://pfc.ca/about-pfc/>

Philanthropic Foundations Canada publishes reports, information and blogs about the sector in general, and developments in philanthropy. Their membership is foundations, so they are not a consumer website.

See Wallace Foundation document

# Advocacy in your region: gathering the data, gathering allies, presenting the facts

Your profile as a grant seeker, and as part of the arts and culture ecosphere

Networking and events

Like minded organizations

See Music Festivals and social inclusion

See MTCS environmental scan document

See Ontario Cultural Strategy Discussion paper

See new funding model from federal budget release

# The end

## Questions?

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Tell us what you think!

Take Quick Survey