



elan

english language
arts network

GRANT WRITING PRINCIPLES

June Park, B.A., M.A., IMP

c.2018



ELAN works in key areas to:

- Provide support, services and networking opportunities to English-speaking artists of all disciplines in all regions of Quebec.
- Promote artists' work so they receive greater recognition and visibility.
 - Made au Quebec
 - Arts Alive!
- Collaborate with sister organizations to coordinate and instigate support services, such as professional development and mentorship opportunities.
 - Quebec Writers' Federation (QWF), Quebec Drama Federation (QDF), Association of English Language Publishers (AELAQ)
- Build bridges between English-speaking and French-speaking communities.
- Advocate on behalf of English-speaking artists and their community in critical areas such as public broadcasting.
- Promote arts and culture as a means to enrich education, develop the creative economy and serve as a motor for economic development.

www.quebec-elan.org

Overview

- Introductions
- Arts funding in Canada
- Which funding body do I apply to?
- Vision & Mandate
- The art of articulation
- Artist's Statement and Project Description
- The Budget
- Follow-up



Arts funding in Canada

- The economics of artistic practice
- Arts funding in Canada aims to
 - sustain artists and artistic practice
 - award and foster artists and their achievements
 - support those who shape culture, create positive change

Why write a grant?

- To get from our artistic vision, to the end goal of a fully realized project
- To create a conversation between you, your art/project, and the world
- To grasp a full understanding of your own project
- To help create a solid action plan



The Basic Funding Landscape in Quebec

Public

- Federal
- Provincial
- Municipal
- International

Private

- Foundation
- Corporate
- Not-for-profit organizations
- Professional associations

Types of Funding

- Unrestricted
- Restricted

Types of Projects

- General support
- Professional Development
- Performance, production, composition
- Publication, recordings, touring
- Travel
- Residencies, internships, fellowships

For Artists who are...

Emerging, established, practicing, professional, mentor, master...

Disciplines: visual arts, dance, music/sound, theatre, performance arts, circus arts, writing, media, interdisciplinary, aboriginal, culturally diverse...

Primary Public Funders for the Arts in Quebec

Canada Council for the Arts

- Global recognition for Cdn artists and Cdn work

Conseil des arts et des lettres du Qc -CALQ

- Broaden influence of Qc artists in Canada and abroad

Conseil des arts de Montreal

- Supports identifies recognizes 'artistic excellence

Government of Canada / Heritage Canada (Dept of Cdn Heritage)

Government of Quebec

- SODEC Société de développement des entreprises culturelles



- Funding Model overhaul + 2016-21 Strategic Plan
- The Portal
 - **Explore & Create, Concept to Realization**
 - **Professional Development for Artists:** Project grants to support career advancement activities for artists and artistic groups
 - **Research and Creation:** Project grants to support creative research, development and the creation of new works by artists, artistic groups or organizations
 - **Concept to Realization:** Project or composite grants to support activities that will result in completed works that are shown to the public
 - **Artist-Driven Organizations:** Core grants to support the activities of artist-controlled organizations for the creation, production and dissemination of work
 - **Engage & Sustain**
 - **Creating, Knowing & Sharing**
 - **Supporting Artistic Practice**
 - **Arts Abroad**
 - **Arts Across Canada**
- *Strategic Funding*
 - + Digital Fund, OLM, Access Support, Media Arts Equipment...



Canada Council
for the Arts

Conseil des arts
du Canada





Conseil
des arts
et des lettres
du Québec

- Strategic Plan 2012-2020 (Politique de diffusion available in French only)
- Mon Dossier CALQ online
- Grants for Artists include:
 - Dissemination & Promotion
 - Professional Development
 - Research, Creation, Exploration and Production
 - Studios (Residences)
 - Travel
 - Other: including Digital, Indigenous, & Vivacite





CONSEIL
DES ARTS
DE MONTRÉAL

- New Strategic Plan 2018-2020
- Values: Equity, Audacity, Agility, Proximity, Ethic (artistic rigor)
- ORORA portal
- <http://www.artere.qc.ca/>
- General Funding Program, Creation / Production
 - Project grants (Sept, Dec & Feb) : Next application deadlines are:
 - September 17, 2018 (exceptionally)
 - December 15, 2018
 - February 15, 2019



Plan & Prepare





Build a relationship

Funding agencies exist because they believe in the power of art to affect our lives. They want to help artists get their projects off the ground.

- Read the organization's mission/vision statement & program guidelines
- Prepare your pitch and have your questions ready
- Call the program officer/grant liaison

The program officer/point of contact's role is to determine your eligibility, answer all questions pertaining to the grants, and to oversee the assessment process.



The top piece of advice to grant writers...

Follow the instructions



The 2nd most common advice for grant writers...

“Have a good project”

&

“Tell a story with heart”



Some common Assessment Criteria

Artistic “quality” / “merit”

- Quality, artistic interest, originality, content

Relevance

- Timeliness, value... To whom does this have meaning and why?

Impact

- Potential, Accessibility, Effect...
How is the world different?

Feasibility

- Capacity, Experience, Budget, Logistics... How will you make this happen?



Funder's issues to keep in mind

Sustainability

- Long term, long haul artists
- Project versus organizational
- Not only financial viability, but artistic as well

Collaboration & Community

- Who are the partners, what's the common goal
- Is there cooperation, integration?

Evaluation & Impact

- Analysis of performance, progress, success
- What is different in the world as a result?

The Application

- Step by Step
- Read carefully!
- Follow the instructions!

CCA: Online portal & profile

CALQ: Mon Dossier

CAM: Orora

Key: Communicating clearly

CLEAR = easy to understand, avoid jargon

CONCISE = to the point, relevant, brief but well developed

COMPELLING = tell your story, convey your passion,

- Use language that is active, simple and direct
- Watch your grammar and spelling
- Use short sentences & paragraphs, use contractions
- Keep your tone confident, enthusiastic and authentic
- Avoid passive or ambiguous writing
- Avoid obscurantist, ostentatious verbosity

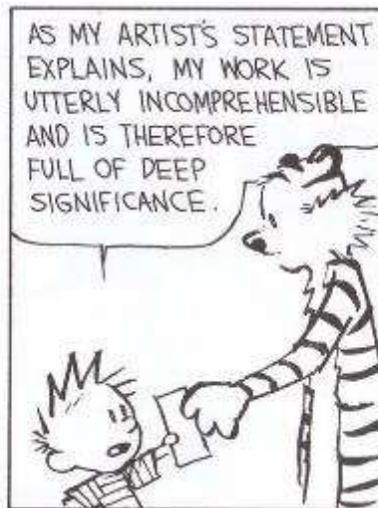
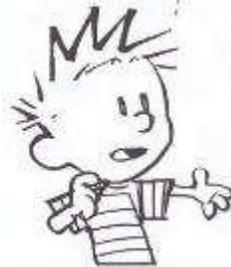


The Artist's statement

- Why you make art, what inspires you, your vision, aesthetic, and philosophy...
- Provides insight into your work
- Be comprehensive but concise!



BUT REALLY, ART IS A PRIVATE LANGUAGE FOR SOPHISTICATES TO CONGRATULATE THEMSELVES ON THEIR SUPERIORITY TO THE REST OF THE WORLD.



The Road Map/ Work Plan

Funders want to see a work plan that is:

- Clear in its goal
- Well planned with a progression of key objectives
- Clearly defined roles
- Reasonable timeline
- Evaluative markers



The (not so scary) Budget

A budget is a financial representation or “snap-shot” of a given project (or company.)

- Outline projected costs/expenses VERSUS income/revenues associated with a project.
- Demonstrate feasibility of a given project from a financial perspective.
- Must clearly line up with your work plan.
- Must BALANCE! The net is always ZERO



Budgets ...

- Be mindful that some funding agencies will fund only a certain percentage of a given project, in which case you will be expected to demonstrate the sources of the remaining funding.
- Indicate clearly whether other sources are confirmed or unconfirmed
- Donations-in-kind are goods and/or services donated to your project by a person or company, which have a financial value but for which you will not be paying. The value of these items must be accounted for in your budget in BOTH the expense and revenue sections.



Budgets – FAQs

Do I have to pay taxes on the money I've been awarded?

Yes, and be careful! Grant monies are considered revenue, which you will be obliged to declare on your income tax return. Make sure you keep good records of the expenses associated with the grant monies, as you may be able to deduct some or all of these on your income tax return.

I have received a grant and things are going really well. I think I'm going to have a surplus of money. Do I have to give the left over funds back?

The grant money is yours, as long as you fulfill the terms of your application, however, if you have not used the grant money as intended, you may have to return it. If in doubt, check with the granting agency's program officer.



Final Steps

Review...

- You need outside input to be assured you are communicating clearly
- Get at least two readers to check for clarity and understanding
- Put their comments into action

Almost there...

- Re-check the checklist step by step

Submission...

- Online: print out your confirmation slip and file with a copy of the application
- Mail: post, with date stamp, or deliver the grant in person BEFORE the deadline



Evaluation & Assessment Process

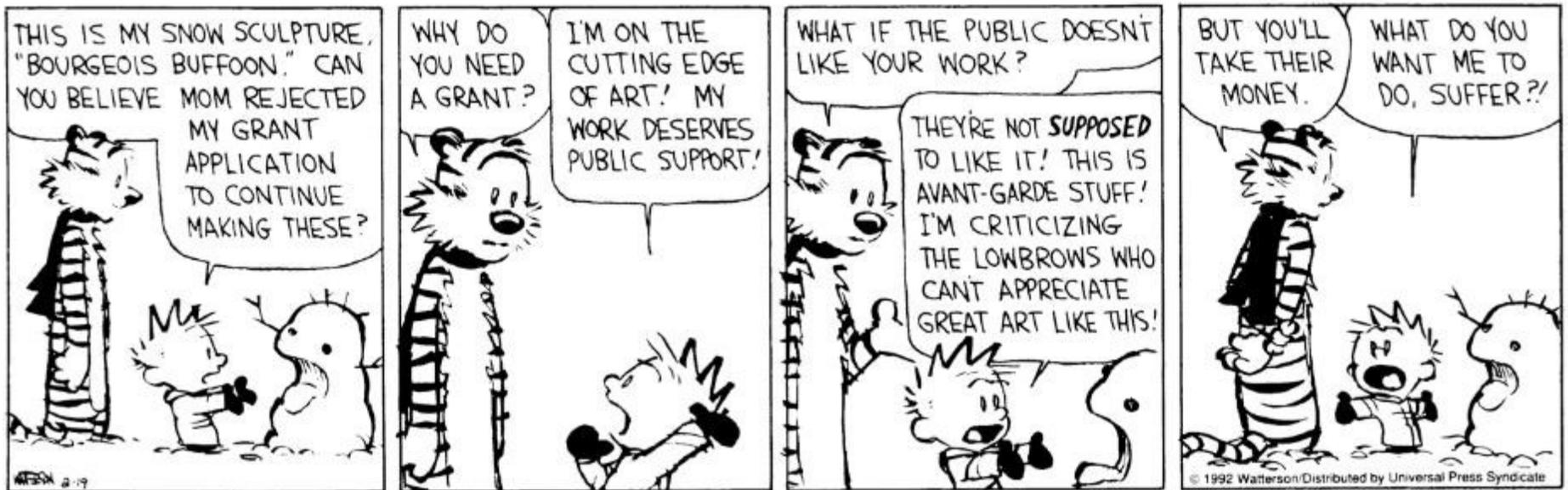
Takes on average 3-6 months after the deadline, check with your program officer for an exact window of time

- **Jury/Review committee/ Peer Assessment committee/ Grant review Jury**
 - Comprised of professional artists/arts administrators/presenters... chosen for diversity of specialization, artistic practice, cultural/demographic diversity, etc...
 - Are reviewing many grants, they WANT yours to stand out
 - Members selected for their experience and expertise, may sit on jury in terms, or just one session
 - Evaluative decision process; juries will use a scoring chart and guidelines as set out by the funding body
- **Criteria for judgment – varies depending on funding body, but in general:**
 - Artistic merit / Artistic quality
 - Potential impact / contribution to discipline / audience devo
 - Project Management / Feasibility of project



If at first you don't succeed...

- Immediately call and ask for feedback and comments
- Find out what/who did receive funding
- Don't get discouraged – be persistent, be tenacious
- Reflect on your approach and revise your strategy



A horizontal streamer of colorful confetti in shades of red, green, blue, purple, and yellow, scattered across the top of the slide.

Success!

- Sign and return the confirmation/acceptance document
- Inform the funding body of any changes that may have occurred since you made the application. You may need approval.
- Maintain careful records. Keep all receipts.
- Credit the funding body as per their instructions.
- Complete your Final Report in a timely manner
 - be honest and accurate in the evaluation of your project
 - highlight when you have met stated objectives, timeline targets, audience reach etc.

Summary of Tips

Give yourself adequate TIME

Know your VISION, Know your STORY

Do your RESEARCH

Make the right match & ensure your ELIGIBILITY

Build a RELATIONSHIP & contact your grants officer

Read the INSTRUCTIONS & follow them!

Your WRITING must be Clear, Compelling and Concise

Develop a realistic & researched BUDGET.

Get FEEDBACK

Good luck with all of your artistic endeavours.

Please feel free to contact me by email at parkwrites@gmail.com