



Pro-Active Grant Writing

June 12, 2015

Sean Devine

12% - 15%

Write your grants as if your artistic survival depends on it...because it does.

12% - 15%

If you needed to cross a busy street but only had a 12% - 15% chance of survival, how carefully would you cross that street? How focused would you be?

Sean Devine

Horseshoes & Hand Grenades Theatre

Diwali Celebration Society

City of Bhangra Festival

New Works Performance Society

Company Erasga Dance

Freelance grant writer as well

Sean Devine

\$915,000 raised in cash grants to arts organizations

\$95,000 raised in corporate sponsorships

\$655,000 raised through in-kind contributions (media sponsorships)

65% success rate

Grant Writing for Artistic Survival

With each passing year, more and more artists and arts organizations are competing for stagnant and even decreasing levels of funding. The odds were high to begin with, and they're getting higher.

Grant Writing as “Cultural Activism”

Can grant writing itself be a part of the artistic process? ABSOLUTELY!

Funding Bodies

Federal

Canada Council for the Arts
Canadian Heritage

Provincial

Ontario Arts Council

Municipal

City of Ottawa

Funding Programs

Operating Funding

- annual or multi-year funding
- reserved for registered non-profits

Project Funding

- for the creation, development and/or production of creative projects
- reserved for registered non-profits and/or ad hoc organizations

Individual Artist funding

- various programs for artists not attached to specific companies and organizations

Professional / Organizational Development Funding

- for individuals and organizations
- serving various non-artistic objectives

Websites

Canada Council for the Arts

www.canadacouncil.ca

Canadian Heritage

www.canadianheritage.gc.ca

Ontario Arts Council

www.arts.on.ca

City of Ottawa

www.ottawa.ca/en/liveculture/cultural-funding

Which Grant for My Project?

Canada Council for the Arts

Theatre Program

Project Grants for Emerging Artists

Matching Your Project to a Grant

Program Description: The Theatre Production Project Grant Program for Emerging Artists provides grants to professional non-profit theatre organizations, and ad hoc groups of professional theatre artists for the development and production of theatre. “Ad hoc group” refers to a group of artists formed for the specific purpose of creating a unique work. Emerging artists refers to companies or ad hoc groups where the principal members have up to 10 years of professional experience.

Grants are intended as a contribution towards the specific costs of:

- a period of development geared towards future production (projects should include at least one public presentation, such as a public reading or workshop), or
- theatre production (which may also include development).

Matching Your Project to a Grant

Eligibility: Note that meeting the eligibility criteria does not guarantee that you will receive a grant.

Canadian professional non-profit theatre organizations and ad hoc groups of professional theatre artists are eligible.

The Canada Council for the Arts defines professional artist as someone who:

- has specialized training in the field (not necessarily in academic institutions)
- is recognized as such by peers (artists working in the same artistic tradition)
- is committed to devoting more time to artistic activity, if possible financially has a history of public presentation or publication.

How do Grants Get Adjudicated?

How do Grants Get Adjudicated?

Peer Jury Review

- A diverse group of between 3 – 7 professional artists (usually within your field)
- Undergo a rigorous, methodical process to assess each grant fairly
- Each grant is weighed and ranked according to the same criteria
- Each jury faces the same challenge: too many worthy grants, but not enough money to go around

How will your grant stand out?

Criteria for Success

Assessment criteria

The peer review committee will base its review of applications on the artistic and administrative criteria listed below:

Artistic criteria

- Articulation, clarity, originality and quality of the artistic process
- Artistic interest of the project (the project proposes a distinctive, original or innovative approach to the art form)
- Impact of the project on the development of Canadian theatre artists
- Public impact of the project.

Criteria for Success

Administrative Criteria

These criteria refer to the financial situation of the group/company and to the realism of budgets and planning for the project. Applications will be assessed according to the following criteria:

- an appropriate balance between expenditures and revenues
- appropriate planning and allocation of resources to production, marketing and administration
- the diversification of revenue sources

Summary of What Works

- 1. Prove to them that your project is vital / original / innovative. Make your case that it deserves to be created / developed / seen.**
- 2. Tell them why you need the money and exactly what you plan to do with it.**
- 3. Convince them that you've got the proper planning and resources in place to make your project a success.**

Critical Path

When will my project be produced?

When do I want to start work?

What grant timeline do I need to follow?

The Iceland Project

Goal: Summer 2017

The Iceland Project

Goal: Summer 2017

The Iceland Project: Phase I

OAC: August 2015

Canada Council: September 2015

The Iceland Project: Phase II

City of Ottawa: January 2016

Canada Council: March 2016

Strategies for Success

- **Time is your most precious resource.**
- **Take each question seriously. Don't take shortcuts.**
- **Write like yourself.**
- **Think of your audience.**
- **Careful...They don't know your community.**
- **The juries don't know anything you don't tell them.**

Strategies for Success

- **Follow instructions.**
- **Take your budget seriously.**
- **Don't exaggerate. Don't make things up.**
- **You never know who will be reading your application.**
- **Speak to your program officers.**
- **Win or lose: get feedback.**

Canada Council for the Arts going through radical transformation

SOME GOOD NEWS

6 new funding programs

www.newfundingmodel.canadacouncil.ca

CANADA COUNCIL'S NEW FUNDING MODEL

“Explore and Create”

This program is intended for artists, collectives and organizations focused on research, development, exploration and innovation in the creation of new work advancing their art forms.

CANADA COUNCIL'S NEW FUNDING MODEL

“Engage and Sustain”

This program supports arts organizations in the production and presentation of ongoing, sustainable, high-quality artistic activities that engage the diversity of citizens within their communities and beyond.

CANADA COUNCIL'S NEW FUNDING MODEL

“Renewing Artistic Practice”

This program supports innovation, collaboration, sustainability and adaptability in Canada’s professional arts sector. This program will help arts professionals to share and debate current and emerging practices, tools and issues and to have access to timely expertise that helps their organizations respond to change.

CANADA COUNCIL’S NEW FUNDING MODEL

“Arts Across Canada”

This program encourages the dissemination of excellent Canadian art across the country for the benefit of as many Canadians as possible. Through this program, artists will have the resources to travel, tour, exhibit and disseminate their work in communities across Canada.

CANADA COUNCIL'S NEW FUNDING MODEL

“Arts Abroad”

This program supports the presentation and circulation of Canadian art and artists abroad.

CANADA COUNCIL'S NEW FUNDING MODEL

“Creating, Knowing and Sharing Aboriginal Arts”

This program supports Aboriginal artistic and cultural expression and the vitality of Indigenous artists, artistic practices and communities.

CANADA COUNCIL'S NEW FUNDING MODEL

Ontario Arts Council Strategic Plan 2014 – 2020: New Priorities

MORE GOOD NEWS

Priority Groups

OAC is committed to ensuring equitable access for **all Ontarians**, with particular emphasis on the following priority groups:

- Aboriginal artists
- artists and arts organizations located in regions across Ontario
- artists of colour
- Deaf artists and artists with disabilities
- francophone artists
- new generation artists (18-30 years old)

PRIORITY FUNDING GROUPS

Sean Devine / 613.915.3789 / sean@horseshoesandhandgrenades.ca

WHEN IN DOUBT, HIRE A PRO