

GRANT SOURCING GRANT WRITING 101

WORK OF ART CONFERENCE | OCTOBER 19, 2019



GETTING STARTED

- Make time for research
- Clarify your plan
- Organize your support materials
- Start early
- Reach Out & Connect

WHERE TO LOOK

Alliance for Arts & Culture <https://www.allianceforarts.com/>

City of Surrey <https://www.surrey.ca/community/12555.aspx>

Metro Vancouver <http://www.metrovancouver.org/cultural-grants>

BC Arts Council <https://www.bcartscouncil.ca/program>

Community Gaming Grants <https://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising/gaming-grants/community-gaming-grants>

Canada Council for the Arts <https://canadacouncil.ca>

Canadian Heritage <https://www.canada.ca/en/canadian-heritage/services/funding/building-communities.html>

Canadian Arts Presentation Fund <https://www.canada.ca/en/canadian-heritage/services/funding/arts-presentation-fund.html>



GETTING INTO THE GRANTS MINDSET

A grant is a partnership

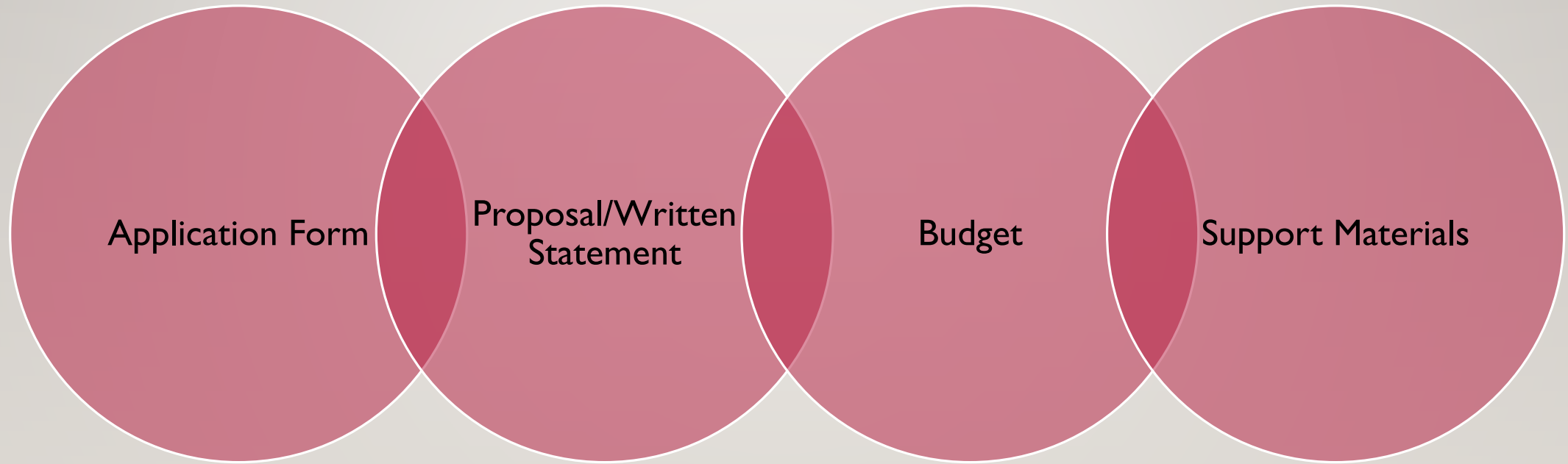
Funder is collaborating with you to achieve its strategic priorities

Your Goal: show your value to the funder

GETTING STARTED

1. Know the guidelines
2. Do your research
3. Refine your vision
4. Talk to funders
5. Gather your documents
6. Proofread

ELEMENTS OF A PROPOSAL



MAKING YOUR CASE

- Project Description = Why should they fund you?
- WHO?
- WHAT?
- WHY?

WHO?

Who Are You?

- Mandate
- Activities (what do you do & what is the nature of your programming)
- History
- Statistics (e.g. membership, ticket sales, programming history)

WHO?

Who Are You?

- Mandate
- Activities
- History
- Statistics

EXAMPLE

Kwantlen Taiko is Surrey's leading Japanese drumming ensemble. Formed in 1997, the ensemble has performed across Canada and in more than 20 countries abroad. In 2016, Kwantlen Taiko represented Surrey at the World Taiko Festival in Singapore, bringing home a medal in the junior category. The ensemble is committed to building understanding and appreciation for the Taiko, giving annual workshops, school demonstrations and training 20-35 new members each year.

ACTIVITY 1 - WHO ARE YOU?

EXERCISE – 5 MINUTES

PART 1 - Prepare a brief introduction

Think about mandate, activities, history, statistics

Write it down

PART 2 - Present your introduction

Pair up with someone next to you and present your introduction

WHAT?

Explain the project the Grant will help fund

- When?
- Where?
- Who will be involved?

WHAT?

OPTION 1

The Bear Creek Printmakers Association would like to organize an event where people from the community get together and draw

OPTION 2

The Bear Creek Printmakers Association would like to organize the first annual Surrey Sketch-Off. Tentatively scheduled for the afternoon of Sunday, April 13, the event will take place at the Guildford Recreation Centre. Members of the public of all ages will be invited to drop in to try their hand at sketching large-scale still life composed of local found objects. Art supplies will be provided. Drawing workshops with Surrey-based artists Emily Carr and Pablo Picasso will be offered throughout the day

ACTIVITY 2 – WHAT IS YOUR PROJECT?

EXERCISE – 5 MINUTES

PART 1 - Prepare a project description

What, when, where?

Write it down

PART 2 - Present your project description

Pair up with someone next to you and present your project

WHY?

Present a logical, clear, and convincing ARGUMENT

Use DATA to back up your ideas

- Organizational data
- Secondary data
- Audience/participant surveys
- Testimonials
- Press quotes

WHY?

CRESCENT BEACH BHANGRA

OPTION 1

Crescent Beach Bhangra is the best dance group in Surrey

OPTION 2

Crescent Beach Bhangra is one of the fastest-growing arts organizations in Surrey. Our ticket sales increased 35% in 2018 over the previous year, while our total revenues increased by 39%. The Surrey Now-Leader called us the “the gutsiest arts start-up this side of the Fraser.”

DRAGON THEATRE

OPTION 1

Dragon Theatre provides outstanding theatre for Surrey’s Chinese community

OPTION 2

Dragon Theatre presents plays in Mandarin with English surtitles. Census data indicates that Surrey is home to more than 25,000 native Mandarin speakers. 93% of respondents rated last year’s production of The Black Lotus Blossom as “Outstanding.”



ACTIVITY 3 – WHY?

EXERCISE – 2 MINUTES

Reflect on WHY your project deserves public funding

Think of 3 reasons why and try to identify data sources to back up your claim

BUILDING A BETTER BUDGET

An effective budget is:

CLEAR: Revenues and expenditures are explained and obviously related to the proposed project

REALISTIC: Amounts are reasonable estimates, based on past actuals where possible

ACCURATE: Amounts are well-researched and math is correct

BALANCED: Revenues (including the requested grant amount) equal Expenses



BUDGETS

Expenses

- Brainstorm a list of expenses
 - Artist fees
 - Administrative salaries/wages
 - Venue costs
 - Equipment rental
 - Travel/transportation
 - Marketing/advertising
- Estimate cost of each expense
 - Do your research!

BUDGETS

Revenues

- Try to show diversified revenue sources
 - Earned revenue
 - Public sector
 - Private sector
- Don't forget to include the Grant amount you're requesting

BUDGETS

In Kind Contributions

- Volunteer hours
- Donated goods
 - Office/venue rental
 - Event equipment
 - Advertising
 - Catering
- Include in-kind contributions under both Expenses and Revenues

| EXPENSES | Notes | Amount |
|---|--------------------------|--------------|
| Personnel | | |
| Artist fees | 6x\$2500 | \$15,000 |
| Artistic Director fees | | \$5,000 |
| Administrative wages/honoraria | \$25/hour | \$2,000 |
| Production Costs | | |
| Venue fees | | \$1,500 |
| Production Fees | | \$500 |
| Travel/transportation | Flight Toronto-Vancouver | \$700 |
| Equipment rental | Keyboard, music stands | \$350 |
| Installation/set-up | | \$250 |
| Insurance | | \$350 |
| Administrative and Promotion Costs | | |
| Legal/accounting fees | | \$400 |
| Marketing/promotion | Print ads, postering | \$1,400 |
| Printing | Programs, tickets | \$600 |
| Social media marketing | Facebook ads | \$450 |
| TOTAL CASH EXPENSES | | 28500 |
| In-Kind Expenses | | |
| Volunteer Hours | 210 hours x \$15/hour | \$3,150 |
| Projector/screen | Weekend rental | \$150 |
| Catering for reception | Wine/beer | \$800 |
| TOTAL IN-KIND REVENUE | | 4100 |
| TOTAL EXPENSES | | 32600 |

| REVENUES | Notes | Amount |
|--------------------------------------|----------------|----------------|
| Earned Revenue | | |
| Ticket sales | | \$7,500 |
| Tuition/workshop fees | | \$3,000 |
| Concession sales | | \$400 |
| Public Sector Revenue | | |
| City of Surrey Cultural Grant | | \$5,000 |
| Canada Council Grant | | \$3,000 |
| BC Community Gaming Grant | Confirmed | \$3,000 |
| SOCAN Foundation Commissioning Grant | Confirmed | \$1,500 |
| Private Sector Revenue | | |
| Corporate sponsorship | | \$3,000 |
| Private donations | | \$1,100 |
| Hamber Foundation Grant | | \$1,000 |
| TOTAL CASH REVENUE | | 28500 |
| In-Kind Revenues | | |
| Volunteer Time | | \$3,150 |
| Projector/screen | Weekend rental | \$150 |
| Catering for reception | Wine/beer | \$800 |
| TOTAL IN-KIND REVENUE | | 4100 |
| TOTAL REVENUE | | 32600 |
| PROJECT SURPLUS/DEFICIT | | 0 |

ARTIST FEES

Without artists, there are no arts.

American Federation of Musicians:

www.afm.org

Canadian Actors Equity Association:

www.caea.com

Canadian League of Composers: www.clc-lcc.ca

Canadian Alliance of Dance Artists:

www.cadadance.org

Professional Writers Association of Canada:

www.pwac.ca

Canadian Artists Representation/CARFAC:

www.carfac.ca



I DIDN'T GET THE GRANT. NOW WHAT?

- Reflect on what you could have done differently
- Pay attention to jury feedback
- Contact the grants officer

I GOT THE GRANT! NOW WHAT?

1. Keep a Copy

2. Spread the Word

1. Online calendars and listings

2. Cross-promotion with other cultural organizations

3. Social media advertising

4. Email blasts Press releases to print media, radio, television, and online blogs

3. Document and Evaluate



DOCUMENTATION & REFLECTION

1. Initiative Assessment
2. Documentation
3. Statistics
4. Outcomes
5. Budget

FINAL REPORT BUDGET

Guidelines

- Final report budget should include Projected and Actual budgets
- Projected budget is the same as budget in application
- Explain major differences from Projected budget
- ****Include total amount of Grant awarded****
- Don't show a surplus

| EXPENSES | PROJECTED | ACTUAL |
|---|------------------|---------------|
| Personnel | | |
| Artist fees | \$15,000 | \$12,000 |
| Artistic Director fees | \$5,000 | \$3,000 |
| Administrative wages/honoraria | \$2,000 | \$1,000 |
| Production Costs | | |
| Venue fees | \$1,500 | \$1,500 |
| Production Fees | \$500 | \$500 |
| Travel/transportation | \$700 | \$650 |
| Equipment rental | \$350 | \$0 |
| Installation/set-up | \$250 | \$250 |
| Insurance | \$350 | \$300 |
| Administrative and Promotion Costs | | |
| Legal/accounting fees | \$400 | \$0 |
| Marketing/promotion | \$1,400 | \$890 |
| Printing | \$600 | \$550 |
| Social media marketing | \$450 | \$345 |
| TOTAL CASH EXPENSES | 28500 | 20985 |
| In-Kind Expenses | | |
| Volunteer Hours | \$3,150 | \$4,270 |
| Projector/screen | \$150 | \$150 |
| Catering for reception | \$800 | \$800 |
| Keyboard/stands rental | \$0 | \$350 |
| Accounting | \$0 | \$400 |
| TOTAL IN-KIND REVENUE | 4100 | 5970 |
| TOTAL EXPENSES | 32600 | 26955 |

| REVENUES | PROJECTED | ACTUAL |
|--------------------------------------|------------------|----------------|
| Earned Revenue | | |
| Ticket sales | \$7,500 | \$3,225 |
| Tuition/workshop fees | \$3,000 | \$4,532 |
| Concession sales | \$400 | \$381 |
| Public Sector Revenue | | |
| City of Surrey Cultural Grant | \$5,000 | \$3,000 |
| Canada Council Grant | \$3,000 | \$0 |
| BC Community Gaming Grant | \$3,000 | \$3,000 |
| SOCAN Foundation Commissioning Gra | \$1,500 | \$3,000 |
| Private Sector Revenue | | |
| Corporate sponsorship | \$3,000 | \$3,000 |
| Private donations | \$1,100 | \$847 |
| Private Foundation Grant | \$1,000 | \$0 |
| TOTAL CASH REVENUE | 28500 | 20985 |
| In-Kind Revenues | | |
| Volunteer Time | \$3,150 | \$4,270 |
| Projector/screen | \$150 | \$150 |
| Catering for reception | \$800 | \$800 |
| Keyboard/stands rental | \$0 | \$350 |
| Accounting | \$0 | \$400 |
| TOTAL IN-KIND REVENUE | 4100 | 5970 |
| TOTAL REVENUE | 32600 | 26955 |
| PROJECT SURPLUS/DEFICIT | 0 | 0 |

GENERAL WRITING TIPS

1. Keep it simple
2. Write a point-form draft
3. Try saying it out loud
4. Ask for feedback