



ARTS ACROSS CANADA PUBLIC OUTREACH

GUIDELINES PREVIEW

The Public Outreach component of Arts Across Canada supports activities of Canadian professionals in architecture, groups and organizations, that contribute to the public appreciation and enjoyment of the arts. Grants fund a wide range of live events, publications and other initiatives that build connections between artists and diverse audiences.

Individuals who are Deaf or who have disabilities, including those living with mental illness, and require accommodation at any stage of the application process may be eligible for additional assistance.

GRANT TYPE	project or composite
DEADLINE	20 April 2017 10 November 2017
GRANT AMOUNT	project requests – up to \$100 000 composite requests – up to \$100 000 per year (to a maximum of \$300 000 over 3 years) Most grants are no more than \$30 000 (or \$30 000 per year for composite grants). Higher amounts may be considered for activities that have elevated costs due to the duration of the project, number of people involved, and/or technical or other requirements related to the artistic practice.
NOTIFICATION OF RESULTS	usually within 3 months of the deadline date
APPLICATION LIMITS	You can apply to this component twice per year (1 March – 28/29 February), but only 1 request can be for a composite grant. For project requests – each year (1 March – 28/29 February) you can receive grants totalling a maximum of \$100 000. Funded activities cannot overlap in time with another Public Outreach grant. You can submit another application before you have completed previously funded activities.

There are limits on the number of applications you can submit to the Canada Council for the Arts per year.

I WANT TO APPLY – WHAT ELSE DO I NEED TO KNOW?



If you have not already done so, you must register in the portal at least 30 days before you want to apply.

APPLICANTS - WHO CAN APPLY

Types of potential applicants to this component include:

- › artistic groups and collectives
- › artistic organizations
- › support groups, organizations and shared platforms
- › national arts service organizations
- › festivals, presenters and touring networks
- › book and magazine publishers
- › architects, architectural professionals, groups, collectives and firms

Your eligibility to apply to this component is determined by the validated profile created in the portal.

To be eligible for a composite grant, you must have received at least 2 Canada Council project grants in the last 5 years. This excludes grants from Leadership for Change: Grants for Organizational Development, Flying Squad, Visiting Foreign Artists, and travel programs (with the exception of Audience and Market Development Travel Grants).

Organizations presently receiving core (operating) grants from the Arts Festivals and Presenters component of Arts Across Canada cannot apply to this component. Other organizations presently receiving core (operating) grants can apply for exceptional projects that extend beyond regular activities. You are responsible for demonstrating the exceptional nature of your project.

Book and magazine publishers: your application will not be eligible if your organization owes royalty payments to writers, illustrators, translators and/or other copyright licensors as of the application deadline.

ACTIVITIES - WHAT YOU CAN APPLY FOR

You can apply for activities that contribute to the public's appreciation and enjoyment of the arts, such as:

- › exhibitions, programming events, non-literary publishing (excluding promotional materials) and other dissemination initiatives
- › knowledge-sharing events or forums
- › public development strategies and initiatives

You can't apply for activities that occur before your project start date, those that receive funding from another Canada Council program or those on the general list of ineligible activities.

EXPENSES - WHAT IS ELIGIBLE

- › Direct costs related to the activities

ASSESSMENT - HOW DECISIONS ARE MADE

Your application to the Public Outreach component of Arts Across Canada will be assessed by a peer assessment committee representing a discipline or group of disciplines on the following weighted criteria, and must receive a minimum score in each category to be considered for a grant:

ARTISTIC MERIT	50%	minimum score of 35 out of 50	<ul style="list-style-type: none"> › The artistic rationale for your project, including context and intended public › The artistic quality of the work or past activities that are relevant to your project
IMPACT	30%	minimum score of 15 out of 30	<p>The potential of the project to:</p> <ul style="list-style-type: none"> › enhance the Canadian public’s appreciation of the arts › contribute to building a diverse public for the arts, particularly regarding the engagement of Aboriginal Peoples, culturally diverse groups, people who are Deaf or have disabilities, and official language minority communities
FEASIBILITY	20%	minimum score of 10 out of 20	<ul style="list-style-type: none"> › The capacity and experience you and your partners have to undertake the project › A reasonable budget, including other revenue sources, efficient use of resources and professional conditions for artists (if applicable)

REQUIRED INFORMATION AND SUPPORT MATERIAL - WHAT YOU NEED TO APPLY

Once registered in the portal, you will need to provide information about:

- › your project and its potential impact
- › relevant past experience, if any
- › your intended public
- › your marketing and outreach strategies
- › the partners involved, if any
- › artist fees and safe working conditions, if applicable
- › your timeline
- › your budget

You will also need to include:

- › samples of the work or relevant past activities, if any
- › executive summaries or recommendations from relevant reports (market analysis, strategic plans, etc.), if any

GRANT PAYMENT AND FINAL REPORTS

If your application is successful, the first step in receiving your grant payment is to complete the Grant Acknowledgement Form.

A final report will be due 3 months after you complete the project.

CONTACT INFORMATION

You are encouraged to speak with a Canada Council Program Officer before submitting an application to this component for the first time.

ARTS ACROSS CANADA

PUBLIC OUTREACH

APPLICATION FORM PREVIEW

1. Give your application a name.

2. Start and end dates

3. Grant type

- Project
- Composite

4. What art form(s), style(s), genre(s) and/or expression(s) are most relevant to this application?

5. Describe your proposed activities (including timeline) and the related marketing and outreach strategies.

Provide the rationale for your artistic choices, if any, and a context for your activities. For example, the potential benefit to the public or your artistic practice; the challenge you are addressing; any research or reports that support undertaking the activities.

Organizations currently receiving core (operating) grants must explain how the proposed activities are outside of your regular activities.

6. How will your activities:

- › enhance the Canadian public's appreciation of the arts?
- › contribute to building a diverse public for the arts, particularly regarding the engagement of Aboriginal Peoples, culturally diverse groups, people who are Deaf or have disabilities, and official language minority communities?

7. Briefly describe the past experience you or your partner(s) have, or how you feel you are ready to undertake these activities.

8. Describe the working conditions for artists, if any (for example, fees paid and safe working conditions).

9. If there is anything that has not been asked that is essential to understanding your application, provide it here.

10. Provide a one-sentence summary of your proposed project.