ARTS ACROSS CANADA:

Public Outreach

The **Public Outreach** component of *Arts Across Canada* supports activities of Canadian groups and organizations, as well as professionals in architecture, 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.

You can apply for:

* a project grant for a single project
* a composite grant for a 1-3 year grant for multiple projects.

You may be eligible for [Application Assistance](http://canadacouncil.ca/commitments/equity/application-assistance) to pay someone to help you with the application process if you are experiencing difficulty and self-identify as:

* an artist who is Deaf, hard of hearing, has a disability or is living with a mental illness
* a First Nations, Inuit or Métis artist facing language, geographic and/or cultural barriers.

**Grant type** – [project](http://canadacouncil.ca/glossary/project) or [composite](http://canadacouncil.ca/glossary/composite-grant)

**Deadline(s) and Notification of results** – consult the [Deadlines and Notifications of results](https://canadacouncil.ca/funding/grants/deadlines)page

**Grant amount**

* Project requests – Normally up to $30 000, exceptionally up to $100 000
* Composite requests – Normally up to $30 000 per year, exceptionally 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). Exceptionally, 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.

**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. (Please see the [Deadlines and Notification](https://canadacouncil.ca/funding/grants/deadlines) page for the **Public Outreach** composite deadline).
* For project requests in this component: Each year (1 March – 28/29 February), you can receive grants totalling a maximum of $100 000.
* If you currently receive funding from a **Public Outreach** composite grant:

o   you can apply for a **Public Outreach** project grant only if the activity does not overlap in time or if the project is for an exceptional initiative that falls outside of the type or scope of activities included in your composite grant. Before applying, you are encouraged to contact a program officer to confirm eligibility of the project.

* + you cannot apply for a new **Public Outreach** composite grant that starts before the end date of your current composite grant; they cannot overlap in time.
* You are allowed to submit another application before you have completed the projects or provided the final reports of previously funded grants.

There are [**limits on the number of applications you can submit**](http://canadacouncil.ca/funding/grants/guide/apply-to-programs/annual-application-limits) 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**](https://apply.canadacouncil.ca/Default2.aspx)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 1 composite or 2 project grants from the Canada Council in the last 5 years. This excludes grants from the following components and programs: *Professional Development, Small-Scale Activities, Travel, Translation, Representation and Promotion, Digital Strategy Fund, Leadership for Change: Grants for Organizational Development, Flying Squad**, Visiting Foreign Artists, Creation Accelerator, Frankfurt initiatives, Digital Originals* and the *COVID-19 Emergency Support Fund.*

Organizations presently receiving core grants:

* are not eligible for **composite grants**.
* can submit project applications for exceptional, non-recurring initiatives that fall outside of the type or scope of activities usually undertaken by the organization. You are responsible for demonstrating the exceptional nature of your project.

Book and magazine publishers:

* If the Canada Council is aware that your organization owes royalty payments to writers, illustrators, translators and/or other copyright licensors as of the application deadline, your application will not be eligible.

# Activities - What can I apply for?

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

* Exhibitions and other dissemination initiatives
* programming events
* [non-literary publishing](http://canadacouncil.ca/glossary/non-literary-publishing)(excluding promotional materials)
* knowledge-sharing events or forums
* public development strategies and initiatives

**You can’t apply for** activities that occur before the deadline date, those that receive funding from another Canada Council program or those on the [general list of ineligible activities](http://canadacouncil.ca/funding/grants/guide/apply-to-programs/general-list-of-ineligible-activities).

When determining your project start date, individuals should be aware that according to the Canada Revenue Agency (CRA), expenses incurred in the year immediately before a grant is received are only deductible from the grant if they are incurred after the artist has received notification that the grant will be paid.  For more information about income taxes and your grant, please refer to our [website](http://canadacouncil.ca/funding/grants/guide/if-you-receive-a-grant/income-taxes).

# 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](http://canadacouncil.ca/glossary/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)

* The artistic vision and approach 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)

The potential of the project to:

* 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](http://canadacouncil.ca/glossary/aboriginal-peoples), [culturally diverse groups](http://canadacouncil.ca/glossary/culturally-diverse-groups), people who are [Deaf or have disabilities](http://canadacouncil.ca/glossary/deaf-and-disability), and [official language minority communities](http://canadacouncil.ca/glossary/official-language-minority-communities)

**Feasibility** **20%** (minimum score of 10 out of 20)

* 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 Acceptance Form. Click [here](http://canadacouncil.ca/funding/grants/guide/if-you-receive-a-grant) for more information on the responsibilities of grant recipients.

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

# For composite grants: You must submit a project update form 3 months after the end of each year of your activities except for the final year of your project, when you must submit a final report within 3 months of its completion.

**Contact information**

You are encouraged to speak with a [Canada Council Program Officer](mailto:artsacrosscanada@canadacouncil.ca) at least two weeks prior to the deadline before submitting an application to this component for the first time.

PREVIEW: Application Form

This is not an official application form. You must use the portal to apply.

Use simple text formatting if you prepare your application outside of the portal. Formatted text uses additional characters, and some formatting may be lost when copied over.

mandatory question = required

## GRANT DESCRIPTION

1. **Give your application a name.** (approximately 10 words)mandatory question

The name you provide is for your reference and will identify this grant application in your dashboard.

1. **For groups and organizations, provide the name of the contact person responsible for this application.**
2. **Provide a one-sentence summary of your project.** If possible, use the format ACTIVITY and DATES. (approximately 25 words) mandatory question

For example, “For festival programming from*month/year* to *month/year”*

This summary will be used in the Canada Council’s official reporting.

1. **Start date of the activities covered by this grant application**mandatory question

This date must be after the deadline date.

1. **End date**mandatory question
2. **Grant type**mandatory question

🞆 **Project** 🞆 **Composite**

To be eligible for a composite grant, you must have received at least 1 composite or 2 project grants from the Canada Council in the last 5 years. This excludes grants from the following components and programs: *Professional Development, Small-Scale Activities, Travel, Representation and Promotion, Translation, Digital Strategy Fund, Leadership for Change: Grants for Organizational Development, Flying Squad, Visiting Foreign Artists, Creation Accelerator, Frankfurt initiatives, Digital Originals* and the *COVID-19 Emergency Support Fund.*

1. mandatory question**What art form(s), style(s), genre(s) and/or expression(s) are most relevant to this application?** (approximately 25 words)

Some examples include: hip hop, experimental music, theatre for young audiences, throat singing, documentary film, fine craft, new media, children’s illustrated book, circus aerial acrobatics, transdisciplinary arts, Deaf theatre.

This information helps the Canada Council collect examples of art forms and practices in Canada and will not be used for assessing your application.

1. **Describe your proposed activities (including timeline and artists involved) and the related marketing and outreach strategies. Provide the vision and approach 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.** (Project – approximately 750 words; Composite – approximately 1000 words)mandatory question

**Organizations currently receiving core (operating) grants must explain how the proposed activities fall outside the scope of activities usually undertaken.**

1. **How will your activities enhance the Canadian public’s appreciation of the arts?:** (approximately 500 words)mandatory question

You may want to talk about the impact of your organization’s programming and strategies for deepening relationships with a broad and diverse public or your organization’s commitment to reflecting – through artistic programming and development of your publics – the diversity of your geographic community or region, particularly with regards to the inclusion and engagement of[Aboriginal Peoples](https://canadacouncil.ca/glossary/aboriginal-peoples), [culturally diverse groups](https://canadacouncil.ca/glossary/culturally-diverse-groups), people who are [Deaf or have disabilities](https://canadacouncil.ca/glossary/deaf-and-disability), and [official language minority communities](https://canadacouncil.ca/glossary/official-language-minority-communities).

**Briefly describe the past experience you or your partner(s) have, or how you feel you are ready to undertake these activities.** (approximately 250 words)mandatory question

1. **Describe the working conditions for artists, if any (for example, fees paid and safe working conditions.** (approximately 100 words)

You must pay professional artist fees. This may be governed by industry standards or union rates.

1. **If your proposed activity touches upon Indigenous traditional knowledge, linguistic or cultural intellectual property, please describe your relationship to this content and how appropriate protocols are/will be observed or addressed.** (approximately 100 words)
2. **If there is anything that has not been asked that is essential to understanding your application, provide it here.** (approximately 250 words)

Do not use this space to provide additional information related to earlier questions.

1. **If you have applied to a different component for overlapping activities or expenses, please indicate the component and submission date.** (approximately 10 words)

## BUDGET AND APPENDICES

1. **Complete the Budget and Appendices document.** mandatory question
2. **Grant amount requested**mandatory question

Up to $100 000, though 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.

This amount must match the requested amount in your completed budget.

If successful, you might not be awarded the full amount requested.

## REQUIRED DOCUMENTS

1. **Provide information about the partners, if applicable.**

## SUPPORT MATERIAL

1. **Attach samples of the work or relevant past activities.**