

Grant Writing: Where do I start?

WEBINAR SERIES FOR ARTS PRESENTING



Atlantic Presenters
Association

ONTARIO
PRESENTS

Canada 

January 13, 2016

Cheryl A Ewing Consulting

Reminders:

You can hear us, we cannot hear you!

- Can't hear?
 - Try turning up your volume
 - Call in by phone or use your computer headphones
- Have a question? Use the chat box.

Downloads

Slide presentation

Goals:

Increasing success rates for grant writing

Provide tools to decrease time spent writing grants

Provide arts organizations with an understanding of how to improve relationships with funding agencies

Agenda:

- Preparation
- Writing
- Submitting
- Final Reports
- Organizational Profile

What one thing would you like
to know about writing grants?

How would you describe your
experience in writing grants?

Annually

- Prepare a document that lists the timing of all the grants you might want to apply to
- Keep a file of support materials
- Use this is an opportunity to build an Organizational Profile that holds all of the info you may require for a grant or sponsorship

Preparation



Gather materials / documents you will need including:

- Letters patent
- Mission, mandate & vision
- Budget (overall & project)
- Project, programming description

Allow time!

Know Your Grant Officer

- This is the individual that can help communicate your message to decision makers.
- They exist to increase your success.
- If you are successful it looks good on them.

SO

- Take time to check in prior to writing your grant.
- Make certain nothing has changed in their organization that would impact the approach you take.

Read the Application & the Guidelines

- Pay particular attention to hints provided in guidelines regarding their strategies/goals
- Highlight key words
- Note whether you need signatures of others
- Be certain of the closing date – posted by or received by?
- Note number of copies required

- The objective of the Canada Arts Presentation Fund (CAPF) is to give Canadians access to a **variety** of professional artistic experiences in their communities
- A variety of programming such as: new artistic disciplines or new genres within a discipline; ethnocultural expressions; Aboriginal artistic expression; artists from official language minority communities; artistic productions created in other provinces or territories or outside Canada; and works by emerging artists

Writing - Things to Remember

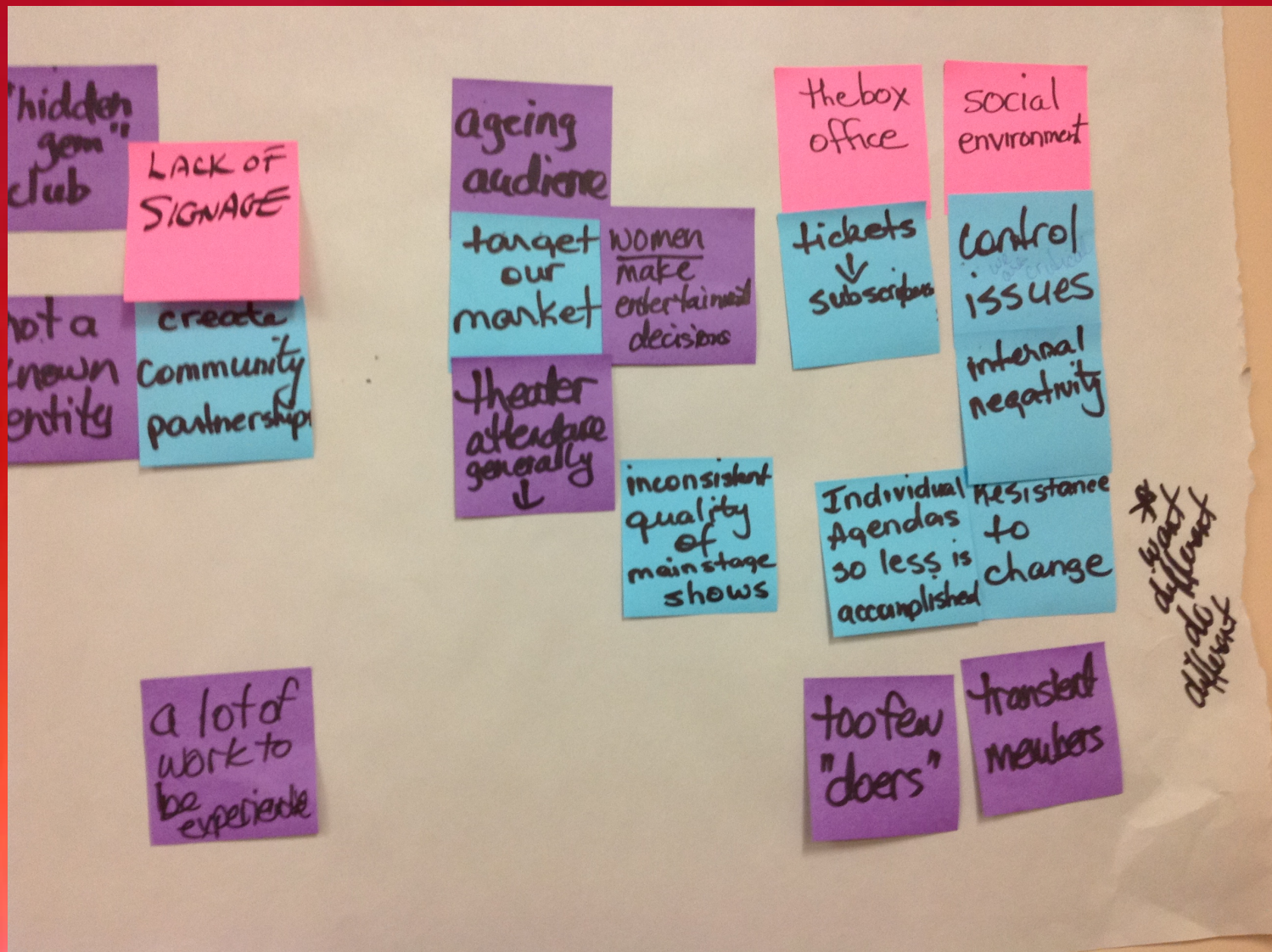
- Return on Investment for the funder.
- Use their terminology.
- Have a board member review your application as you write.
- Word is your friend.
- Start with the easy, finish with the difficult.
- Make notes as you go.

Make the Case

Tell a story.

You want to be compelling with a story supported by statistics.

Post-it notes



Financials - Things to Remember

- Note where you are required to provide details.
- Keep a copy of your budget for your use that contains notes related to each line i.e. This number includes photocopying, postage and letterhead. It will be helpful if you are asked for explanations.
- As you fill out the budget, keep a Financial Notes document handy so you are explaining each line as you enter it. This should be submitted as part of your grant.

Financial Notes

ORGANIZATION Y

Note that there have been budget changes reflecting confirmation of grant amounts. We have had to adjust to a decrease in anticipated funding from OAC and Canada Council as a funding stream we have accessed for all of our recent events is under review and thus not currently available.

We have been building our private funding through foundations, sponsorships, individual donations and a first time fundraising event.

With our expanded programming we have adjusted our anticipated box office revenues to be higher. We are confident that we can achieve our targets based on collaboration marketing underway with ~~another~~ organization.

Line 13 & Lin3 65: In-kind Funding \$6,500.00

Marketing Design \$5,000 (value based on historical payments for design fees)

Facility Rental \$1,000

Supplies for outreach ~~Home~~ Hardware \$500

Line 45: Other presentation Expenses \$1,200

Documentation \$1,000

SOCAN \$200

Line 46: Promotion Expenses \$12,900

Print Advertising \$5,900.00

Internet Ads, Maintenance and fees \$1,500.00

Distribution \$1,000.00

Signage ~~\$500.00~~

Program \$4,000.00

Line 66: Other Expenses \$3,200 - fundraising

Check Lists

The check list is an essential guide to the grant. It is often a guideline for essential information And can be your reminder of what you need to include. Keep it handy and in sight as you write.

As you gather materials, check off your list.

The last step in writing your grant is to go through a fresh copy of the check list and put things in order and confirm you have all you need.

Review

Have someone NOT in your organization read your proposal.

Did they understand your story?

Did they have questions?

Did language get in the way, i.e. acronyms, or 'internal' language?

Submitting

Check the page numbers – do you have all of the pages?

Keep a hard copy as well as electronic – you want backup.

Make a note of any materials submitted.

Include a short cover letter and use to emphasize positive or challenging things that may have resulted in a change of approach.

Use the Check List!

Final Reports

Read what is required when you receive the grant.

Prepare to record measurements or stats as required.

Be honest.

Identify what you have learned.

Explain how you gathered your statistical information.

Illustrate what you achieved or learned.

Final Report

Do not be afraid to talk about things that did not go as planned. Learning is a key expectation of any grant.

Organizational Profile

- A document that contains all the key information likely to be required for a grant application
- Maintains a central repository of key information often required for writing grant
- Increases effectiveness while cutting down on time spent on grant writing – updated annually means one source document that is always current and saves time.

Organization Profile

This sounds like so much work!

In the long run, it will save you hours.

Organization Profile includes:

- Background
 - How did your organization come to be formed?
 - What need was addressed in your community
- History
- Recognitions received

Organization Profile includes:

- Collaborations & Partnerships
 - Listing & short explanation of types
- Structure
 - Includes governance, committees, volunteers and staff

Organization Profile includes:

- Programming
 - Current and anticipated for upcoming year
 - Theme and/or focus

Organization Profile includes:

- Marketing
 - Goals
 - Strategies
 - Target audience
 - Focus

Organization Profile includes:

Optional but effective additions:

- History
 - Short form bullets outlining highlights
- Strategic Plan Highlights

Organization Profile includes:

- Mandate, Mission and Vision
- Artistic Vision
- Impact
 - In the community
 - Nationally
 - Internationally
 - In your sector

Questions?

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In Conclusion

Approach as you were taught to approach tests in school.

Arrange for signatures before finishing the grant.

Use any provided checklist as your guide for required information, number of copies and placement order.
Follow it!

Resources

[http://www.artsbc.org/resources/
for-organizations/grants-and-
fundraising/grant-writing](http://www.artsbc.org/resources/for-organizations/grants-and-fundraising/grant-writing)

[http://www.torontoartscouncil.org/
grant-programs/how-to-apply-tips-
and-tools/top-ten-grant-writing-tips](http://www.torontoartscouncil.org/grant-programs/how-to-apply-tips-and-tools/top-ten-grant-writing-tips)

Feedback Survey

<https://www.surveymonkey.com/r/2J5W223>

Next session....

Wednesday, January 20th at 1pm EST

Intermediate level:
Grant Writing for Success

[Sign up now!](#)