

WEBINAR
SERIES **FORARTS**
PRESENTING



ONTARIO
PRESENTS

Canada

GET IT WRITE

GRANT WRITING WITH INCLUSIVE PRINCIPLES IN MIND

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HOUSEKEEPING

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, any time. Will have time at the end and after the webinar.
- If you have questions for me after email director@thefoldcanada.org

Downloads

- Slide Presentation and other materials
- Webinar Recording will be available on Ontario Presents site



CHAT BOX

Name and Industry – Literature, Dance,
Multidisciplinary, etc.

TODAY

Grant Writing with Inclusive Principles in Mind

DECEMBER 14

Hot Topics and Specific Questions

Email questions or scenarios to director@thefoldcanada.org.



thefoldcanada(dot)org



@TheFold_



The Festival of Literary Diversity



Grants

TAKE THE POLL

How many grants do you write/submit a year?

- 0
- 1-4
- 5-9
- 10+
- N/A

1. PRIORITIZE – PICK A GOAL

- You can't do everything, so what will you do?
- Identify a short term goal w/ a long term destination

2. PRIORITIZE – BE SPECIFIC

- Name your thoughts, target groups, etc.
- It can't be all, so is it new immigrants, people of colour, etc.

PRIORITIZING TIPS

1. Be aware of and realistic about **cause and effect strategies**: For example, diversifying programming to diversify membership is two separate goals, so it will take a lot of staff OR a long-term plan (OR both)
2. Start with something that you can readily control and see immediate results from.
3. Consider how partnerships with diverse organizers and co-presenters (especially if your organization is not diverse) could help you achieve your goal (from the start).

3. INTEGRATE...REALLY COMMIT.

- Don't just stick in a new paragraph...Integrate.
- How does your priority impact or change your current or previous plans
- Consider how this priority might impact how you present your board, your staff, your program and your evaluation plan.

4. ADDRESS PROCEDURES

- Consider what about your current approach may need to change to help you achieve your goals and put it in words.
- Consider WHY things were done that way and HOW you will change them and WHY changing them will help.

5. STATISTICS

- Research and gather as many numerical stats as possible.
- What is enrolment in the arts like in high schools? How has it changed? How might this information be used to strengthen your case?
- What are the demographics for the city and town that you are serving – how does that make-up inform the argument for your case?



TAKE THE POLL

Do you or your organization have access to recent and relevant stats on the demographics for your region?

- Yes
- No
- Sort of
- N/A

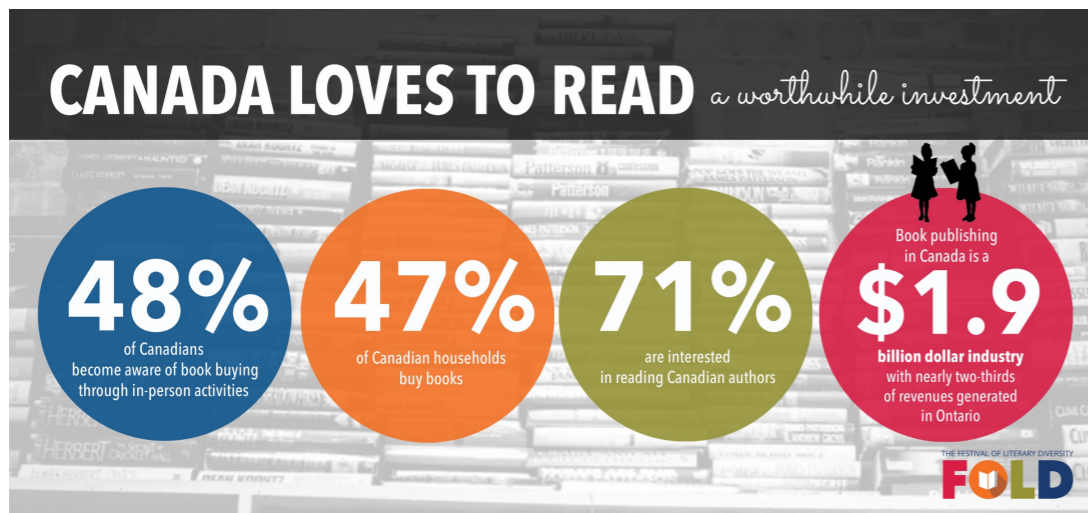
6. QUOTES AND CASE STUDIES

- Find reputable quotes that support your organization and the values you want to impart
- Use examples that reinforce your plan and your direction

7. CONSIDER LAYOUT

- **Be kind on the eyes**, help them see what's important
- Use **lists and formatting** to highlight what's important
- If you have a designer or a designer background, consider **INFOGRAPHICS**

GET MORE INFO IN



BRAMPTON is...

diverse with over 209 ETHNIC BACKGROUNDS and 89 LANGUAGES represented

growing with a 2% INCREASE (2006-2011), Peel Region is the 2ND LARGEST in Ontario

IN NEED

- 32% of children surveyed in Peel were **VULNERABLE** in terms of school readiness and literacy
- 1/3 of all crimes in Peel Region are committed by youth. Youth who are **ISOLATED OR DISCRIMINATED AGAINST**, because of issues such as **RACISM**, are at an even **GREATER RISK OF YOUTH VIOLENCE**
- Funding for social programs is **SHRINKING** relative to the city's growth

We need **INNOVATIVE SOLUTIONS** to solve **COMPLEX PROBLEMS**

Innovation is...

the arts 80% of Canadians believe the arts have a positive effect on health and well-being. 88% believe youth engagement with the arts helps reduce crime and alienation.

reading enhances a person's **ABILITY TO UNDERSTAND** other people's class, ethnicity, culture and political perspectives. increases empathy, self-awareness, and literacy.

THE FOLD

- Works with **YOUTH AND EDUCATORS** to make education more relevant through diverse literature.
- Provides **READERS AND WRITERS** innovative opportunities that bring stories and writers to life
- Creates an inclusive space for **COMMUNITY** to come together in activities that celebrate reading and our city

THE FESTIVAL OF LITERARY DIVERSITY **FOLD**

Discovering **Kidlit**

46% of the time, teens **discover** new books through **in-person** interactions.

Top 4 modes of discoverability

- School
- Friend/relative recommendation
- Library
- Received as gift

Top 3 awareness factors for teens

- Received personal recommendation
- Read author's previous books
- Lent book to friend or relative after reading

59% of parents encourage their kids to read the **same books** they read when they were young.

How parents of 9- to 13-year-olds discover books

- 32% Friend/family recommendation
- 22% Bookstore browsing
- 22% Research-based decisions
- 19% School book clubs and flyers
- 17% Teachers
- 16% School book sales
- 11% School librarians

ASK A READER For more insights into reader behaviour, visit booknetcanada.ca/blog/tag/ask-a-reader.

MEET THE AVERAGE CANADIAN BOOK BUYER.

She is **FEMALE**. She was **BORN IN CANADA**, is **MARRIED**, and resides in a **CITY**. She holds a **UNIVERSITY OR COLLEGE DEGREE**, is **EMPLOYED AS A PROFESSIONAL** (doctor, lawyer, teacher, etc.) and earns an average annual income of **\$50,000-74,999**.

but, wait... this isn't **THE AVERAGE CANADIAN**.. is it? so why the discrepancy? Are the rest of us just not interested in books?

"I was told if you can't find the stories you're looking for about people who have lived what you've lived, **WRITE YOUR OWN**. And yet, somehow it felt like even after I was published, my voice didn't reach far enough, that the people who most needed to hear a story like mine **DIDN'T EVEN KNOW IT EXISTED**."

Jael Richardson, founder of the FOLD

"...there's a huge disparity in how books are marketed and publicized... Money and attention overwhelmingly goes to what the industry has already decided is 'marketable.' A book has **VERY LITTLE CHANCE** of doing well **IF THERE'S NO MARKETING PUSH BEHIND IT**."

Sarah McCarry, publishing professional NYC

"Ultimately, editors and agents hold exactly the same amount of responsibility that writers do in making literature more diverse. The difference is, editors and agents have **INORDINATELY MORE POWER** and access in the industry than writers do...it's important to have advocates at every stage, from editing to marketing, from librarians to authors, so it's an **INDUSTRY-WIDE EFFORT**."

Cheyl Klein, Co-Founder of Children's Book Council Diversity Committee

We have **COMPLEX QUESTIONS**: and creating a space for **CONVERSATIONS** featuring diverse authors is just **THE START**.

"By blaming an intangible force, the publishing industry absolves itself of any responsibility, when in fact it is very much **IN THE BUSINESS OF MANIPULATING THE MARKET TO ITS ENDS**..."

Daniel Jose Older, author



THIS IS PRECISELY THE TIME WHEN ARTISTS GO TO WORK. THERE IS NO TIME FOR DESPAIR, NO PLACE FOR SELF-PITY, NO NEED FOR SILENCE, NO ROOM FOR FEAR. WE SPEAK. WE WRITE. WE DO LANGUAGE. THAT IS HOW CIVILIZATIONS heal.

Toni Morrison

THE DIVERSITY GAP IN THE NEW YORK TIMES TOP 10 BESTSELLERS

★ COMBINED PRINT & E-BOOK FICTION (ADULT) 2012 ★

3 OF 124 AUTHORS WERE PEOPLE OF COLOR

Sylvia Day (half Japanese)
E. L. James (half Chinese)
Tess Gerritsen (Chinese American)

E. L. JAMES APPEARED 126 TIMES DURING 42 WEEKS

JAMES PATTERSON APPEARED 37 TIMES

LEE & LOW BOOKS blog.leeandlow.com

8. CONSIDER LANGUAGE

- Programming that (better) reflects Canada's national identity or multicultural values”
- “Lived experience”

FINAL CHAT BOX

1. What was the most valuable information you received?
2. What needs to be addressed next week?

SIGN UP!

Last webinar in this module:

DECEMBER 14

[5 Questions on Inclusion and Diversity that Need Answers Now](#)

TELL US WHAT YOU THINK!

[Take quick survey](#)

For more info and to view past webinars visit [Ontario Presents website](#)



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Email questions or scenarios to director@thefoldcanada.org