



## CALGARY ARTS DEVELOPMENT AUTHORITY

### PROFESSIONAL ORGANIZATION OPERATING GRANT

***For professional organizations with annual operating budgets less than \$100,000***

***Paper SAMPLE Form – not to be used for final application.  
Online application will be available in January, 2010***

**DEADLINE 4:30 PM FEBRUARY 22<sup>nd</sup>, 2010**

As the City of Calgary's designated arts development authority, Calgary Arts Development provides a service-oriented and responsive set of granting programs that make investments to maximize the artistic and public impact of Calgary's arts organizations and artists. Calgary Arts Development champions the arts as a key driver of the long-term success of our city. We recognize and celebrate the importance of the arts in the lives of all Calgarians, in all parts of the city.

#### **Program Description**

The Operating Grant Program invests annually in non-profit organizations with year-round operations driven by an arts mandate. Priority is given to organizations that demonstrate high artistic and public impact and maintain sound operations. Organizations may allocate Operating Grant funds to any area of their overall budget. Full Operating Grant Guidelines and information on the application process is available at:

[calgaryartsdevelopment.com/professional\\_org\\_grant](http://calgaryartsdevelopment.com/professional_org_grant)

#### **Program Goal**

The goal of the Operating Grant Program is to ensure that Calgary arts organizations and artists have the opportunity to flourish in an environment with a stable base of resources.

#### **CHECKLIST OF REQUIRED INFORMATION**

1.  Organizational information
2.  Justification of request (Optional)
3.  List of programming for 2009 and for current / upcoming year to which the grant will be applied
4.  Most recent financial statements
5.  Board list
6.  Organizational structure
7.  Support material
8.  Financial and statistical report
9.  Artistic impact written statement
10.  Public impact written statement

## 1. ORGANIZATION INFORMATION

### i. Contact Information

- a. Organization name
- b. Mailing address
- c. Secondary address (if applicable)
- d. Phone / fax / e-mail / web address
- e. Contact information for the person who prepared the application
- f. Contact information for the person responsible for marketing of the organization
- g. Contact for the person responsible for the media relations of the organization

ii. Certification of Accuracy – Statement to be signed by the organization's Board Chair and then up-loaded to the on-line application form. Download the required form from: [www.calgaryartsdevelopment.com/professional\\_org\\_grant](http://www.calgaryartsdevelopment.com/professional_org_grant).

iii. Mandate, and Artistic Mission / Vision of the Organization – A short artistic history of the organization (250 words)

iv. Publicity Statement – A short 25-50 word statement about the organization that can be used for Calgary Arts Development's publicity purposes.

v. Organization's Logo – Provide in a .jpg or .gif format

vi. Publicity Images – OPTIONAL – up to 5 images that can be used for Calgary Arts Development's publicity purposes (.jpg or .gif format at least 300 dpi)

**2. JUSTIFICATION OF REQUEST** (250 words) Organizations requesting a 2010 grant amount that is greater than or equal to a 5% increase in their 2009 Operating Grant need to provide a short (250 word) statement outlining any changes or new initiatives that the organization is currently undertaking or hoping to undertake in 2010. Changes and/or new initiatives can be in the area of artistic programming and operations, public outreach and engagement, organizational development, or other. The 4-page Artistic and Public Impact Statement portion of this application can be used to expand on any changes or new initiatives undertaken or planned.

**3. PAST AND UPCOMING YEAR'S PROGRAMMING** Provide as an attachment or use the standard form available at: [www.calgaryartsdevelopment.com/professional\\_org\\_grant](http://www.calgaryartsdevelopment.com/professional_org_grant). Include a complete list of the past year's programming – to include all artistic, educational or other programming undertaken by your organization, the associated dates, and locations. Include a complete list of programming for the year in which this operating grant will be applied. Include all artistic, educational or other programming, the associated dates, and locations. Organizations are encouraged to input their current confirmed programming on CalgaryCulture.com, Calgary Arts Development's online arts events calendar and weekly e-newsletter.

**4. MOST RECENT FINANCIAL STATEMENT** Provide as an attachment. Include the organization's most recent annual financial statement **reviewed and signed by two Board members** who are not directly engaged in the preparation of the financial statements.

5. **BOARD LIST** Provide as an attachment or use the standard form available at [calgaryartsdevelopment.com/professional\\_org\\_grant](http://calgaryartsdevelopment.com/professional_org_grant). Include a listing of the organization's current Board of Directors indicating roles and length of service for each director.
6. **ORGANIZATIONAL STRUCTURE** Provide as an attachment. Include the staffing structure of the organization either in chart-form showing reporting relationships, or a description of staff roles and their reporting relationships. Indicate if positions are currently vacant.
7. **SUPPORT MATERIAL** Please drop off or mail support material to Calgary Arts Development by the grant application deadline. Providing Support Material is optional. All material submitted, must be accompanied by a Support Material Inventory Form available at: [calgaryartsdevelopment.com/professional\\_org\\_grant](http://calgaryartsdevelopment.com/professional_org_grant). The criteria for support material follows:
- i. **Digital Images:**
    - A maximum of 10 images as .jpeg files on one CD-ROM or DVD-ROM
    - Save images directly on the CD/DVD without creating folder
    - Label CD/DVD with the organization's name
    - Ensure that the digital file names correspond with the file names listed on the attached Support Material Inventory form
  - ii. **Video / Audio Recordings:**
    - A maximum of 5 minutes of transferred film, video, or audio recording as a digital file on DVD or CD-ROM
    - Save video as a QuickTime file (.mov) directly on the CD/DVD without creating folders
    - When submitting an audio CD, make sure to provide us with the track number for your audio clip
    - Label CD/DVD with the organization's name
    - Ensure that the digital file names correspond with the file names listed the attached Support Material Inventory Form
  - iii. **Copies of Printed Materials:**
    - Examples include - catalogues, books, and other publications excluding promotional material (Limit of 3 documents)
  - iv. **Copies of Reviews and Other Media:**
    - Examples include – reviews and articles published about your organization by the media (Limit of 3 documents)
  - v. **Marketing Materials:**
    - Examples include: Posters, brochures, handbills, postcards, etc. (Limit of 3 documents)

Please note that extra support material will not be accepted. If your organization submits support material that exceeds the allocations listed above you will be asked to make edits to the submission prior to Calgary Arts Development accepting the material for assessment. Organizations should drop off or mail support material to Calgary Arts Development by the application deadline:

Calgary Arts Development,  
Lower Level, Art Central,  
L12 100 –7<sup>th</sup> Avenue SW  
Calgary, Alberta  
T2P 0W4

**Please be sure to submit a Support Material Inventory with your documents.**

## 8. FINANCIAL AND STATISTICAL REPORT

Download the required forms from: [calgaryartsdevelopment.com/professional\\_org\\_grant](http://calgaryartsdevelopment.com/professional_org_grant). Complete and upload to the online grant application.

**WRITTEN INFORMATION SECTION: ARTISTIC AND PUBLIC IMPACT** Calgary Arts Development values the unique artistic and public impacts that each organization brings to our city. The written section below is intended to provide an opportunity to communicate the organization's artistic and public impact as it relates to achieving its mandate and goals. In addition to the ability of the organization to achieve its own goals, the effect and resonance of the organization's artistic voice within its discipline and the effect and strength of the organization's relationship with the public will be considered as part of Calgary Arts Development's overall assessment.

The points listed in this section are suggested areas to expand upon. We understand that public and artistic impacts are not separate within the operations of any organization; you may wish to reference public impact points within the artistic impact section and vice versa. Please write about any area that you feel best communicates the strength of the organization's artistic and public contributions beyond the suggested areas.

### TIPS:

- i. **Include specific references to the artistic and public impact of the program plans outlined in your grant application's list of current and upcoming programs.** Drawing from specifics about your programs helps to bring the application to life and creates a deeper understanding of your organization for our assessors.
- ii. **Be clear and transparent about organizational challenges and opportunities.** This may include reflecting on recent critical learning experiences of the organization that influenced a change in direction such as major staff change or deficit reduction, etc. Demonstrating the organization's ability to learn and adapt is as important as demonstrating other successes.
- iii. **Start early and ask us for help.** Please do not hesitate to call us to discuss your approach to writing this section. We are pleased to work with you and your questions help us to understand what improvements can be made to the program. Thank you!

**9. ARTISTIC IMPACT SECTION** (maximum 2 pages in length)

Artistic Impact is defined as the quality of the organization's artistic programming and artistic operations.

**This section is about your organization's creation, presentation, and engagement activities as well as the internal working artistic practices of your organization.**

Include a description of the organization's programming and creation of work over the past year and plans for the proposed one year period (including the current year). If the organization has been involved in any of the areas listed below, please provide a brief overview of the work in these areas.

- i. Working practices that enrich the organization's ability to program and create. Examples include collaboration, program expansion/creation of new programs, increased artistic participation, etc.
- ii. Any professional development of participant artists, staff and/or key volunteers. Examples include: workshops, classes, formal education opportunities, mentorships, etc.
- iii. Generating sustained artistic dialogue between audience and/or creators and programmers. Examples include: discussions, workshops, audience engagement events, etc.

**(Continue to the next page for the Public Impact Section)**

## 10. PUBLIC IMPACT SECTION (maximum 2 Pages)

- Public Impact is defined as the quality of the organization's public engagement and participation.
- Public is defined as any community impacted by the organization including audience, artists, arts professionals and volunteers.

**This section is about the effects of your organization on your constituents such as audience members, volunteers, supporters and the general community.**

Include a description of the organization's public engagement and participation over the past year and plans for the proposed one-year period. The points listed below will be taken into consideration when assessing in this area.

- i. The current and planned organizational efforts to enhance **accessibility**. Examples include: programming in different locations or times to enable access to different audiences, affordability of ticket prices, etc.
- ii. The current and planned organizational efforts to strengthen and grow **awareness**. Examples include: marketing and communications to existing and new audiences, attempts to grow the cultural, physical and/or social diversity of your audience, etc.
- iii. The current and planned organizational efforts to involve the public **as active participants**. Examples include: efforts to build and enhance participation from artists, volunteers, sponsors / supporters, audience, etc.
- iv. If education forms part of the organization's mandate and/or goals, expand on the current and planned organization's efforts to involve the public as participants in **educational programming**. Examples include: classes, lectures, formal partnerships with schools, workshops, professional development programming, etc.

**We encourage you to contact us directly if you have suggestions on how we can improve our application process.**