

What do the Arts Fund Grants support?

The Region of Waterloo Arts Fund supports innovative art projects with the potential to lead to artistic growth for the applicant and cultural development within our Region. In your application, describe how your project promotes your artistic growth, and is different from your usual activities. Inspire us with your vision!

The Arts Fund welcomes applications from individuals, collectives and not for profit organizations for projects that achieve our goals to 'make art happen' in Waterloo Region. We support all arts disciplines, including performing arts (theatre, music, dance), visual arts, film/video/media, literature and interdisciplinary and community arts.

Evaluation Criteria

The Arts Fund Board assesses applications along the four broad areas of: artistic merit; community engagement; artistic professionalism; and contribution to the cultural vitality of Waterloo Region.

Successful applicants will describe how they meet **as many of these criteria as possible** within the scope of their project:

1. Artistic merit: content and creation
 - Originality, clarity and quality of the project
 - Applicant's artistic track record and credentials
 - An inspiring vision within the project description
 - Innovation aspect of the project and how it furthers the applicant's artistic practice
 - Project may be a start-up, a pilot, a risky idea
2. Community engagement and project visibility
 - Short term audience results that are expected for the project
 - Anticipated opportunities for community engagement within the results of the project
 - Benefits the project might provide to the creator, other artists in the Region or the public at large
3. Artistic professionalism
 - Viability of the project work plan and budget
 - Capacity for completing the project as presented
 - Artists within the project are appropriately paid
 - Plan in place to obtain funding from other sources

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4. Contribution to cultural vitality and/or impact in Waterloo Region
 - The potential of the project for increased cultural vibrancy in our community
 - Example 1 – An artist plans an exhibition in a non-traditional space, surprising the public and generating buzz
 - Example 2 – A new cultural festival is proposed for a surprising neighbourhood
 - Example 3 – A theatre company takes a risk on a production that shows potential to help expand their audience base

Who is eligible to apply?

Individuals, collectives and not-for-profit organizations practicing in any arts discipline and who are in good standing with the Arts Fund with no open or outstanding projects or reports may apply to the Region of Waterloo Arts Fund.

We accept applications from:

Individual artists:

- 18 years of age or older
- Legally entitled to be or remain in Canada
- In good standing with the Waterloo Region Arts Fund with no open or outstanding projects or reports

Unincorporated not-for-profit organizations or collectives:

- The majority of members of the ensemble, collective, or collaboration must meet the individual eligibility criteria

Incorporated not-for-profit organizations that:

- Are registered as a not-for-profit corporation Federally or Provincially and are in good standing for at least one year prior to the deadline
- Governed by a volunteer board
- Have the majority of its members living or working in the Region of Waterloo
- Operate at arm's length from municipalities, commercial enterprises or educational institutions
- Demonstrate commitment to fiscal responsibility

Ineligible applicants

- Municipalities
- Commercial enterprises
- Educational Institutions

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Previous grant recipients must have met the reporting requirements for their grant to be eligible to apply for new funding.

Only one application per project per granting round is permitted. We accept funding requests from applicants for only one project at the same time.

Eligible Expenses

The Region of Waterloo Arts Fund provides funding for innovative projects that inspire us with both their vision and feasibility. Applicants may apply for up to 100% of eligible expenses that are directly related to carrying out the proposed project. However, the Arts Fund encourages multiple sources of funding to maximize the impact of our limited annual grant budget.

Project related expenses may include, but are not limited to:

- Artist and technician fees associated with creation, production and dissemination
- Equipment or space rental
- Promotion and publicity
- Transportation and accommodation
- Royalties
- Administration and contract fees

Ineligible Expenses

- Ongoing and operating costs of the organization (e.g. core staffing, office expenses, rent, insurance)
- Costs associated with core program offerings, the applicant's usual activities or regular presentation seasons.
- Projects or events with recurrent, unvarying, definitive components (provide an example for greater clarity) For example, a theatre company or gallery promoting its upcoming season
- Expenses for activities incurred prior to the application submission, including grant writer fees

The Arts Fund does not fund:

- Core programming
- Capital projects such as buildings, property, capital development and facility construction or renovations or expenses for capital purchases
- Goods or services for personal use

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- Organizational marketing or promotion
- Organizational planning and development
- Fundraising
- Educational programs and instruction, recreational training projects
- Artistic activities or projects undertaken in order to fulfill credit or thesis requirement
- Projects in which art-making is incidental or secondary to other aspects of the project, where the primary goal of the project is commercial in nature.
- Artistic production originating outside Waterloo Region

When is the best time to apply?

Since projects must occur within 12 months of receiving a grant, timing the application to an earlier round ensures that the deadline criteria are met.

The Arts Fund does not fund projects retroactively. Grants may not be applied to activity started ahead of the application deadline and not before the granting decision date (notification of Spring round: end of June; Fall round: end of December).

For detailed timelines and application deadlines, go to: www.artsfund.ca

Instructions for Completing Stage 1: The Basics

Applications must be received at the Arts Fund office by 4:00 p.m. on the published deadline date. Late applications and/or applications received via email or fax will not be accepted.

Fifteen (15) copies of your Stage 1 application must be prepared, **collated and stapled**, and will be date stamped on receipt.

Please limit your information to the space provided in the Stage 1 application form.

Do **not** include supplementary materials (letters of support, DVDs etc.) with your Stage 1 application. Such materials will not be considered until Stage 2.

Instructions for Completing Stage 2: The Details

Please Note: Only those applicants from Stage 1 who are shortlisted are invited to complete and submit the more detailed Stage 2 section of the application form. Moving to Stage 2 is not a guarantee of a grant.

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Applications must be received at the Arts Fund office by 4 p.m. on the published deadline date. Late applications and/or applications received via email or fax will not be accepted.

Fifteen (15) copies of your Stage 2 application must be prepared, **collated and stapled**. Submit attachments and supporting materials (i.e. website links, letters of support, samples, CVs, DVDs) as detailed below. Submissions will be date stamped on receipt.

Limit your information to the space provided in the Stage 2 application form.

Stage 2 Attachments and Supporting Materials

Project Budget (required):

Please fill out the provided **Budget Summary form**. All applicants must enclose a proposed project budget which shows, at minimum, **both** projected revenue and expenses as follows:

Revenue: List **all** anticipated sources of revenue including all grants and donations, potential earned revenue and whether any sources have been confirmed. You may also include in-kind contributions, but these should be substantiated by supplying names and contact information for each contributor.

Expenses: List **all** projected expenses **and** details of those costs which you propose to underwrite through an Arts Fund grant. Indicate in the **Notes** column which expenses will be paid for – either partially or fully – by Arts Fund grant money. When the expense line is a total expense, where applicable break out details, such as fees for artists, equipment purchase, materials, etc.

If you are awarded a grant, you will be required to fill out the actual amounts in the **Budget Summary form** for the Final Report.

Support Materials (highly recommended)

During the Stage 2 evaluation process, the Arts Fund Board will review materials which support the application. Submit materials by:

Option A: Send a supplementary email message with working links to uploaded online materials.

Ensure that your links are in working order before submitting.

1. Upload the material links (use only standard services readily available and free of charge: YouTube, Vimeo, Flickr, Picasa, Soundcloud, etc.)

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2. Append the relevant link(s) to your paper Stage 2 Application form as noted in Question 15.
3. Send a supplementary email message with the relevant links and URLs to: **info@artsfund.ca** Please reference your project's Application ID number (found in your notification letter), name, email address, and telephone number.

Option B: Prepare and attach examples to each application form:

Attachments such as artist CVs, letters of support, samples or excerpts of works, audio, video, photographic or written materials, and website links will be assessed. Send copies only; original materials will not be returned.

To ensure consistency and compatibility:

Text material should be:

- double-spaced
- main text Arial font, 11pt minimum

Images submitted as digital files should be:

- JPEG format
- Maximum 1MB file size
- Maximum resolution of 1024 x 768 pixels

Video / Audio on CD/DVD

- must be playable on standard CD/DVD player

Stage 2

Checklist of items attached to **each** of the **15 copies** of the application:

- Project budget for the proposed project (required)
- A summary of most recent yearly Financial statements (only required of organizations or institutions if applying for \$20,000 or more)
- Letter(s) of commitment from project partners and/or collaborators (required if applicable)
- Support materials and/or work plan in support of your application (highly recommended)

Double check application form for budget figures, dates, signatures and deadlines.

Final decisions will be made by the Board of Directors. All applicants will be advised by mail. The Arts Fund does not provide comment or feedback about any grant application evaluations and/or funding decisions.

Region of Waterloo Arts Fund Guidelines

Your personal information will be shared in confidence with board members of the Region of Waterloo Arts Fund and employees of the Regional Municipality of Waterloo. The names, addresses, contact information and locations of successful funding recipients, together with details of their respective projects, may be made available to the public, along with the amount of the award. Questions regarding the collection and use of personal information by the Arts Fund may be directed to 519-575-4450 or info@artsfund.ca.

Applications should be mailed, couriered or hand-delivered to:

Region of Waterloo Arts Fund
c/o Regional Clerk's Office
Regional Administration Building, 2nd Floor
150 Frederick Street, Kitchener, ON, N2G 4J3

For further information:

519-575-4450

Email: info@artsfund.ca