



Are you a concert band that would like to entertain the community?



Are you a fine artist who wants to host their first gallery show?



Are you a theatre group that plans to launch a production?

## ARTS & CULTURE FUNDING

Special project or event funding for individuals and groups.

Learn essential grant writing skills and strategies.

# GRANT WRITING INFO SESSION & WORKSHOP

**August 27, 2024 | 5:30pm**

Jeanne & Peter Lougheed  
Performing Arts Centre

*No registration required*

[www.camrose.ca/ArtsCouncil](http://www.camrose.ca/ArtsCouncil)



# INTRODUCTION

## **Grant Writing Workshop for Arts and Culture Organizations** Mastering Project and Event Funding

*Presented by: Camrose Arts Council*

# AGENDA

- Introduction to Grant Writing
- Understanding Fundraising for Arts & Culture
- Crafting a Winning Grant Proposal
- Overview of Lougheed Performing Arts Centre No-Fee Event
- Q&A Session
- Mayor's Arts Awards

# What is Grant Writing?

- **Definition:** The process of preparing and submitting proposals to secure funding from foundations, corporations, or government entities.
- **Purpose:** To support projects, events, and programs that align with the funder's goals and interests.
- **Importance for Arts & Culture:** Essential for launching new initiatives, and expanding outreach.

# Understanding Funding for Arts & Culture

## Types of Funding:

- **Grants:** Financial support from organizations or government bodies.
- **Donations:** Individual or corporate contributions.
- **Fundraising Events:** Events designed to raise money and awareness.

## Key Considerations:

- Aligning with funder priorities.
- Demonstrating impact and community benefit.
- Building and maintaining relationships with funders.

# Crafting a Winning Grant Proposal

## 1. Review Eligibility Criteria

- Match your project with the Camrose Arts Council interests and criteria.

## 2. Develop a Clear Project Plan

- Define objectives, target audience, and expected outcomes.
- Prepare a detailed timeline.

## 3. Meet Application Deadline

- Two (2) intakes per year. March 30 and September 30.

# Crafting a Winning Grant Proposal

## 3. Write a Compelling Proposal

- **Executive Summary:** Provide a concise overview of your project.
- **Statement of Need:** Why is the project important? Explain the significance and necessity of the project.
- **Project Description:** Outline your goals, methods, and planned activities.
- **Innovation:** Emphasize creativity, uniqueness, and a willingness to take risks.



# Crafting a Winning Grant Proposal

## 4. Create a Budget

- Create a detailed financial plan.
- Ensure every budget item is directly tied to the project’s goals and activities.
- Clearly explain why each cost is necessary for achieving the project’s objectives.
- Include all costs including personnel, materials and overhead.
- Ensure budget does not exceed 80% of the total expenses to a maximum of five thousand (\$5,000) dollars.
- Review for accuracy, seek feedback.
- Be realistic, reasonable & complete.

Item	Projected Amount	
Advertising	\$	500
Performers	\$	700
Venue	\$	3000
Piano Tuner	\$	300
Volunteer Food	\$	300
	\$	
Total Projected Expenses		\$ 4,800

**Revenue:** List the funds you expect to receive for this project from other granting organizations, including if these funds are anticipated or confirmed. These funds may include other grants, donations, fundraisers, in-kind contributions\*, etc.

Item	Projected Amount	Confirmed? (circle one)
Ticket Sales	\$ 1,000	YES (NO)
Sponsorship	\$ 500	(YES) / NO
	\$	YES / NO
	\$	YES / NO
Sub-Total Revenue		\$ 1,500
Amount of Grant Requested		\$ 3,300
from the Camrose Arts Council **		
Total Projected Revenue		\$ 4,800
(this amount should equal Total Expenses)		

\* In-kind contributions and in-kind expenses and must balance.

\*\* The amount of the grant requested from the Camrose Arts Council cannot exceed eighty percent (80%) the Total Expenses, to a maximum of five thousand (\$5,000) dollars.



# Crafting a Winning Grant Proposal

## 5. Proofread & Submit

- Ensure clarity, accuracy, and adherence to guidelines.
- Seek feedback from colleagues or mentors, or members of the Camrose Arts Council.
- Print off and email to [camroseartscouncil@camrose.ca](mailto:camroseartscouncil@camrose.ca)
- Print off and drop off at City Hall to the Attention of the Chair of the Camrose Arts Council.

# Crafting a Winning Grant Proposal

## 6. Evaluation & Final Report

A final report is more than just a requirement; it is a critical tool for ensuring transparency, documenting success, and laying the groundwork for future opportunities.

- **Measure Success:** Provide details of whether project objectives and goals were met.
- **Highlight Impact:** Showcase the positive effects of the project on the target audience or community.
- **Ensure Compliance:** Show that the grant funds were used as intended and in accordance with the grant agreement.
- **Build Trust:** Demonstrate responsible management of resources.
- **Completes Grant Cycle:** Fulfills a key obligation in the grant agreement, ensuring the grantee meets all contractual responsibilities.
- **Promotes Transparency:** Demonstrates to stakeholders, including the public and other donors, that the project was successfully completed.
- **Boosts Organization Reputation:** A well-executed final report can enhance the organization's credibility.
- **Documents the Project's History:** The final report serves as a permanent record of the project's achievements for future reference.

# Tips for Success

- **Tailor Each Proposal:** Customize your grant application to align with the Camrose Arts Council Eligibility Criteria.
- **Be Clear & Concise:** Avoid jargon and clearly communicate your project's value.
- **Demonstrate Impact:** Use data and anecdotes to show the potential impact of your project.
- **Follow Guidelines:** Adhere to the Camrose Arts Council eligibility criteria and application deadlines.

# No-Fee Event

## Overview:

- The Jeanne & Peter Lougheed Performing Arts Centre offers No-Fee Events to support community engagement and accessibility.
- There are five (5) No-Fee Events in the Cargill Theatre and five (5) No-Fee Events in the Mayer Hall or Christenson Nelson Gallery at the Jeanne & Peter Lougheed Performing Arts Centre. Availability to organizations will be determined by the City of Camrose Arts Council Board on a year-by-year basis. No-fee events not assigned during the grant application process can be decided by the Camrose Arts Council Board on a discretionary basis.

# No-Fee Event

## Definition “No-Fee Events”:

- Events that are approved by the City or U of A that are admission free to the community at large.
- “No-Fee” is defined as free from space rental fees and technical support costs for a maximum of twelve (12) hours.
- Additional charges such as any food and beverage services, and possibly any special technical requirements would be the responsibility of the organization to arrange payment with the Jeanne & Peter Lougheed Performing Arts Centre (details can be provided at time of inquiry).

# No-Fee Event

## Eligibility:

- The events requesting a No-Fee Event at the Jeanne & Peter Lougheed Performing Arts Centre must be both **admission free** to the community at large and reflect the overall vision of the Jeanne & Peter Lougheed Performing Arts Centre; the enhancement and development of the arts, culture, and education for the benefit of the community served by each of the City and the University of Alberta and those additional communities served by the Jeanne & Peter Lougheed Performing Arts Centre.
- The event day for shall be intended and used to further the Applicant's activities, and must not either directly or indirectly be intended or used for profit or gain.
- Silver collection and/or donations at the door shall not be permitted for a No-Fee Event.

# No-Fee Event

## Benefits:

- Free venue space for events and performances.
- Opportunity to reach a wider audience.

## How to Apply:

- Contact the Lougheed Centre's booking office to confirm availability.
- Provide details about your event and organization.
- Applications are accepted throughout the calendar year.
- Email a completed Application Package to [camroseartscouncil@camrose.ca](mailto:camroseartscouncil@camrose.ca) or  
Drop off a completed Application at City Hall to the Camrose Arts Council Board.
- Follow the application process outlined on the website.



# Community Engagement Event

## Definition “Community Engagement Events”:

- Specific events that are sponsored by the City and U of A and provide opportunities for engagement with the public on issues that affect the greater community (e.g. political forums, election forums, debates, town hall meetings etc.).
- A maximum of three (3) bookings may be allocated for jointly held Community Engagement Events that can be used in the Cargill Theatre, Mayer Family Community Hall or Christenson Nelson Gallery. These events need approval from both the Mayor of the City of Camrose and the Dean of Augustana.

# Q&A Session

## Questions & Answers

Please raise your hand.

# Thank You!

## Thank You for Attending!

We wish you success in your grant writing efforts.

**Contact Information:**

**Camrose Arts Council:** [camroseartscouncil@camrose.ca](mailto:camroseartscouncil@camrose.ca)



# MAYOR'S **ARTS AWARDS**

camrose arts council

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[www.camrose.ca/mayorsartsawards](http://www.camrose.ca/mayorsartsawards)