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VIBES



TD CULTURE LAB
webinar

EFFECTIVE GRANT WRITING FOR ARTISTS

With Rohit Mehta & Maura Broadhurst

REGISTER ON EVENTBRITE

FEB 18 THURSDAY @7PM EST



Rohit Mehta



Maura Broadhurst

TD



About the Speaker



Rohit Mehta

Founder and President,
DoGood Fundraising

- **Graduated from University of Toronto Mississauga.**
- **Active in the non-profit sector for 15 years, with 5 years working in fund development, and 7 years on Grant Review Boards.**
- **Worked in the charitable sector, for grassroots community organizations, small- and medium-sized charities, and national corporate groups.**
- **Appointed to a five-year term with the Grant Review Team of the Ontario Trillium Foundation Peel-Halton, Served a two-year term the Ministry of Children and Youth Services' Youth Opportunities Fund.**
- **Served on Board of Directors for Volunteer MBC, Incubate Institute.**
- **Founded DoGood Fundraising to raise funds for charities, non-profits.**



DoGood Fundraising

Our Services:

- All-Inclusive Grant Writing
- Prospect Research
- Professional Development





Agenda for Today

- 1. 10 Common grant writing mistakes**
- 2. Arts grants opportunities**
- 3. Discussion and questions**



10 Common Grant Writing Mistakes



#10 No Statistics or Data

- Artists must tell their story, by indicating results
- Numbers of albums sold, exhibitions, productions
- Data which indicates the demand or interest in your art
- Statistics should speak to your artistic practice and your work (avoid broad statements)



#9 Submitting Late Applications

- **A very frequent issue (happens to everyone)**
- **Oftentimes, systems crash at the last minute**
- **Fill out online applications in advance, and press submit as early as possible**
- **Always save a copy, before pressing submit**
- **When in doubt, reach out!**



#8 Not Utilizing Attachments

- **As an artist, your work needs to be seen, heard, and experienced**
- **Many applicants often leave this blank**
- **Use every attachment available!**
- **Ideas: Testimonials, photos (add captions), newspaper clippings, awards, features, interviews, brief videos**



#7 Underselling Your Work

- **Show history or track record of past success**
- **Provide specific examples of past works, descriptions**
- **Include statistics without judgement**
- **Don't hold back - this is the moment to brag about your accomplishments!**



#6 Not Expressing Urgency

- **Particularly key during the post-Covid economy**
- **Indicate any significant challenge – create urgency!**
- **Use persuasive language, such as:**
 - **This grant is essential because...**
 - **This funding will enable me to immediately....**
 - **Without this grant, my artistic practice will...**
- **Urgency helps funders prioritize!**



#5 Starting from Scratch

Tip: keep a folder of the following key documents:

- **Annual budget – what will it cost to operate this year?**
- **Strategic pitches – all past grant applications**
- **Common attachments – images of your work with descriptions, your bio, team member bios, list of records/ productions/ works produced**



#4 No Commitment to Long-Term Projects

- It's often clear when a project has been invented to win the grant
- Instead, stick to your artistic practice, style and area of focus
- Long-term work will often receive more interest and investment from funders – it's a relationship



#3 Spelling and Grammar Mistakes

- **Can be frustrating for grant reviewers**
- **Makes the application harder to read, reduces success**
- **Consider authoring proposals in Microsoft Word or Google Docs, then copy and paste content**
- **All proposals should be thoroughly reviewed**



#2 Using Too Much Jargon

- Write so that reviewers get it!
- Using complex language or many acronyms can make it difficult to understand
- Focus on using the funder's language and key words
- Tip: Have a friend or family member read your proposal



#1 Not Answering the Question!

- **Very frustrating for funders**
- **Re-read your responses, even aloud**
- **Ask yourself: did I answer the question?**
- **Avoid vague statements or unnecessary statistics**
- **Try to include the answer to the question in the first sentence**



Arts Grant Opportunities



Arts Grants - Structure

- 1. Begin with an online portal. E.g. OAC “NOVA”**
- 2. Provide an artist bio, CV, and history**
- 3. Answer specific questions relevant to your project, the impact on yourself as an artist, and the broad impact**
- 4. A budget with detailed expenses**
- 5. Signing all declaration pages and submission**



Funding Opportunities: March

■ Ontario Creates: Industry Development Program closes **March 4, 2021 by 5:00pm**

- 75% of budget, between \$5,000-\$60,000
- Growth and sustainability in the book, magazine, film, television, and interactive digital media sectors

■ Ontario Creates: Film Fund – Production closes **March 10, 2021 by 5:00 PM**

- Up to \$400,000
- Provides support to Ontario producers for feature film projects with development and production financing



Funding Opportunities: March

- **Toronto Arts Council: Long-Term Dance Projects closes [March 15, 2021](#)**
 - **Up to \$45,000 (\$15,000/yr. for 3 years)**
 - **Provides mid-career and established professional dance artists with opportunity to take an extended period of time to develop and present a dance work or program of works**



Funding Opportunities: April

- **Ontario Arts Council Dance Projects closes [April 8, 2021](#)**
- **The development, production and presentation of dance;**
 - **Development of new dance work(s): maximum \$5,000**
 - **Production and presentation of dance: maximum \$20,000**
 - **Dance series/festivals: maximum \$15,000**
 - **Dance sector development initiatives: maximum \$5,000**



Funding Opportunities: April

- **Ontario Arts Council: Music Creation Projects closes [April 14, 2021](#)**
 - **Self-directed Creation: up to \$4,000**
 - **Commissioning: up to \$20,000**
 - **Supports Ontario-based professional music creators at all career stages, working in all music genres/styles, to create original musical works**



Funding Opportunities: May

■ Ontario Arts Council: Visual Artists Creation Projects closes **May 4, 2021**

- Emerging artists: \$5,000
- Mid-Career artists: \$7,500
- Established artists: \$15,000
- Supports professional Ontario-based visual artists to create new work.
- Reflects the range of artistic practices in the visual arts, and to support excellence, regional activity, diverse artists and communities.



Funding Opportunities: May

- **Canada Council for the Arts: cut-off date [May 19, 2021](#)**

Professional Development for Arts Professionals

- **Up to \$10,000**
- **Supports the career growth of Canadian arts professionals**
- **By encouraging knowledge-sharing and participation in a wide range of development opportunities.**



Funding Opportunities: May

- **Radio Starmaker Fund: closes [May 20, 2021](#)**

Funding Program for Black, Indigenous, & People of Colour

Up to \$25,000 for any music related expenses; recording, promotion, publicity, advertising, digital marketing, touring, videos, etc.

- **You must show full-length or bundle sales of at least 1,500 units to qualify.**
- **if you have been nominated for a Grammy, Juno or the Polaris prize shortlist over past 5 years, you qualify**



Funding Opportunities: May

- **FACTOR Juried Sound Recording, [deadline TBA](#)**
 - **75% of the total eligible budget, to a maximum of \$67,500 (including Radio Marketing) for General Artist**
 - **Up to \$10,000 can be spent in the sound recording component**
 - **Contributes toward the cost of acquiring, producing and marketing a full-length album.**
 - **funds a portion of the cost of production of an original full-length sound recording; contributes to marketing/ promotion**



Funding Opportunities: Open

- **FACTOR Songwriter Development, rolling deadline**
 - **75% of the total eligible costs up to \$2,000**
 - **toward a year of songwriting initiatives, such as domestic and international travel for co-writing sessions and trips, songwriting camps and workshops, and eligible showcases.**
 - **Registration details from your performing rights organization;**
 - **3 commercially exploited copyrights in the past 12 months; and**
 - **10 songs written or co-written in the past 12 months.**



Funding Opportunities: June

- **Toronto Arts Council: Playwrights Program closes [June 15, 2021](#)**
 - **\$2,000 for new or emerging playwrights with little or no prior history of production.**
 - **\$8,000 for mid-career or senior playwrights with a history of professional production.**
 - **Provides support to playwrights for the writing of stage plays**



Funding Opportunities: June

- **Toronto Arts Council: Writers Program closes [June 15, 2021](#)**
 - **\$5,000 for writers in the early stages of their career**
 - **\$10,000 for writers with an established writing career**
 - **Supports the creation of new literary works or works-in-progress**
 - **In the genres of fiction, literary non-fiction, poetry and oral traditions such as storytelling, dub, rap and spoken-word.**



Funding Opportunities: June

■ Ontario Arts Council: Visual Arts Projects closes **June 17, 2021**

- **Presentation: up to \$10,000**
- **Curatorial Research and Development: up to \$10,000**
- **Organizations, ad hoc groups/collectives and independent curators to present visual arts projects that exhibit, document or disseminate the work of professional Ontario visual artists, reach Ontario audiences;**
- **Programs that provide professional development for artists**



Any Questions?



Thank You for your time and attention!

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