

Peterborough Arts Alive Fund **Strategic Recovery and Resilience Grants**

Information Session

Thursday, May 27, 2021
4:00pm and 7:00pm
On Zoom



Welcome and Territorial Acknowledgement

Introduction and Background

Introduction



- The Peterborough Arts Alive (PAA) Fund is an Electric City Culture Council (EC3) project that provides **Strategic Recovery and Resilience Grants** to professional arts organizations with charitable status (and incorporated not-for-profits who have partnered with a “fiscal sponsor” who is a registered charity) working in Peterborough or the surrounding region (Peterborough County, Curve Lake and Hiawatha First Nations).
- Provides financial assistance to arts organizations to undertake both immediate, and strategic, long-term action to ensure that their organizations survive the impact of COVID-19 and continue to thrive in the future.
- Grant amounts between **\$1,500 and \$10,000**.

Introduction *(continued)*



- Open to local arts organizations who have experienced revenue losses resulting in a negative financial, HR, or creative programming impact due to COVID-19, including liquidity, cash flow issues and deficits, staffing, infrastructure, audience attrition, revenue or artistic development, etc.
- Organizations working in any discipline and in any capacity (creation, production, exhibition, presentation, publication, distribution, performance, etc.).
- To assist in effectively managing the negative impacts of the COVID 19 pandemic, recouping the costs of keeping the organization afloat during the pandemic, responding creatively to the current situation, preparing for a safe and robust reopening when they can, and planning for a sustainable future.

Partners



**Community
Foundation**
of Greater Peterborough



**Peterborough Performing Arts
Recovery Alliance**

Funders



Donors



VERY SPECIAL THANKS to our individual donors, and to Deborah Berrill, who started the campaign.

Background



- The COVID-19 pandemic has had a massive impact on the arts community in Peterborough and the surrounding region.
- This is a sector makes a profound contribution to the quality of life in Peterborough, and plays an enormous role in our social and economic well-being.
- Citizens are counting on arts organizations and artists more than ever to lift our spirits and bring us together through social media, and online projects and events.
- Supporting artists and arts organizations throughout the pandemic to ensure their survival, despite fixed overhead and sharply declining revenues, is essential to overall recovery.

Background (*continued*)



- Cultural venues are still closed, events and exhibitions cancelled, festivals and fundraisers postponed, contracts suspended, live classes and workshops shut down.
- Individual artists are bleeding sales and commissions income and organizations are facing all kinds of financial uncertainty - box office revenue losses, facilities rental income zeroing out, fundraisers in question, BINGO income and sponsorship revenue of all kinds in doubt.
- Audiences and volunteers have been set adrift and staff laid off.

Background (*continued*)



- Rent must be paid, heat, hydro, insurance, property taxes and other bills are due and staff are desperately needed now, to keep organizations afloat, manage program changes and plan for the future.
- “Reopening” scenarios remain in a fog of uncertainty about when authorities will deem it safe to do so, at what capacity, and how it might be done in different facilities and venues.
- These organizations and the artists they work with cope with precarious social and economic living conditions in the best of times. Vulnerable and marginalized, the arts survive and thrive with dedicated management and governance, on razor thin margins, with personal ingenuity, creative innovation, sacrifice and hard work.

Background *(continued)*



- These grants are intended to make that survival and a great come back more likely.
- This sector is full of creative ideas on how to make it through and bounce back hard, strong and fast when the time comes. Artists and community members alike are counting on them to do just that!
- The PAA Fund's Strategic Response and Resilience Grants will provide them with some of the tools and resources to achieve that goal.

Eligibility

Eligibility



- Registered charities (and incorporated not-for-profits who have partnered with a “fiscal sponsor” who is a registered charity) operating within the City of Peterborough, County of Peterborough, Hiawatha First Nation, or Curve Lake First Nation are eligible to apply for a Peterborough Arts Alive Grant.
- Priority will be given to professional arts organizations that support artistic work in any discipline and are led by paid, qualified professional personnel, and governed by a board of directors.
- Organizations must have been in operation since at least May 1, 2019, and must commit to resuming activities as soon as COVID-19 public health restrictions are lifted.

Eligibility (*continued*)



- Organizations must have carried on at least some activities during the pandemic period (March 2020 to now).
- Grant recipients must commit to completing funded activities and expenditures between the date that the grant is approved and December 31, 2021 (there may be some flexibility on this). They will be required to submit a one-page report documenting the progress of the project.

“Qualified Donee” Status



- Status as a “qualified donee” in good standing will be verified through CRA as part of the application process.
- Organizations that are not qualified donees must work with a sponsoring charity and complete a fiscal sponsorship agreement.
- Please contact the Community Foundation (jennifer.debues@cfgp.ca) to ask for a form. If your application is successful, the sponsoring organization will receive the grant.

Number of Applications



- Organizations may only submit one grant application for themselves.
- However, organizations may apply for their own grant as well as be part of or lead partnership or collaborative projects, as long as there is no duplication of activities or eligible costs/expenses.
- Organizations may also be a fiscal sponsor for another incorporated not-for-profit.

Eligible Expenses

Eligible Expenses



Organizations are encouraged to apply for funding for specific needs that may include any of the following:

- Developing creative content
- Research and creative development for new artistic programming for both during the pandemic and for reopening period
- Financial recovery plans including deficit reduction, and long-range financial planning
- Organizational capacity building for a post pandemic future including governance, community relations, HR etc.

Eligible Expenses (*continued*)



- Developing new or additional virtual, online strategic initiatives to stabilize and maintain healthy organizations (e.g. advance digital production skills and presence on-line, digital marketing and communications)
- Advancing fundraising skills and revenue diversification capacity
- Building practical tools and plans for a for a solid and bold recovery and reboot (promotion, PPE, signage, marketing, cleaning)
- Planning for the future including long term disaster and emergency resilience (modelling and scenario planning)

Eligible Expenses (*continued*)



- Collaborative projects with other arts/cultural partners to strengthen and support sector recovery and resiliency
- Assessing impacts (data gathering and analysis, identify and track impacts)
- Determine needs, challenges and opportunities, and support for them including urgent needs (fixed costs etc.)

Eligible Expenses *(continued)*



Financial support for COVID-19 pandemic recovery and resiliency needs/expenses is available for the costs of the following:

- Renovations and plexiglass, cleaning, signage etc., consultation with specialists
- PPE and other special pandemic health and safety equipment
- Staff and volunteer training for reopening and operating under Covid 19 health and safety restrictions
- Staff and board management training related to crisis management, recovery and sustainability
- Professional services: planning, capacity building, accounting, legal, HR

Eligible Expenses (*continued*)



- Creative research, artistic planning and development for current or reopening programming including artists' fees, funding for individual artists for creation or completion of new work (artistic pipeline)
- Professional development re: digital/virtual market places, video production, streaming etc.
- Organizational capacity building, adaptation and transition: governance, equity and diversity
- Developing knowledge and/or skills in administration, technology and related digital platforms and/or artistic practice

Eligible Expenses *(continued)*



- Specialized marketing and promotional campaigns
- Micro and macro marketing, promotion and communication initiatives to bring audiences, sponsors and volunteers back to live arts experiences
- Documenting artistic work
- Upgrading technology
- Website development that addresses COVID-19 related challenges and opportunities
- Marketing artistic work to presenters
- Creating and adapting workspaces (as distinct from presentation spaces)
- Providing services to local artists and arts organizations

Ineligible Expenses



Ineligible expenses include:

- Capital campaigns
- Regular activities of faith-based organizations
- Individuals
- National or provincial initiatives with no specific benefit to Peterborough
- Annual funding drives or events
- Political activities prohibited by Canada Revenue Agency
- Grants are not available to reduce accumulated debts that precede COVID-19. Grant requests may not exceed \$10,000 or 50% of the operating deficit.

Application and Assessment Process

Application Process



- Applications close **Monday, June 7 at 9:00pm.**
- All applications must be submitted through the Community Foundation grant portal:
<https://www.grantinterface.ca/Home/Logon?urlkey=cfgp>
- EC3 will provide follow-up to applicants and determine eligibility.
- Grant applications will be reviewed and adjudicated by a Peer Assessment Committee that will recommend PAA Fund grants to specific organizations, collaborations and partnerships.
- Grants must be approved by the EC3 and Community Foundation Boards of Directors.
- All applicants will be contacted by the Community Foundation.

Assessment Criteria



- 1.Role and impact of the arts organization in the local arts community
- 2.Stability and sustainability of the arts organization pre-COVID-19
- 3.Clarity of the proposed strategic recovery and resiliency plan outlined
- 4.Impact of the grant on the arts organization and on the broader arts community
- 5.Capacity of the organization to deliver the program of activities or initiatives proposed

Application Checklist



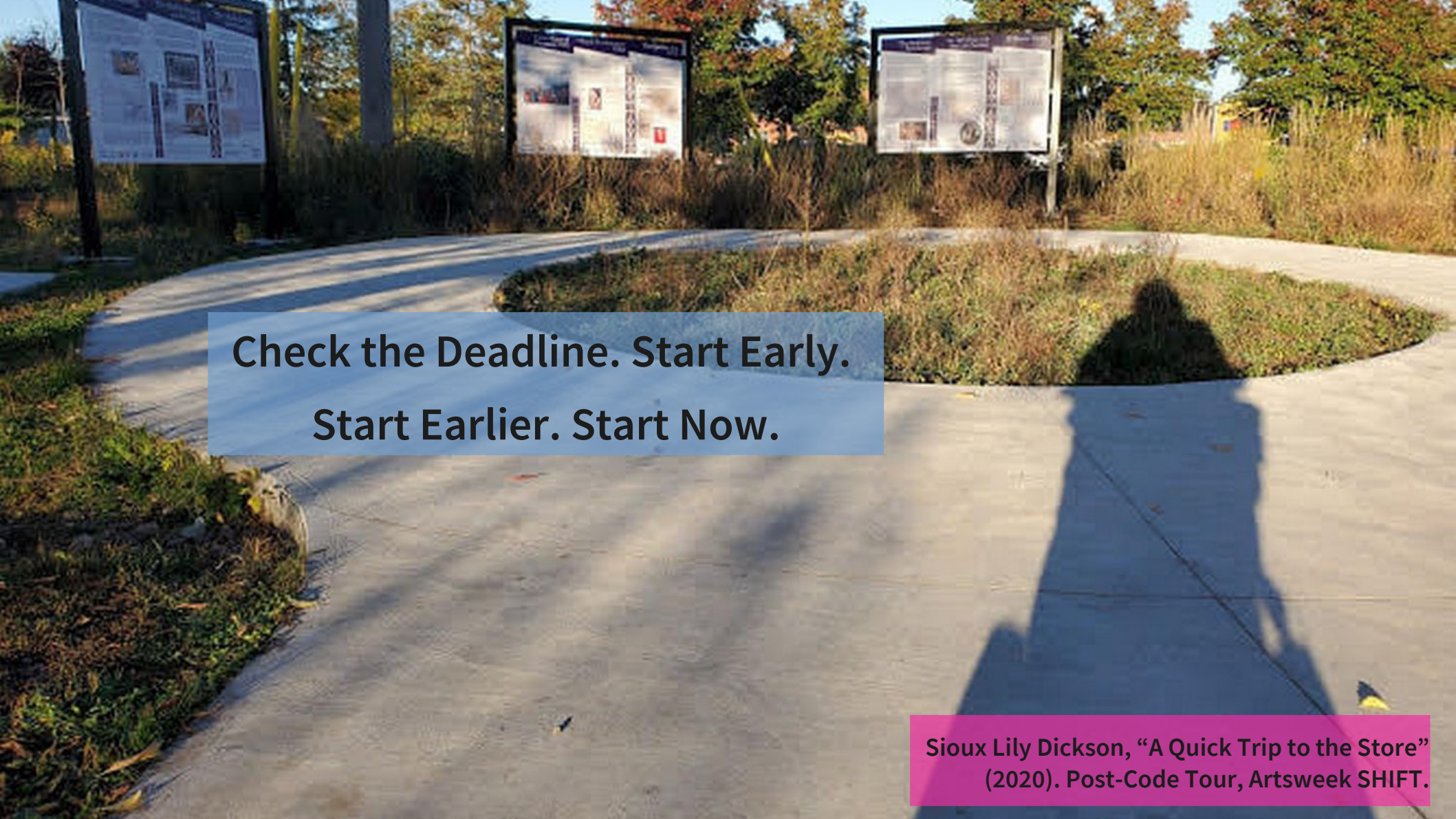
- Completed application form
- Most recent internal Income/Profit-and-Loss Statement (for organization, not sponsor)
- Most recent audited Year-End Financial Statements (for organization, not sponsor)
- List of Board of Directors (for organization, not sponsor)
- Fiscal sponsorship agreement (if applicable)
- Letter(s) of Agreement with partner organizations (for collaborative applications)

Timeline / Deadlines



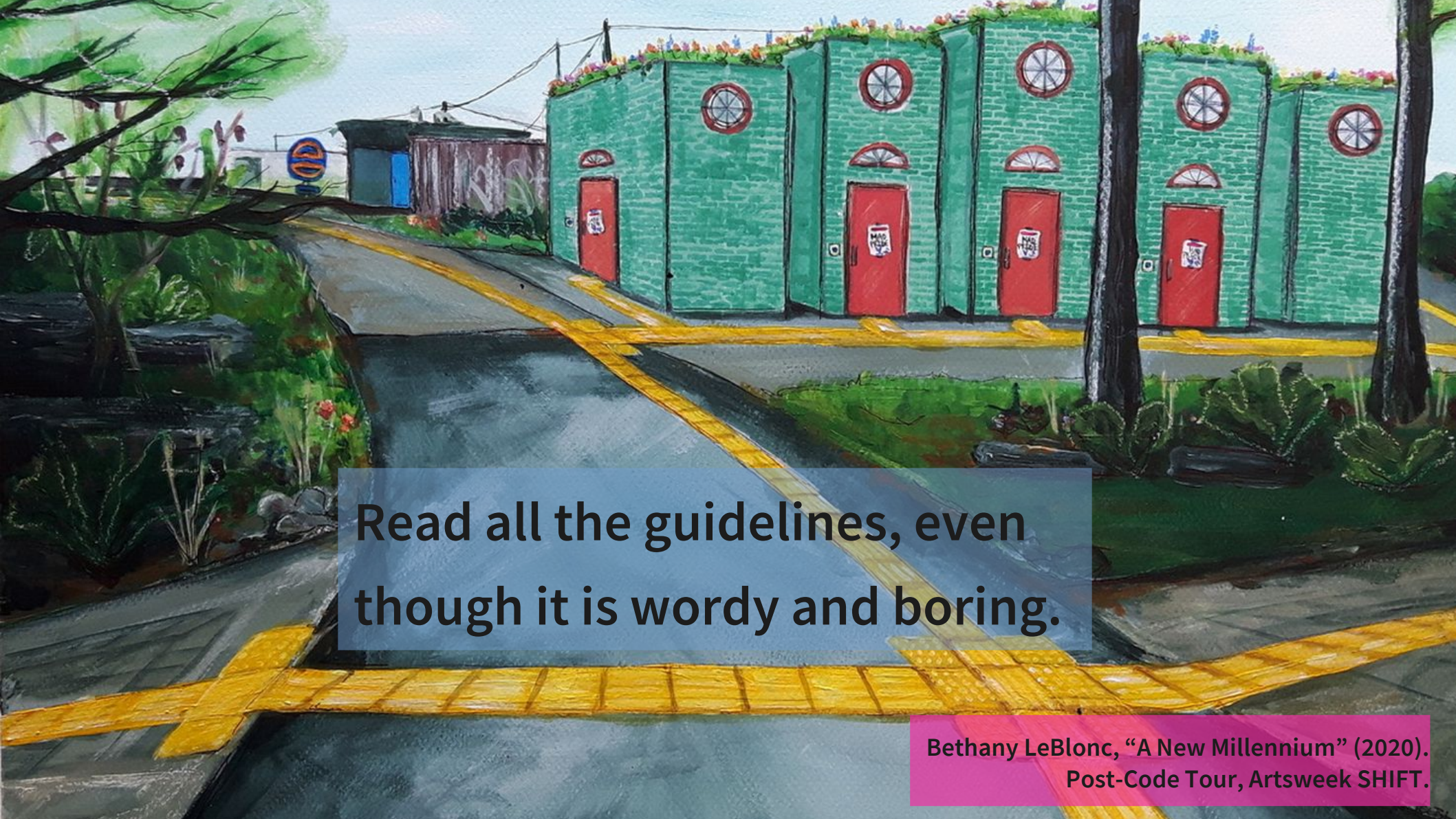
- **May 18, 2021:** Applications open
- **June 7, 2021:** Application deadline (at 9:00pm)
- **July 7, 2021:** Results announced
- **December 31, 2021:** Completion date for all funded activities (flexible)

Tips & Tricks




**Check the Deadline. Start Early.
Start Earlier. Start Now.**

**Sioux Lily Dickson, “A Quick Trip to the Store”
(2020). Post-Code Tour, Artsweek SHIFT.**



Read all the guidelines, even
though it is wordy and boring.

Bethany LeBlonc, "A New Millennium" (2020).
Post-Code Tour, Artsweek SHIFT.



Answer the actual
questions the application
asks. Be specific.

Wendy Trussler, "Heliotrope."
Artsweek 2016.



Write drafts away from the application form first
and be prepared to write many drafts.

“Sorry About What Happened at the
Mall,” Artsweek 2018.



Pay attention to the evil
character count in your drafts.

Save and print.

Take-Out Poetry Cart, Artsweek 2018.



Be clear and concise.
Avoid jargon and art-speak.

Shaun Phuah reading at The Theatre on King
(2020). Downtown, Artsweek SHIFT.

**Get help. Get feedback.
Absolutely get someone to
proofread and double check
the checklist.**



Porchapalooza, Artsweek 2016.

Contact



For information on the grant program or your application, contact:
Su Ditta (electriccitycc@gmail.com).

For information about the application form, contact:
Jennifer DeBues (jennifer.debues@cfgp.ca).

If you have accessibility needs around accessing the application, please
let us know.

We are here to **HELP!!!**

Any questions?