

## **COMMUNITY DEVELOPMENT PROGRAM – FESTIVALS SECTOR**

### **General Granting Purpose and Eligibility**

#### **PREAMBLE**

Through the Community Development Program the Shevchenko Foundation is committed to the sustainability of a vibrant and flourishing Ukrainian community in Canada that fosters a sense of common identity and fellowship, participation in community life and strengthening of community organizations.

#### **PURPOSE**

The purpose of the Community Development Program Festival Grant is to provide limited assistance, subject to availability of funds, to non-profit organizations for the purpose of funding new and emerging Ukrainian-Canadian themed festivals, and funding for existing Ukrainian-Canadian themed festivals.

#### **ELIGIBILITY**

- Applicant must be an organization registered as a not-for-profit society governed by a board of directors or a body responsible for the organization.
- To be eligible for a Community Development Programs Festivals Grant, your event must:
  1. have as its main purpose the celebration of a Ukrainian Canadian theme of interest and appeal to the general public, i.e. not of interest and appeal solely to members or associates of the organization
  2. have pre-determined opening and closing dates
- Funds are not intended to support:
  - sporting or competitive events.
  - conferences or trade events.
  - events with a predominantly promotional or commercial component.

## COMMUNITY DEVELOPMENT PROGRAM – FESTIVALS SECTOR Criteria

### CRITERIA:

1. The activities of the applicant must be of a quality to merit the support of Shevchenko Foundation. This will include:
  - the applicant's proven record in Ukrainian Canadian cultural programming and delivery
  - innovative Ukrainian themed program development
2. The festival must foster a sense of common identity and fellowship in your community. This should include:
  - offering artistic and cultural opportunities for residents of your community, province, and from elsewhere in Canada.
  - contributing to the Ukrainian Canadian arts and cultural development of your community, province, and Canada.
  - understanding and serving your audience as effectively as possible.
  - attracting an appropriate audience relative to the scope of the festival
  - providing opportunities and training for volunteers to participate in organizing and implementing the festival.
  - cultivating ongoing and new partnership initiatives and relationships with business and non-profit Ukrainian Canadian community organizations.
3. The festival must prove sound management of the organization. This will include:
  - demonstrated fiscal responsibility and financial performance
  - initiative and success in developing diverse sources of revenue
  - effective marketing strategies, including the extent to which various forms of media are used
4. The festival must recognize and acknowledge the financial support of Shevchenko Foundation. **It is mandatory, and subject to monitoring, that the Shevchenko Foundation logo appears in all promotional and marketing material, including press communications, posters, festival programmes, your website, and your social media pages. Failure to do so can result in a review future funding.**

In the event that representatives of Shevchenko Foundation are present at your festival, all or any of the following are expected:

- acknowledgement through a public announcement
- invitation to attend any VIP or opening reception
- provision for a promotional booth or space for Shevchenko Foundation
- complimentary passes to the festival and festival events

### Deadlines for Community Development Program – Festival Sector grant applications are:

- **April 1 for festivals held between July 1 and November 30**
- **October 1 for festivals held between December 1 and June 30**

**COMMUNITY DEVELOPMENT PROGRAM – FESTIVALS SECTOR  
Grant Application Form PART ONE**

Please contact our office toll-free at 1-866-524-5314 or email us at [admin@shevchenkofoundation.ca](mailto:admin@shevchenkofoundation.ca) if you have any questions or require assistance with your application.

Name of Festival \_\_\_\_\_

Festival Dates \_\_\_\_\_

Primary Location of Festival \_\_\_\_\_

Legal Name of Organization \_\_\_\_\_

Mailing Address (office/headquarters) \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Website \_\_\_\_\_

Name of Primary Contact \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Name of President/Chairperson \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

What year was your organization founded? \_\_\_\_\_

Is your organization incorporated?  Yes  No Date of incorporation \_\_\_\_\_

Are you a non-profit organization?  Yes  No Charitable # \_\_\_\_\_

<b>For Internal Use Only:</b> Grant File # _____		Client # _____
Date Application Received _____	Amount Approved \$ _____	
Date Approved _____	Date Final Report Rcvd _____	

## COMMUNITY DEVELOPMENT PROGRAM – FESTIVALS SECTOR Grant Application Form PART TWO

All applicants must include the following information in this sequential order. This information is mandatory. Applications will be assessed on the Eligibility and Criteria listed above.

1. **A narrative of the upcoming festival that describes, (where applicable):**
  - a. The festival purpose in 20 words or less.
  - b. The festival mission and vision statements, if available.
  - c. For the upcoming festival, describe the core program content, any new initiatives or programs that are being planned, and the expected outcomes.
  - d. If the festival was produced in the previous year, provide an evaluation of the outcomes of the festival. Was there any difference between the planned elements of that year's festival and what actually happened?
  - e. The artistic and cultural benefits of the festival to the Ukrainian Canadian community, and to the non-Ukrainian Canadian community at large.
  - f. An analysis of the marketing strategy and intended audience of the festival and any activities to attract an audience to your festival.
  - g. Any collaborative or cooperative partnerships or ventures with other businesses or not-for-profit organizations, in particular Ukrainian Canadian businesses and not-for-profit organizations.
  - h. The organization's volunteer program. Describe the tasks undertaken by volunteers as well as methods used to recruit, train and recognize volunteers.
  
2. **A description of major changes, if any, in the organization in the past year (if applicable).** This includes significant changes in financial operations or organizational structure. If your grant request is an increase over the previous year, provide a short explanation.
  
3. **A completed Attachment 1 – Festival Statistics for the Previous Year**
  
4. **A summary of the organization's financial activities:**
  - a. Provide the most recent audited financial statements, including Balance Sheet and Statement of Revenues and Expenses as presented to the members of your organization at the most recent AGM.
  - b. Provide the most recent monthly or quarterly financial statement, including Balance Sheet and Statement of Revenues and Expenses.
  
5. **A completed Attachment 2 – Financial Information Form**
  
6. **A short narrative on your financial surplus or deficit.** Based on the information provided in Box F of Attachment 2 – Financial Information Form, provide a short explanation of how you cover your deficit, or what you do with your surplus
  
7. **A list of the current Board of Directors**
  
8. **By-laws of your organization**
  
9. **Attach examples of recognition of the support of Shevchenko Foundation in traditional media, social media or promotional materials from the last festival, unless you are a new applicant**
  
10. **Attach you most recent Annual Report of the organization (if available)**

**COMMUNITY DEVELOPMENT PROGRAM – FESTIVALS SECTOR  
ATTACHMENT 1 – Festival Statistics for Previous Year**

<b>PREVIOUS FESTIVAL</b>	
Number of volunteers (include unpaid artists)	
Number of volunteer hours	
Total paid attendance	
Total free attendance	
Number of free events	
Minimum ticket/admission price	
Maximum ticket/admission price	
<b>ARTISTS/PERFORMERS</b>	
Total number of artists/performers contracted (paid)	
Total number of artists/performers contracted who live in your province	
Total number of artists/performers contracted who live outside your province	
Total number of artists/performers contracted from who live outside Canada	
Total number of unpaid artists/performers	
<b>OTHER PERSONS EMPLOYED OR CONTRACTED</b>	
Total number of full-time and part-time employees	
Total number of employed contractors (eg: stage, sound and lighting, cleaning, etc.)	
<b>VENDORS</b>	
Total number of Ukrainian themed art, craft, or other vendors	
Total number of non-Ukrainian themed art, craft, or other vendors	
Minimum/maximum vending space price	
<b>UPCOMING FESTIVAL</b>	
Total projected attendance	
Total projected volunteers	
Total projected artists/performers contracted and unpaid	
Total projected vendors (Ukrainian and non-Ukrainian themed)	

**COMMUNITY DEVELOPMENT PROGRAM – FESTIVALS SECTOR  
ATTACHMENT 2 – Financial Information Form**

Please indicate the month/day/year of the applicable fiscal year at the top of each column.

A) Earned Revenue	Last Fiscal Year	Current Fiscal Year Projections	Next Fiscal Year Budget
Ticket sales/admissions			
Bar/concessions/vendor booths			
Advertising			
Other			
<b>Total Earned Revenue</b>			

B) Fundraising	Last Fiscal Year	Current Fiscal Year Projections	Next Fiscal Year Budget
Shevchenko Foundation grants			
Government grants:			
1.			
2.			
3.			
Other grants:			
1.			
2.			
3.			
4.			
Fundraising activities			
In Kind contributions			
Other			
<b>Total Fundraising</b>			

C) Other Income	Last Fiscal Year	Current Fiscal Year Projections	Next Fiscal Year Budget
Other			
<b>Total Other Income</b>			

Financial Information Form continued on next page

**COMMUNITY DEVELOPMENT PROGRAM – FESTIVALS SECTOR  
ATTACHMENT 2 – Financial Information Form continued**

<b>D) Total Revenue</b>	<b>Last Fiscal Year</b>	<b>Current Fiscal Year Projections</b>	<b>Next Fiscal Year Budget</b>
<b>A+B+C</b>			

<b>E) Expenses</b>	<b>Last Fiscal Year</b>	<b>Current Fiscal Year Projections</b>	<b>Next Fiscal Year Budget</b>
<b>Artist and Performer Fees/Salaries/Honoraria</b>			
<b>Production/Exhibition (eg. stage, tents, sound, etc.)</b>			
<b>Volunteers</b>			
<b>Marketing and Promotion</b>			
<b>Administration/Management Salaries</b>			
<b>Office Rent</b>			
<b>Office Materials and Equipment</b>			
<b>Fundraising</b>			
<b>Other</b>			
<b>Total Expenses</b>			

<b>F) Summary</b>	<b>Last Fiscal Year</b>	<b>Current Fiscal Year Projections</b>	<b>Next Fiscal Year Budget</b>
<b>Total Revenue (Box D)</b>			
<b>Total Expenses (Box E)</b>			
<b>Surplus/deficit</b>			

**COMMUNITY DEVELOPMENT PROGRAM – FESTIVALS SECTOR  
Grant Application Form PART THREE**

**DECLARATION:**

- We have read the Purpose, Eligibility, and Criteria of the Shevchenko Foundation Community Development – Festivals Sector Program
- We accept the conditions of this program and agree to abide by the decision of the Shevchenko Foundation.
- We understand that the Shevchenko Foundation is subject to the Freedom of Information and Protection of Privacy Act and the above information is protected under the Act.
- We confirm that the statements in this application are true.
- In the event of receiving a grant from the Shevchenko Foundation we accept the acknowledgement conditions outlined in Item 4 of the Criteria.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature (President)

\_\_\_\_\_  
Signature (Treasurer/Secretary)

Date Signed \_\_\_\_\_

**APPLICATION CHECKLIST:**

- \_\_\_ Completed Application Form: Part 1
- \_\_\_ All information requested in Application Form: Part 2, with attachments.
- \_\_\_ Completed and signed Application Form: Part 3 – Declaration
- \_\_\_ Attachment 1 – Festival Statistics For Previous Year
- \_\_\_ Attachment 2 – Financial Information Form