



**City of Brantford
Community Cultural Investment Program
Application Form – 2021**

Note: You must use Adobe Acrobat to complete this application form. If you do not have Adobe Acrobat on your computer, you can download a free copy at: <https://get.adobe.com/reader/>

Application Form Cover Page

Organization Name:			
Primary Discipline:	Performing Arts	Visual and Media Arts	Heritage
Type of Funding Requested*:	Annual Operating Grant	Core Operating Grant	
Grant Amount Requested:			

*Note: As of 2010 the Core Operating Funding allocations have been administered through the development of 3-year Museum Funding Agreements with the City of Brantford. If you have any questions about which funding stream your organization should apply to, please consult the Terms of Eligibility or contact Corrie Francis, Administrative Coordinator, at 519-751-9900 ext. 5564 or cfrancis@brantford.ca.

Submit one hard copy of the completed application form and all required attachments by **Friday, January 8, 2021 at 4:00pm** to:

Corrie Francis, Administrative Coordinator
Brantford Visitor & Tourism Centre
399 Wayne Gretzky Pkwy.
Brantford, ON N3R 8B4

Note: Incomplete, unsigned or late applications will not be considered for funding.

Note: Applications may not be submitted by email or facsimile transmission. Hand-written applications will not be accepted.

Note: Supplemental information that is not requested as part of the application form will not be reviewed.

Note: Please do not use staples.

Section A: Application Form Check List

- Completed Application Form Cover Page
- Completed and signed Section A: Application Form Check List
- Completed Section B: Organizational Profile
- Completed Section C: Grant Request Profile
- Completed Section D: Organizational Merit
- Completed Section E: Financial Profile
- Application Form signed on page #12

Attachments (one copy of each)

- Projected “Current Fiscal Year” Operating Budget (note: must match “Current Fiscal Year” dates on page 3 and Section 1: CCIP Statistics Form)
- Projected “Next Fiscal Year” Operating Budget (note: must match “Next Fiscal Year” dates on page 3 and Section 1: CCIP Statistics Form)
- Year-end financial statements for previous two years (audited, if applicable)
- Most recent Annual Report
- Most recent minutes of Annual General Meeting
- Copy of articles of incorporation (if not available, please provide proof of not-for profit status)
- List of Board of Directors
- Completed Statistics Form
- Detailed information on purpose and use of surplus funds (if applicable)
- 3-year Strategic Plan (Core Operating Grant Applicants only) (if applicable)

Other

The application form and all required documentation does not use staples.

As an authorized officer of the lead applicant, I confirm that I have included all of the above attachments with my application package.

Name

Title

Signature

Organization Name

Section B: Organizational Profile

B1. Applicant and Organization Information

Registered Name of Organization:

Other Name (if applicable):

Non-Profit Corporation Number:

Main Contact Name (for this application):

Senior Executive (if different from Main Contact):

Organization Address (including postal code):

Mailing Address (including postal code):

Telephone:

Email:

Website:

B2. Fiscal Years Date Ranges (must match Section 1 of Statistics Form)

"Past Fiscal Year" Date Range:	
"Current Fiscal Year" Date Range:	
"Next Fiscal Year" Date Range:	

Note: "Past Fiscal Year" refers to the year that no longer encompasses the current date (i.e. April 1, 2019 – March 31, 2020 or January 1, 2020 – December 31, 2020).

Note: Please use the above date ranges for Section 1 of the Community Cultural Investment Program Statistics Form as well as all budget and supporting documentation included in this application.

B3. What is your organization's mandate (1300 characters maximum)?

B4. Please provide a summary of your organization’s programming for the upcoming year (2000 character maximum).

Section C: Grant Request Profile

C1. 2021 Grant Request

2020 CCIP Grant Amount:	
“Past Fiscal Year” Operating Expenses*:	
2020 Operating Expenses	
Total Eligible Amount for 2021 CCIP Grant:	
2021 CCIP Grant Requested**:	
Percentage of total budget:	

*Note: Please ensure that the “Past Fiscal Year” Operating Expenses refers to the “Past Fiscal Year Date Ranges” in Section B2 of CCIP Application Form, and Section 1 of the CCIP Statistics Form. If there is any discrepancy in the “Past Fiscal Year” Operating Budget in any part of the Application Form, Statistics Form, or attachments, the lowest budgeted amount stated will be used to determine eligibility.

**Note: Organizations are eligible to receive a CCIP grant for a maximum of 20% of the previous year’s operating expenses. “2021 CCIP Grant Requested” must not exceed “Total Eligible Amount for 2021 CCIP Grant.” Considerations will be made based on the impact of COVID-19.

C2. Are you requesting a change in the level of funding received in the previous year? If so, explain why. New applicants must explain why funding is now needed (300 characters maximum).

C3. If you received funding through the CCIP program in 2020, please describe how a change in the level of funding would affect your organization, if applicable (700 characters maximum).

Section D: Organizational Merit

D1. Does your organization participate in Brant Museums & Galleries Association (BMGA) or Brant Performing Arts (BPA) Meetings? Describe how these meetings are helpful to your organization (1000 characters maximum).

D2. Describe the marketing activities of your organization over the past 12 months. (i.e. social media, website, advertising, etc.) (1000 characters maximum).

D3. How does your organization measure its success annually? (i.e. performance goals met, revenue/fundraising expectations, participation and engagement etc) (1000 characters maximum).

D4. Please provide a SWOT Analysis of your organization, where strengths and weaknesses are *internal* to your organization and opportunities and threats are *external* factors (1000 characters maximum).

Strengths	Weaknesses
Opportunities	Threats

D5. Describe how your organization ensures fiscal/managerial responsibility and sustainability (1000 characters maximum).

D6. Describe some of the key challenges and opportunities your organization has faced in the past 12 months, and how they have been/are being addressed (1000 characters maximum).

D7. Does your organization have a long-term strategic plan? If yes, provide a synopsis (1000 characters maximum).

Section E: Programming

E1. Describe your organization's programming and the impact it has on the local cultural community (1300 characters maximum).

E2. Describe how your organization's programming is distinct from that of other organizations in the community (1000 characters maximum).

E3. Describe the methods your organization uses to set its objectives and measure the results of its programming (1000 characters maximum).

E4. Describe actions taken to improve public accessibility and audience development for your organization's programming (1000 characters maximum).

E5. Does your organization's programming bring regional, provincial, national, or international recognition to Brantford? If yes, describe the ways in which this is accomplished (700 characters maximum).

Section F: Community Partnerships

F1. List community organizations, partners, and/or sponsors involved with your organization's programming in the past 12 months. Identify both new and existing partnerships. (1000 characters maximum).

F2. Identify community organizations, partners, and/or sponsors you would like to partner with in future. How does your organization seek to attract new and retain existing partnerships? (1000 characters maximum).

Section G: Community Engagement

G1. How do you encourage participation by the citizens of Brantford (1000 characters maximum)?

G2. How does your organization track community engagement? (1000 characters maximum).

G3. Describe your organization's web engagement (i.e. social media, e-newsletters, etc.) (1000 characters maximum).

Section H: Fundraising and Sponsorships

H1. Describe the measures your organization has taken to secure funding from a variety of sources in the past 12 months (i.e. gifts-in-kind, fundraising, government programs). How do you calculate or describe your return on investment from these funding opportunities? (1200 characters maximum).

H2. Describe the effort your organization has taken to retain sponsors. How does your organization handle the recruitment of new sponsors? What incentives, if any, do you provide? (1000 characters maximum)

Section I: Staffing/Volunteerism/Board Governance

I1. What steps does your organization take to retain staff members (if applicable)? Identify any professional development training and incentives offered in the past 12 months (1000 characters maximum). If your organization does not have paid staff, please put N/A in the box below.

I2. What steps does your organization take to retain board members and volunteers? Identify any professional development training and incentives offered in the past 12 months (1000 characters maximum).

I3. How do you recruit new volunteers (1000 characters maximum)?

Section J: Financial Profile

*Note: Please ensure that the “Past Fiscal Year Actual” Operating Expenses refers to the “Past Fiscal Year Date Ranges” in Section B2 of CCIP Application Form, and Section 1 of the CCIP Statistics Form. If there is any discrepancy in the “Past Fiscal Year” Operating Budget in any part of the Application Form, Statistics Form, or attachments, the lowest budgeted amount stated will be used to determine eligibility.

J1. Expenses

Description	“Past Fiscal Year” Actual	“Current Fiscal Year” Projected	“Next Fiscal Year” Projected
Programming Expenses			
Payment to Artists/Lecturers/Honoraria:			
Other Programming Costs:			
Administrative Expenses			
Administration/Organizational Costs:			
Other Administrative Costs:			
Marketing Expenses			
Marketing and Promotion:			
Advertising:			
Fundraising Expenses			
Fundraising Events:			
Subtotal Expenses			

J2. Revenues

Description	“Past Fiscal Year” Actual	“Current Fiscal Year” Projected	“Next Fiscal Year” Projected
Earned Revenue			
Private Sector Revenue:			
Fundraising:			
Government Revenue (including CCIP):			
Other Revenue:			
Subtotal Revenue:			

J3. Surplus/Deficit

Description	“Past Fiscal Year” Actual	“Current Fiscal Year” Projected	“Next Fiscal Year” Projected
Expenses:			
Revenues:			
Surplus/Deficit:			

J4. If your organization has a surplus (20% or greater of your total budget) or deficit (10% or greater of your total budget), outline your intentions to address that surplus or deficit. If this question does not apply to you, please write "Not Applicable". (330 characters maximum).

J5. Are there any special circumstances at the moment that could affect your organization's financial ability to meet its mandate?

No

Yes (if yes, describe below) (675 characters maximum)

Section K: Supplementary Information

Please include (1) printed copy of each of the following documents. **Please do not use staples or provide any documents that are not requested.**

Completed Application Form Cover Page

Completed Application Form Check List (signed)

Completed Application Form (signed on last page)

Projected "Current Fiscal Year" Operating Budget (note: must match "Current Fiscal Year" dates on page 3 of the Application Form and Section 1: CCIP Statistics Form)

Projected "Next Fiscal Year" Operating Budget (note: must match "Next Fiscal Year" dates on page 3 of the Application Form and Section 1: CCIP Statistics Form)

Year-end financial statements for previous two years (audited, if applicable)

Most recent Annual Report

Most recent minutes of Annual General Meeting

Copy of articles of incorporation (if not available, please provide proof of not-for profit status)

List of Board of Directors

Completed Statistics Form

Detailed information on purpose and use of surplus funds (if applicable)

3-year Strategic Plan (Core Operating Grant Applicants only) (if applicable)

Section L: Signing Authority

As an authorized officer of the lead applicant, I have reviewed the Community Cultural Investment Program Granting Terms of Eligibility and hereby attest to the accuracy of the information contained herein:

Name

Title

Signature

Organization

Date

Applications, including all required attachments, must be received at the Brantford Visitor & Tourism Centre by **Friday, January 8, 2021 at 4:00pm**

Applications may be dropped off in person or mailed to:

Corrie Francis, Administrative Coordinator
Brantford Visitor & Tourism Centre
399 Wayne Gretzky Parkway
Brantford, ON N3R 8B4