



**Canada Council  
for the Arts**

**Conseil des Arts  
du Canada**

## WRITING AND PUBLISHING SECTION

### Grants for Literary Arts Promotion: Operating Grants

Follow these **three steps** to apply for this grant:

<b>Step 1</b>	Read the <b>Program Guidelines</b> for details about the purpose of the program, eligible organizations and activities, grant amount, application assessment process and criteria, etc.
<b>Step 2</b>	Read the <b>Important Information for Applicants</b> section. If you still have questions about the program or the application process, contact the appropriate Program Officer, as indicated below.
<b>Step 3</b>	Complete all sections of the attached <b>application form</b> . Be sure to use the <b>checklist</b> (Part F of the form) to confirm that you have completed all relevant sections of the form and have included all required support material.

**The Canada Council for the Arts is committed to equity and inclusion, and welcomes applications from diverse Aboriginal, cultural and regional communities, including people with disabilities.**

### Deadline

**15 September 2011** (Annual Funding)

The next deadline for multi-year funding is **15 September 2012**.

If this date falls on a weekend or statutory holiday, the deadline moves to the next business day. Your completed application form and all required support material must be postmarked on or before the deadline date.

The Canada Council will not accept applications postmarked after the deadline, incomplete applications, or those submitted by fax or email.

### Further Information

Writing and Publishing Section  
Canada Council for the Arts  
350 Albert Street, P.O. Box 1047  
Ottawa ON K1P 5V8

1-800-263-5588 (toll-free) or 613-566-4414, followed by the extension

TTY: 1-866-585-5559

Fax: 613-566-4410

English-Language Applications:  
**Catherine Montgomery**, ext. 5574  
catherine.montgomery@canadacouncil.ca

French-Language Applications:  
**Marcel Hull**, ext. 5088  
marcel.hull@canadacouncil.ca

WRG36E 07-11



## PROGRAM GUIDELINES

<p><b>General Program Description</b></p>	<p>The Grants for Literary Arts Promotion program provides support to Canadian non-profit arts organizations that increase public awareness of and access to Canadian literature.</p> <p>This program has two components:</p> <ol style="list-style-type: none"> <li>1) Operating Grants</li> <li>2) Project Grants and Artists and Community Collaboration Program Grants</li> </ol> <p>The Project Grants component of this program has its own guidelines and application form, which are available on the Canada Council’s website.</p>
<p><b>Operating Grants Component Description</b></p>	<p>The <b>Operating Grants</b> component of the program provides annual and multi-year funding to established literary organizations that play a major role in fulfilling the program objectives. Annual grants cover a 12-month period, and multi-year grants cover a 24-month period.</p>
<p><b>Program Objectives</b></p>	<p>The objectives of this program are to:</p> <ul style="list-style-type: none"> <li>• increase the promotion of Canadian literary artists (writers, translators, storytellers and literary performance artists)</li> <li>• encourage the development of literature through promotional, networking, professional development and research activities, and</li> <li>• support audience development activities for literature.</li> </ul>
<p><b>Eligibility</b></p>	<p><b>Eligible Applicants</b></p> <p>If you are applying to this program component for the <b>first time</b>, you must discuss your organization’s eligibility with the Program Officer <b>before</b> submitting an application. To be eligible to apply, your organization must:</p> <ul style="list-style-type: none"> <li>• be a Canadian professional organization with a primary mandate in Canadian literary arts promotion</li> <li>• be an incorporated and non-profit organization</li> <li>• have a stable, administrative structure that is sufficient to ensure the success of the promotional activities, with a minimum of one paid staff member</li> <li>• have been in operation for a minimum of five consecutive years</li> <li>• have an annual program of literary activities in which most of the participating Canadian writers, literary translators or publishers are recognized as professionals, <b>OR</b> host a major annual event—such as a literary festival or a <i>salon du livre</i>—in which a majority of the writers or literary translators presented are recognized as professionals</li> <li>• pay artists’ fees</li> <li>• have a variety of revenue sources</li> </ul>

## Eligibility (continued)

- generate annual revenues of more than \$75,000, including government support, as shown in your organization's most recent financial statements
- have already received a minimum of three consecutive and recent Canada Council grants for literary arts promotion activities (the funding received must have been for your core activities and have been at least \$20,000 in the previous year), and
- be able to submit the required financial statements or a review engagement report for the last fiscal year (as detailed on page 4 of the application form)

Note that meeting the eligibility criteria does not guarantee that you will receive a grant.

### **Ineligible Applicants**

Your organization **is not eligible** to apply to this program component if it is:

- a private, for-profit company
- a book and (or) magazine publisher
- a public organization, such as an educational institution, municipal organization or government agency
- a presenter whose programs are not recognized as professional
- currently receiving operating funding from another Canada Council disciplinary section, and (or)
- carrying an accumulated deficit that threatens the viability of the organization.

### **Restrictions**

To apply for a **Multi-year** operating grant, your organization must have already received an annual operating grant from this program.

While your organization is receiving operating support, it is not eligible to apply for another Canada Council grant, with the exception of project assistance from the Artists and Community Collaboration Program, the Visiting Foreign Artist program and (or) the Audience and Market Development Travel Grants program. The other exception is that one-time creation projects may be eligible for support from one of the Canada Council's creation/ production assistance programs.

### ***For Hosts of Literary Festivals***

**Hosts of literary festivals** must pay honoraria and travel expenses to literary artists. The payments must be equal to or more than the following amounts: \$250 for a full reading and \$125 for a joint reading.

A full reading is one that is presented by a single artist and lasts approximately one hour. A joint reading consists of two artists from the same literary discipline who take part in the same reading.

**Payment of honoraria must be made at the time of performance.** Travel expenses, where claimed, should be reasonable.

If your organization does not meet the payment obligations set out here, it is not eligible to apply to this program component.

<p><b>Grant Amount</b></p>	<p><b>Amount Available</b></p> <p>There is no maximum amount that may be requested from the operating grants component of the program. However, the grant amount can be a maximum of 50 percent of your organization’s total revenues.</p> <p>You might not be awarded the full grant amount that you request.</p> <p>Peer assessment is a competitive process within which <b>Regular adjustments to grant amounts</b> are made. Funding adjustments, increases or decreases, are based on an organization’s performance against the program objectives and assessment criteria. Adjustments also reflect the funds available and the number of applicants competing for those funds. While an increase to a grant amount does not have a maximum (or up to the maximum grant amount in a program), a decrease as part of the regular peer assessment process for any annual or multi-year competition will not exceed 20%.</p> <p>If your organization is successful in obtaining operating grant funding, it will be subject to the Canada Council Fair Notice to Organizations policy which is included in these guidelines.</p> <p><b>Eligible Expenses</b></p> <p>There is a specific time period covered by the grant, i.e. the organization’s fiscal year. You may apply for support of your organization’s overall expenses, including operating costs, related to Canadian literary arts promotion activities. Eligible expenses include presentation, programming and services costs.</p> <p><b>Ineligible Expenses</b></p> <ul style="list-style-type: none"> <li>• Capital costs and large equipment costs</li> <li>• Expenses for which funding has already been granted by the Canada Council for the Arts.</li> </ul>
<p><b>CADAC Financial Reporting</b></p>	<p>The Canada Council for the Arts is collecting financial and statistical information through a national online database called CADAC (Canadian Arts Data/Données sur les arts au Canada). This system enables arts organizations applying for operating funding from public funders who are members of CADAC to submit their financial and statistical information in the same format. Previously, applicants to these funders were required to provide the same information in multiple formats on multiple occasions.</p> <p>The following are member partners: the Alberta Foundation for the Arts, the British Columbia Arts Council, the Canada Council for the Arts, the City of Vancouver, the New Brunswick Department of Wellness, Culture and Sport, the Manitoba Arts Council, the Ontario Arts Council, the Saskatchewan Arts Board and the Toronto Arts Council. Discussions are ongoing with other provincial, territorial and municipal arts funders to encourage them to join the CADAC partnership.</p> <p>You must use the “CADAC Financial Form for Arts Organizations” to submit your financial information requested in Part D1 of the attached application form. For this program, you are not required to complete the “CADAC Statistical Form for Arts Organizations”.</p>

<b>CADAC Financial Reporting (continued)</b>	<p>You are encouraged to register your organization with CADAC as early as possible to ensure that you have enough time to assemble the required information. Please go to the CADAC website at <a href="http://www.thecadac.ca">www.thecadac.ca</a> to download the form. For step-by-step instructions on this process, see Part D1 of the application form.</p>
<b>Assessment of Applications</b>	<p><b>Assessment Process</b></p> <p>Peer evaluation is fundamental to the Canada Council’s decision-making process. Applications will be evaluated by a peer assessment committee, composed of experienced professionals selected for their specialized involvement with, and knowledge of, the literary arts in Canada, and to provide a broad range of experience and expertise. Committee members are also selected to provide balanced representation of gender, generations, Aboriginal peoples, and the cultural and regional diversity of Canada. There will be separate French and English assessment committees. New committees are formed for each competition.</p> <p>For this program, the decisions made by the peer assessment committee are final recommendations that must also be approved by the Canada Council for the Arts.</p> <p>For more information on this subject, please see <i>Peer Assessment: How the Council Makes Its Grant Decisions</i>, posted on the Canada Council’s website.</p> <p>Operating grant applicants that are not successful may be considered for the Project Grants component of this program.</p> <p><b>Assessment Criteria</b></p> <p>The peer assessment committee will compare the merit of your proposal with that of all other eligible applications in this national competition and will consider the funds available. The peer assessment committee bases its review on the assessment criteria outlined in this section.</p> <p>The relative weight, or importance, given to each of the assessment criteria is indicated in brackets.</p> <p><b><i>Literary Merit</i></b> (60 percent)</p> <ul style="list-style-type: none"> <li>• Clarity and fulfillment of your mandate.</li> <li>• Quality and effectiveness of your organization’s programming and activities.</li> <li>• Lack of duplication with the activities of other groups or organizations.</li> </ul> <p><b><i>Impact</i></b> (20 percent)</p> <ul style="list-style-type: none"> <li>• Development of the literary arts.</li> <li>• Development of a broader awareness and appreciation of the literary arts.</li> <li>• Impact of activities on audience development.</li> </ul> <p><b><i>Management and Governance</i></b> (20 percent)</p> <ul style="list-style-type: none"> <li>• Sound financial management (including ability to generate revenues).</li> <li>• Your organization’s ability to carry out the activities, as demonstrated by its resources, expertise and past performance.</li> <li>• Stability of your organization’s administrative structure.</li> </ul>

<p><b>Fair Notice to Organizations</b></p>	<p>The Canada Council is committed to a transparent process whereby performance concerns and substantial funding reductions are conveyed to organizations in a timely manner. The Canada Council recognizes the importance of maintaining organizational stability and is dedicated to providing advance notice of adjustments</p> <p>Any grant reduction of more than 20% requires advance notice as per the Canada Council's <b>Fair Notice Policy</b> and will be applied at the next competition deadline. This policy takes effect when an organization is assessed very poorly against the program objectives and assessment criteria and/or the organization's activities change and are no longer consistent with the program objectives.</p>
<p><b>Concerned Status</b></p>	<p>An organization may be placed on <b>Concerned Status</b> if they are experiencing organizational instability (usually financial or administrative in nature.) This is a tool to monitor organizational health and to stipulate conditions that need to be satisfied in order for an organization to remain competitive in an operating program. An adjustment of not more than 20% to the organization's grant amount may be made, but it's also possible that the grant amount will remain the same. The organization will be notified in writing explaining why the Concerned Status applies and how the organization will be monitored.</p>

## IMPORTANT INFORMATION FOR APPLICANTS

<p><b>Processing the Application</b></p>	<p><b>Acknowledgement of Receipt</b></p> <p>The Canada Council will send you, by mail, a notice acknowledging that your application has been received. This notice will be sent out shortly after your application has arrived. It should be noted that the acknowledgement of receipt indicates that the application has been received; it does not confirm that your application is eligible.</p> <p><b>Response Time</b></p> <p>You will be informed of the competition results, by mail, approximately <b>four months</b> after the application deadline. The Canada Council does not release results by telephone or email.</p> <p><b>Application Preparation</b></p> <p>You are responsible for providing all the information and support material requested to confirm your eligibility for the program. The Canada Council will make eligibility decisions based on the information provided in this application.</p> <p>It is important to inform the Canada Council for the Arts of any change of address.</p> <p>Do not submit originals. The Canada Council is not responsible for the loss or damage of material submitted in support of an application.</p> <p>Submit only the material requested, and carefully choose the material you include. Extra material will not be shown to the peer assessment committee. Committee members have a limited time in which to study each grant application. This ensures that all applications are assessed on an equal basis.</p> <p><b>Format and Layout</b></p> <p>Where this applies, all the documents requested and the application form must be submitted on separate sheets of white paper (letter format, 8½ x 11 inches) printed on one side. Use a font size of 11 points or larger. These documents must not be bound, placed under plastic or stapled. Paper clips are acceptable, however.</p> <p>Colour printing on coloured sheets and (or) in an unusual format makes photocopying difficult; it is therefore preferable to avoid using them.</p>
<p><b>Personal Information</b></p>	<p>The <i>Privacy Act</i> gives individuals the right to access and request correction of personal information about themselves. The Canada Council will protect personal information as required by the <i>Privacy Act</i>. The information will be stored in a series of Canada Council data banks described in <i>Info Source</i>, a government publication that is available on the Internet. All other information may be accessible to others under the <i>Access to Information Act</i>.</p> <p>The Canada Council for the Arts may share information related to applications and awards with officials in other arts and cultural industry funding agencies, on a confidential basis, to assist with program planning and evaluation.</p>

<p><b>Grant Terms and Conditions</b></p>	<p><b>If your application is successful</b>, the terms and conditions will be outlined in the grant notification letter. These are some of the conditions:</p> <p><b>Grant Payment</b></p> <p>If an operating grant is awarded, the first payment will be made once the organization has confirmed in writing that it agrees to the terms and conditions of the grant and once the most recent financial statements for the fiscal year have been uploaded in CADAC.</p> <p>Acceptance of a grant means that the organization promises to adhere to the plan of activities submitted in its application. Organizations that receive a grant must inform the program officer of any change to this plan as well as to their mandate, administrative structure or any other element that might have repercussions on their eligibility to the program. As a result of such changes, the Canada Council for the Arts could decide to revise the amount of the grant, suspend a payment or request the reimbursement of all or part of a grant.</p> <p>The Canada Council for the Arts reserves the right to conduct occasional audits of organizations to verify the information provided to prove their eligibility to the program, relevant documents or any other condition related to the awarding of the grant.</p> <p><b>Final Report and Financial Accounting</b></p> <p>Please note that the Canada Council cannot close your organization’s grant file until it has received and approved the final report and financial statements. These reports are due no later than <b>three months</b> after the end of the grant period. You must return any unused funds to the Canada Council.</p> <p><b>Acknowledgement of Canada Council for the Arts Support</b></p> <p>Successful applicants must acknowledge the financial assistance of the Canada Council for the Arts in all their documentation and in their publications and programs related to the grant.</p> <p>Details about the acknowledgement policy will be included with the grant notification letter, or you may obtain more information by contacting the Writing and Publishing Section.</p>
--	--



### Grants for Literary Arts Promotion: Operating Grants

- If you are completing the application on a computer, use the same format as this form.
- The Canada Council for the Arts requires only one copy of the application form. Type or print in black ink to make your submission easier to photocopy.
- Do not bind your completed application form (in other words, do not use spiral binding, mount it in plastic, staple it, etc.)

#### PART A1 – IDENTIFICATION OF APPLICANT

Name of applicant (legal name of organization):

Name and title of representative:

Permanent address of applicant:

Street address and apartment or suite number

City

Province or territory

Postal code

(\_\_\_\_\_)\_\_\_\_\_

(\_\_\_\_\_)\_\_\_\_\_

Telephone

Fax

Email

Website

#### PART A2 – DESCRIPTION OF GRANT REQUEST

Amount requested from this program component:

Annual

Multi-Year

Year 1 : \$ \_\_\_\_\_

Year 2, for multi-year applicants only: \$ \_\_\_\_\_

Fiscal year-end (day and month)

#### PART A3 – CADAC ID

You must provide your CADAC ID.

**CADAC IDENTIFICATION NUMBER:** \_\_\_\_\_

Note: Go to the CADAC (Canadian Arts Data/Données sur les arts au Canada) website at [www.thecadac.ca](http://www.thecadac.ca) to register your organization if you haven't already registered. You will receive the CADAC ID through an email confirmation from CADAC.

**PART A4 – DECLARATION**

In which language do you prefer to communicate with the Canada Council?  English  French

**For your organization to be eligible for consideration, you must sign below to confirm your agreement with all of the following statements.**

As the representative of the organization:

- I have carefully read the eligibility criteria for this program component, which are described in the guidelines, and confirm that the organization I represent meets these criteria.
- I accept the conditions of this program component and agree to accept the Canada Council for the Arts' decision.
- I confirm that most of the artists participating in my activities are professional and are Canadian citizens or permanent residents, as defined by Citizenship and Immigration Canada
- I will act as the only representative of the organization, and I will keep the other participants informed of the contents and outcome of this grant application.
- I am aware that the Canada Council for the Arts is subject to the Access to Information Act and Privacy Act, as described in the application guidelines.

**I confirm that the statements in my application are complete and accurate, to the best of my knowledge.**

\_\_\_\_\_  
Name of representative

\_\_\_\_\_  
Position or title

\_\_\_\_\_  
Signature (an original signature is required)

\_\_\_\_\_  
Date

**PART B – PROFILE OF ORGANIZATION**

Please describe your organization in a **maximum of 1,500 words**, on attached pages. Print on one side only of 8½ x 11 inch white paper and single space your description. Use a font size of at least 11 points.

Address each of the points below.

- Mandate and objectives of your organization.
- Structure (give all of the following information that applies: names and titles of key personnel, names of members of the board of directors, number of full-time and part-time employees, and the relationship of your organization to any other organizations that have a corporate affiliation with or foreign interest in yours).
- Brief history, including the date established and principal events or main accomplishments.
- Role of the organization within the arts and literary community. The information submitted should enable the peer assessment committee to understand your organization's contribution to the promotion of Canadian literary artists, the development of the literary arts and the expansion of audiences for Canadian literature.
- How you develop partnerships with other organizations, if this applies.
- Written confirmation that your organization pays artists' fees (such as a sample contract with a writer).

**PART C – DETAILED DESCRIPTION OF ACTIVITIES****General**

While the description of your activities must be detailed enough to provide the members of the peer assessment committee with the information they need to make informed recommendations, please be as clear, brief and focused as possible. Limit your description to a **maximum of 2,500 words**, in total, for this section.

Describe your organization's activities related to Canadian literary arts promotion during the period covered by the grant. **Be sure to describe your activities in terms of the assessment criteria listed in the application guidelines.** If an activity involves both literary and non-literary works, give the percentage of literary works involved.

The description should include:

- the objective and a brief description of each activity
- the list of proposed participants (if this applies)
- the audience targeted and an estimate of the number of attendees
- the anticipated results, and
- a summary of the actions taken to improve the activity since it was last presented ( if this applies.)

**Use of Technology**

If you are using technology to enhance your activities, be specific about what you are doing and what results you expect.

**Partnerships**

If you are working with partner organizations, describe the nature and impact of their contribution.

**Public Events**

If your primary activity is a public event such as a festival, include a list of participating artists and details about the selection process. Indicate whether the artists' participation is confirmed.

**Past Activities**

You must also describe the success of your organization's past activities related to Canadian literary arts promotion, providing the specific number of participants in workshops, attendance at events etc. (if this applies.)

**PART D1 – CADAC FINANCIAL INFORMATION**

Please note that you are **not** required to complete the “CADAC Statistical Form for Arts Organizations” for this program.

The information provided in this part, in the form of financial reports and budget forecasts, lets the Canada Council determine the extent to which the organization exhibits sound financial management and viable budget forecasts.

To submit your **financial** information for this application, you must use the “CADAC Financial Form for Arts Organizations” at [www.thecadac.ca](http://www.thecadac.ca). You will be required to submit financial information to CADAC for the current year (2011-12) and the next year, covered by this application (2012-13). You must also submit financial information to CADAC for the two previous years (2009-10 and 2010-11).

**Follow these steps to download, complete, upload and submit the forms to CADAC:**

**Step 1**

Register your organization with CADAC at [www.thecadac.ca](http://www.thecadac.ca) as early as possible to ensure that you have enough time to assemble the required financial information.

**Step 2**

Consult the *CADAC User Guide* for CADAC and the video tutorials.

**Step 3**

Download, complete, and **upload to submit** to CADAC the “CADAC Financial Form for Arts Organizations”. Repeat this step if you need to add to and (or) change your financial information or if you are filling out the form for another year.

**OR**

Enter your financial information directly in CADAC and submit it to CADAC.

**Step 4**

Submit your organization’s financial statements to CADAC, if you have them in electronic version. If not, mail your signed copies to CADAC at the address below:

CADAC – SUBMISSION OF FINANCIAL STATEMENTS  
350 Albert Street  
P.O. Box 1047  
Ottawa ON K1P 5V8

**Please note that the following type of financial statement is required by the Canada Council when reporting for the 2010-11 fiscal year and onward.** If your organization’s last Canada Council annual operating grant was:

- \$100,000 or more, you are required to submit an audited financial statement
- between \$50,001 and \$99,999, you are required to submit a review engagement, and
- \$50,000 or less, you are required to submit an internal financial statement.

If your organization is a new applicant to this program, you may submit internally prepared financial documents.

Other audited financial statements must also be submitted for any holding companies, parent companies or foundations with which the organization is associated, and for any subsidiaries, related companies or special trust funds that the organization controls.

---

**PART D2 – ADDITIONAL FINANCIAL INFORMATION**

Justify any increases in amount requested and explain shortfalls in contributions from the previous year. For salary items, indicate whether full or part time and responsibilities of the position.

**PART E – SUPPORT MATERIAL**

**You must include the following support material with your application:**

- your organization's certificate of incorporation (if not previously submitted)
- promotional material and publications related to your activities (**six copies**)
- a list of the members of your organization (if it is an arts service organization), and
- short biographies of artists or specialists responsible for delivering the professional development or research activities of the organization (if this applies).

Note that your support material should not include any information that your organization considers confidential.

**PART F – CHECKLIST**

Use this checklist to confirm that you have completed all relevant sections of the form and have included all required support material. Be sure to put your organization's name on all items.

**You must include the following items in the order shown below:**

- Part A1 – Identification of Applicant
- Part A2 – Description of Grant Request
- Part A3 – CADAC ID
- Part A4 – Declaration (an original signature is required)
- Part B – Profile of Applicant (maximum of 1,500 words)
- Part C – Detailed Description of Activities (maximum of 2,500 words)
  - List of participating artists, indicating whether participation is confirmed (for hosts of public events only)
- Part D1 – CADAC Financial Information
  - CADAC Financial Form for Arts Organizations (submitted electronically to CADAC)
  - Signed audited financial statements, review engagement or internally prepared financial statement (submitted electronically to CADAC)
- Part D2 – Additional Financial Information
- Part E – Support Material
  - Certificate of incorporation (if not previously submitted)
  - Promotional material and publications (**six copies**)
  - List of the members of your organization (for arts service organizations only)
  - Biographies of artists or specialists (if this applies)

**Send your application to:**

Writing and Publishing Section  
Canada Council for the Arts  
350 Albert Street  
P.O. Box 1047  
Ottawa, ON K1P 5V8

Do not forget to keep a photocopy of your completed form.