



**Conseil des Arts  
du Canada**

**Canada Council  
for the Arts**

## WRITING AND PUBLISHING SECTION

### Grants for Literary Arts Promotion:

### Project Grants and Artists and Community Collaboration Program (ACCP) Grants

Follow these <b>three steps</b> to apply for this grant:	
<b>Step 1</b>	Read the <b>Program Guidelines</b> for details about the purpose of the program, who and what is eligible, 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 or 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> , and be sure to use the <b>checklist</b> (Part F) 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.**

### Deadlines

**15 March** and **15 September**

If either of these dates falls on a weekend or statutory holiday, the deadline moves to the next business day. Your completed application 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

WRG35E 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) Project Grants and Artists and Community Collaboration Program Grants (ACCP)</li> <li>2) Operating Grants</li> </ol> <p>The Operating Grants component of this program has its own guidelines and application form, which are available on the Canada Council’s website.</p>
<p><b>Project Grants Component Description</b></p>	<p>The <b>Project Grants and ACCP Programs Grants</b> component is open to Canadian incorporated non-profit organizations and collectives, with a primary mandate in literary arts promotion. Eligible activities include:</p> <ul style="list-style-type: none"> <li>• festivals</li> <li>• literary events</li> <li>• large reading series</li> <li>• <i>salons du livre</i>, and</li> <li>• collective approaches to promotion, including the development of promotional materials.</li> </ul> <p>Except for ACCP projects (see below), literary performance, spoken word and storytelling festivals and series are supported by the Literary Performance and Spoken Word Program.</p> <p>Literary festivals and host organizations of large reading series are eligible to apply to this program (large reading series are defined as a minimum of 20 writers hosted annually for two consecutive years). However, host organizations of other literary readings and of author residencies should apply to the Literary Readings and Author Residencies program.</p> <p><b>Artists and Community Collaboration</b></p> <p>Artists and community collaboration is an arts process that actively involves professional artists and non-arts community members working together on creative and collaborative projects.</p> <p>The ACCP supports a variety of arts activities that bring together professional artists and non-arts community members. For the ACCP in the Writing and Publishing Section, professional artists include writers, literary translators, literary performance, spoken word artists and storytellers.</p> <p>Grants from the ACCP contribute to the direct costs of collaborative activities, including creation activities, initiated and coordinated by non-profit organizations or collectives with a primary mandate in the literary arts.</p> <p>To apply for an ACCP grant, use these guidelines and the attached form. Be sure to indicate, in Part A2 of the form, that you are applying for an ACCP grant. Also, ensure that your detailed project description responds to the specific assessment criteria for the ACCP, which are listed in the Assessment of Applications section of these guidelines.</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>To be eligible to apply, your organization must:</p> <ul style="list-style-type: none"> <li>• be <i>either</i> a Canadian <b>incorporated non-profit organization</b> with a primary mandate in the literary arts <b>or a collective</b> of at least three members actively working in the field of literature as literary arts professionals (writers, translators, literary performers, spoken word artists and storytellers)</li> <li>• have an administrative infrastructure that will adequately support the project, and</li> <li>• undertake literary promotion, professional development and (or) research activities</li> </ul> <p>All members of <b>collectives</b> must be Canadian citizens or permanent residents of Canada, as defined by Citizenship and Immigration Canada.</p> <p><b>Collectives</b> do not need to be incorporated or have a permanent location. Note that applications must be submitted in the name of an entity (such as the collective or project) that is able to receive a grant payable to it.</p> <p>Note that meeting the eligibility criteria does not guarantee that you will receive a grant.</p> <p><b>Ineligible Applicants</b></p> <p>Your organization <b>is not eligible</b> to apply to this program if it is:</p> <ul style="list-style-type: none"> <li>• a private, for-profit company</li> <li>• a book and (or) magazine publisher</li> <li>• a public organization, such as an educational institution, municipal organization or government agency</li> <li>• a presenter whose programs are not recognized as professional</li> <li>• currently receiving operating funding from this program or another Canada Council disciplinary section, and (or)</li> <li>• carrying an accumulated deficit that threatens the viability of the organization.</li> </ul> <p><b>Project Eligibility</b></p> <p>Organizations seeking financial support for professional development activities for book publishers should apply to the Canada Book Fund at the Department of Canadian Heritage.</p>

**Eligibility  
(continued)**

***Eligible Activities***

- Festivals, large reading series, *salons du livre* and literary events that allow writers and literary translators to present or introduce their work to the Canadian public.
- Promotional activities that contribute to the Canadian public's appreciation of the Canadian literary arts.
- Special national conferences, professional development programs (except for professional development programs for book publishers) or mentorship programs for writers.
- Research projects that contribute to a better understanding of issues affecting the Canadian literary arts.
- For **ACCP applicants** only, creation projects.

***Ineligible Activities***

- Projects that are already receiving support from the Canada Council.
- Projects undertaken by individual literary artists or publishers, or by private companies.
- The creation of literary works and the publishing of books or magazines.
- Projects based on a single literary work or the catalogue of a single publisher.
- Receptions, hospitality events and fundraising events.
- Research projects of a scholarly nature or projects undertaken by students.
- Courses or workshops offered by schools or post-secondary institutions.
- Projects that present a majority of artists from disciplines other than writing and publishing or that present a majority of artists not recognized as professionals.

**Restrictions**

***For All Applicants***

- You cannot apply to this or any other Canada Council program if your organization has an overdue final report for a previous Canada Council grant.
- If your organization has been unsuccessful in a previous competition of this program, you may not reapply for support of the same project that was assessed. However, subsequent versions of the project may be eligible for funding. For example, if your organization applied for funding for an annual event to take place in 2011 and the application was not successful, you may not reapply for funding for the 2011 event. However, you may apply for funding for the 2012 event.

<p><b>Eligibility (continued)</b></p>	<p><i>For Hosts of Literary Festivals and Large Reading Series</i></p> <p><b>Hosts of literary festivals and large reading series</b> that receive assistance under this program must pay honoraria and travel expenses to literary artists, that are equal to or more than the following amounts: \$250 for a full reading and \$125 for a joint reading. A full reading is considered to be one that is presented by a single artist and that lasts approximately one hour. A joint reading consists of two artists from the same literary discipline who take part in the same reading.</p> <p><b>Payment of honoraria must be made at the time of performance.</b> Travel expenses, where claimed, should be reasonable. Organizations not meeting the payment obligations set out here are not eligible to apply to this program.</p>
<p><b>Grant Amount</b></p>	<p><b>Amount Available</b></p> <p>There are no minimum or maximum amounts that may be requested from this program. However, you are encouraged to seek additional sources of support and to generate significant revenues from members and (or) participants.</p> <p>Project grants from this program are usually between \$2,000 and \$20,000. The peer assessment committee may recommend a lower amount than you request.</p> <p>These grants cannot be used for projects that have already been completed or for expenses that were incurred before the program deadline.</p> <p><b>Eligible and Ineligible Expenses</b></p> <p>Grants can be used to cover expenses directly related to carrying out the project.</p> <p>The following expenses <b>are not eligible</b>:</p> <ul style="list-style-type: none"> <li>• capital costs or the purchase of equipment</li> <li>• expenses for which funding has already been granted by the Canada Council for the Arts.</li> <li>• your organization’s operating costs.</li> </ul>
<p><b>Assessment of Applications</b></p>	<p><b>Assessment Process</b></p> <p>Peer evaluation is fundamental to the Canada Council’s decision-making process. Eligible 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.</p> <p>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><b>Assessment of Applications (continued)</b></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><b>Assessment Criteria</b></p> <p><i>For All Applicants</i></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 following assessment criteria:</p> <ul style="list-style-type: none"> <li>• literary merit of the project</li> <li>• contribution of the project to the cultural life of your organization’s community, if this applies</li> <li>• benefit to a broad number of professional literary artists or publishers</li> <li>• development of a broader awareness and appreciation of the literary arts</li> <li>• impact of the activities on audience development or, in the case of marketing projects, on sales</li> <li>• your organization’s ability to carry out the project, as demonstrated by its resources, expertise and past performance</li> <li>• lack of duplication with other existing projects</li> <li>• cost-effectiveness of the project.</li> </ul> <p><i>For Applicants to the Artists and Community Collaboration Program (ACCP)</i></p> <p>The peer assessment committee will consider all of the above criteria when assessing applications to the ACCP. In addition, the committee will consider the following criteria:</p> <ul style="list-style-type: none"> <li>• the merit of the proposed collaborative process (where clear and appropriate strategies and processes must be outlined to ensure a successful collaborative relationship)</li> <li>• the relevance of the project for participating community members and for the artists involved. In particular, the relevance for youth, Aboriginal communities and culturally diverse communities</li> <li>• the artistic merit of the artists involved and their proven ability to carry out such a project, as demonstrated by their resources, expertise and past performance</li> <li>• the public impact of the project.</li> </ul>
--	--

## IMPORTANT INFORMATION FOR APPLICANTS

<b>Processing the Application</b>	<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>If you apply to the 15 March competition, you will receive the results, by mail, at the beginning of July. If you apply to the 15 September competition, you will receive the results, by mail, in January. 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>
<b>Personal Information</b>	<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>The Canada Council will send you the grant money after it has received your grant acknowledgement form, which will be provided with your grant notification letter.</p> <p>Acceptance of a grant means that the organization promises to adhere to the plan of activities submitted in its application.</p> <p><b>Changes to Proposed Projects or Programs of Work</b></p> <p>If you cannot use part or all of the grant during the period stated in your application, for any reason, or if you decide not to carry out your proposed project or program of work, you must notify the Canada Council immediately. Any changes to funded projects or programs of work (for example, changes in the activity budget, to key creative personnel, or to the start or end date) must be approved by the appropriate Program Officer <b>before you carry them out.</b></p> <p>Organizations that receive a grant must also inform the program officer of any change 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><b>Expiry Date of the Grant</b></p> <p>The grant funds will be available for your use for three years following the competition deadline date that you apply to. The end of this three-year period is the expiry date of your grant.</p> <p>If you require an extension to the expiry date, please contact the appropriate Canada Council Program Officer, in writing. If you do not request an extension, the Canada Council will cancel the part of your grant that has not been paid to you by the expiry date, or you may be required to return a portion of the grant you have already received.</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.</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>
--	---



## Grants for Literary Arts Promotion: Project Grants and Artists and Community Collaboration Program (ACCP) 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 organization or collective** (registered name if incorporated):

---

**Name and title of authorized representative:**

---

**Permanent address of organization or collective:**

Street address and apartment or suite number

---

City Province or territory Postal code

( ) ( )

Telephone Fax

Email Website

### **PART A2 – TYPE OF APPLICANT AND INFORMATION ON THE GRANT REQUESTED**

**Type of applicant** (check the appropriate box):  Incorporated organization  Collective

**Type of grant you are applying for** (choose only one):

Project Grant  Artists and Community Collaboration Program (ACCP) Grant

**Amount requested from this program:** \$ \_\_\_\_\_

**Project's start date** \_\_\_\_\_ **and end date** \_\_\_\_\_  
(day/month/year) (day/month/year)

### **PART A3 – TYPE AND NAME OF PROJECT, AND BRIEF PROJECT DESCRIPTION**

**Please indicate below the type of project to be funded:**

Promotional activity  Marketing project  Festival or other literary event

Large reading series (see Part E for definition)  Research project

Workshop or other professional development activity  Conference

Other (provide details): \_\_\_\_\_

Please provide the name of the project and a brief description of the activities you are seeking funding for (10 to 15 words).

---

---

**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 authorized representative of the organization (which includes collectives):

- I have included the support material requested in this application form.
- I have carefully read the eligibility criteria for this program, which are described in the guidelines, and confirm that the organization I represent meets these criteria.
- I accept the conditions of this program as outlined in the application guidelines, and agree to accept the Canada Council for the Arts' decision.
- I confirm that all invited artists (that is, those I am claiming expenses for) are eligible for support 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 understand that my organization is not eligible to apply to this program until all its overdue final reports for Canada Council grants have been submitted and approved.
- 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 guidelines.

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

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

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

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

\_\_\_\_\_  
Date

**PART B – PROFILE OF APPLICANT**

Please describe your organization in a **maximum of 1,200 words**, on attached pages. To make the processing of your application easier, print on one side only of white, 8½ x 11 inch paper. Use a font size of at least 11 points.

Address each of the points below:

- Mandate of the organization.
- Main goals and artistic objectives.
- Structure (give all of the following information that applies: type of incorporation, 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. For collectives, indicate the context or purpose of forming the group.
- Role of the organization within the arts and literary community. Include its services, distribution network and other relevant information. 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 PROJECT DESCRIPTION****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 1, 200 words**, in total, for this section.

Describe the project that your organization intends to undertake. **Be sure to describe your activities in terms of the assessment criteria listed in the application guidelines**, using each of the criteria as a heading for your description. If you are submitting your application to the Artists and Community Collaboration Program (ACCP), be sure to provide any information required to show that your project meets the additional assessment criteria for the ACCP.

**IMPORTANT: Your project must focus primarily on literary works. However, part of your activities might focus on works not considered literary (handbooks, recipe books, etc.). In that case, you must clearly identify what part of your activities essentially involves literary works.**

The description should include:

- the objectives of the project
- proposed activities
- the selection process for proposed participants (for dissemination activities, list the participating artists and indicate whether their participation is confirmed)
- the audiences targeted and an estimate of the number of visitors or spectators
- anticipated results
- the self-assessment and external evaluation processes that your organization will use to determine how well the project meets its objectives, 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.

**Past Activities**

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

**PART D1 – FINANCIAL INFORMATION**

Complete the Proposed Project column and, if it applies, the Previous Year's Version of Project column. Where details are requested, please provide them by adding the appropriate number of lines to your Financial Information table. You must provide a balanced budget for the proposed project: in other words, the total revenues must equal the total expenses.

	<b>Previous Year's Version of Project</b> (if this applies— actual)	<b>Proposed Project</b> (budget)	<b>Instructions to Applicants</b>
<b>REVENUES</b>			Please provide detailed information on all revenues that are directly related to the project. Examples of revenues are grants (please list grants from individual funding bodies and provide the names of these organizations), participants' fees, ticket sales, sales of goods, fundraising, in-kind donations and the contribution from your organization.
Project grant request to the Canada Council			
Other grants (provide details)			
Earned revenues (ticket sales, etc.—provide details)			
Sponsorships, donations			
All other revenues (provide details)			
<b>Total revenues</b>			
<b>EXPENSES</b>			Please provide detailed information on all expenses directly related to the project. Include expenses related to production, Promotion and honoraria for presenters. Administration expenses (for example, for salaries, rent, photocopying, telephone, fax and Internet) should be included and listed. For salary items, indicate whether full- or part-time and responsibilities of the position(s).
Fees for writers, translators, literary performers, spoken word artists or storytellers (Canadian citizens or permanent residents only)			
Travel costs for writers, translators, literary performers, spoken word artists or storytellers (Canadian citizens or permanent residents only)			
Other artists' fees			
Other artists' travel costs			
Other artistic expenses (provide details)			
Production costs (provide details)			
Promotional costs (provide details)			
Presenting and dissemination costs (provide details)			
Salaries (provide details)			
Other administration costs (provide details)			
Other (provide details)			
<b>Total expenses</b>			
<b>Balance (revenues minus expenses, which must equal \$0)</b>			

Optional: You may mark with an asterisk (\*) the expenses above that you wish the Canada Council grant to cover.

**PART D2 – ADDITIONAL FINANCIAL INFORMATION**

Justify any increases in amount requested and explain shortfalls in contributions compared to the previous year.

**PART E – SUPPORT MATERIAL**

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

- A copy of your organization's certificate of incorporation, if you are a first-time applicant;
- A copy of the most recent financial statements for your organization, if they are available;
- A final report on the previous version of this project, if this applies (**three pages maximum**);
- The schedule for the project or program of activities;
- Promotional material and publications related to the last edition of the project (**six copies**).
- A list of the members of your organization;
- A list of expected participants, where this applies, 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.

**If you are applying to the ACCP, you must submit the support material listed above *and* the following:**

- Letters or other proof of intention to undertake the project, from both the artistic and non-arts partners; and
- Written authorizations or assurances that copyright clearances will be obtained or cultural protocols will be followed, if this applies.

**PART F – CHECKLIST**

**Please submit your completed application in the following order:**

- Part A1 – Identification of Applicant
- Part A2 – Type of Applicant and Information on the Grant Requested
- Part A3 – Type and Name of Project, and Brief Project Description
- Part A4 – Declaration (with original signature)
- Part B – Profile of Applicant (maximum of 1,200 words)
- Part C – Detailed Project Description (maximum of 1,200 words)
- Part D1 – Financial Information
- Part D2 – Additional Financial Information
- Part E – Support Material

**Send your application to:**

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