**Program Guidelines
and Application Form**

DIGITAL STRATEGY FUND

Special initiative for core grant recipients

The **Digital Strategy Fund Special Initiative for Core Grant Recipients** is a one-time initiative to support current core grant recipients in evaluating their digital readiness and developing a digital strategic plan.

It’s time to make the digital shift. The digital environment offers a broad range of new opportunities to:

* Reach new audiences and markets
* Engage the public in new digital ways
* Build new partnerships and networks to improve digital capacity
* Collect and analyse data to better understand your impact
* Improve specific areas of business with digital technology
* Transform your business model for long-term sustainability.

This special initiative for core-funded organizations will enable you to:

* Measure your digital readiness (digital maturity assessment)
* Identify digital gaps and possibilities (digital needs assessment)
* Create a plan for leveraging digital opportunities (digital strategic plan)

**Grant type** – [**project**](http://canadacouncil.ca/glossary/project?_ga=2.93909661.167744849.1497961466-331955508.1497961466)

**Deadline** – 4 February 2019

**Grant amount**– up to $50,000

**Notification of results** – 31 March 2019

**Application limits**

You can apply for this special initiative once.

Applications for this initiative do not count towards the maximum number of applications that can be submitted to the Canada Council each year (from 1 March – 28/29 February).

# I want to apply – what else do I need to know?

Exceptionally, for this initiative only, you must submit your completed application **by email**. See instructions in the “How to apply” section.

**APPLICANTS — who can apply**

Eligible organizations must:

* be a current recipient of a core grant that was awarded in 2017-18 from any of the following components:
* Artist-Driven Organizations
* Artistic Catalysts
* Artistic Institutions
* Indigenous Organizations
* Support Organizations
* National Arts Service Organizations
* Literary Publishers
* Arts Festivals and Presenters
* not have been issued a Major Warning in their most recent core result.

Note: If your organization has already applied to the Digital Strategy Fund for other types of proposed activities and expenses, you are still eligible to apply to this special initiative. Overlapping expenses are not eligible.

**ACTIVITIES — what you can apply for**

Hire a Canadian or international consultant and/or expert to:

* Conduct a digital maturity assessment – informing your current state
* Complete a digital needs assessment – informing what you need next
* Develop a digital strategic plan – the plan for how to get there

Note: At the time of application, you don’t need to identify specific external consultants or experts.

**EXPENSES — what is eligible**

100% of eligible costs up to $50,000

Expenses **directly related** to the activities above, including:

* Professional services fees paid to external consultants and experts
* Travel, accommodation and per diem expenses for the external consultants and experts
* Meeting and consultation expenses with external stakeholders
* Research study expenses
* Purchase of data.

**INELIGIBLE EXPENSES**

Expenses that are **not directly related** to the activities above are not eligible, including, but not limited to:

* ongoing operating expenses or regular activities
* deficit reduction costs
* capital costs
* expenses incurred prior to the application deadline date
* expenses for which funding has already been granted by the Canada Council or another funder.

**ASSESSMENT — how decisions are made**

This initiative is designed for core-funded organizations of all sizes that have demonstrated:

* a positive impact on advancing artists, strengthening the arts and artistic practice, or building a Canadian public for the arts and literature
* strong organizational capacity and experience
* solid financial health and effective financial planning.

If eligible, your application will be ranked based on your most recent core grant assessment, using relevant criteria. The ranking will only use your combined peer assessment score for Impact/Engagement and Resilience criteria from your core component. The ranking will not use the peer assessment score related to Artistic Merit or Relevance.

|  |  |  |
| --- | --- | --- |
| **Core Component** | **Impact/Engagement Criteria****Out of 30** | **Resilience CriteriaOut of 20** |
| **Artist-Driven Organizations**based on: | **Impact** score peer assessment from 2018 deadline | **Resilience** score peer assessment from 2018 deadline |
| **Artistic Catalysts**based on: | **Engagement** scorepeer assessment from 2017 deadline | **Resilience** score peer assessment from 2017 deadline |
| **Artistic Institutions**based on: | **Engagement** scorepeer assessment from 2018 deadline | **Resilience** score peer assessment from 2018 deadline |
| **Indigenous Organizations**based on: | **Impact** scorepeer assessment from 2018 deadline | **Resilience** score peer assessment from 2018 deadline |
| **Literary Publishers**based on: | **Impact** scorepeer assessment from 2018 deadline | **Resilience** score peer assessment from 2018 deadline |
| **Support Organizations**based on: | **Impact** scorepeer assessment from 2017 deadline | **Resilience** score peer assessment from 2017 deadline |
| **National Arts Service Organizations** based on: | **Impact** scorepeer assessment from 2017 deadline | **Resilience** score peer assessment from 2017 deadline |
| **Arts Festivals and Presenters** based on: | **Impact** scorepeer assessment from 2017 deadline | **Resilience** score peer assessment from 2017 deadline |

Council staff in each program will calculate scores from the most recent core grant assessment to create a ranking order. This ranking order will be used to award the grants. Grant amounts will also take into consideration:

* eligible expenses
* the amount you requested
* the overall budget for this initiative

**GRANT PAYMENT AND FINAL REPORTS**

If your application is successful, the first step to receiving your grant payment is to complete the Grant Acknowledgement Form. Click [**here**](http://canadacouncil.ca/funding/grants/guide/if-you-receive-a-grant) for more information on the responsibilities of grant recipients.

A final report, including a copy of your digital maturity assessment, digital needs assessment or digital strategic plan, is due within 3 months of the end of the proposed activities, which must be completed by March 2021 at the latest.

**CONTACT INFORMATION**

For more information, contact:

1-800-263-5588 ext. 5574 or 613-239-2065

applyDSF@canadacouncil.ca

**HOW TO APPLY**

For this special initiative, you **must** submit your application **by email**.

Your completed application form and budget must be sent as one attachment in one email.

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DIGITAL STRATEGY FUND

Special initiative for core grant recipients

Application Form  = required

**GRANT DESCRIPTION**

1. **Applicant Identification** 

Corporate name:

Full mailing address:

Contact person responsible for this application:

Full mailing address of contact person:

Email address of contact person:

Telephone number of contact person:

1. **Provide a one-sentence summary of your proposed activity.** (maximum 25 words)

If possible, use the format ACTIVITY and DATES.

For example, “To complete a digital needs assessment from day/month to day/month.”

This summary will be used in the Canada Council’s official reporting.

1. **Proposed activities**

Check all that apply:

**[ ]** Conduct a digital maturity assessment

[ ]  Complete a digital needs assessment

[ ]  Develop a digital strategic plan

1. **Your organization is a recipient of the following core grant, which was awarded in 2017-18:**

[ ]  Artist-Driven Organizations [ ]  Artistic Catalysts [ ]  Artistic Institutions

[ ]  Indigenous Organizations [ ]  Support Organizations [ ]  Literary Publishers

[ ]  Arts Festivals and Presenters [ ]  National Arts Service Organizations

1. **Describe your proposed activities and why you have chosen to undertake them.**  (maximum 500 words)
2. **Provide a timeline for your proposed activities**.  (maximum 250 words)

**BUDGET**

1. **You must complete the Budget included later in this form.**
2. **Amount requested** 

**$**

Up to $50,000

This amount must match the requested amount in your completed budget.

If your application is successful, you might not be awarded the full amount requested.

**Declaration**

**As representative of the applicant organization,**

* I understand that, for the ***Digital Strategy Fund Special Initiative for Core Grant Recipients***, my organization can apply once to this deadline.
* I understand that applications submitted for the ***Digital Strategy Fund Special Initiative for Core Grant Recipients*** do not count towards the maximum number of applications that my organization can submit to the Canada Council each year (from March 1 to February 28/29).
* I understand that, in order to be eligible for this grant, my organization must be a current recipient of a core grant awarded in 2017-18, and must not have been issued a Major Warning in our most recent core result.
* I am aware that the Canada Council is subject to the [*Access to Information Act and Privacy Act*](http://canadacouncil.ca/about/public-accountability/access-to-information-and-privacy-acts).
* I understand that we are responsible for informing ourselves about and following any and all applicable ethical and legal responsibilities that may apply to our activities.
* I understand that all granting decisions are final. We agree to abide by the Canada Council’s decision.
* I understand that, if this grant application is successful, we will be subject to the terms and conditions of the grant.
* I understand that, if this grant application is successful, the proposed activities must be completed by March 2021 at the latest, and that we will be required to submit a final report with a copy of our digital maturity assessment, digital needs assessment or digital strategic plan.
* I am authorized to sign this application on behalf of my organization and assume the responsibilities of the grant.
* I commit to provide safe working conditions and to foster a workplace free from discrimination, harassment and sexual misconduct for anyone involved in my initiative.
* I confirm that my organization will abide by all applicable municipal, provincial or territorial legislation, including but not limited to that relating to employment standards, occupational health and safety, and human rights.

**I confirm that:** 

* I agree with the statements above.
* The statements in this application are accurate and complete to the best of my knowledge.

**Name**

**Signature** **Date**

**Submit this completed application form and the attached budget to** applyDSF@canadacouncil.ca.

Budget

|  |  |  |  |
| --- | --- | --- | --- |
| **Expenses** | **Budget** | **Actual** | **Budget Notes** |
|  |  |  |  |
| **Professional services fees - external consultants and experts** |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
| **Travel, accommodation and per diem - external consultants and experts** |
| Out-of-town travel Provide details in Budget Notes. | **$** | **$** |  |
| Out-of-town accommodation and per diem \_\_\_\_\_\_\_\_\_ days x $150 | **$** | **$** |  |
| In-town travel (hometown of consultant/expert)Provide details in Budget Notes. | **$** | **$** |  |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
| **Meeting and consultation expenses with external stakeholders**  |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
| **Research study expenses** |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
| **Purchase of data** |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
| **Other expenses directly related to the activities** |
|  | **$** | **$** |  |
|  | **$** | **$** |  |
| **Total Expenses (must equal the Amount Requested from this grant)** | **$** | **$** |  |
|  |  |  |  |
| **Revenues** | **Budget** | **Actual** | **Budget Notes** |
| Amount requested from the Digital Strategy Fund Special Initiative for Core Grant Recipients | **$** | **$** |  |

**Submit your completed application and this budget to** applyDSF@canadacouncil.ca.