

MEDIA AND ARTS IMPACT GRANTS GUIDELINES

The **Media and Arts Impact Grants** support media and arts initiatives that illuminate and promote inclusion and pluralism or challenge discrimination and exclusion.¹

Media and Arts Impact Grants aim to **open minds and shift attitudes** that perpetuate prejudice and exclusion based on ethnicity, race, or religion, and to **build good relations** between diverse groups or communities.

Why media and arts?

Media and arts are powerful tools for exploring the human condition and for inspiring, facilitating, and accelerating social change. The essential approaches of media and arts — storytelling, bearing witness, representation, contemplation, provocation, and motivation — are particularly effective when it comes to building more inclusive communities and societies.

We have broadly defined media and arts to include: film; video; podcasting; digital platforms and apps; emerging media technology; creative places and spaces; traditional and social media; written and spoken word; performance and visual art.

What is eligible through this program:

To be eligible to receive support through this program, an initiative must:

- implement media- and/or arts-based strategies to achieve at least one of the outcomes described above
- impact people and communities in Canada
- be led by an eligible grantee (please read our **FAQs** for further information on eligibility)

Ideal initiatives would also:

- address at least one of our **issue areas** (please read our FAQs)
- have a clear strategy to achieve at least one of the program's priority outcomes
- involve and engage young people between the ages of 18 and 34
- involve and engage people, groups, and communities that are directly impacted by the issues being addressed in the proposed initiative
- create opportunities for new partnerships or relationships to be strengthened across differences of ethnicity, race, or religion
- engage community leaders, decision makers, or other influencers

About the grant

We fund a limited number of Media and Arts Impact Grants that range from \$25,000 to \$100,000 per grant per year. The amount granted will depend on the scope and potential impact of the initiative. Multi-year funding is available.

¹ The underlined text above is taken from the draft strategic plan, *ChangeUp* (2015)

How to apply

For this program stream, the process for seeking support begins with a submission of an Expression of Interest (EOI) online. The EOI is a form that allows for a brief description of the initiative, the amount requested, and the duration of the initiative. If your initiative is not eligible for consideration, you will be notified by Foundation staff within two weeks of submission. If your initiative is eligible, and Foundation staff identifies alignment between your initiative, the objectives of the Media and Arts Impact Grants, and Foundation priorities and goals, you may be asked to complete a formal Media and Arts Impact Grant application.

Once you submit a formal application, your initiative will be escalated through a formal review process. Final grant decisions are approved by a committee of the Board of Directors three times per year — in April, July, and October.

For further information about applicant eligibility, our grants, or our review process, please refer first to our **Frequently Asked Questions**. If you still have questions, please contact our **Program Manager**.