



Duration:	5 weeks (double classes)
Course:	FUNds & Grant
Instructor:	Cat Bird

Course Objective: to learn how to write an effective project-based grant application.

Bio: Cat Bird has been fundraising for artists and organizations for 1 publicist, concert promoter and tour manager

Week	Topic
1	Introduction to Grant Writing and what funding can do. - Explanation of the different kinds of grants available (recording, marketing, touring) - Provincial councilsifunders, Federal councilsifunders. Artistic Statements (what goes in one) * Look at funding application for Canada CouncilIOAC creation programs
2	Project Plans (what goes in one) Marketing Plan (what goes in one) - Look at funding application for Factor projects ADP/JSR/Touring Look at funding application for OACICC Touring (overview only)
3	Budgets (how to write one) - Revenue & Expenses, Investment and returns on that investment - Project Budgeting for recording, tours, marketing Timeline (how to write one) Look at funding application for OMF and Starmaker
4	Video funding (writing a visual treatment) Look at RBC Video fund application & Factor Video Digital Projects & Innovation Funds (overview only) Project Goals and Measuring Successes Funding Pitches Due after this class
5	Extra Info required or to include in applications - How to write a Deal Memo, Performance Contract, Itinerary etc. - How to write a letter of recommendation - Using EPKs, One-sheets and other info to generate investment. Non-Profit funding, Festival/event funding & career development for artists funding - Review Heritage CanadaTrillium Fund, (overview only) Completion Reporting (how to wrap the project up) Final Funding Pitches Reviewed

Evaluation

End of term project – Grant assignment	100%
Total	100%