

PERFORMING ARTS PROGRAM

Booster Fund

2024 Application Guidelines

METCALF FOUNDATION

The George Cedric Metcalf Charitable Foundation's mission is to enhance the effectiveness of people and organizations working together to help Canadians imagine and build a just, healthy, and creative society.

We focus our efforts on three areas:

- advancing economic dignity and prosperity for low-income people and communities in Toronto;
- building transformative solutions that benefit people, climate, and biodiversity; and
- supporting individuals, organizations, and field building in the performing arts.

Our work is grounded in the belief that change happens when we share hopeful visions of the future, work and learn collectively, think broadly in pursuit of comprehensive solutions, and take a meaningful role in the decisions that affect our lives.

We believe that nonprofit and charitable organizations play a critical role as catalysts who animate and facilitate lasting change. They create space for people to connect, communicate, and participate. We are interested in organizations that are deliberately engaging communities in their work and developing new strategies and collaborations.

We encourage success by:

- supporting dynamic leadership — celebrating, developing, and strengthening leaders who are contributing to positive change;
- nurturing new ideas and practices — exploring and developing innovative approaches to tackling tough problems and seizing opportunities; and
- fostering integrated thinking — creating opportunities for ongoing dialogue, collaborative learning, and reflection to build new knowledge and inform action.

In our work, we aim to be clear, open, reflective, and responsive. We actively seek to learn from our experiences with funded projects and from our ongoing exploration of issues and ideas. We expect our grantmaking practices to evolve as we strive to realize the full potential of our commitment and resources.

PERFORMING ARTS PROGRAM

Art is a transformative way of learning about ourselves and the world we live in. Artists challenge our assumptions and bear witness to our common humanity. The environment that enables the arts sector to achieve these impacts, however, is changing in unpredictable ways and faster than ever before.

Shifts in audience tastes and demographics, increased competition for audiences, limited new resource development opportunities, and the need for new leadership are just some of the challenges the sector faces today. In recent times, the impact of the COVID-19 pandemic has highlighted old — and revealed new — fault lines in the way the sector understands its impact and contribution to society.

Metcalf supports the performing arts sector through the following initiatives:

For Individuals

- Internships
- Johanna Metcalf Performing Arts Prizes/Les Prix Johanna-Metcalf des Arts de la scène

For Organizations

- **Booster Fund (information and application follow)**
- Strategic Experimentation Fund

Field Building

- New Pathways

BOOSTER FUND

The Booster Fund amplifies remuneration and access for artists and arts workers in existing creation, programming, training, outreach, or education activities and projects offered by performing arts organizations in Toronto.

The Booster Fund — offered as an invitation-only initiative in 2022 and 2023 — was created in response to the increased financial precarity and limited opportunities for professional growth that many in the arts sector in Toronto were experiencing because of the pandemic.

The first two editions invited organizations to request additional financial resources to increase their support for artists and arts workers who were participating in their existing activities or projects. While the 2022 grantees focused on leadership and skills development for racialized participants, the 2023 round expanded its areas of focus to include all aspects of an organization's operations such as creation, programming, leadership development, training, outreach, or education. The 2024 round will also favour this more expansive focus.

Intentionally, the Booster Fund is not an invitation to invent something new. Like the 2023 round, the 2024 Booster Fund continues to emphasize racialized individuals but not exclusively so.

The 2024 Booster Fund will offer grants of up to \$30,000 to boost projects or activities planned for 2025, primarily through the lens of increased remuneration and access. The Booster Fund focuses on elements of existing projects and activities, not new projects or activities created in response to this

funding opportunity. The project and activities need to have been included in existing plans for 2025 as of the 2024 Booster Fund application deadline.

The Booster Fund supports individuals who interact with the organization's existing 2025 creation, programming, leadership development, training, outreach, or education projects or activities in one or more of the following four ways:

1. By increasing remuneration to project or activity participants or faculty;
2. By subsidizing the cost for participants to partake in projects or activities;
3. By increasing the pool of project or activity participants; or
4. By adding new elements to an existing activity or project if they bring additional value to the boosted experience (up to a maximum of 20% of the overall request).

The Booster Fund is not meant to support full-time staff. Eligible requests can include, for example, supporting the contracted creative team for a 2025 production or the participants of a training or professional development initiative.

Eligibility

Applicants to the Booster Fund **must**:

- be professional theatre, dance, music, or opera organizations or those working between and among these disciplines (including creation/production companies, festivals, professional training institutions, and service organizations);
- maintain a professional staff;
- be based in the City of Toronto (organizations who are located in the GTA **may** be considered if they have a significant presence in the City of Toronto);
- have a minimum of three years of organizational/production history; and
- have a current, valid charitable registration from the Canada Revenue Agency.

Important Dates & Deadlines

Information session	April 23, 2024, 2:00-3:30pm
Application deadline	October 2, 2024, 2:00pm ET
Grant notification	December 20, 2024

Metcalf is unable to consider late or incomplete applications for funding. Electronic copies **must be received** by the time and date listed above.

Funding Decision

Applications will be reviewed by Metcalf's board and staff, assisted by an advisory panel from the performing arts community. Funding decisions will be made by the Metcalf board of directors and are final. Reviewers will want to understand how this investment will create meaningful change for the

artists and arts workers who will benefit from this additional investment to existing programs. The strongest applications will:

- show a strong connection between the project or activity and the applicant’s mission;
- clearly identify the existing baseline for the boosted element of a project or activity;
- if applicable, make a compelling case for the addition of new elements to an existing project or activity not greater than 20% of the total request; and
- clearly identify success indicators.

Booster Fund 2024 – Application Requirements

Please contact Performing Arts Program Director Michael Trent, at mtrent@metcalffoundation.com, if you have any questions.

PART A: General Information – maximum ½ page

Name of Organization:

Primary Contact Name and Position:

Mailing Address:

Telephone, Email, and Website:

Charitable Registration Number:

Boosted Project or Activity Name:

Amount Requested:

Estimated Project Start Date and Duration:

Brief description of your proposal including the elements you are boosting (up to 50 words):

PART B: Proposal Details – maximum 3 pages

1. Outline the existing 2025 project or activity you wish to boost. Describe how it is connected to your mission.
2. Detail the ways in which our funds will boost your selected project or activity. Please provide a written response AND a budget that shows the baseline for the existing project or activity and how the requested additional funds will be allocated. If applicable, outline the rationale for including new elements up to 20% of the total request.
3. Outline how you will share the outcomes of your boosted project or activity with us. For example, what do you anticipate success will look like?

Please email **one pdf file** with all materials to hdunford@metcalffoundation.com by **October 2, 2024, at 2:00pm ET**. Please note that we are unable to consider late or incomplete applications.

After submitting your application, you will receive an email confirmation of its receipt. If you don’t receive confirmation within three business hours of making your submission, please contact Heather Dunford at hdunford@metcalffoundation.com.