

The **Strengthen** program supports projects aimed at strengthening professional arts organizations.

Notification of results

Within three months after the deadline

Grant type

- Organizational development
- Capital expenses
- Media, communications, and marketing initiatives

Grant amount

- Up to \$5,000

Note: Applicants are allowed only one award per calendar year

Applicants – who can apply

- Professional not-for-profit arts organizations
- Professional for-profit arts organizations (book and periodical publishers)
- Professional arts service organizations

Activities – what you can apply for

- Organizational capacity building projects
- Safety, access, health, and well-being initiatives
- Developing new organizational models and management practices
- Implementing, adapting, or updating technology, and equipment
- Opportunities for shared learning and networking
- Professional development and mentorship to support new leadership

Note: Organizations currently receiving operating grants must explain how the proposed activities or services are outside of their regular activities.

Expenses – what is eligible

Direct costs related to the current project

Assessment – how decisions are made

Your application to the Strengthen program will be assessed by a peer assessment jury on the following criteria:

- Project merit
- Impact
- Feasibility

Note: Refer to the [Peer Assessment Handbook](#) for more information.

Resources

To get in touch with the appropriate program consultant, to get technical assistance, or to request [Accessibility financial assistance](#), contact our Help Desk during our regular business hours (8:30-4:30, Monday to Friday). If the deadline you are applying to falls on a weekend, please get in touch with us before the end of our business hours.

If you are Deaf or living with a disability or mental illness, you may be eligible to receive funds to contribute to costs for disability-related supports and services.

The role of MAC Program Consultants is to provide support to our grant applicants. If you are looking for help with your application, a consultant can meet with you to discuss your proposed project or review parts of your application. Consultations are in high demand closer to the application deadline, so we suggest you contact us as soon as possible.

Help Desk

Phone: 204-945-2237

Toll-Free: 1-866-994-2787

Email: helpdesk@artscouncil.mb.ca

Application content

MAC now receives grant applications through our Online Application System. In order to apply, you will need to have a valid profile in the Online Application System.

1. Project information

You will be asked to provide details on the type of grant that you are applying for, your project title, the artistic discipline(s) most relevant to this application, the project start date and end date, and the type of activity within your project.

In addition, you will be asked to address the following:

- Background, influences, and previous activities relevant to this application (500 word)
- Project description (750 words)
- Describe your timeline (250 words)
- Payment and working conditions (100 words)
- What is your relationship to the culture(s) and/or communities represented in your project? (200 words) If your project involves communities, cultures, or cultural practices outside your own community or culture, demonstrate how you are approaching the subject matter with cultural integrity. (200 words, if applicable)
- Additional information that has not been asked that is essential to understanding your application (250 words)

2. Collaborator information

You will be asked to describe who will be involved and/or participating in the project. Explain why you chose to work with them and what they bring to the project. You will also be asked to include bios for key collaborators.

3. Budget

You will be asked to complete the budget sheet provided. Do not include cents, you may enter whole dollar amounts only. The budget form is used across most MAC programs and some sections may not apply to your project. Include brief clarifications of individual budget lines in the description fields, if necessary.

Assessor review questions

Your application will be assessed by a committee composed of fellow artists and arts professionals. They will use the following statements established for this program to make their decisions. Assessors will only consider those statements that apply directly to your project. Every effort is made to ensure that applications are assessed fairly. MAC accepts the decisions of the jury as final.

1. A solid rationale underlies this project.
2. The proposed project will contribute to the applicant's artistic development or (if the applicant is an organization) will strengthen the organization's ability to fulfill its mandate.
3. The proposed project will benefit the artistic community in Manitoba.
4. The proposal reflects thorough research and planning. Consider, for instance:
 - Does the workplan accurately identify and address all key stages of the project?
5. The participating consultant, mentor, service provider or institution is a good match for the applicant.
6. The applicant has given adequate consideration to questions of cultural integrity. Consult the resource page to learn more about [MAC's understanding of cultural integrity](#)
7. The budget accurately acknowledges the likely costs and revenues of the project. Consider, for instance:
 - Has the applicant given adequate consideration to artist payment and working conditions?
8. The applicant has the resources to complete the proposed project. Consider, for instance:
 - Does the application reflect the resourcefulness of the applicant and the applicant's ability to find practical and creative ways to overcome obstacles?
 - Does the applicant have the support of presenters, partners, and host organizations?