

Creative and Cultural Career Advancement Fund

Application Tips

These tips are intended to help you complete your application to the Creative and Cultural Advancement Fund.

When deciding whether to apply to a particular program, first think about whether it is the right funding program for your project or objectives. It helps to carefully read over the purpose, objectives and outcomes that are usually included in the guidelines. Is it a right fit for you? If not, don't dismay – there is a good chance we have another funding program that is a better fit. For more information on the suite of funding programs offered through the Arts Unit, visit <https://yukon.ca/en/arts-and-culture/programs-and-funding/apply-arts-funding>

We highly recommend that you begin your application as early as possible to ensure enough time to address all the requirements of the application, including gathering support letters and other documentation.

As with all our funding programs, Arts Advisors can answer questions throughout the application process. You can reach us at arts.fund@yukon.ca or (867) 332-6543.

What is the purpose of the Creative and Cultural Career Advancement Fund?

This program supports individuals active within the creative and cultural industries at various stages of their career to devote up to a full year developing their practice, with a focus on their career growth. The intention is to accelerate and amplify their participation in the sector, increase business skills and industry knowledge, remove financial barriers for individuals, and facilitate a sharing and skills transfer component within the sector.

Over time, this support will contribute to the following outcomes:

- An increased number of individuals in the creative and cultural industries who earn a substantial amount of their income from their creative or cultural practice.
- An increased number of individuals in the creative and cultural industries who advance their career to national and international levels.
- Economic growth and development of the Yukon's creative and cultural industries, including increased contribution to the Yukon's GDP.
- Individuals in the creative and cultural industries developing skills and learning from each other, enhancing the skills and creative output of individuals active in the creative and cultural industries within the Yukon.

What does “individuals active in the creative and cultural industries” mean?

- Contributes to meeting the goals and vision of *Creative Potential: Advancing the Yukon’s Creative and Cultural Industries*: “the Yukon’s dynamic and diverse creative and cultural sector contribute to positive social outcomes and economic sustainability and is valued locally, nationally and globally.”

Creative and cultural industries is defined as the production or reproduction, promotion, distribution and commercialization of goods, services and activities of content derived from cultural, artistic or heritage origins.

This includes, but is not limited to, sound recording, visual and applied arts, crafting, audio-visual and interactive media, film, photography, graphic design, architecture, live performance, theatre, written and published works, heritage, and libraries as well as the labour force and institutions required to support them.

This funding program is not only available to artists, but also includes cultural workers and cultural carriers. Applicants can be at any stage of their career.

An early career artist is an individual who:

- Is in the early stages of their professional career
- Is at least 18 years old
- Has some training, experience, or accomplishment in one or more fields of practice (not necessarily in academic institutions)
- Is committed to the ongoing development of their skills and artistic practice

A professional artist is an individual who:

- Has specialized training in their creative or cultural field (not necessarily in academic institutions)
- Is recognized as a professional by their peers (those working in the same creative or cultural practice)
- Is committed to devoting more time to creative or cultural activity
- Has a history of public presentation or publication

A cultural worker is an individual who:

- Is engaged in activities that promote creative and artistic expression, as well as preserve cultural heritage. Some examples include art curators and festival producers.

A cultural carrier is and individual who:

- Has a role within First Nations, Inuit, and Métis communities to support the preservation, retention, maintenance, and knowledge production/transfer of specific Indigenous worldviews, cultural practices and traditions through art and creative practice. This may include Elders, knowledge keepers, traditional educators, and language holders.

There are three important components to this funding program: career growth, business skills/industry knowledge, and sharing and skills transfer. Applicants must clearly demonstrate how their goals and activities relate to these three aspects.

Career Growth

This program is focused on the economic potential and aspect of a recipient's practice. It is intentionally designed to support a broad range of disciplines within the creative and cultural industries. Career growth will look different depending on industry, discipline, and the individual. The applicant can determine what career development looks like to them, what is reasonable within their discipline, and what steps make sense within their industry and practice to achieve these goals. It is important, however, to express what your career goal is within your application and include what steps and activities you are going to take to achieve that goal.

Business Skills/Industry Knowledge

What do you know now about how to navigate your industry? And what do you want to learn about the business of being an artist or cultural worker? This component will vary greatly within and between industries. If you're a visual artist who wants to know how to sell your work internationally – what do you know about online sales, shipping your artwork and navigating customs and tariffs, about reaching out to international galleries, or creating an international clientele? If you're a musical theatre artist whose career goal is to perform on Broadway – what do you know about connecting with agents or producers, or what do you need to know about when, where, and how to audition? For all creative and cultural industries – what is it that you need to know to be successful in getting yourself and your work out there, to gain access to necessary tools and resources, or to connect with the

Sharing and Skills Transfer

institutions, networks, and organizations that can move you ahead in your career?

A third focus of this funding program is sharing. Is there a plan to share what you have learned, whether with your own community of practice, with the sector more generally, or with the public? Or are you looking to work with a mentor who can share their expertise with you?

This sharing and skills transfer component can be approached in different ways. Here are some potential examples:

- A mentorship component in which the applicant is mentored by a qualified individual.
- A mentorship component in which the applicant mentors an individual or a group.
- A workshop series in which the applicant shares their skills.
- A series of artist talks in which the applicant engages an audience about their work or their knowledge of the industry.

This component can be based on artistic skill-sharing, but it can also be industry/business-focused. Think about how you want to contribute to the growth of your sector.

Funding thresholds

Three successful applicants will receive a set funding amount of \$50,000. Please consider this amount when planning your activities in the year ahead.

If your application is successful, you cannot apply to other Yukon government arts funding for activities and projects that are part of this application.

However, there may be circumstances in which you can apply to another one of our funding programs. If there are unanticipated opportunities unrelated to your planned activities, recipients can call an Arts Advisor to discuss their individual case.

The Government of Yukon will issue a T4a to individuals who receive CCCAF funding. Please take this into account when making your budget.

What do you consider to be your discipline(s)

A common reality is that individuals working in the creative and cultural industries wear many hats, hold multiple jobs, and cross industries and disciplines in their practice. In terms of your career goals and activities over the next year, how would you describe your practice or discipline?

for the purpose of this application?

Some broad categories could include visual arts, music, literary, etc. Or you could get more specific and indicate oil painter, fabric artist, storyteller, art curator, graphic novelist, music producer, etc. You can indicate more than one practice if relevant.

Estimated start date

Recipients can devote up to a full year with this funding. It will take 8-12 weeks to notify applicants of the results. Please take this into consideration when estimating a start date.

Portfolio

Carefully select your samples of work. As much as possible your samples of work should relate to the project for which you are applying. This is your opportunity to show the jury your merit and your ability to carry out your proposed activities and reach your goals.

The questions in the application form focus on three aspects: Experience, Goals, and Evaluation

Experience

Describe up to three experiences which have shaped your creative or cultural career and practice. These experiences may be personal, educational, social, political, or artistic, and may have taken place at any time in your life. What was the experience, why was it important to you, and how did it shape your creative or cultural career path of practice?

This is your opportunity to tell the jury a little about yourself and what motivates you to undertake your creative or cultural work. It will also illuminate how you view your role in your sector, what your inspirations are, and how you approach your practice and career.

Who do you define as the community and/or public for your creative or cultural work, and how do you engage with them?

Think about your audiences, your collaborators, and colleagues. Who are they, why are they important to you, and how do you interact with them? You can also take this opportunity to talk about such things as whether you see any gaps, if there are audiences you haven't reached, or how you've built your community over the years.

Goals

How would you describe your current level of business skills, and how do you apply these skills when navigating the industry?

This will be helpful for the jury in understanding what progress you plan to make over the coming year. It is ok if your knowledge about how your industry functions is limited. What the jury is interested in is how comfortable and adept you are now at navigating the business side of your industry, so that they can get an idea of what your progression will be throughout the year, and what you will have gained at the end of the funded period.

In 10 sentences or less, please describe your career goals for the next year and the steps you plan to take to reach that goal.

This may seem a difficult task, but the following two questions will allow you to expand more fully on your goals and plans and give more context. Here you should provide a summary that includes: your long-term career goal(s), what goals you have for the next year that will move you closer to your objective, and what steps and activities you will take to reach those goals. Cover the basic what (your approach), who (your collaborators and audience), where (location), why (importance and motivation) and how (the fit with your creative and cultural practice and career).

What are the challenges and barriers you encounter in your creative or cultural career? What is the most urgent, relevant, or important aspect of your creative or cultural career and practice right now? How would this funding help you address, leverage, or unlock the potential of this aspect?

This is where you can dive deeper into where you are currently in your career path, and what you need to succeed. What has been a challenge for you? What should you be working on right now? What activities are you proposing that will help you address your challenges and get you on a forward momentum toward your goals?

Describe the skill-sharing component you plan for the upcoming year. This could be a mentorship that you give or

receive, a workshop series, a job shadowing opportunity, or something else. How will this help you reach your goal? And if this will contribute to greater sector development in Yukon, please describe how.

Are you looking to increase your labour market potential? Are you an established artist looking to contribute to the growth of the sector? An early-career artist looking to learn from a mentor and share their learnings with their sector or community of practice? This component is really up to you to shape, informed by what your current needs are, where you are in your career path, and how you want to contribute. Individuals funded through this program will have a clear and thoughtful relationship with the communities for whom and with they make and share their work, as well as an awareness of their role within the Yukon.

Evaluation

What does success mean to you in the context of your creative and cultural career and practice? How will you know you have achieved your goals? How will you capture your learnings and impact, and measure your success throughout the year?

How will you measure the degree of success in meeting your goals and objectives? A good evaluation plan will help you and your funders understand how you will know if your objectives and goals have been met. At the end of your funded period, it is also a useful tool for reporting on how your project went. What data (i.e., information) will you be collecting to determine this? And how will you measure the data? Funders understand that plans change, that everyone will have successes, challenges, and failures. All of that is ok. What you want to show here is that you understand what your objectives are, and that you have a plan for understanding whether you've achieved them.

Budget

Your budget must balance, meaning your Total Revenues must equal your Total Expenses.

Sponsorship, In-kind donations: Assign a dollar value to in-kind support – estimating what it would cost you to rent the studio space or equipment someone is donating, for example. These are the requirements for your activities you would otherwise have to cover.

Remember to also enter these in-kind costs on the expense side to make your budget balance.

Personal Contribution: This is the additional amount you plan to invest in your project out of your own savings or employment income, if needed. It shows that you have the means to provide the money for any project expenses not covered by the revenue sources you've listed. Applicants often use this line to balance their budgets – committing to make up the shortfall between the expense total and other revenues. You are not required to include a Personal Contribution if your budget balances without it.

Other Grants and Funding: You can't receive two grants to cover the same expenses, but if you anticipate receiving funding for some of the activities included in this application, you can identify them here. If you have applied to other funding programs, indicate if it is confirmed, or if you are waiting for a decision, indicate that it's pending.

Expenses

This is where you list project expenses – the costs you will incur during your project dates to complete the activities. You may need to attach budget details for some categories if you have many individual expense items. Some examples of possible expenses include:

Subsistence/Living Expenses: Subsistence is intended to buy you time as you work towards your career goals. If you intend to cut back on other commitments and devote a significant part of your work week to your activities throughout the funded period, you can include that here. Subsistence covers many kinds of costs, like rent, childcare, utilities, groceries, etc.

Travel: Travel costs must be reasonable and justified by the activities. You can't include per diems for meals while travelling if you are also claiming subsistence support over the same dates, but you can include such costs as flights, hotels, and mileage. If you are including a per diem, a common amount is \$50/day.

Supplies/Materials or Production Costs: include these costs that are related to the activities included in this application.

Mentorship/Collaborator and other fees: Include these if you are working with a mentor, working with any collaborators or other individuals that you will be paying. Fees are not meant to cover fees for the applicant; that can be identified under Subsistence. It can be difficult to know how much to pay others. Sometimes it can be estimated in conversation with the individual, or you can ask your peers what they normally pay or charge for similar work. CARFAC publishes a minimum recommended fee schedule, which is for visual arts but could help guide other disciplines - <https://carfac-raav.ca/>

Other: This is where you enter any additional costs you'll incur that don't fit in any other expense line.

If your application is successful, you will work with an Arts Advisor to prepare a cash flow. This will determine when your funding flows to you, and in what amounts for each installment.

As noted already, remember that the Government of Yukon will issue a T4a to individuals who receive CCCAF funding. Arts Advisors cannot give any tax advice; please contact the Canada Revenue Agency if you have questions.

Timeline

Make sure to include a timeline that includes your pending and confirmed activities and approximate dates. You can use the template in the application form if you find that helpful.

What else to submit?

Make sure to review the checklist on page 2 of the application form

What is a CV?

Think of the Artist CV (Curriculum Vitae) or Résumé as a brief record of your creative or cultural activity and achievements. It is a curated summary of your experience. Please keep your CV to a maximum length of 5 pages.

The CV is about you and lists your professional history in the creative and cultural industries. The tone and format of the CV is more formalized than a biography. It is generally arranged chronologically and contains little narrative. Please keep your CV to a maximum length of 5 pages. It may include:

- Your name, address and phone number
- Education (formal or informal)

What is an Artist Bio?

- Exhibitions, publications, performance history
- Grants, awards, etc.
- Reviews
- Relevant professional jobs, commissions, projects
- Membership in relevant creative or cultural organizations

The biography or “bio” is about you – your background and your history as an artist. The tone is up to you: some artist bios are practical and matter-of-fact; others are more creative and informal in their approach. Check out the internet for examples; you can find examples of biographies of some Yukon artists on Indigenous Yukon (<https://indigenouslyukon.ca/art-to-explore/artists>) or at Yukon Artists @ Work (<https://yaaw.com/about-our-artists/>). Your bio might include:

- Birthplace and date
- Cultural heritage (if this is important to your work and the ideas you are expressing in your work)
- A description of your discipline, or creative or cultural practice
- How long you have been involved in the creative and cultural industries
- A brief description of your relevant training, education and influences
- Important awards, grants or scholarships you have received
- Major exhibitions or projects you have participated in
- Any significant media coverage

Support letters

Two support letters are required with your application. Assessors may be unfamiliar with your work. A letter of support from someone established in your field who knows you, is familiar with your work and level of development, and can speak to your ability to undertake what you have proposed in your application can be invaluable. Let others speak for you about your work, your contribution to the discipline, industry or sector, and your proposed project.

Do you want to apply with sound or video?

If you want to submit a sound or video file to address the criteria questions in the application form, contact an Arts Advisor to ensure that your media files can be supported. Please make sure that you are addressing all the questions.

General tips

Applications must be complete and submitted no later than 4:30 pm Yukon time on the intake date. Late applications will not be accepted.

Keep in mind that your application will be reviewed by a multidisciplinary jury that includes individuals representing disciplines other than our own. Don't assume that jury is already familiar with your work. Jurors make their assessment based on the information provided in the application, and not what they may know about an applicant through their prior experience or knowledge.

Don't be discouraged if your application is not successful. Our arts funding programs are over-subscribed, and we anticipate more applications than available funding. We encourage you to contact an Arts Advisor to discuss your application if you are unsuccessful. This can help strengthen your next application or help you find other potential funding supports.