



The Ulrike Michal Foundation for the Arts

Grants Criteria for Applicants to the
Core Grant and Student Grant
Schemes

Charity Reg. No. 1188685

2020

Grants Criteria – The Ulrike Michal Foundation for the Arts

The grants criteria that the foundation will apply in processing and deciding upon applications for funding will be rooted in achieving the aims of the foundation as set out in its trust deed:

The advancement of the arts, culture, heritage or science.

The foundation's aim is to promote, encourage and extend the love, appreciation, enjoyment, understanding and practice of fine, decorative and applied arts among people of all ages through experiences at museum, art galleries, historic properties and in the community at large, both as individuals and communally, as participants and spectators.

Children and adults living within the specified area, whether directly as groups (clubs, societies) and individuals, or through organizations such as schools and other educational institutions, art galleries, museums, historic properties operating in the specified area.

The foundation will make grants to applicants whose projects and activities meet the aims of the charity for the benefit of adults and/or children within the specified geographical area: the counties of Anglesey, Gwynedd, Denbighshire and Flintshire; the county boroughs of Conwy and Wrexham; the former metropolitan county of Merseyside (comprising Wirral, the City of Liverpool, Knowsley, St. Helens, Sefton and Halton), Cheshire East; Cheshire West and Chester; and the counties of Shropshire and Herefordshire as extant on 2nd December 2019.

The foundation's criteria are divided into three types:

Threshold criteria – these are the criteria the application must meet to be considered

Qualitative criteria – these are the criteria against which each project is judged and marked.

Additional criteria – these criteria are used to assist a final decision.

Applicants will be able to show how they meet these criteria in the grant application form. A supplementary form providing guidance to applicants will be provided.

Threshold criteria

The application either meets these criteria and can then pass through to the next stage, or it does not and is rejected.

- ◆ Eligibility of the applicant, individual or organization – geographically
- ◆ Eligibility of the beneficiaries – geographically
- ◆ Relevance of the project to the foundation's aims

Qualitative Criteria

Each project is assessed by the trustees against the criteria as set out below.

Track record – what has the applicant done before? The trustees will judge the reliability and ability of the applicant behind the application. If an organization is applying – the trustees will pay particular attention to its mission and previous activities.

Artistic skills & development – The trustees will prioritize projects that involve traditional skills of arts and crafts e.g. drawing, painting, original print making, and sculpting and modelling clay, stone, metal and other physical materials. The trustees will assess how these are developed both on the part of the artist(s) and among the participants during the project. The trustees will assess how the project shares knowledge, understanding and skills.

Artistic content and originality – The trustees will wish to be informed of the actual art content of a project. The foundation will welcome originality, especially where it is building on the knowledge and practice of previous artists and their legacy.

Artistic benefit – This criterion is based on the foundation's wish to see projects that 'promote, encourage and extend the love, appreciation, enjoyment, understanding... of the fine, decorative and applied arts'. The benefit can be to the artists, the participants, and /or the spectators.

Value for money and Efficacy – This criterion allows the trustees to judge the outcomes of the project against the amount of money being requested.

Feasibility – This criterion allows the trustees to judge whether the project is realistic and achievable. This can take account of match funding and non-financial contributions. The trustees will allow up to twelve months from the grant decision for the project to be completed. Additional time will be allowed if it is requested in the application or owing to events beyond the applicant's control.

Social Impact – This criterion focuses on the social benefits of the project to

participants and spectators. The foundation has a particular interest in physical and mental health and well-being through the arts.

Sense of Place – This criterion recognizes the foundation’s wish to support projects that are inspired by the locality, its heritage, history, geography and how the project contributes to these.

Recognition – This is how much recognition the foundation will achieve through this project and so enable it to meet its purpose in the short term and long term. Guidance will be provided in the supplementary form for applicants.

Wider Artistic Legacy – This criterion allows the trustees to judge what will be left behind after the project finishes, how it helps to contribute over the long term to the achievement of the foundation’s aim to ‘promote, encourage and extend the love, appreciation, enjoyment, understanding and practice of fine, decorative and applied arts among people of all ages’.

The trustees will compile the scores against each of the criteria in order to rank the applications. At that point the trustees may still have to judge between many projects of a high quality, depending on the number of applications and the amount of grant funding available. Other factors should then be scored.

Additional Criteria

The trustees will make a final decision on the highest scoring applications taking each criterion into account before making the final decisions.

Geographical spread – ensuring a fair spread of grants across the relevant counties (*of that round’s grants*) and within those counties, across rural and urban areas.

Variety of projects – ensuring we support a range of projects (*across that round and previous rounds’ grants*) in artistic concepts and mediums

Diversity of beneficiaries – ensuring different ages and classes benefit (*across that round and previous rounds’ grants*)

The Overlooked – The foundation will prioritize projects that find it hard to access public funding (inc. National Lottery) or commercial support thereby ensuring we aren’t backing projects that would be supported by charities with larger resources.

Equal Opportunities – making sure the trustees don’t unwittingly discriminate against particular sections of society (*across that round and previous rounds’ grants*) and to

encourage the trustees over the medium term to ensure a wide range of applications.

Grant size – we will have agreed a particular number of grants e.g. £10,000 split into: 2 x £3,000; 2 x £1,000, 2 x £500 and 4 student grants of £250. £15,000: : 3 x £3,000; 3 x £1,000, 3 x £500 and 6 student grants of £250. Grant sizes will be reviewed after each round.

Final Hurdle – Other factors especially in relation to charity law and other relevant legislation.

Applications will be ranked accordingly:

- ◆ Unsuccessful applicants (failed at Threshold Criteria stage)
- ◆ Unsuccessful applicants (not chosen at Qualitative Criteria stage)
- ◆ Unsuccessful applicants (not chosen at Additional Criteria stage)
- ◆ Unsuccessful applicants (not chosen at Additional Criteria stage – asked if wish to submit again)
- ◆ Successful applicants

and all applicants will be notified of the decision at an appropriate stage.

The Trustees reserve the right to review and update the grant criteria over time taking into account the experience of each round and feedback from applicants.