



The Ulrike Michal Foundation for the Arts

Guidance for Applicants to the
UMFFTA Core Grants Scheme

Charity Reg. No. 1188685

2020

This form is designed to help you understand what information the Trustees are seeking and thereby allow you complete the core grant application form in such a way that will allow the Trustees to gain an understanding and appreciation of the potential of your project. This form also provides information on the priorities and aims of the foundation and how these will govern the decisions on all applications.

We would also encourage you to read the foundation's charitable purpose and benefits document, available on the foundation website, prior to completing your project grant application.

We have set out the advice so that it corresponds to the sections and questions in the application.

§ - section

§ 1 Contact information

Please include the details of the main contact for your application. All communication will be via post or email. Telephone details are for use if we cannot make contact via post or email.

If you do not have an art-related website or facebook presence, please leave blank. You do not have to include personal facebook address details. This will not affect your application.

§ 2 Threshold Criteria

For a project to be considered for funding it must meet the three eligibility criteria:

- ◆ Eligibility of the applicant, individual or organization – geographically

- ◆ Eligibility of the beneficiaries – geographically
- ◆ Relevance of the project to the foundation's aims

These criteria relates to the foundation's purpose and aims:

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 museums, art galleries, historic properties and in the community at large, both as individuals and communally, as participants and spectators.

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.

§ 2.1 Type of art

The foundation funds projects that are based around the fine arts and the decorative arts and crafts:

Fine Arts, using traditional skills: painting, drawing, original printmaking and sculpture

Decorative and Applied arts, using traditional skills: pottery/ceramics, textiles, enamelling and glass.

The foundation is unable to fund projects based around the performance arts e.g. theatre, film, dance and music.

The foundation is unable to fund projects based around photography, film, digital media, fashion, interior design and architecture.

§ 2.2 Type of activity

The foundation is able to fund any of the activities listed that meet the following:

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.

The foundation has a particular interest in the practice and development of the traditional skills of the fine arts and the decorative arts.

The Trustees would expect all applicants to consider the implications of the Covid-19 regulations when developing their project ideas.

The foundation welcomes applications from north Wales for activities conducted through the medium of Welsh, English or bilingually.

However, the foundation is also open to all ideas that meet its purpose as set out above.

§ 2.3 Project location

The foundation's purpose and aims set out that it...

... 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.

However, the foundation will also consider those projects that may in part happen outside the geographical area defined above, if it can be proved that the project will still benefit people within the above area. Nevertheless, it should be understood that any project happening mainly or wholly outside the geographical area will not meet the threshold criteria.

In addition to the location where the project will happen, preference will be given to

projects whose applicants are also based within the region served by the foundation

§ 2.4 Project partners

Please indicate if any other organizations are either involved or are potential partners in your project.

The foundation has no hierarchy of preferred project partners, neither is it concerned with the public profile of such partners. Projects will be judged on their merits, their impact and how well they meet the purpose of the foundation.

§ 2.5 Project beneficiaries

In this section you should set out who will benefit from the project and how.

Please bear in the mind the following paragraph from the Foundation's Charitable Purpose and Benefits:

The beneficiaries of the foundation will be adults and children living within the specified area, whether directly as groups (such as clubs, societies, collectives, or charities) or individuals, or through organizations (such as schools and other educational institutions, art galleries, museums, historic properties) operating within the specified area.

The trustees will be particularly keen to hear how your project meets the following criteria:

- ◆ **Artistic benefit** – This criterion is based on the foundation's wish to see projects that 'promote, encourage and extend the love, appreciation, enjoyment, understanding and practice of the fine, decorative and applied arts'. The benefit can be to the artists, the participants, and /or the spectators.
- ◆ **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.
- ◆ **Skills** - The foundation has a particular interest in the practice and development of the traditional skills of the fine arts and the decorative arts and crafts.

There is no requirement to write full sentences.

The Trustees have set a word limit of 100 words.

The Trustees would remind all applicants to consider the implications of the Covid-19 regulations when thinking through the logistics of their project and its beneficiaries.

§ 2.6 Grant Size

Please tick the relevant box depending on the size of grant you are requesting.

The Trustees would like to award during this grant round:

- ◆ 3 grants of up to £3,000;
- ◆ 3 grants of up to £1,000;
- ◆ 3 grants of up to £500;
- ◆ and 6 student grants of £250 (separate application form).

The Trustees reserve the right to award more or fewer grants depending on the quality of the applications.

Please tick the grant size you wish to be considered for. The Trustees will judge all applications on a cost-benefit basis, so don't inflate your request unnecessarily, nor on the contrary minimize your required funding unnecessarily. The Foundation wishes to support projects whenever it can.

Please round up your request to the nearest ten pounds.

All successful applicants will receive their funding in two tranches: firstly, at the start of the project (up to 50%), and a final payment (50% or more) after submission of the evaluation and summary report.

If your project would require an interim payment in order to progress it to completion,

then the Trustees will consider an interim payment of up to 30% and will require an interim report prior to releasing the interim payment.

You will be asked whether you wish to be paid in two or three stages should your application be successful.

§ 2.7 Financial & In-kind support

The reasons for this section are two-fold.

Firstly, to learn whether your project has already attracted some funding so that we can then judge your application in light of this fact as otherwise it might appear that the project is bigger than the funding being requested.

The Trustees understand that it is a competitive process to secure funding for arts projects and also the fact that other funding bodies may have different priorities to those of the Ulrike Michal Foundation for the Arts. Consequently, the decisions of other organizations will not negatively affect the decision of the Trustees. It is understood that many projects may not be eligible for funding from other grant making bodies.

If your project has secured funding from elsewhere or you are awaiting a decision on another funding application or you are intending to apply for funding, you should say so in this section. You should enclose proof e.g. a scan of a grant award letter or the front page and declaration page of an application (pdf or jpg). No originals.

Secondly, please also use this section to indicate the in-kind support your project would receive. This could include: your time (hours/days), the time of other people (hours/days), and the free or subsidized use of spaces, materials, facilities and equipment.

§ 3 Your project

This is the section where you provide us with information about your project.

§ 3.1 Project title

This can be a working title for the project or solely a shorthand way to refer to your project.

Titles can be in English, Welsh or a third language. In the case of the latter a translation or an explanation would be helpful.

§ 3.2 Project Introduction

This section provides you with an opportunity to describe your project, what you will do and what will happen.

There is no requirement to write full sentences.

The Trustees have set a word limit of 50 words.

§ 3.3 Project Explanation and Justification

This section provides you with an opportunity to tell us more about your planned project. In short it is a pitch where you explain the art involved in your project, set out what the project would deliver and highlight how your project meets the aims of the foundation.

In this section you should highlight how your project meets the aims of the foundation:

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 museums, art galleries, historic properties and in the community at large, both as individuals and communally, as participants and spectators.

The trustees will be particularly keen to hear how your project meets the following criteria:

- ◆ **Artistic skills & development** – The trustees will prioritize projects that involve the 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, appreciation 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.
- ◆ **Sense of Place** – This criterion recognizes the foundation’s wish to support projects that are inspired by the locality, its heritage, its history, its geography and how the project contributes to these.

In this section you could set out what the impact and legacy of the project will be after the project has been completed. Although the trustees are realistic in their expectations of what can be achieved through a single project, they will be keen to know the longer term potential of your project, for instance:

- ◆ **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 have set a word limit of 200 words for this section.

The Trustees do not expect each project to tick every box. It is understood that the strengths of projects will vary and the foundation values such variety.

The Trustees would remind all applicants to consider the implications of the Covid-19 regulations when thinking through the logistics of their project.

§ 4 Planning and Logistics

§ 4.1 Project start and end date.

Please allow three months from the closing date of the grant application process for a decision to be made and for the successful applicants to be notified.

Please bear in mind the deadline for the completion of each project when deciding on your start date (start month/year).

Each applicant should set out the planned completion date (end month/year).

The Trustees will allow up to twelve months after the three month decision period for the completion of each project.

In exceptional circumstances, the Trustees will allow a longer period for the delivery of a project or in cases of *force majeure*.

§ 4.2 Venues

In this section you should list the venues where your project will take place or be delivered.

If appropriate, the Trustees would expect a letter of support or a forwarded email from such venues.

§ 5 Budget

This is a vital section of the application as the Trustees will judge the amount of grant you seek against what you seek to deliver and the purpose and aims of the Foundation. The Trustees will examine the planned budget to see if it matches the expected budget for such projects.

In this section you should set out the budget for your project. We suggest the following possible headings as an aide-memoire when working out the costs:

- ◆ Materials/Art
- ◆ Hire fees
- ◆ Professional fees
- ◆ Installation & Production
- ◆ Travel & Transport
- ◆ Hospitality & Subsistence
- ◆ Marketing & Promotion
- ◆ Health & Safety
- ◆ Other fees

You may have no costs under certain headings. Applications for over £1,000 should provide evidence for their costings. If you will be paying VAT then make sure your costings include VAT. You are allowed up to 10% contingency to allow for an unexpected increase in costs.

The Foundation welcomes projects that support the local economy and the environment.

The cost of the required PPE as highlighted by a risk assessment of your project to enable its safe delivery can be included as a project cost.

When judging each grant application, the trustees will pay particular attention to the following aspects of each project:

- ◆ **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.

The Trustees will pay particular attention to the breakdown of your costings in relation to your project.

Your budget total should match your grant request unless you have an additional funding source.

§ 6 Enclosures

Please don't forget to include these enclosures with your application, where required.

§ 6.1 Please supply the contact details (email, address and telephone number) for two individuals, known to you who have given their permission, to provide references on your behalf. We will only contact them should your application be considered successful, subject to references.

§ 6.2 Letters of support from partner groups and organizations and other people who would be involved in the project. Please provide scans or colour photocopies, not originals.

§ 6.3 Projects applying for more than £1,000 must provide scans, digital copies or colour photocopies of quotes for costs in their budget. Projects under £1,000 should detail in a separate document from where they got their costings. The Foundation welcomes projects that support the local economy and the environment.

§ 6.4 You may submit a digital portfolio of images of your artwork (up to four pages, A4) supplied as pdf.

The Trustees will take into account a *portfolio* from the applicant and deliverer of the project. If there is more than one individual then you can submit portfolios on behalf of each person directly involved in the delivery of the project.

§ 6.5 You may accompany your application with a digital *curriculum vitae* (up to two pages, A4, minimum point size 12)

Your curriculum vitae should aim to convince the trustees that you are capable of delivering the project because you have the required skills, experience, attitude and aptitude.

When judging each grant application, the trustees will pay particular attention to the following aspects of each project:

- ◆ **Track record** – what has the applicant done before? The trustees will judge the reliability and ability of the applicant behind the application. The trustees welcome applications from people who are novices to the very experienced – the challenge is to show that the project can be delivered by the applicant. If an organization is applying – the trustees will pay particular attention to its mission and previous activities.
- ◆ **Feasibility** – This criterion allows the trustees to judge whether the project is realistic and achievable. This can take account of match funding, non-financial contributions and the abilities and experience of the people involved in the project.

The Trustees will take into account a *curriculum vitae* from the applicant and deliverer of the project. The text of a *curriculum vitae* should be no more than two sides of A4 (text size: minimum 12 point). If there is more than one individual then you can submit *curricula vitae* on behalf of each person directly involved in the delivery of the project. This applies to both individuals and organizations.

§ 6.6 All project deliverers should have public liability insurance, where it is required, to deliver their project. Please include a scan or photocopy of your insurance document, where applicable. Insurance costs directly related to the project can be included in the application.

§ 7 Declaration

Please read the declaration's conditions before signing the document.

Your contact details will not be shared outside the Foundation unless required by the law. Please see our Privacy Policy which is available on the Foundation website.

Please email your completed application form and enclosures to: info@umffta.org or post three copies of the application form, along with one paper copy of each of the enclosures.

Don't forget to sign each hard copy of the application form!

**UMFFTA Grant Scheme,
PO Box 2429,
Wrexham,
LL11 0PX.**

Additional information

Recognition

All successful applicants will be required to recognize the support of the Ulrike Michal Foundation for the Arts.

The Foundation was established in memory of Ulrike Michal, a veterinary neurologist who loved the arts and practising painting, drawing, sculpture, printing, calligraphy and craft-ing. Please see the document on the website: Recognising the support of the Ulrike Michal Foundation for the Arts and its associated resources.

Evaluation

Those successful applicants who require an interim payment will be required to present a short update (*See website for Project Update report template*) to receive the interim payment. At the end of the project, each project organizer will have to submit a final evaluation and summary report prior to receiving the final payment. (*See website for Project Completion report template.*)