



## **MakeWork Grant Guide**

### **2011 Calendar**

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|---------------------------|--|
| <b>February 28, 2011</b>  | <b>Release of MakeWork Grant Applications</b>  |
| <b>March 15, 2011</b>     | <b>MakeWork Application Training Session</b>   |
| <b>March 25, 2011</b>     | <b>MakeWork Deadline #1:</b> \$30 application fee (applications must be submitted online before 12 am EST and application fees must be postmarked by April 1, 2011)                    |
| <b>April 13, 2011 *</b>   | <b>MakeWork Deadline #2:</b> \$45 application fee (application must be submitted online before 11:59 pmEST and application fees must be postmarked by April 13, 2011) * NEW DEADLINE * |
| <b>June 3, 2011</b>       | <b>Award Notification</b>  |
| <b>June – December</b>    | <b>Grant Cycle</b>   |
| <b>June 23, 2011</b>      | <b>Sustainability Session I</b>  |
| <b>August 16, 2011</b>    | <b>Sustainability Session II</b>   |
| <b>September 20, 2011</b> | <b>Sustainability Session III</b>  |
| <b>November 4, 2011</b>   | <b>Sustainability Session IV</b>   |

Mail or hand deliver fees to:  
**MakeWork c/o CreateHere**  
**55 East Main Street, Suite 105**  
**Chattanooga, TN 37408**

If you have any questions regarding submission of the application, please contact Kate Creason, [kate@createhere.org](mailto:kate@createhere.org) or 423.648.2195

## Eligibility and Recipient Requirements

Grants are available to individuals or small, unincorporated groups of collaborating creatives (e.g.: guitar duo, art collective, dance group) and are open to a wide variety of creative enterprises:

**Performing Arts:** Dance, Music, Opera, Theatre, Musical Composition, DJ, Entertainment

**Visual Arts (2D):** Drawing, Painting, Photography, Graphic Design, Web Design, Film, Folk Art

**Visual Arts (3D):** Crafts, Textiles, Sculpture, Architecture, Landscape Architecture, Interior Design, Fashion Design

**Literary Arts:** Literature, Spoken Word, Nonfiction, Cultural Academics

**Culinary Arts:** Fine Cuisine, Baking & Pastry Arts, Wine Making, Brewing, Chocolate Making

**New Media:** Digital Art, Computer Graphics, Computer Animation, Virtual Art, Internet Art, Interactive Art Technologies

**Other:** Based on Application

### Eligibility Requirements

- At least 18+ years of age
- A citizen of the United States
- Actively working in a creative discipline
- A resident of the greater Chattanooga area living within a 50-mile radius of CreateHere
- Committed to complying with all recipient requirements, if awarded (see below)

### Eligibility Restrictions

- Full-time undergraduate students enrolled in any degree program are not eligible to apply.
- Organizations and businesses are not eligible to apply.
- If applying as a group, the applicants must be able to demonstrate that each member of the group has been involved in the planning process.
- An applicant is only eligible to apply in one grant category .
- An applicant cannot submit as part of a group and as an individual; one or the other will be accepted .
- Prior MakeWork grantees are not eligible to receive more than one MakeWork grant within a 3-year period; only grantees from the 2008 MakeWork session may apply to the 2011 session.

### Recipient Requirements

If awarded partial or full funding, payment of allocated funds will occur between June 2011 and December 2011. Each check will be 1/6 of the total allocation. Recipients will be required to:

- Provide proof of identity and residency status before receiving any funds; acceptable forms of

identification and Chattanooga residency status include:

A valid drivers license with current local address or state-issued identification card (preferred verification source)

Or one of the following: printed check, utility receipt, rent receipt, on piece of cancelled mail to current address and identification

- Provide a completed W-9 prior to receiving any award funds.
- Submit bimonthly and final reports, including receipts for expenses for which funds have been used.
- Attend all four MakeWork Sustainability Sessions: June 23, August 16, September 20, November 4
- Commit to a self-intitaded public showcase of work created within the grant cycle.
- Post a website and/or blog about your work with monthly updates.

## Grant Categories

Grants will be awarded in three categories: Project, Studio Assistance, or Career Advancement, with the maximum award being \$15000. Grant awards may be approved for full or partial funding. The number and amount of grants are awarded solely at the discretion of the final jury. An applicant can only submit to one grant category and cannot submit as part of a group and as an individual. Only one application will be accepted.

Please pay close attention to the types of activities and restrictions when deciding which grant category to target. Applicants are not required to match the grant award; however, if the total amount of funding required exceeds the requested amount an explanation for the acquisition of those funds must be provided. Each category has the same deadline, award amount maximum and award period, as outlined below.

### Project Grants

The MakeWork Project Grant supports creatives in all disciplines for project-related costs providing increased time to research and develop ideas or new works. The specific definition of eligible projects is flexible to respond to the applicant's ideas, dreams and needs. Applicants must propose a project, or phase of a project, that can be completed within the one-year award period with the requested budget.

### Examples of Eligible Expenses

- Salary for effort committed to the project
- Purchase of art supplies or equipment
- Travel expenses related to the production of a project
- Production of a new work
- Projects which seek to advance a creative form or involve interdisciplinary collaboration

### Examples of Activities Not Supported

- Capital improvements (construction, renovation, the purchase of permanent fixtures or real property)
- Deficits or expenses incurred prior to or after the grant period
- Travel that is not directly related to and justified for the project
- Programs, projects or events that are extensions of training in academic programs for which participants receive academic credit
- Programs, projects or events that have already taken place
- Scholarships, purchase of awards or cash prizes
- Benefits or projects planned primarily for fundraising

- Loans, interest on loans, fines, penalties or costs of litigation
- Refreshments, beverages, catering expenses or other costs associated with receptions
- Programs, projects or activities with a primary purpose that is religious in nature

### **Studio Assistance Grants**

The MakeWork Studio Assistance Grant supports emerging to mid-career creatives in all disciplines with the cost of maintaining a working studio for one year. Studio assistance activities must be completed within the one-year award period.

### **Examples of Eligible Expenses**

- Costs of operating a studio (e.g. rent, equipment that is integral to the work, and other operating costs that allow creatives to produce their work)

### **Examples of Activities Not Supported**

- Creation of a new project or new phase in a project (only appropriate for Project Grant category)
- Capital improvements (construction, renovation, the purchase of permanent fixtures or real property)
- Deficits or expenses incurred prior to or after the grant period
- Programs, projects or events that are extensions of training in academic programs for which participants receive academic credit
- Programs, projects or events that have already taken place
- Scholarships, purchase of awards or cash prizes
- Benefits or projects planned primarily for fundraising
- Loans, interest on loans, fines, penalties or costs of litigation
- Refreshments, beverages, catering expenses or other costs associated with receptions
- Programs, projects or activities with a primary purpose that is religious in nature.

### **Career Advancement Grants**

The MakeWork Career Advancement Grant supports creatives in all disciplines with the costs of participating in professional development and skill building that will advance their work and career.

### **Examples of Eligible Expenses**

- Conferences, workshops, retreats, institutes, residencies, master classes, short-courses, festivals or seminars that focus on developing an artistic or business aspect of the creative's career

- Travel expenses related to career advancement
- Study with a mentor
- Preparation of portfolios, work samples, marketing materials, or websites
- Participation in a performance, festival, reading, or exhibition opportunity of significance
- Fees for consultations in an area of career development
- Exposure of the creative's existing work to a broader public base or attendance at events where there is a chance to expose work to presenters and/or agents
- Notification of collectors, curators, presenters, and/or the public of a major show where the work will be included

### **Examples of Activities Not Supported**

- Creation of a new project or new phase in a project (only appropriate for Project Grant category)
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# How to Apply

## Online Submission Process

MakeWork grants in all three categories must be submitted online via the MakeWork website at <http://createhere.org/projects/makework>. Full instructions for the online system are available on the MakeWork website. Below is a summary of the forms and attachments applicants must complete for submission. **Online Submissions cannot be saved. It is strongly advised that large bodies of text be completed in a separate document file. Please format your responses as Plain Text in Notebook or TextEdit. Your composed responses may then be copied and pasted into the online form for submission.**

**Application Form:** The online Application Form will include your contact information, the Grant Category you will target, a Grant Title, Grant Description, Grant Budget, Narrative, and several supporting file attachments. Choose your Grant Category carefully to ensure your project is targeted to the appropriate jury; see eligible expenses and restrictions for each category as described earlier in this guide.

**Grant Title (limited to 75 characters):** The Grant Title should provide a creative description of the proposed project.

**Grant Description (limited to 200 words):** The Grant Description provides an opportunity for you to describe the creative focus of your work and career. This will aid the jury in assessing your professional commitment to your work.

**Grant Budget:** The Grant Budget allows you to describe all costs associated with your proposal, including additional costs for the project beyond the amount allowed for the MakeWork grant award. The budget should be organized, descriptive and as specific as possible at this phase of your project planning. A well-planned budget will aid the jury in the evaluation of your proposal and will strengthen your entire application. The Budget Planning section of this guide provides additional guidance.

**Narrative:** The Narrative asks you to respond to five statements online, and responses are limited to 200 words. **It is strongly advised that large bodies of text be completed in a separate document file. Please format your responses as Plain Text in Notebook or TextEdit. Your composed responses may then be copied and pasted into the online form for submission.** In most cases, formatting (e.g. bullets) will not copy into the form; be sure to check the responses carefully for any formatting errors. These statements are:

1. Explain how the grant will contribute to your own artistic development (the impact and outcome you hope to achieve with your work and/or career as a result of the grant award).
2. Explain your plan for managing and tracking the progress of your grant award and your long-term sustainability plan (timeline for major milestones, planning already completed, how you will sustain the project and/or your creative career beyond the grant award).
3. Describe how your work is distinctive.

4. Describe how your work and/or project will help contribute toward building Chattanooga's creative culture.
5. Describe other aspects of your work that you would like the jury to know about.

**Recognition:** Applicants may list up to three items per section.

1. Exhibitions, Performances, and/or Publications:  
For exhibitions include the exhibit name, venue name, city, state, and year. For performances include the title of the performance, venue name, city, state, and year. For publications include the title of the article, the name of the publication, and the publication date.
2. Commissions, Honors and/or Grant Awards:  
For commissions include the name of the commissioner(s), the project title, location and date. For honors include the title of the honor, the institution that awarded the honor, the title of the work represented, and date. For grants include the name of the grant, the name of the institution that awarded the grant, the title of the work, and the grant period.
3. Additional Qualifications or Recognitions:  
List all pertinent qualifications or recognitions of your work. Please be specific and include applicable titles, dates, and other supporting information.

**References:** List two individuals who would be willing to comment on your work or provide a recommendation. Be sure to include each contact's full name, title or relationship, work, home, or cell number, and a valid email address.

**Work Samples Description (limited to 100 words):** A title and brief description for each work sample that you submit must be completed online within the Application Form to aid the jury in their review. This list should be in the same order as the work samples that you send to [apply.makework@gmail.com](mailto:apply.makework@gmail.com).

**Work Samples:** The application process must include examples of your work that demonstrate excellence in your creative field. Email work samples to [apply.makework@gmail.com](mailto:apply.makework@gmail.com). Please write lastname\_firstinitial\_makework\_worksamples in the Subject of your email. Applicants must include 5 work samples. There is a 25MB limit on gmail attachments. Please plan accordingly.

1. Applicants may use images and/or writing samples. Each file may not exceed 5MB.
2. Applicants may also use video, music and/or other forms of new media as work samples. Such files should not exceed 5 minutes total for all work samples. If you are submitting video work, the video should be uploaded to vimeo.com with links sent to [apply.makework@gmail.com](mailto:apply.makework@gmail.com). All audio files will need to be sent as an email attachment to [apply.makework@gmail.com](mailto:apply.makework@gmail.com). There is a 25MB limit on gmail attachments. Please plan accordingly.

**Work sample specifications:** Work samples must have been created during the past 1-3 years. **Work samples must be labeled in the format: “##\_lastname\_firstinitial.filetype”.**

**Examples:**

o1\_adams\_j.jpg  
o2\_adams\_j.jpg  
o3\_adams\_j.jpg  
o4\_adams\_j.jpg  
o5\_adams\_j.jpg

- For Performing Arts: limited to five 5 minutes total for all samples. The following extension types will be accepted: .mpg, .mp3, .mov, .m4v, and/or .mp4
- For 2D and 3D Visual Art: limited to 5 images. The following extension types will be accepted: .jpg, .pdf
- For Literary Arts: limited to 5 pages of manuscript. The following extension types will be accepted: .jpg, .pdf, .doc
- For Culinary Arts: samples demonstrating work, portfolio, menus or other supporting materials; limited to 5 pages or 5 minutes if providing a video or audio demonstration. The following extension types will be accepted: .jpg, .pdf, .doc, .mpg, .mp3, .mov, .m4v, and/or .mp4
- For New Media: limited to 5 images or 5 minutes of video or audio demonstration. The following extension types will be accepted: .jpg, .pdf, .doc, .mpg, .mp3, .mov, .m4v, and/or .mp4

# Evaluation of Applications

## The Jury

Evaluation and selection of grantees will be made by a jury comprised of professionals, administrators, supporters and/or community leaders that are currently involved in arts and culture. Jurors represent a broad range of experience in the performing arts, 2D and 3D visual arts, literary arts, culinary arts, and new media. All jurors are independent of CreateHere and are actively engaged in local, regional and national creative culture. Each application will be reviewed several times during this competitive process by a small preliminary jury comprised of 3-5 jurors. The strongest applications are then evaluated by a final jury composed of 5-7 jurors.

Jurors are guided by a strict and objective scoring system throughout the process, during which both an applicant's creative and written work are evaluated. The process allows for discussion as needed and enables jurors to practice a thorough and rigorous assessment of the submitted materials. Allocations as well as number of final awards is based on the scores received during the jury session and is solely the discretion of the final jury.

Many jurors have noted the high quality of work presented, the diversity of proposals, and the clarity of the evaluation process. Previous jurors have described the MakeWork process as follows:

"Being a MakeWork juror was an honor and an opportunity I'll never forget. Not only was this the smoothest, best organized and most equitable jury process in which I've ever been involved, but the caliber of applicants was extraordinary. I thought I was already well acquainted with the diversity of talent in our community, but this process gave me a window into the true explosion of exciting projects going on in our city." - Adera Causey, Curator of Education, Hunter Museum of American Art

"CreateHere should be complimented for the monies granted through MakeWork and involvement in the artistic development of its region. In most grant processes, the top few applicants are an easy choice and usually a consensus agreement with the balance of the applicants receiving grants being championed by one of the jurors. The diversity of the MakeWork jurors' interests give applicants of different media a fair opportunity to receive grants through broad minded discussions by the jurors on the merits of all grantees." - Richard Jolley, World-renowned Glass Sculptor

## Evaluation Criteria

Jurors are given four numeric options for scoring. Applicants are scored on a scale of 1 - 5 (Jurors are not allowed to score using a "3"). Final scores are constructed based on an average of each juror's score with the lowest possible score being "1" highest possible score being "5".

The evaluation criteria in the selection of MakeWork grantees include:

- Overall excellence of the applicant's work
- Potential for the proposed work to enhance the applicant's creative development
- Feasibility of the proposed work as demonstrated in the narrative and budget
- Contribution of the proposed work to the distinctiveness of Chattanooga's creative community

## Tips to Create a Strong Application

Writing a grant proposal can seem like a daunting task, but if you invest time to plan your entire application, you can improve your chances for success. The following tips will help you pull together a strong application that addresses all of the MakeWork program requirements.

- 1. Review the MakeWork Grant Guide, application requirements and other support materials closely.** It is critical to follow the application instructions and address all of the required application components. Applications that fail to include required proposal sections will not be reviewed by the jury. Use the MakeWork Application Checklist upon completion.
- 2. Begin planning early and set a timeline to complete major tasks.** Plan to complete the full application at least one week prior to the deadline. By establishing clear deadlines for yourself, you will be able to track your progress and ensure that you do not forget important application requirements. By beginning your application early you are able to spread the workload over several weeks, instead of rushing to pull the application in a few days. Applications that are completed in a rush can miss important program requirements and are often not of the quality needed to successfully compete for a grant.
- 3. Contact your two references early in your planning.** Securing strong references will strengthen your entire application. Each reference should be an individual in your creative field who knows your current work. Provide each reference with background on your grant application.
- 4. Write concise, specific and creative responses for the Grant Description and Narrative.** The MakeWork application form allows just 200 words for each response to the Grant Description and Narrative. When writing your responses, think carefully about evaluation criteria and how best to stand out as an artist to the jury. The jury should be able to clearly envision the scope and impact of your project, as well as your professionalism and the overall quality of your work.
- 5. Seek input on your application draft from friends and colleagues.** It is important to have at least 2-3 individuals review your grant application prior to submission. Because you are so familiar with your own work and grant plans, you may leave out key details critical to the grant application. The individuals who review your grant can help you identify any missing details and provide an honest assessment of the quality of the application.
- 6. Proofread all of your final application materials closely.** Your MakeWork grant application should reflect professionalism and quality in all submitted materials. Before final submission, proofread all documents carefully for typos and grammatical errors. Errors will detract from the overall quality of the application and will result in a lower score from the jury.
- 7. Meet all application deadlines and requirements.** One of the most common reasons applicants are denied funding is failure to meet program deadlines and requirements. Before final submission of your application, check over all your files carefully and ensure you have followed all of the application instructions. It is also a good idea to submit your proposal days before the deadline you are targeting to avoid technical difficulties.

## Budget Planning

Budget Planning can be challenging; it can be difficult to foresee every expense you might incur when implementing your grant. However, to strengthen your application, it is critical to provide a budget that is organized, descriptive and as specific as possible. A well-planned budget will aid the jury in the evaluation of your proposal and will improve the entire application. The following tips will help guide you in developing a strong budget.

- 1. Make a list of all possible expenses for your grant as you plan.** For each activity you plan to propose, consider the effort, supplies, equipment, travel, or other expenses that will be required to implement your project in the one-year award period. If the budget grows beyond the award maximum, you may need to consider scaling back your project or finding additional funding sources to commit to the project.
- 2. Make a list of all expenses you will cover in addition to the grant award.** Providing matching funds is not a requirement for the MakeWork program, but some grants may require additional funding beyond the grant award. If your project will cost more than the award maximum of \$15,000 you will need to identify and clearly describe the additional funding you have available to ensure the project is a success. The MakeWork budget form provides space for applicants to describe additional funding sources, which will help the jury in assessing the feasibility of your project.
- 3. Be specific in justifying each expense.** A budget should directly link to activities proposed and be based on realistic numbers related to each project expense. It is best to provide budget estimates using formulas and justification for each expense. The following chart contains several examples which illustrate effective budget planning. These examples show the level of detail you should include when describing each expense.
- 4. Check your numbers carefully.** Just as typos and grammatical errors can impact the professionalism of your work, budget miscalculations will reflect poorly on your grant proposal. Before imputing your budget descriptions and numbers into the MakeWork budget form, be sure to check your formulas and calculations closely. If a miscalculation results in a lower grant than you actually require, the award cannot be adjusted later.
- 5. Seek advice from friends and colleagues.** When you ask your friends and colleagues to review your grant application, ask for feedback on the budget. Often, outside reviewers will identify items that you may have forgotten to include or miscalculations that you did not catch.

<b>Item</b>	<b>Description</b>	<b>Cost</b>
<b>Salary</b>	Funds are budgeted to cover effort committed to the proposed project at 20 hours/ week X 16 weeks X \$25/hour totaling \$8,000. The hourly rate is a conservative estimate based on rates charged in prior grant applications and the rate established in my business plan.	<b>8000</b>
<b>Supplies</b>	The project will require several supplies including: 6 canvases at an estimated cost of \$40/canvas totaling \$240. To allow creative licensed for the series, canvas sizes will be determined as the project is more fully conceptualized. Paint supplies are estimated to be \$100/ month X 4 months totaling \$400.	<b>640</b>
<b>Travel</b>	Travel costs associated with the production of the new series are included at an estimated 100 miles per month X \$0.50/mile X 4 months totaling \$200. The mileage rate is based on current rate for several local nonprofits.	<b>200</b>
	<b>MakeWork Grant Request Total</b>	<b>8840</b>
	<b>Additional Funds Required (for Completion)</b>	
	<b>TOTAL COST</b>	<b>8840</b>

# Application Checklist

The checklist below will help you track your progress in completing each step of the MakeWork application process. A complete application must include all of the items listed. Check each box that applies.

- \_\_\_\_\_ **1. Application Form:** Complete this form online at <http://createhere.org/projects/makework/apply> .
- \_\_\_\_\_ **2. Grant Title:** Provide a descriptive, creative project title within the Application Form (limited to 75 characters) .
- \_\_\_\_\_ **3. Grant Description:** Complete the Grant Description online within the Application Form (limited to 200 words) .
- \_\_\_\_\_ **4. Grant Budget:** Complete the Grant Budget online within the Application Form.
- \_\_\_\_\_ **5. Narrative:** Complete the Supplemental Narrative online within the Application Form (answer each of the following questions in 200 words or less).
- \_\_\_\_\_ **6. Recognition:** Complete the Recognition section online within the Application Form.
- \_\_\_\_\_ **7. References:** Complete the References section online within the Application Form.
- \_\_\_\_\_ **8. Work Samples Description:** A title and brief description for each work sample you plan to submit must be completed online within the Application Form (limited to 100 words).
- \_\_\_\_\_ **9. Work Samples Upload (up to 5 files or 5 minutes):** Email all works samples to [apply.makework@gmail.com](mailto:apply.makework@gmail.com). Work samples must follow specifications as outline in the submission requirements (attach 5 files or 5 minutes of work).
- \_\_\_\_\_ **10. Application Fee:** The required application fee applicable to your deadline date should be postmarked by the corresponding application deadline: March 25, 2011 (\$30) or April 8, 2011 (\$45). The application fee can be paid via check or money order.
- \_\_\_\_\_ **11. Waiver of Liability and Submission Certification:** The application is submitted with a waiver of liability. Please read the MakeWork waiver carefully and submit your application.