



## DEPARTMENT OF TOURISM, HERITAGE, AND CULTURE

# STRATEGIC INITIATIVES FUND (2022-2023) ARTS WELLNESS COMPONENT

## GUIDELINES

Applications must be emailed to [culture@gnb.ca](mailto:culture@gnb.ca)

There is no deadline for this program.

Projects should take place between April 1, 2022 and March 31, 2023.

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The Strategic Initiatives Fund – Arts Wellness Component provides eligible New Brunswick arts organizations and groups with funding for partnership projects that positively impacts wellness through arts.

### OBJECTIVES

- Build healthier and resilient communities through the arts;
- Improve access to arts and artists from equity-seeking groups;
- Support arts activities to underserved communities;
- Strengthen the wellness knowledge and capacity for arts organizations and artists.

### GRANT DESCRIPTION

This program provides funding in the form of a grant of up to 50% of the project's total cost to a maximum of \$10,000 per year.

**Note:** Projects funded by this Program are ineligible for a second grant for the same project through a different Arts and Culture Branch Program within the same fiscal year, with the exception of the [New Brunswick/Quebec Cultural Cooperation Program](#).

### ELIGIBILITY

Eligible **APPLICANTS** would include (but not limited to):

- Non-profit arts and cultural organizations legally incorporated in New Brunswick;
- Cultural Industry for-profit businesses legally registered in NB, (craft entrepreneurs, commercial galleries etc.);
- Municipalities with a cultural policy;
- First Nations groups.

Eligible **PARTNERS** would include (but not limited to):

Partnership organizations must have a wellness mandate/objective.

- Non-profit community organizations
- Multicultural organizations
- Municipalities
- Early learning and childcare facilities
- Long-term care facilities
- Homeless shelters
- Hospitals
- Schools
- Libraries
- Transition homes
- Incarcerated facilities / Detention/rehabilitation centres
- First Nations
- Wellness organizations/consultants

## ELIGIBLE PROJECTS

Eligible activities would include those that:

- Focus primarily on engaging and presenting the arts through programming that can include creation projects, workshops, mentoring and/or performances with professional New Brunswick artists;
- Demonstrate a clear partnership with the co-applicant;
- Have a clear artistic mandate or theme and how they will engage the audience from a wellness perspective;
- Encourage broad-based knowledge and awareness of wellness in the arts.
- Foster diversity, inclusivity and engage equity-seeking groups. This may include but not limited to artists/participants from the following communities:
  - Culturally diverse;
  - Deaf and disability;
  - Indigenous communities; and
  - Gender and sexual minorities.

## INELIGIBLE PROJECTS

- Recurring projects for more than three years (not necessarily consecutive);
- Activities funded under the [Core Support Program](#).

## EVALUATION CRITERIA

All applications being considered for funding under the *Arts Wellness* component will be evaluated based on the following:

- Wellness benefits and artistic merit of the project;
- Strength of the partnership/collaboration;
- Scope of Audience and Promotional and Outreach Activities;
- Projected wellness impacts for the audience/participants;

## ACKNOWLEDGEMENT OF SUPPORT

Grant recipients must acknowledge the financial support of the Government of New Brunswick in all promotional material produced for the project for which a grant was received.

Provincial logos can be downloaded here: <https://www2.snb.ca/content/snb/en/services-to-government/logos.html>

Grant recipients are also encouraged to promote the project on social media by tagging us and/or using hashtag #ArtsCultureNB.

## REPORTING

Grant recipients must submit a final report via email to [culture@gnb.ca](mailto:culture@gnb.ca) within **60 days following the completion of the project or the end of the fiscal year, whichever comes first**. Future grant disbursements will be withheld pending receipt and acceptance of overdue final reports. The report template is available on the [program's webpage](#).

## ADDITIONAL INFORMATION

- The Department of Tourism, Heritage and Culture must be notified immediately of any change in the initial project or budget for which an application was submitted.
- In the case of disagreement concerning the interpretation of policies and programs, the Department reserves the right to final interpretation of the intent and implementation of a program.
- The Department reserves the right to revise programs at any time without notice.
- An organization may present only one funding application per year under this component.
- The Department of Tourism, Heritage and Culture is subject to the *Right to Information* and *Protection of Privacy Act*.

## CONTACT INFORMATION

For program information, please contact:  
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Department of Tourism, Heritage, and Culture  
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