

Application Deadline: May 15, 2016**Objective**

The Strategic Development Initiative (SDI) program encourages “partners-in-heritage” to develop projects that build on a community’s assets and strengths. The SDI program is aimed at archives, community museums, municipal governments, not-for-profit groups, and other bodies that are exploring common heritage objectives. To maintain its important heritage stewardship role in the province, the sector must continually revitalize and strengthen itself, in creative and innovative ways, through community partnerships.

Program Goals

The Strategic Development Initiative supports the following goals:

- Develop and expand retail operations of existing heritage organizations which encourage the sale of arts and crafts “made in Nova Scotia” and to increase earned income;
- Develop new revenue sources to increase financial sustainability;
- Improve leadership and programming skills of existing heritage-related boards and workers through training in targeted areas such as: fund-raising, tourist market readiness, strategic planning/ developing business plans, program evaluation, interpretation planning, site development and renewal planning and marketing studies;
- Develop new audiences that expand the heritage sector’s service base in targeted areas, such as: development of new exhibits (based on a formal interpretive plan), improved on-line resources, etc.; and/or
- Increase heritage/community cooperation.

Eligibility

Archives, community organizations, heritage associations, municipal governments, and other heritage-related bodies working for the benefit of Nova Scotian heritage are eligible.

An organization applying must provide a non-profit registration number and be a registered not-for-profit society or not-for-profit cooperative in good standing with the Provincial Registrar of Joint Stock Companies or federally registered under the Corporations Act as a not-for-profit society or cooperative based and operating in Nova Scotia.

Applications that include *multiple partners* are given preference.

Level of funding

Initiative funding will not exceed **75%** of project costs and not exceed a maximum of \$10,000. The applicant is responsible to cover the remaining project costs.

Applicants **MUST** contribute a minimum cash contribution of **10%** of the project cost. Revenues towards the proposed project may also include in-kind contributions. The value of in-kind contributions of goods and materials can be included in the revenues and expenses, provided they are essential to the project and that they are clearly articulated as to the value and how it is calculated.

While funding is based on proposed project costs, should the actual costs of the budget change, the department will only provide 75% of the actual costs.

Proposals should emphasize how the project will contribute towards greater sustainability in the future.

Funding must:

- a) support projects *not* operating costs;
- b) not duplicate other existing, reduced or eliminated programs; and
- c) not be used for purposes other than those outlined in the project.

Once funding has been provided, no substantial changes can be made to the project without the written consent of the Program Officer. Funds are to be returned to the Province if not completely used for the project

Application procedure

An organization applying should speak with representatives from Communities, Culture and Heritage to discuss proposed plans and the requirements for application. Please contact Kevin Barrett, Coordinator, Strategic Development Initiative, directly at 902-424-6396.

Completed application forms must be signed and dated by the Chair and, if applicable, the Executive Director or lead staff of the organization.

Applications can be delivered by hand, courier or sent by regular mail but in all cases must be either received in the Culture and Heritage Development office by 4:30 pm on the deadline date or be postmarked no later than the deadline date. If the deadline date should fall on a weekend or holiday, applications that are received or postmarked for the following business day will be accepted.

Applicants should not submit application materials bound in folders, binders or plastic sleeves because materials must be duplicated to circulate to Peer Assessment Committee members.

Proposals **MUST INCLUDE** a completed and signed application form; a completed financial table provided (see Page 4 of the application form); quotes to justify project expenses; answers to the seven questions provided on the application form; and include resumes of principal participants, letters of commitment, or information from other partners as appendices.

Application Deadline

Deadlines for applications is May 15, 2016

Projects can start no earlier than the deadline date and should end by March 17, 2017.

Application assessment

Proposals are reviewed by a peer assessment committee consisting of three representatives from the culture and heritage sector. The peer assessment committee makes recommendations to the Culture and Heritage Development Division.

Applications are reviewed with the following considerations:

- **Collaboration, Partnership and Interchange:** demonstrates partnership, promotes the interchange of knowledge and other resources within the heritage sector (please include letters of commitment).
- **Quality:** reflects a clear organization, methodology and project management structure;
- **Context and Goals:** are clear, realistic and achievable. Proposed evaluation methods will adequately measure outcomes.
- **Costs:** complete and reasonable budget for expected results, supported with quotes. Sources of other financial support are confirmed.
- **Relevance:** project directly relates to at least one program goal.

Proposals that include the following get priority consideration:

- A multi-partner approach.
- Demonstrate regional or provincial impact.
- Contribute to government priorities.
- Employ an innovative approach.

Notification of Results

Applicants will be informed of the results by letter usually within 60 days of the application deadline.

Payment and Conditions of Funding

Applicants who are approved for funding will receive a letter outlining the terms and conditions of funding. Funding recipients must meet the following conditions:

- Grant payments are made in the name of the organization or group shown as the applicant on the application form. Payments cannot be made to individuals.
- Payment will be made at 100% of approved funding.
- Grant funds must be used for the activity as described in the application.
- The department must be notified in advance of any changes in the activity, including start and end dates, location, or any other significant changes.
- Applicants who do not receive the amount they requested may be required to submit a revised budget based on the approved amount.
- If the project is not undertaken after payment of the grant has been made the recipient must return the funds to the Province of Nova Scotia.
- If the project generates a surplus of revenues over expenses recipients may be required to return the surplus funds to the department.
- Grant recipients must submit a **Final Report** within 60 days of the project end date. The final report will describe the activity undertaken and results achieved will be completed and submitted to the Department upon completion of the project. This report will also include a detailed financial accounting of actual revenues and expenses (using the Financial Table provided in the application form) related to the project. Original receipts as well as photographs documenting the completed project shall be provided.
- The Province's support must be recognized as outlined in the "Requirements for Acknowledging Funding" on our website: <http://cch.novascotia.ca/investing-in-our-future/acknowledgement-guidelines>.
- Funding recipients are subject to provincial audit. Please retain all receipts.

Send completed application form to:

Strategic Development Initiative
Department of Communities, Culture & Heritage

In person/courier:
3rd Floor, 1741 Brunswick Street
Halifax, NS B3J 3X8

By regular mail:
PO Box 456
Halifax, NS B3J 2R5

For further information, contact Kevin Barrett, Coordinator
Phone: (902) 424-6396 Fax: (902) 424-0710
E-mail: kevin.barrett@novascotia.ca
Web: www.novascotia.ca/cch

Please note: if the **Final Report** becomes overdue, no funds can be released for any subsequent grant approved through either the Department of Communities, Culture & Heritage's or Arts Nova Scotia's programs until the overdue report has been received.

Title: Strategic Development Initiative
Date: 14 March 2016
Contact: Communities, Culture and Heritage
3rd Floor, 1741 Brunswick St. P.O. Box 456
Halifax, Nova Scotia B3J 2R5
Tel: 902 424-6396

EIGHT STEPS TO PREPARING A STRONG APPLICATION

1. **Read the application form and guidelines carefully.**
2. **Call the program officer** to make sure your project is eligible and that you are considering the appropriate program. Because program officers do not make decisions about who receives funding, they are free to assist all applicants. Feel free to call with any questions about the application process.
3. **Understand that you are preparing your application for members of the culture and heritage sector**, who will serve as the Peer Selection Committee. The Peer Selection Committee changes with each deadline.
4. **Clarify your idea.** Behind every strong application is a clear idea. Your task is to communicate that idea to the Peer Assessment Committee.
5. Make sure your application answers the questions:
Who? What? When? Where? Why? and How?
6. **Pay careful attention to the selection of support material.** Support Material should relate to the project for which you are applying. This is your opportunity to build the committee's confidence in the merit of your project and your ability to carry it out.
7. **Assume nothing.** The members of the Peer Assessment Committee are asked to assess the applications on the merit of the project based on the information provided – **not** what they know about an applicant through prior experience or knowledge.
8. **Be concise.** Members of the Peer Assessment Committee have many applications to read and assess. Make sure your application is as clear as possible.