

# 2024 METCALF PERFORMING ARTS PROGRAM

**Booster Fund**

**April 23, 2024 | YWCA Toronto**

# — AGENDA

- Who we are and what we do: Metcalf and the Performing Arts program
- State of the sector
- Booster Fund + Q&A

# — ALL ABOUT METCALF

- Family foundation, founded in 1960
- Invest in people, ideas, and actions to build a just, healthy, and creative society
- Work in three areas:
  - **Environment**
  - **Inclusive Local Economies (poverty reduction)**
  - **Performing Arts**

# **— PERFORMING ARTS PROGRAM**

**To support the vitality, viability, and  
transformational efforts of the performing arts  
sector in Toronto and Ontario**

# — PERFORMING ARTS PROGRAM

Three Strategies:

## Individuals

1. INTERNSHIPS
2. JOHANNA METCALF PERFORMING ARTS PRIZES

## Organizations

1. BOOSTER FUND
2. STRATEGIC EXPERIMENTATION FUND

## Sector

1. NEW PATHWAYS

# — STATE OF THE SECTOR

## - How did we get here?

### - Four disruptions

1. Pandemic
2. Cultural shifts and search for equity
3. Digital revolution
4. Climate crisis

### - Exacerbation of existing fault lines

# — STATE OF THE SECTOR

## - What are we noticing today?

1. Audience return rates and cultural consumption behaviours
2. Demographic shifts
3. Inflation and the cost of doing business
4. Artist and arts worker precarity
5. Growing funding gap + redistribution practices
6. Understanding and then meeting the cultural needs of people who live in our communities
7. Decrease in the purchase on the public imagination
8. Decrease in building critical thinking and cultural competence in youth

# — STATE OF THE SECTOR

## - How is Metcalf responding?

1. Continue to place a significant portion of our resources within arts organizations
2. Strategic and hyper-specific opportunities – not project, not operational
3. In 2024, two new initiatives to meet a more expansive list of needs
  1. Booster Fund
  2. Strategic Experimentation Fund (SEF)



# APPLICANT ELIGIBILITY

Criteria	Booster	SEF
Professional opera, theatre, dance, or music organization plus...	Yes	Yes
Professional Staff	Yes	Yes, minimum 2 FTE
Location	City of Toronto but...	City of Toronto but...
History	3 years	3 years
Charitable status	Required	Required

# **— BOOSTER FUND**

**The Booster Fund amplifies remuneration and access for professional artists and arts workers who participate in existing creation, programming, training, outreach, or education activities and projects offered by performing arts organizations in Toronto**

# — BOOSTER FUND

- Single fall deadline: **October 2, 2024 by 2pm ET**
- Orgs can apply to both Booster and SEF in 2024
- Booster is organizationally framed but exclusively people focused
- Transactional – building on an existing baseline for activities or projects planned for **2025**

# — BOOSTER FUND

- Boost existing activity or projects – not create something new – in all departments: creation, programming, leadership development, training, outreach, or education
- Four ways to boost:
  1. Increase **remuneration**
  2. Increase **access**
  3. Reduce **costs** to participate
  4. Adding a **new element** up to 20% of total ask

# — **BOOSTER FUND**

- Additional eligible costs – limited amount of non-human
- Ineligible costs – not for full or part-time staff
- Funding decision – link to mission and success indicators
- Budget envelope (\$240,000) max request (\$30,000)
- Funding less than requested – possible tiered approach
- 3 questions only in the application, no budget template