



# EXPERIMENTATION FUNDING GUIDELINES 2023

This funding program supports organizations as they undertake learning-focused experiments that explore new business strategies or modes of program delivery, testing hypotheses that carry the potential for transformational impact.

## 2023 DEADLINES

2023 deadlines for Experimentation Funding applications will be announced shortly. Please check back or sign up for our newsletter at the bottom of our website to receive updates.

## OVERVIEW

Organizations can request up to \$10,000.

Experimentation funding is intended to create a low-risk environment in which to learn about the possibilities of new approaches in a manner that is safe-fail in nature, not fail-safe.

Experimentation funding provides seed funds for the initial stages of a new test or experiment that seeks to address and provide learning about a clearly identified challenge or opportunity facing the organization. The approach used should be divergent from previous practice, representing a shift in the way the organization has been working around business strategies or modes of program delivery.

New programming initiatives may be eligible, but it is important to articulate where the potential for significant organizational learning and impact lies resulting from the initiative, whether it is in the development of a stronger business model, the creation of a new revenue stream, a long-term beneficial partnership, or in another way.

**Experiments should test a clearly articulated hypothesis which, if proven to be correct, could have significant impact moving forward.**

It is possible for multiple organizations to apply in partnership with one another, so long as clear rationale of the benefit behind a shared experiment is provided.

Some examples of work undertaken through successful Experimentation Funding applications include:

- The development of an interactive digital concert program and examination of how audiences engaged with it, to determine if the organization should continue using them going forward (funds supported development of digital program).
- The lease of a Tap-to-Donate kiosk at a major museum, to test efficacy, patron usage and best placement, to determine whether to make the full investment in additional kiosks (funds supported the lease of kiosk).
- A collaboration between five arts organizations to offer Friday afternoon after-school kids programming, with the intent of testing public interest, needs for planning and execution, and determining best ways of working together (funds supported marketing and logistics required to support the collaboration).
- Working in partnership with immigrant services organizations to offer free arts classes to newcomer youth to challenge assumptions on barriers to participation and how they might be addressed (funds supported costs related to outreach to attract participants).

## ELIGIBILITY

- Organizations must be a charity with a valid CRA charitable business number (9 digits, 2 letters, 4 digits), however:
- Equity-deserving organizations that are not charities may be able to apply for funding in partnership with a registered charity through an agency agreement. Please email Funding Manager, Ayla Stephen, at [ayla@rozsafoundation.com](mailto:ayla@rozsafoundation.com) to discuss this option further.
- You must be an arts-focused organization or be applying for support in engaging the arts to further your mission.
- The focus of our investment is in Calgary and the surrounding area, including Rocky View County, MD Foothills, Banff, Canmore, Drumheller, and Rosebud, as well as to provincial organizations whose initiatives will directly benefit the Calgary arts sector. Organizations located outside of these areas may still be eligible but should contact us prior to beginning the application.

Organizations can submit only one application per deadline.

## INELIGIBLE EXPENSES

The Foundation does not fund:

- ongoing administrative salaries
- ongoing administrative costs
- deficit financing
- debt repayment
- capital campaigns

While we do not support ongoing salaries, it is our understanding that new activities may require additional administrative capacity, which is an eligible expense.

We do not provide operating or undesignated funding, nor do we fund retroactively. If you are incurring costs before our assessment meeting, the expenses may be ineligible.

## KEY AREAS TO ADDRESS IN YOUR APPLICATION

When applying for Experimentation Funding, organizations should address the following in the Project Description section of the grant:

1. What is the central challenge or opportunity you are addressing through your experiment?
2. Why is now the right time to be undertaking this work?
3. What is your hypothesis? (State clearly, "we suspect that if..., then...")
4. What key assumptions about your work, your organization or your audience are you challenging?
5. What do you hope to learn through this experiment and who within the organization will do this learning?
6. How will you collect and analyze information that results from this experiment?
7. How is this experiment different from previous practice for your organization?
8. How might this experiment transform the way your organization does it's work?
9. Has your organization done any other experimentation in this area? If so, tell us about that.

You will be required to upload the following documents:

1. A copy of your organization's most recent Strategic Plan (or equivalent document)
2. Your organization's most recent year-end financial statements
3. A list of your current Board of Directors and their contact information
4. A completed Project Budget

## HOW TO APPLY

We encourage interested organizations to discuss eligibility with us prior to application. Please contact Funding Manager Ayla Stephen at [ayla@rozsafoundation.com](mailto:ayla@rozsafoundation.com).

All applications must be made via our online form at the following link:  
[https://rozsafoundation.formstack.com/forms/funding\\_application](https://rozsafoundation.formstack.com/forms/funding_application)

If you would like to work in a hard copy of the application as you prepare your submission, please download the **Funding Application Template** on our website and copy and paste your responses from this template into our online form.

All project budgets submitted must use the **Rozsa Foundation Funding Program Budget Template**, which can be found on our website. Please complete the "Budget" column of the template.

The Rozsa Foundation acknowledges that systemic barriers to equity exist when it comes to the grant application process for some organizations. If this is the case for your organization, we invite you to email Ayla to discuss your application, and to seek additional supports or other application options.

## SUCCESSFUL APPLICATIONS AND REPORTING

After applications have been assessed, all applicants will receive notification of their results by email. We strive to notify applicants of results between 3-4 weeks after the application deadline.

If approved, organizational representatives will meet with Rozsa Foundation Funding Program staff to discuss project goals and outcomes for final reporting, project timelines, and payment schedule.

A funding agreement will be issued to the organization, which must be signed and returned to the Rozsa Foundation prior to the first payment being issued.

Final reporting criteria will be developed in collaboration with the successful applicant, and submitted with the updated project budget to reflect actual costs.

## CONTACT INFORMATION

If you have any questions about this funding program, please contact Funding Manager, Ayla Stephen, at [ayla@rozsafoundation.com](mailto:ayla@rozsafoundation.com).