

Application Guidance

Political Art

To Make Change

Now



ARTCRY

To Get Funding Your Project Must:



1 – Have a clear political goal

Political for us means that the work has a specific aim to make change in our society and/or get people involved in our democracy.



2 – Happen for free in a public space

Where and how you choose to put your work on needs to clearly connect with the people you want it to reach.



3 – Need to happen now (in next 30 days)

We respond to applications in 7 days because we want to support work responding to political events happening now.

To be funded you will need to show us that your work needs to happen now in order to make it's point.

We value work that:



1 - Starts a conversation



2 - Makes audiences think more deeply



3 - Startles people with a new point of view



4 - Wants to make an impact



5 - Respects difference



6 - Has a spirit of openness and accessibility at the core.

We will think about how your project addresses barriers to audiences experiencing or taking part in the work. For example how will D/deaf or disabled people engage with your project.



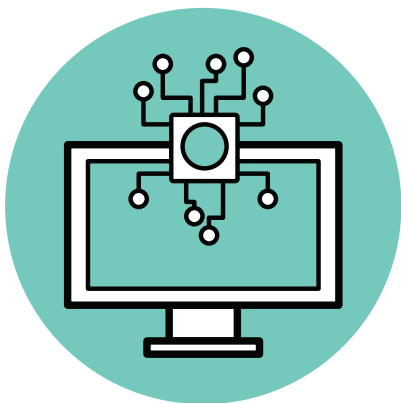
7 - Is representative.

We will look at how lived experience of the issue your work addresses is embedded in the project. Is it reflected in the project content, the team who make it and the ways audiences experience it?

Other useful things to know:



Projects must be focused on impacting UK audiences. The artist does not need to be a UK resident.



For digital projects we ask 'what is the digital equivalent of taking work onto the streets?' We only support digital projects if you can show you'll reach beyond your current networks and channels.



You can apply at any time, there is no deadline



All work must be legal. It is the applicant's responsibility to obtain all permission needed to complete the project.



If there is something you need extra support on in your project please include that in your application.



Our maximum grant is **£2,500** (including VAT)

There is no minimum amount.

How To Apply

Answer these 7 questions



1. Give us the headline – tell us about your project in 50 words or less.



2. What is your political aim?



3. What is your creative idea? Tell us what is happening when and where.



4. Who needs to experience it and how will you reach them?

How To Apply



5. What would successful outcomes of the project be for you?



6. Tell us about you and your experience. Please share links to or examples of your previous work.



7. How much money do you need and what will you spend it on? (Please include a budget breakdown).



Tell us about your idea in the way that you can best communicate it. For example, you could make a film, do a voice recording, write it down or send us a storyboard.

- Approx 200 – 500 words or 1 minute per question.

If you can tell us your idea in under a minute please do. If you need 10 minutes please take them.



YOU MUST:

- Answer all 6 questions (above).
- Include your budget.

There is an example of a written application and a budget below to give you an idea of the detail we are looking for.



Then upload your application on the website to submit it.

www.artcry.co.uk/apply

EXAMPLE LAYOUT (to copy and paste if you want to)

Applicant Name: **Wonder Woman**

Project Name: **Idea to change the world**

Contact email: **greatidea@gmail.com**

Contact number: **+44**

Organisation (if applicable): **Super Heroes Alliance**

Website or any other links you would like to share

Link 1: **www._____**

Link 2: **www._____**

Amount you are applying for (max £2,500): **£1037.00**

1. Tell us about your project (50 words) **your answer**

2. What's your political aim? **your answer**

3. What is your creative idea? What is happening when and where? **your answer**

4. Who needs to experience it and how will you reach them? **your answer**

5. What would successful outcomes of the project be for you? **your answer**

6. Tell us about you and your experience. Please share links to or examples of your previous work. **your answer**

7. How much money do you need and what will you spend it on? (Please include a budget breakdown). **your answer**

EXAMPLE BUDGET

Item (what is it)	Breakdown (what does that include)	Amount (Including VAT)
Fees	2 days of artist time £150 per day	£300
Materials	Two tins blue paint	£44
Reaching my audience	200 x postcard design and print 50 x posters design and print	£595
Travel	Train to Brighton for volunteers	£98
	TOTAL	£1037.00

Thank you for taking the time to apply to ARTCRY.

When you submit you will see a pop up below that says - "Your application is submitted, thank you'. You will not receive a confirmation email.

Any questions get in touch on info@artcry.co.uk

Good luck!

The ARTCRY team