

# RBC Emerging Artists Project

## Donations



Supporting the arts is a long-standing priority of RBC®. We recognize the important role they play in building vibrant communities and strong economies. We also recognize the struggle many artists go through to gain the recognition they need to become successful in their practice.

The RBC Emerging Artists Project helps artists bridge the gap from emerging to established, and supports organizations that provide the best opportunities to advance artists' careers.

### Objectives of the RBC Emerging Artist Project:

- Support results-driven programming to help artists bridge the gap from emerging to established, in the early stages of their career, by providing:
  - Exposure to new/diverse audiences
  - Access to networks/connections
  - Mentorship and training
- Provide ongoing support to project alumni through strategic partnerships, sponsorships and marketing
- Build capacity and collaboration throughout the arts sector

### Who we support:

The RBC Emerging Artist Project provides support to registered charities and other qualified donees through the Canada Revenue Agency or the international equivalent charitable registration bodies.

RBC believes in supporting artists and art organizations of different genres including visual art, music, theatre, performance, literature and film. We support programs that provide emerging artists with mentorships, apprenticeships and exposure to new and diverse audiences at the start of their career OR early in their career.

**Our goal is to allocate 10% of our donations budget to support emerging artist programs across Canada.**

The RBC Emerging Artists Project provides funding to registered charities to support artists across all art forms who:

- Are in the early stages of their career in their art form, usually within the first few years
- Are a creator of new work(s) or a practitioner of an art form
- Demonstrate a commitment to devoting more time to their artistic activity
- Are involved in their creative community
- Have not yet been showcased outside their primary country of residence

- Devote a minimum of 24 hours per week to their art
- Make a financial commitment to their practice and seek their primary income from their artistic work
- Have little presentation or publication history
- Self identify as an emerging artist

**Beyond providing direct programming support, RBC partners with organizations to provide artists with:**

- Access to broader audiences through the facilitation of awards and prizes, mentorship or targeted programming – our aim is to help artists gain national recognition for their talent as they develop their professional careers
- Valuable assistance in the form of expert financial advice and planning – an area often unfamiliar to those at the start of any career

**As organizations apply for funding under the RBC Emerging Artists Project, we ask them to consider:**

- The days of talent development provided
- The number and types of opportunities the artist has to showcase their skills
- The cost of the program per emerging artist
- How the program will improve opportunities for emerging artists to establish a career in the arts
- Which barriers to success will be addressed or improved by this program/project
- How this initiative will promote the artists and the program
- Whether this program will facilitate mentorship (from an established artist or from another emerging artist)

**To ensure our funding is making a difference, RBC tracks the program's success using these metrics:**

- Number of artists supported/engaged
- Number of programs funded
- Number of new jobs secured in their field as a result of the program
- Number of opportunities to showcase talent as a result of the program
- Number of mentorships formed as a result of this program

