# A Guide for Art and Health Community Projects
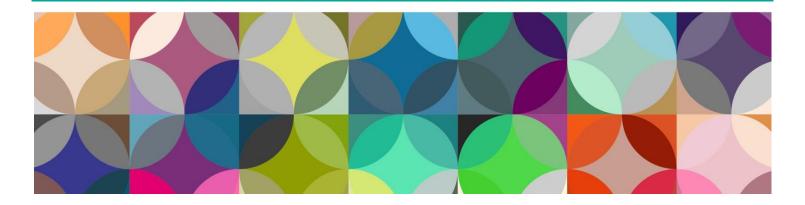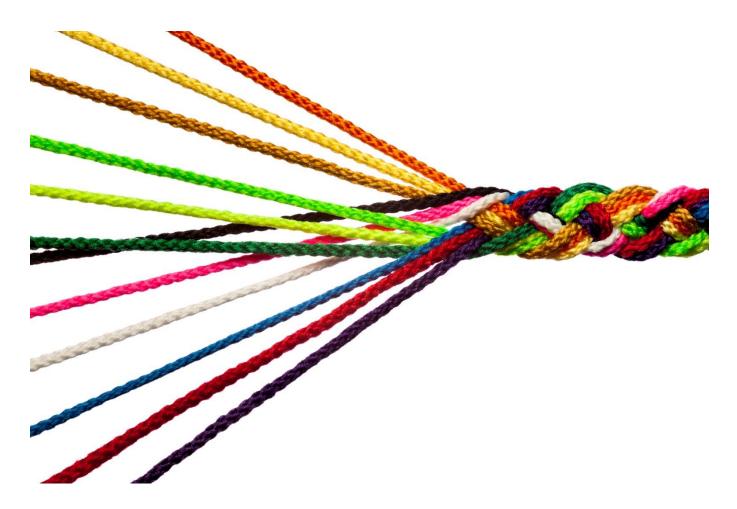
## STEPS TO SUCCESS

*Reflections from the Breastfeeding Art Expo
(2013 - 2018)*

— SEPTEMBER 2018 —

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# 20 STEPS TO SUCCESS

## for your art and health project

# INTRODUCTION

The Breastfeeding Art Expo was a successful joint project between Interior Health (IH) & KCR-Community Resources. Four years of planning led to a full year of a travelling art expo across central British Columbia, Canada, with thousands of people viewing a large collection of works of art. The Vancouver Foundation, British Columbia Arts Council, Interior Health (IH), Central Okanagan Foundation, First Nations Health Authority and Hamber Foundation funded the expo and as a non-profit organization, KCR applied for funding to support the work of the project. For details about the project please go to www.breastfeedingartexpo.ca and our Final Report & Evaluation.

Karen Graham, as the Coordinator of the Breastfeeding Art Expo, wishes to acknowledge that this guide reflects the valuable input and contributions of the many people involved in the *Breastfeeding Art Expo—Influencing Change through Art* from the past five years. Challenges and successes of our project have informed and helped create this guide.

> Based on our experiences, this guide is a framework of twenty steps to create an art and health project.
>
> **Depending on your project:**
> - **the order of the steps you take may vary from the order found in this guide, and**
> - **some of the steps may not be applicable.**

This guide does not tell you how to actually create the art itself, as that will depend on your own unique project. Your project might involve just one small project over a month or two, or it might be multi-faceted like ours, and run over several years.

We hope that some of the tips found in the 20 steps will apply and be helpful for your project.



*This guide is for you if:*

- ✓ *You are a professional artist, or a community non-profit organization, an Indigenous group, First Nation Band, health organization, or business.*

- ✓ *You want to set up an art and health project, small or large, but don't know where to start.*

# STEP 1 – Define your vision

**Why do you want to do an art and health project?**
- What do you want to achieve?
- Who is your target population?
- What size of project do you envision? Start small and then grow your project. Don't be afraid to dream big!
- What would make your project unique?
- Do you have any budget? If not, what are the potential sources of funding?

**Do some research**
Do an internet and community search to learn if anyone has ever done the type of project that you envision. What were the project benefits? Who funded them? Funders like to support projects that are based on projects that are proven to work and address local needs.

**Talk to others!**
- Talk about your project proposal with coworkers, other artists in your community, and non-profit and community or health organizations. Who could be a stakeholder in your project?
- It is especially important to talk to people who engage with potential art participants. For example, if you want to do a project around mental health, then you'll need to connect with an organization that works closely with mental health clients.

Community art projects are dynamic.
Your project will grow with ongoing input from partners and participants.

# STEP 2 – Develop a logic model

**What is a logic model?**
- Funders and managers like you to have a logic model. It is a logical way to plan your project – from start to finish and it can also be used during evaluation.
- It will help you to identify what you hope to accomplish. If your project is small, your logic model may be simple, but it's still an important step!
- As an example see our Project Logic Model, and search "logic models" on the internet.
- Develop a logic model early on in your planning. **At first you may only have one or two points in each column. As your project progresses, add to it.**
- It can be developed with a software program like PowerPoint.

**What to include in your logic model:**

- **Inputs/Resources:** Outline the funding, people and materials needed for your project.
- **Activities:** List how your project will use the inputs to achieve your goals. For example: your planned partnerships, artist calls, art pieces envisioned, location to display the art, resource development and evaluations.
- **Outputs:** Include the direct products or results of your project activities—for example: your final art piece(s) or community partnerships.
- **Outcomes/Goals:** What do you want to achieve? Break your outcomes into short-term (change in learning), mid-term (change in action) and long-term (change in condition). Some logic models separate outcomes and goals.

Most students taking an undergraduate or master's degree in a health or education area now learn to develop and use logic models. If you are struggling to develop yours, ask for help from a colleague who has this educational training.

**Why bother to make a logic model?**

- It's the basis of your project plan.
- It ensures you always link your inputs, activities and outputs with your desired outcomes.
- A logic model that looks professional gives your project proposal credibility when you talk with potential partners and funders.
- It will be a framework for your evaluation.

## STEP 3 – Sell your project idea to your manager

With your logic model draft in hand, you're ready to talk about your project idea with a manager, colleague or partner. Without your manager's full support, the project will run into roadblocks. Your manager or project partner may have creative ideas that help further develop your logic model.

**Talk to your manager, make sure she/he is on board with your project.**

# STEP 4 – Secure start-up funds

Now that you have some support from your manager or organization partner, try to get start-up funds. This could come from your employer, from a small grant application, or from a local partner. Create a budget draft of what you'll need to begin.

**For example, you may need start-up funds to:**
Create an infographic
Develop a brand
Cover initial Steering Committee meeting costs (see Step 9)
Miscellaneous printing, graphic design or other costs

# STEP 5 – Establish a steering committee



**A diverse steering committee brings new ideas to the table.**

**Who?**
- Your steering committee may be two or three people for a small project, or ten for a larger project.
- The committee's membership should reflect the geographic area that your project will cover. You may need to plan for funds to support these team members to travel and come together. You can also communicate periodically on key issues with your steering committee members using online communication platforms, email and phone.
- Potential project funders will often look at the representation of your steering committee. Think about what skills and perspectives you would like your members to offer the project. Don't be shy to ask prominent members of your community to participate. The worst they can say is no!

**What will your steering committee do?**
This will depend on your project. Our Steering Committee members provided important direction for our project, and had specific roles such as to jury the applications for our Call for Artists. We consulted the steering committee on key issues, but didn't establish formal voting rules within the meeting structure.

## STEP 6 – Designate a project coordinator

The coordinator may be you or the person who initiated the project. The person may be doing it as a volunteer or within a paid position. He/she may be someone you have hired with your start-up funds, that you hope will continue in this role once you get more funds.

**Project coordinator skills:**
- Individual and group communication and facilitation
- Organize and chair meetings
- Consult with artists and community partners
- Grant writing and fundraising
- Marketing
- Carry out "other duties as required" once your art project launches

**Build skills:**
- Take short courses (few hours to several days) on facilitation, grant writing or marketing. These may be offered by government municipalities, cities or Indigenous organizations.
- Ask colleagues with relevant skills to assist or collaborate.
- Harness students' skills. High school and university students are often eager for "real-world" training. This is a win-win—they get great community experience. You get to benefit from their perspective and up-to-date knowledge.



> Try something different. Believe it can be done! Art is about exploring; it's a new way of thinking.

## STEP 7 – Develop an infographic & elevator pitch

**Infographic**

An infographic is a chart or diagram that represents your project. Like the logic model, it evolves as your project progresses. It forms a second building block of your plan, and will be an essential tool when you talk with partners and apply for grants. At a glance, someone should be able to look at your infographic and understand your project. If it's eye-catching, people will pin it on their bulletin board!
- As an example, here is the infographic that we developed.
- For more examples of infographics, search online for "infographics" plus the topic of your project.
- Go to infographic design websites such as Piktochart.com. These website design programs are generally free for basic designs, but there is a fee for more advanced designs and features. It does take time to learn a new program. This is another great opportunity to link with a college or university student in graphic design who could do this as a project.
- If your budget allows, take it to a print shop for design.

> As you talk on the phone about your project–email the infographic! Share it on social networks!

### Elevator pitch

Imagine bumping into a potential funder in an elevator. You are on the 8<sup>th</sup> floor and you're riding together to the 1<sup>st</sup> floor. You better be ready—you have 30 seconds to give your elevator pitch!

*An elevator pitch is a 100-200 word summary of your project. Develop this from your logic model (Step 2) and your infographic.*

### Example of an elevator pitch

Hi, my name is_____. I am *describe who you are* employed by/a volunteer with *applicable organization*. I am coordinating an art and health project on _____. This project is unique because _____. *Then present a one sentence short compelling personal/caring story about your topic and why it's important.* Our project goal is to identify *one main outcome*. I thought this may interest you as I know that your organization supports/is committed to *relate this directly to the person who you are talking to and say one positive thing about his/her organization/foundation*. What do you think about this project?

### Make your elevator pitch memorable:

- Sell your project as important and viable.
- Sound natural like you're having a real-life conversation. Write out your pitch, read it aloud, and time yourself. Is it under 30 seconds?
- Read it to others and get their critiques. Then rewrite it, and practice.

End with an open-question. That leaves the funder open for more chat after you step off the elevator. Even if you never get a chance to use this in an elevator, it's important to summarize and sell your project. You'll be able to use it along the way, maybe on a quick phone call with a potential funder or organization, or in a written grant application.

> **Brand awareness**
> Consider developing a logo for your infographic and other project documents.

## STEP 8 – Find a community partner

This will be the organization that will share most responsibilities with you. If you are an artist or government organization it could be a non-profit organization with a charity number that will be able to receive grant funds. The non-profit partner will help define the project's direction and the project fund's budget and spending. If you are a non-profit organization or First Nation band, it could be a government organization or another non-profit organization or an artist coalition.

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Choosing your primary non-profit organization partner is one of your most important decisions.
- Talk to people within your own organization and in the broader community.
- The partner needs to be aligned with your topic and outcomes, so that they will support the project and create opportunities for long-term sustainability.
- Ideally there will be some history of collaboration.
- They sometimes provide in-kind assistance (staff time and a location) but not cash input.
- Most non-profits are extremely busy. They run many programs, so respect this.

**If you are a Canadian non-profit arts or health organization or a First Nation community:**
With a charity or Band number, you already have a way to receive project funds through your organization or band. Your organization may or may not be based in the arts and/or health. However, you are more likely to get funds if you partner with another organization aligned with your project topic, or with a government organization, such as a health authority. Partnerships also offer additional ideas that build a more viable and significant project.

## STEP 9 – Get letters of support



Get commitment to your project in writing in the form of a Letter of Support. Funders will often require these in your grant application. We didn't request Letters of Support until we had developed the actual art projects. You may need to develop these partnerships and obtain the letters of support earlier, depending on the project.

Organizations will write a letter of support for free. It should be signed and printed on organization letterhead. It can be scanned and emailed.

**What is the purpose of letters of support?**
**1)** Confirms in writing the commitment of the Community Partner.
**2)** Outlines the role of the Community Partner, the artists and project participants.
**3)** Some or all Letters of Support are generally required for grant applications.

**What should be included in a letter of support?**
- An expressed interest of support for your project.
- Who is the organization, and their involvement in health, arts, and with vulnerable populations?
- Has the organization worked with this particular artist in the past?
- What role will the organization play in the project and the art process?
- Does the organization feel their partnership will extend beyond this project? For example, do they have a vision for long-term or sustainable outcomes?

Community partners are busy. Writing a Letter of Support may actually be a barrier to participate. They often appreciate if you provide a draft for the letter of support.
- Outline the project and what their involvement will entail.
- Add in information about their organization from their website.
- Personalize it for their organization and the particular project.
- The partner can then tweak the information you have provided and sign their letter.

## STEP 10 – Build awareness of your project online

Consider using social media, such as Facebook, Instagram, Snapchat or a website to get your project online. Keep the language and ideas simple. Create a webpage linked in to your organization's website, or your community partner's website. Regardless of who hosts it, it is important to carry over some of your "brand" to your online presence. An online presence can also help fundraise through an online platform like Go Fund Me (see Step 14).

For our project, we developed a website, Facebook, Instagram and YouTube channel.

**If you don't have any web skills, how can you create an online presence?**
Look for someone who can help set one up. Consider asking local high school or college students. Could a student or committed volunteer or someone from your host organization do the updates and posts, or teach you to do them?

## STEP 11 – Calls for artists

**Once your Steering Committee has refined your vision for your art project, you will need to do a call for artists, volunteer or paid, to be involved in your project. This step is before the funding step because funders may not give you money until you can show that you have commitment from the arts community.**

Let the arts and health community know about your project. For our project, we did three call-outs:
1) to professional artists to lead the community projects (attached on next page as an example)
2) to videographers to do the videos for each community project, and
3) to artists interested in submitting an independent artwork.

One of the most effective ways to solicit interest is to go to artist events in your community and talk one-on-one with artists about the project. You can also get free advertising in local art organizations and the media.

For all three of our calls for submission we allowed about three months for artists to submit proposals. For our first and second call-outs we required artists to provide their credentials as well as answer a series of questions about their community development experience.

**Challenge—how to call for artists when you don't yet have funds to pay them?**
This created a predicament for us. We attempted to get funding in year two before we called for artists but we were unsuccessful. Our grant applications were too vague and wishful. The funders told us "go back and find artists with project ideas, then we'll know what you are asking us to fund."

So, without guaranteed funding, we did our first call for artists. We asked for artists with community development experience who were interested in leading innovative community projects on our breastfeeding topic. We asked them to provide us with a rough plan of a community project they would like to lead, along with a rough budget. The Project Coordinator worked with them to flush out their project, including who would be their community organization partners and who they would mentor (children, adults, Indigenous, immigrants, etc). We offered a set payment to the professional artists that was based upon recommended artist payment fees as set up by the artists union of our province. We were clear in our call that the funds were not yet guaranteed. To our surprise, artists responded in spite of the financial uncertainty. We compiled the project outlines and reapplied for funding. This time we were successful in getting our first major community art grant that covered some of the planned costs.

We then did our second call. This one was for independent artists to submit an art piece for exhibition in the show. We offered a small honorarium. We did our third call out for a videography company to create a film for each community art project. Again, we stated that receipt of this would be based on funds being received and so was not guaranteed. Again, a strong interest in both our topic and in the pursuit of art and health meant that applications rolled in. If your topic is compelling, you may have this success as well.

We then continued our search for funding (see Step 14) and eventually were successful in receiving funds to cover all the costs. You can see that the order of the steps interplay.



BREASTFEEDING
ART EXPO
CALL FOR ARTISTS

The Breastfeeding Art Expo is a three-year arts and health project that will celebrate and support breastfeeding. The project will involve artists and community members **from across the Interior Health region** (Thompson-Cariboo Shuswap, the Kootenays and the Okanagan). Artists will work with a team to explore the topic of breastfeeding, through a variety of art forms.

If you are an artist interested in being part of this project and you live in the Interior Health region, please go to our website www.breastfeedingartexpo.ca to read details about the project. If you are interested in applying go to the "CALLS" section of the website and download the application form. **The deadline is February 27, 2015 at noon.**

FOR MORE INFORMATION: Go to www.breastfeedingartexpo.ca

or contact the Project Coordinator: karen.graham@interiorhealth.ca

## STEP 12 – Get more community partners for larger projects

Step 8 outlines the importance of a main community partner (in our case IH partnered with KCR). This may be the only partner you will have.

However if your project is larger you may also reach out to secondary community partners, often non-profit organizations or health organizations. For the Breastfeeding Art Expo we had 15 Community Art Projects which were like spokes on the wheel of our main project. You can see this by viewing our Network Map.

So each of these 15 Community Projects partnered with one or several organizations. In total, we had 36 community partnerships. Each of these directly partnered with specific aspects of each of the community art projects. Examples of our community partners were new immigrant service organizations, schools, colleges and universities, support groups, arts organization, First Nation bands, Friendship Centres, children's resource centres, a theatre company, Métis societies and a private health clinic. The key role of these community partners was to utilize their networks and help find community members to participate in the art projects. An additional benefit of these community partners is that at the completion of your project, one of them may be inspired to independently support your health issue or art initiative. This can then help meet your project's long-term outcomes.

Most of these secondary community partners did not need to have a Charitable Number or First Nation Band Number as they did not apply for funds on behalf of the project. However there were two of the 36 partners who did act as non-profits. These two partners received money specific to the project with which they were involved.

## STEP 13 – Develop a project pamphlet

For small projects you may find your infographic is all you need. For medium sized projects consider developing an online or print brochure or pamphlet. This is yet another tool to get funds down the road. This helps you and all those people involved to clarify their project. In some cases you can use your pamphlet in your grant applications. Due to the large size of our project, we developed a comprehensive Art Catalogue. It was finalized once funds came through and released just prior to when the Expos toured.

**What to include in your pamphlet:**
- ✓ Project title
- ✓ Project goals
- ✓ Description of the lead artist(s) and their community development
- ✓ Potential community partners on the project
- ✓ Description of the project participants
- ✓ The step-by-step art process of how each artist plans to set up their project. For example, where will it take place, how will the artist interact with the community participants, the roles of the participants, and community partners.

> The art process is participant-driven, so the final artistic outcome can't be predicted. This is what makes community art so valuable.

# STEP 14 – Apply for funding



It takes time and preparation to write funding applications. Generally the larger the grant, the more work it entails. Most grant applications for major community foundations need to be done online.

### Keep your chin up

Applying for grants can be an emotional rollercoaster! We felt great disappointment when we spent a lot of time, only to find out (sometimes up to 6 months later) that we were unsuccessful. On the other hand, we were over the moon when we got a yes, which reaffirmed that someone else believed in our project! While our project eventually got fully funded, more than 50% of the grants we applied for were turned down. We share this with you so you don't get disappointed when you receive a "no." This Guide should also help you be more successful earlier in the process, as we learned this by doing and lacked a guide.

### If you got a "no," ask yourself:
- What could we do differently in the next grant application?
- Is there a grant that is better suited for our project?
- Can I email or speak personally to someone at the grant organization to find out why we got a no?
- Were we rejected because the number of applications was large?

Believe in your project, improve your application and apply again. *Once you've been awarded your first grant, the next one is easier.* This is because it builds the confidence of the grantor when they see that someone else considers your project worthwhile to fund.

### How much time does it take to write a grant?

The complexity and time involved to write a grant will depend on the size of your project and the amount of the grant. You may be able to complete a $5,000 grant application in a day or two, whereas a grant for $25,000 or more will likely take a week, or more. Large applications tend to be broad in the outcomes they want (for example, larger societal changes rather than a project that makes changes that only affects a smaller number of people in a community). Each grant application is unique—*Be prepared for an investment in time if you want funders to invest in you.*

### Get help
- Take a grant-writing course.
- Search on the Internet for helpful hints on grant writing.
- Ask colleagues to review your application and make suggestions.
- Use less words, not more.
- Grant writers are professionals in this field, see if there is one willing to donate time to help.

### Pilot project grant funding
If your project is larger it might be worthwhile to first seek a smaller grant to do a pilot project. If your pilot project shows success, you can then go back and seek additional money to complete the rest. For our project we received government funding to sponsor the first of 15 projects. This then allowed us to assess how each project rolled out and any issues that needed to be resolved before we moved on. To other funders this gives evidence of project success.

### Find the funder that is right for you
- For a large organization, you can buy database resources online that list grantors.
- Libraries have information on grantors. Ask for information from the reference librarian.
- Search the internet for the topic of your project, for example, if your project is arts-based in the Indigenous community then search "grants Indigenous arts."
- Ask your colleagues and partners, "Who funded your project?"
- Start locally. Local United Way, hospital foundations, community foundations and banks often support the arts.
- Provincial and national organizations and foundations often fund larger projects.

*Don't be afraid to apply! Remember, grant funders want to give their money away…but they prefer to give it to projects that have a good potential for success.*

### What about crowdfunding?
- This can be an option if you are unable to get funds from more traditional funders or you seek a different model.
- When you crowdfund, you raise money over the internet for your projects from the general public or businesses.
- Common examples of Patreon.com crowdfunding platforms are Patreon.com, Kickstarter or CauseVox.com



- Once you are signed up, you put information about your project on the crowdfunding site. You will be more likely to get donations if you have a short project video that grabs attention and a clear, short summary of your project.
- The crowdfunding organization that hosts your project on their website takes a percentage of what you earn. Some platforms have some financial risk as well. They may also require you to earn a minimum amount of cash before you earn anything.
- Crowdfunding brings a lot of interest and publicity to your project as well as raising funds.

## STEP 15 – Launch

Hurray! You've got funding.
It's time to do your project.
Everything that you've worked so hard
to get in place will now happen.

This is the time for amazing things to
happen—where art intersects with
health!

### Things to do
- Recruit volunteers.
- Thank your volunteers. Include and appreciate their contributions.
- Take lots of pictures (with permission).
- Celebrate creativity.
- Learn from others and listen to the emotions that are expressed through art.
- Keep a list of your activities and outputs (as you outlined in your logic model) such as art pieces created, individuals and organizations with which you connected, partnerships formed, numbers who have attended any events and any media interest or publicity.

### Art considerations
Every art and health project is different. Our project was especially large—we had to curate and hang 150 art pieces in 9 galleries in 6 communities. Many of the art pieces were big. Some were very heavy. The logistics included curation, truck transport of the art, installs and deinstalls, storage of art in-between expos, and donation of art at the project's end. Before you get involved in your art project consider the toll on people's backs to lift and hang art, the time and logistics, and the possible need to hire staff. There are professionals who specialize in moving and hanging art, but this too costs money. Start with a smaller project that is manageable.

## STEP 16 – Promote and celebrate

### Promote your event
No one will come if they don't know about it. Use a press release, develop a poster and promote your event through radio, television and print media, as well as on social media including blogs, tweets, Instagram and hashtags. Invite artists, community participants, volunteers, and grantors to mention your event. Together, these things will build interest in your project, and allow for recognition for your community participants. See our examples of Expo posters.

### Media considerations
- What are the benefits of media promotion and public discussion for your project? Check your outcomes in your Logic Model, Step 2.
- Who do you want to reach through the use of media and promotion?
- What media channels do you want to use? (This will depend on your project demographics.)
- Do you have a media spokesperson?
- Does your organization restrict who can speak to the media, and what they can say?
- Do you have a Press Release? Use your elevator speech to develop a short compelling story and include all your contact information for a one page press release (PR). Google a "Press Release" on the internet for a standard format. Put it up on social media for easy download by the media.

### Time to celebrate the art and health partnerships and creations
Funders appreciate a public type of event for art projects. Even if your project is small, artists, community participants and community partners appreciate recognition. It might be a small coffee and tea event with the art displayed, or a formal unveiling at an art expo.

## STEP 17 – Evaluate

### When to evaluate?
Evaluate your progress throughout the project. It will help you learn if you have met your desired outcomes—go back to your logic model.



**Types of evaluation:**
- Formative evaluation is any type of evaluation done before or during your project (rather than at the end).
- Process evaluation will tell whether your activities happened as you planned.
- Outcome evaluation measures how your project affected your target population.
- Impact evaluation assesses how your project met your desired outcomes.

Search "evaluation methods" on the internet, or talk to people in your own organization that have expertise in evaluations. The type of evaluation you choose will depend on your project and should be matched with your participants' culture, age, literacy, etc. Sign-offs or ethics approval will be needed for detailed or personal evaluations.
- **Paper and online surveys.** Ask simple questions that are tied to your short-term objectives. Allow space for comments. Our survey questions were developed by a university PhD student with survey experience.
- **Small focus groups, talking stick or storytelling focus groups, interviews or journaling**. These can be done on a small, informal way for smaller art projects.
- **Social network analysis.** You can use a PowerPoint program with circles and lines, or a free software program. As always, if you purchase a program this will give you more flexibility but also takes more time to learn. We used this method to show in a visual format the breadth of our project and its impact on the broader community. See Breastfeeding Art Expo Network (Social Network Analysis Map). It can also serve as a tool to strengthen future collaborations between organizations and artists or for additional funding.

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**How to collect your survey information?**
This will also vary, and will depend on the size of your project. For a smaller project, your questions might be done by paper evaluation, whereas a larger project will benefit from an online evaluation where users input data, which is collected and analyzed electronically. Survey Monkey or FluidSurvey are examples of a survey program, and for a cost you can upgrade the usage. At each of our Expo locations we set up laptop kiosks and people were able to do the survey online, however, we found these weren't effective. Writing short notes on sticky notes posted on our "Join the Conversation" board was popular. We had a good response from hand-written surveys put in our evaluation box.

**What will you do with the results?**
If your survey questions are aligned with your logic model, this helps determine if you met your goals. Your funders and manager will also want to know this. If you don't have this information it will be hard to get more funds or support for another project—even if you know in your heart that your project was wildly successful. Providing objective evaluation results will allow you to move forward.

## STEP 18 – Acknowledgments

If your project succeeds, it's most likely because you built a strong team that supported it. This team includes your manager(s), funders, volunteers, colleagues, participants, partner organizations, steering committee members, artists, contract staff and more. Many hands come together to help you achieve a strong result. Take time throughout your project and towards the end to thank and acknowledge the contributions.

**Where to acknowledge:**
On infographics, online, project pamphlets or booklets, signs at small or large openings and during celebratory speeches. Funders will often define how and where they want to be acknowledged.

# STEP 19 – Grant reports

Throughout your project, keep careful records of how your money was spent to make these reports easier to do. Each grantor requires different details for their reports. If you apply again to the same funder down the road, a good report might make a difference when asking for more funding.

When you write your grant report, you have a reason to return to your Logic Model. Evaluate your results and assess if you want to continue your project.

# STEP 20 – Plan for sustainability

Your project is finished and you've got your results from your evaluation. Do you think it's time to sit back and relax? Sorry! Now is the time to look to the future.

**Some things to ask:**
- What did you learn?
- What were the benefits of your project?
- Did you have so much fun that you want to do it all again?!
- Do you want to expand your project, or take it in a new direction?
- Do you want to do further evaluation?
- What connections did you make, and how can you build on these to enhance existing programs and services?
- How can you harness the work and findings so you can achieve your mid-term and long-term outcomes?

*Good luck on your project!*
*We hope this guide helps art and health projects to succeed in the future.*