



## 2024 PROGRAM GUIDELINES

# SiriusXM Soundwaves MusiCounts Community Fund

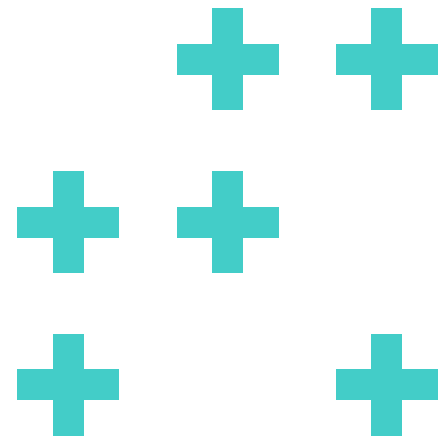


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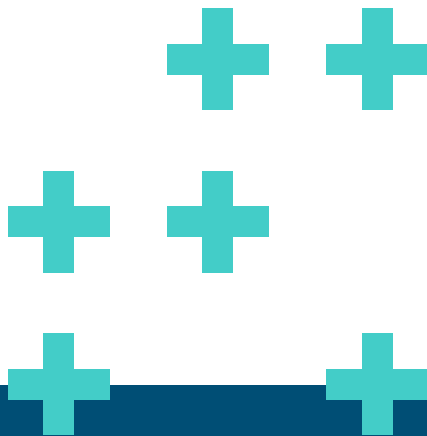
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## Key Dates

- + - **March 23 2024:** Applications Open
- + - **May 30 2024:** Application Deadline
- + - **Early Summer:** Adjudication
- + - **Late Summer:** Recipients Announced



If you have any questions whatsoever about the application process, please send an email to [applications@musicounts.ca](mailto:applications@musicounts.ca) or schedule a virtual appointment with a member of the MusiCounts Programs team [here](#).



# Program Overview

The SiriusXM MusiCounts Soundwaves Community Fund provides not-for-profit organizations with grants of up to \$20,000 in instruments, equipment, and resources to support music education programs at the community level.

This grant program is open to all eligible community organizations in Canada that offer any type of music program for young people. In particular, this program is geared towards organizations that do not have the instruments, equipment, and resources needed to offer an inclusive and sustainable music program for youth.

## Who can apply?

Canadian not-for-profit/community organizations are welcome to apply. Organization leadership, program instructors, volunteers, or anyone associated with the music program in question is welcome to prepare an application on behalf of the organization.

## Who kind of music programs can request support?

Funds from the SiriusXM MusiCounts Soundwaves Community Fund may be used to support any approach to music education, and purchase any kind of musical instruments. Whether it's music production equipment, ukuleles, Indigenous drum-making, band or strings, all forms of music education are supported through this grant, and all kinds of instruments may be purchased using this grant.

## What if my organization currently has no music program?

Community organizations that currently have no music education program are encouraged to apply for support to start a new music program. In your application, it is essential that you provide details about how this new program will be implemented at your organization, should your application be successful.



# How to Get Started

## Step 1: Submit an Intake Form

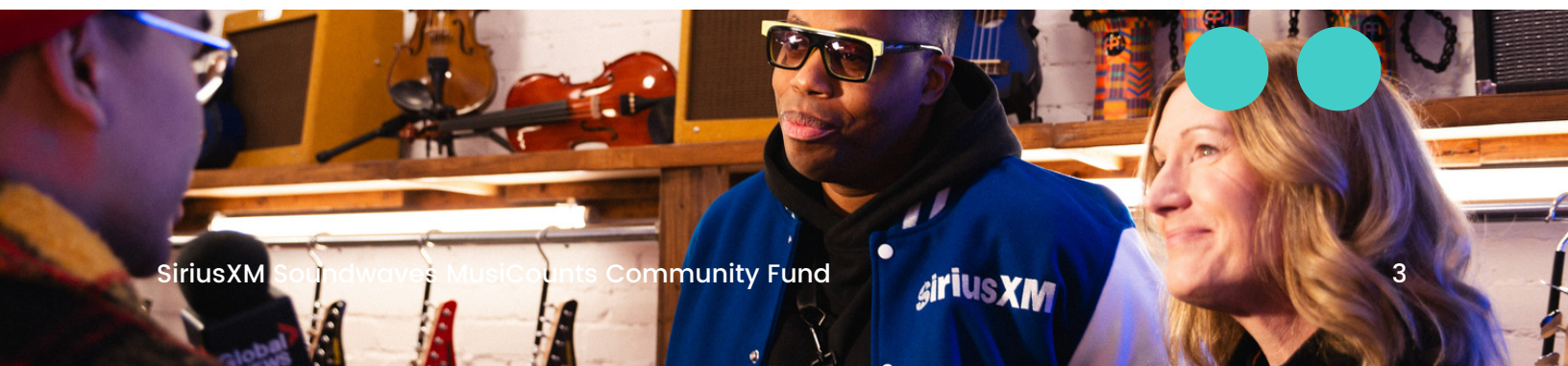
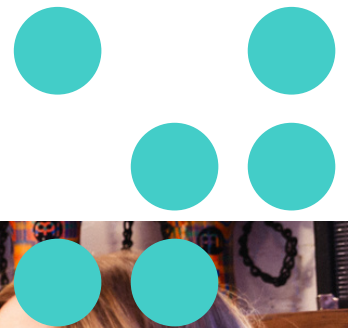
If you are interested in applying for financial support for music education at your community organization, you must start by submitting the [MusiCounts Intake Form](#). This is not your application. This short form will help MusiCounts understand if your organization is eligible to apply for funds. If your organization is eligible, we will use your responses in this form to send you an application form that aligns with the specific circumstances of your organization and the type of music program requesting support.

If you are unsure how to complete the Intake Form, please seek support from the MusiCounts team before submitting your Intake Form through either:

1. Sending an email to [applications@musicounts.ca](mailto:applications@musicounts.ca).
2. Scheduling a [virtual appointment](#) with a member of the MusiCounts team.

## Step 2: Complete an Application

Within two business days of submitting your Intake Form, you will receive an email from MusiCounts with instructions on how to complete the full application. This email will prompt you to create an account on the MusiCounts Grant Portal, and give you access to a tailored application form to complete.



# Eligibility Criteria

The SiriusXM MusiCounts Soundwaves Community Fund is open to all not-for-profit community organizations in Canada that currently offer—or wish to build—a youth-centered music program. In your application, you must articulate how the instruments you are requesting will be used by your organization’s youth participants on a regular basis.

Organizations may only receive support from MusiCounts once every 5 years. That said, organizations that received support in 2019 or before are eligible to request additional support.

## Ineligible applicants:

- ✘ - Curricular or extracurricular music programs facilitated through public schools. If this is what you’re seeking, please see the [MusiCounts School Music Funding Programs](#).
- ✘ - Organizations that have received a grant via the MusiCounts Community Music Program within the past 5 years.
- ✘ - Organizations outside of Canada.
- ✘ - Individuals.
- ✘ - Other groups or organizations including private music studios, private music instructors, social groups, research organizations, universities, scholarship organizations.
- ✘ - Organizations that discriminate on the basis of race, sex, sexual orientation, disability or religion.

If you have questions about your eligibility for this program, please get in touch by emailing [applications@musiccounts.ca](mailto:applications@musiccounts.ca).

# Eligible Uses of Grant Funds

In your grant application, you will be asked to provide details on what you wish to purchase, should your grant application be successful.

- + - At least 50% of your grant funds must be used to purchase any kind of musical instruments and equipment. This includes, but is not limited to:
  - Music production and recording equipment, including software, tablets, microphones, etc.
  - Traditional instruments that belong to a particular culture and/or raw materials to build these traditional instruments.
  - Standard band and orchestra instruments.
  - Adaptive musical instruments, and instruments for use in a music therapy context.
  - Orff instruments.
  - Guitars and ukuleles.
  - Amps and speakers.
  - Whatever instruments are needed by your organization.
- + - Up to 25% of your requested funds may be allocated to the purchase of music accessories & resources, including music stands, storage, sheet music, and online music education resources.
- + - For organizations that are requesting support for a culturally-specific or technology-forward program, you may use up to 20% of your grant to compensate an external clinician to facilitate workshops with your program's youth participants. This may include Indigenous elders/knowledge keepers, producers, audio engineers, steel pan percussion specialists, etc.



## The following are not eligible uses of the Community Program funding:

- ✘ - Room renovations.
- ✘ - PA/sound system upgrades.
- ✘ - Field trips.
- ✘ - Full time instructor compensation (external/guest clinicians only).



# Application Overview

Based on your response to the MusiCounts Intake Form, you will receive a tailored application form asking questions specific to your organization’s circumstances. All applications for the SiriusXM MusiCounts Soundwaves Community Fund, include the following sections:

Section	What’s Required
Organization & Applicant Information	General information about your organization and the primary applicant (the individual preparing the grant application).
Program Details	<p>Overview of music education at your organization.</p> <p>Details on the particular music education program is seeking support from MusiCounts.</p> <p>Details on the current funding available for music education at your organization.</p>
Program Leadership	<p>Details on who will lead the music program requesting support from MusiCounts.</p> <p>Details on the engagement of external clinicians, if this is part of your request.</p>
Community Need	Overview of the community of youth that will participate in the music program requesting support from MusiCounts, including a broad overview on the demographics of this student population and details on any barriers to success they may face.
Program Impact & Sustainability	<p>Explanation of the impact receiving a MusiCounts grant would have on your organization.</p> <p>Details on the sustainability of the music program seeking support from MusiCounts</p> <p>One letter of support from a colleague at your organization. We recommend including a letter from an administrator at your organization, if the administrator is not the Primary Applicant. We advise that the letter should speak to your organization’s support for the long-term impact and sustainability of music education at your organization. The letter of support must be uploaded as a PDF, and may not exceed one page in length.</p>
Inventory	Respond to a few questions that pertain to the state of your organization’s existing inventory of musical instruments and equipment; organizations are no longer required to itemize their existing inventory of musical instruments and equipment.
Request	<p>Completion of the MusiCounts Request Form, which you will gain access to once you submit your <a href="#">Intake Form</a> and have been advanced to your application form. In the Request Form, you must itemize what you intend to purchase, should your application be successful.</p> <p>Your Requested Amount, which is the total amount of funding you are requesting from MusiCounts. This must be between \$5,000 and \$20,000. Your Requested Amount must match the subtotal reflected in your Request Form.</p> <p>A summary of why your organization requires the instruments and equipment you are requesting in this application.</p>





# Tips for Submitting a Strong Application

## **Submit your Intake Form ASAP.**

Once your [Intake Form](#) is submitted, you will be invited to create an account with the MusiCounts Grant Portal and access your full application form within two business days. The Intake Form should take no longer than 5 minutes to submit. Doing this early ensures that you will have access to your application period for longer, allowing you more time to familiarize yourself with the questions and to submit a strong application.

## **Avoid talking about the broad benefits of music education.**

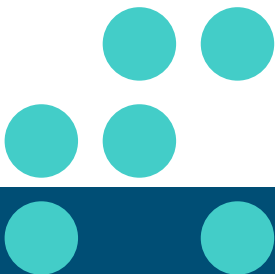
No need to preach to the choir! We all know how important music education is for young people. In your application, direct your energy towards providing specific details about how music impacts the students at your school, rather than referencing research that reinforces the value of music education more broadly.

## **Address each question directly and concisely.**

We advise that applicants get to the point in responding to questions in their application.

## **Ask for help.**

If there is anything at all that you are unsure about, please do not hesitate to reach out to the MusiCounts team for support or clarification. We're here to help.



[Click here](#) to schedule a virtual appointment with a member of the MusiCounts Programs team, or send an email to [applications@musicounts.ca](mailto:applications@musicounts.ca).



# How Funding Decisions Are Made

Every application submitted to the SiriusXM MusiCounts Soundwaves Community Fund undergoes a thorough adjudication process. Our adjudicators evaluate applications on the following core criteria:

- + - **Need Level:** Is there an urgent need for the instruments and equipment requested? Does the student community served by the organization's music program face barriers to accessing music education?
- + - **Program Leadership & Sustainability:** Is there a strong plan in place to ensure the instruments and equipment requested will be regularly used by the organization's youth participants, in the short and long term? Is there an instructor for the program in place, or solid plans for this? Is there administrative support for the program?
- + - **Impact Potential:** Will receiving this grant have a significant impact on your organization's music program, and your organization's community of youth?





# Frequently Asked Questions (FAQ)

## ***Will I need to save my username and password?***

Yes. If your organization is selected to receive a grant you will need your username and password to access your account. Please keep your username and password in a safe place so that you can access your account at any time.

## ***How will I know that MusiCounts received my application?***

Once you submit your application online, you will receive a confirmation email stating that we have received it.

## ***When will the recipients be announced?***

We will notify all applicants by no later than the fall of 2024.

## ***What are the chances of my organization being selected to receive a grant?***

Although we wish we could support all applications, the amount we can support varies from year to year based on the volume of applications received and funds available to allocate.

## ***Am I able to use grant funds to acquire materials to support a music technology or production program, such as laptops, iPads, and software?***

Yes. MusiCounts is proud to support music technology programs. In your application, however, you must make it very clear that the gear you're hoping to acquire will be primarily used in a music education context.

## ***My organization has previously applied to the MusiCounts Community Music Program but was unsuccessful. Why?***

Although we can't provide feedback on individual applications, we do suggest that all potential applicants carefully review the eligibility criteria before applying. In particular, the MusiCounts Community Music Program is geared towards serving organizations with student populations who may be unable to access music education except through their community non-profit or who may face significant socioeconomic barriers to accessing music education.

## ***I accidentally submitted an incomplete application: what do I do?***

Please note that adjustments cannot be made following the final application deadline. However, if you submit accidentally before the final deadline, please reach out to [applications@musiccounts.ca](mailto:applications@musiccounts.ca)

## ***My organization is located in a remote fly-in community, will MusiCounts assist with additional shipping costs?***

If your organization is located in a remote fly-in community, please let us know! We recognize that organizations in remote communities may be subject to shipping costs that are prohibitively expensive. While funds from our grants cannot be used to pay for shipping costs directly, MusiCounts may be in a position to reduce or subsidize shipping costs in these exceptional circumstances, so please reach out to us.



## **Contact Info**

If you have any questions, experience issues with the grant portal, or if you would like to request accommodations, please reach out to the MusiCounts Programs team by email at [applications@musiccounts.ca](mailto:applications@musiccounts.ca).