



Enriching Lives in Broward through the **Art of Community** Challenge

Request for Proposals

The Community Foundation of Broward seeks to invest \$2.5 million in bold, unique projects over the next five years to increase sense of community through collaborative projects that utilize the arts to make impact on issues of public concern.

Individual grant awards are up to \$100,000.

With a population of 1.7 million people, Broward County is larger than 13 states. Our rich diversity of residents from different countries, different states, and different cultures may contribute to fragmentation of our population and isolation of different groups within Broward's 1,200 square miles. This results in communities, organizations and the various sectors (government, corporate, and, nonprofit) working autonomously and limits the cross-pollination of ideas and the synergy of a "collective impact" to solve big issues.

A sense of community is a key factor to people's connection to each other and where they live. It develops when people have a feeling of belonging and care deeply about their community and each other. When individuals do not work together on important issues, there is a diminished sense of community. According to a Gallup survey as reported in The Knight Foundation's *Soul of the Community Report* (2010), providing opportunities that bridge and bond people and communities are key to create a sense of pride and attachment to the community.

The Power of The Arts in Community Building

The Arts are a nonthreatening, interactive, means to involve people in creating solutions to important issues. They are a powerful tool to bring people together to create strong connections through shared experiences. The Arts appeal to a broad spectrum of interests, which include personal expression, such as music, dance, drama, theater, creative writing, literature, painting, sculpture, folk arts, photography, crafts, public art, media performances and architecture, to name a few.

Current studies surrounding The Arts stress its strong correlation to supporting social and economic goals. Documented benefits span the gamut from individual benefits, such as improved SAT scores for youth, to community benefits that include revitalization in underserved neighborhoods. The Arts as a solution strengthens connections, help communities to understand and celebrate their heritage, provide a safe way to discuss and solve difficult social challenges, and sparks creativity.

- We believe The Arts has the **power to bond people to each other and their community through a** universal language. Individuals need not be of the same race, generation, sexual orientation, gender, political party, religion, or income group to sing, act, or create together. Through arts we can celebrate our differences while developing understanding and relationships.
- We believe The Arts can **bridge different community sectors** and/or disciplines to work collaboratively using *creativity and innovation*. It is an underutilized strategy that adds strength to community problem-solving.
- We believe then that The Arts **have the power to be utilized more to address significant community problems.**

A vibrant, engaged arts community is essential to ensure that Broward and its reputation as a great place to live flourishes.

The Difference We Will Make

Through The Art of Community Challenge, the Community Foundation will **integrate the arts into community problem solving that result in a greater sense of community** within Broward residents.

Three measurable results that will be achieved over the next five years:

1. Residents have a stronger bond with each and a stronger sense of community by using the arts to reach common goals
2. Community problems are impacted through collaborations using the arts to bridge different sectors and/or disciplines
3. The arts are recognized as being essential to community problem solving

You can make this happen!

If you are a.....

....then do this!



Project Criteria

Projects must include the following criteria:

1. All projects will have one lead organization to receive the grant award.
2. Demonstrate measurable impact on an important community issue.
3. Create innovative, unique, and bold projects that use the arts to make an impact on issues of public concern.
4. Provide new opportunities for residents to be involved who are not already working together. Residents should be involved in multiple ways including, but not limited to: project design, implementation, promotion, etc...
5. Use collaborations that involve at least three organizations across sectors and/or disciplines. Only one organization in the collaborative partnership may be an arts organization. Examples include: nonprofit business+ for-profit business + civic group; municipality + for-profit business +nonprofit business; civic group + educational institution + an arts organization; nonprofit arts org + nonprofit mental health org + for profit business.

Collaboration requires organizations/individuals involved to:

- Have a shared vision for the results
- Have a stake in the issue addressed
- Share the responsibility and accountability to achieve outcomes

Collaborations are successful when all parties are able to utilize their strengths, grow from the experience, and share equally in celebrating the impact. Everyone wins.

6. Involve at least one professional artist in project development. The chosen artists may also be involved in project implementation, however this is not required. A professional artist is defined as one who is trained in a craft and works in that craft as part one's employment or charitable service.
7. Provide an evaluation component to demonstrate results in the following areas:
 - a. Increase in residents sense of community through working together to use the arts to reach common goals
 - b. Impact on community issues addressed
 - c. Value of the arts as a tool to solve the issue addressed
 - d. Describe how this project was more effective because of the unique collaborations

Examples of projects that **would not** be considered:

1. Exhibits where community participants only view a project without involvement in design, production, and/or implementation
2. Events/projects that offer participants only a one-time opportunity to participate/engage
3. A project that only provides free tickets to an event

4. Fund-raising events, celebration functions
5. Existing projects that do not demonstrate significant project expansion
6. Projects that do not demonstrate effective or substantial impact on an important community issue

Recipient

1. All nonprofits, for-profits corporations, government, and local authorities that serve Broward may apply
2. The designated lead agency must demonstrate the collaboration has acquired a 1:1 match with minimum 50% cash and 50% in-kind.
3. Programs must present a new or expanded innovative initiative. Replication of an effective national model program in Broward is very welcome, but not required
4. Must take place in Broward and engage Broward residents

Proposal Process

1. All proposals are submitted through PhilNetSM
2. Proposal deadline: February 10, 2012, 6:00 p.m.
3. Finalists will be selected for an in-person committee interview and presentation in March of 2012 (date TBD). First cycle grant awards anticipated to total \$500,000.
4. Decisions will be announced beginning of April
5. Individual grant awards are up to \$100,000. Based on impact and outcomes, awards may be higher and multi-year grants may be considered.
6. Grantees will report progress with Foundation staff throughout project

The **Art of Community** Timeline

October 2011 to January 2012

- Promotion of The Art of Community Challenge
- Organizations develop proposals and Foundation staff provides technical assistance as needed

February to April 2012

- Proposals due February 10, 2012
- Finalist in-person panel interview and presentation to committee in March, 2012.
- Projects approved by Foundation Board of Directors

April 2012 – March 2013

- Announcement of grantees April 1, 2012
- Grantee quarterly progress reporting
- Project Evaluation (March/April 2013 or upon project completion)