



Communities are not built with concrete and steel, but by people who share a sense of ownership and pride in where they live. These communities have residents with a strong sense of **civic-engagement**, which prompts them to come together to solve community challenges.

With a population of 1.8 million people, Broward County is larger than 12 states. Our rich diversity of residents from different countries, different states, and different cultures contribute to fragmentation of our population and isolation of different groups within Broward's 1,200 square miles. Furthermore, with current trends of migration, sprawl, and increased mobility, many residents do not feel strongly connected to, or identify with, their communities. It is vital for the future of Broward to implement strategies to solidify individuals' connections to our county and to each other.

The Community Foundation of Broward seeks to bring diverse residents together through civic-engagement projects that use the arts to address community issues. To spark these new collaborations and promote civic-engagement the Community Foundation is issuing the...

Art of Community: The Engagement Challenge 2015

The challenge seeks to award grants up to \$100,000 to support big, bold, innovative civic-engagement projects that utilize the arts to address issues of public concern.

Why Civic Engagement?

Civic engagement projects provide a powerful community motive to bring people together. It can be defined as actions that identify and address public issues. Through civic engagement, Broward residents are empowered to be instruments of positive social change and develop stronger societal bonds as they work to make a difference in the civic life of our communities.

Why Art?

The Arts are a nonthreatening, interactive means to involve people in creating solutions to important issues. We believe:

- Art is a tool to stimulate critical thinking, communication, and creative problem solving
- Art has the power to bond people to each other and their community

- Art has the power to be utilized to address significant community concerns
- Art is a universal language that connects individuals regardless of ethnicity, gender, orientation or age

Why Connect Residents?

A [report](#) by the John S. and James L. Knight Foundation in partnership with Gallup showed “a significant connection exists between residents’ levels of emotional attachment to their community and its economic growth.” Shared meaningful experiences are an effective tool to connect people and create a sense of pride for, and attachment to, their community.

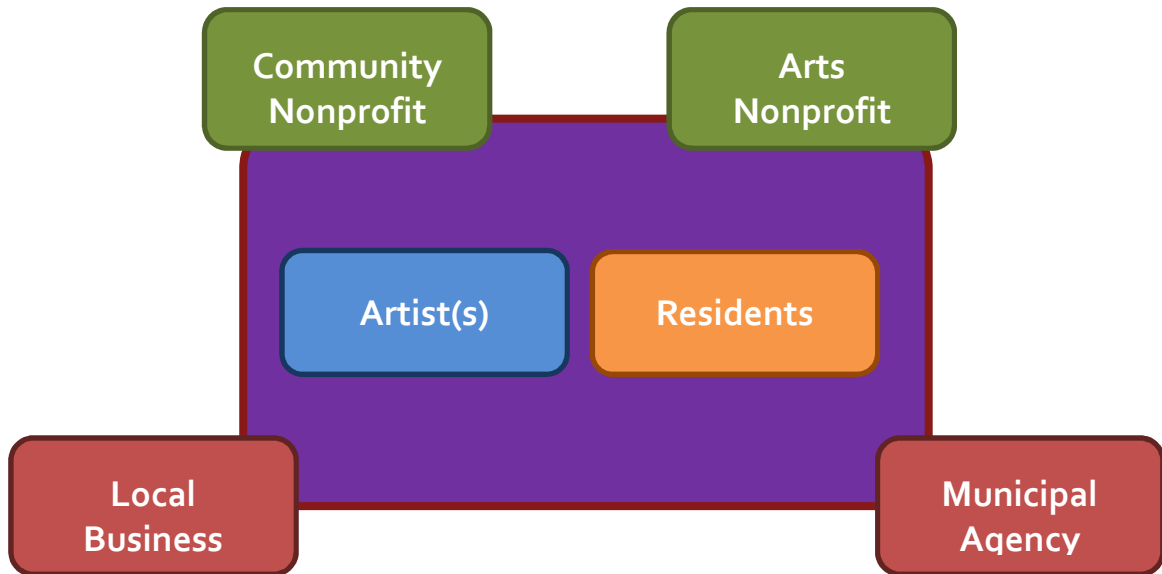
Art of Community: The Engagement Challenge looks to support civic engagement projects that:

- **Connect culturally diverse Broward residents** (ethnicities, ages, socio-economic backgrounds, etc.) to each other and their community as they work on meaningful projects
- **Impact issue(s)** of public concern through **collaboration** that will achieve desired result
- **Use the arts as the tool** to address the identified issue(s) and to demonstrate the **arts are essential** to community strengthening in Broward County

Project Criteria:

Projects must include the following criteria:

1. Provide a community **civic engagement** project that:
 - a. Is developed and implemented by a team called the **Art of Community Ensemble**. This **Ensemble** is made up of:
 - i. one Lead Agency,
 - ii. a group of Broward residents
 - iii. **at least one professional artist**
 - iv. **minimum of two additional collaborating and/or supporting agencies** (Preference is given to projects with agency cross sector and/or cross discipline collaborations. For example, a business and another nonprofit. Also, preference is given to projects that have for-profit business involvement).



- b. Provide a new opportunity for primarily adult residents to connect with one another for the first time and work together on a community concern. **Residents should be involved in multiple ways including, but not limited to: project planning, implementation and promotion.**
 - c. Addresses an important community issue
 - d. Create innovative, unique, and bold projects that use the arts to make an impact on issues of public concern.
2. Projects must present a new or expanded innovative initiative. Replication of an effective national model program in Broward is very welcome, but not required.
 3. Provide an evaluation component to demonstrate results in the following areas:
 - a. Impact on the community issue addressed
 - b. Value of the arts as a tool to solve the issue addressed
 2. The designated Lead Agency must demonstrate their **Ensemble** has acquired a 1:1 cash match.
 - a. 50% of the match must be secured by the start of the project
 - b. The second 50% of the match must be secured by the project mid-point
 3. Projects should be designed to be fully executed in approximately 12-18 months from grant award.
 4. Project should incorporate the following activities into the timeline attachment:
 - a. Early Planning: Empower the Ensemble to identify the issues, recommend solutions and collaborate on the artistic planning in the early stages of the project. **The artist(s) must have sufficient time to collaborate and work with the community to determine the specific artistic activities to address the community issue.**
 - b. **Implementation: outline community gatherings and who is to be involved.**

- c. Create a social media presence for regular postings of project updates. Social media can be a unique webpage, website, blog and/or facebook page.
- d. Utilize online crowdfunding through Power2Give.org/Broward at least once. Individual giving is the backbone of continuity into the future. These donations can be used for the required match.
- e. After the Project Completion. **Continue to keep the memory and engagement of the community active for 24 months after completion. At a minimum, the social media presence will continue with periodic e-blasts about the project or participants.** A goal of the Challenge is to create community relationships that remain strong.

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

1. Exhibits where community participants only view a project without design and/or production input
2. Events/projects that offer participants only a one-time opportunity to participate/engage (such as festivals)
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
7. Projects in the Broward County Centennial that receive fiscal support from Broward County as the Community Foundation is currently investing in the Broward County Centennial.

How to Apply/Timeline:

1. Submit your proposal through PhilNet: Community Foundation of Broward's online grant application process **by March 12, 2015.**
2. **Decisions will be announced May 30, 2014.**
3. The grant **award range is up to \$100,000.**
4. Grantees will report progress with Foundation staff and attend peer learning sessions to be scheduled throughout project period.

Resources

1. The Community Foundation's blog for Art of Community projects in Broward and other examples from around the world.
[Click Here](#) to Visit the Art of Community blog.
2. Art of Community Documentary - you must view this short film that showcases the history of the development and implementation of recent Art of Community projects we have supported.
[Click Here](#) for Art of Community Documentary
3. **Imagine/ Define/Design: Planning and Designing Arts-Based Civic Engagement Projects** by [Barbara Schaffer Bacon](#) from Animating Democracy Tools from Americans for the Arts. This toolkit will help agencies and artists think through a plan for effective and meaningful arts-based civic engagement projects.
[Click here](#) to download the toolkit.

Definitions

Art is defined as cultural disciplines which include music, drama, dance, theater, literature, architecture, painting, sculpture, folk arts, photography, crafts and public media.

Agency encompasses nonprofits, for-profit corporations, government, local authorities, associations, or civic groups that serve Broward.

Civic Engagement is defined as actions designed to identify and address issues of public concern.

Community is defined as:

- a group of individuals **or**
- a specific location where Broward residents live, work, play, and interact with others

Collaboration requires organizations to:

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

Lead agency will serve as project leader and is responsible to:

- be accountable for all aspects of the project, i.e., submit the proposal, demonstrate match, etc....
- assume role of liaison between all collaborators and the Community Foundation
- be a 501 (c) (3) with audited financial statements or 990

Successful *Lead Agencies* should have direct ties to their Broward community, are aware of issues affecting Broward's residents, and have previously engaged in successful community building.

***Residents* should be culturally diverse (age, race, ethnicity, gender, etc..) adult members of a specific community who do not already work or gather together. They should have hands-on involvement in all aspects of the project, such as: defining the issue, creating strategies to make impact, and designing and creating the art that will address the issue**