Welcome!
Arts & Culture
Request for Proposal Workshop

We will begin in just a moment.
Housekeeping Items

➢ Suggest using speaker view
➢ Please rename yourself to include organization in name
➢ Submit questions through the Zoom chat throughout the presentation
➢ There will be a Q&A session at the conclusion of the presentation
➢ Any outstanding questions will receive responses via email
➢ Meeting is being recorded and will be posted on GCF’s website
I. Introductions
II. GCF Highlights
III. GCF Grantmaking Overview
IV. Arts & Culture RFP Workshop
V. Next Steps
VI. Q&A
Introductions

Kristin Riepenhoff Zelinskas
Program Officer

Adison Nelson
Director, Community Strategies

Hannah Hilditch
Community Strategies Coordinator
What’s happening at GCF?

Stay Connected!
https://www.gcfdn.org/stayconnected/
GCF Grantmaking Overview
year-around

- Economic Mobility
- Affordable Housing
- Racial Justice

biennial

- Arts & Culture (July 2023)
- Inclusive Communities (2024)
- Safety Net (2024)*
- Environmental Beautification (July 2024)
- Education Success (January 2025)*

*renewal opportunity during off-year
Alignment Guide

The Alignment Guide serves as a tool to help organizations find out which funding opportunity is aligned to their projects.

As your community foundation, Greater Cincinnati Foundation invests in a more vibrant and equitable region, in part by grantmaking to our community partners doing the work. GCF has a variety of funding opportunities available, from concentrated investments in our Community Leadership areas, Requests for Proposals, Private Foundations and Donor Advised Funds. To better understand how your specific project is aligned with these funding opportunities, we developed a streamlined way to connect you to the right opportunity. By answering the questions in the alignment guide below, you will find out which funding opportunities are a potential match for the work of your organization. Once you receive your results, you will be directed to learn more about those opportunities to determine if your project is a good fit to apply for funding. For best results, we recommend completing the guide with one project in mind.

Is your organization based in or does it benefit our eight-county service area: Hamilton, Warren, Butler and Clermont counties in Ohio, Campbell, Boone and Kenton counties in Kentucky and Dearborn County in Indiana?

- Yes
- No
Arts & Culture
Request For Proposal (RFP)
Info Session & Application Workshop
Arts & Culture RFP Overview

Generous Donors
Designated Funds
$400,000

Request up to
$25,000

Minimum
16 Grants
The Timeline

- **Letter of Intent (LOI)**
  - July 28, 2023 @5pm

- **Application Invites**
  - August 23, 2023

- **Application Deadline**
  - September 15, 2023

- **Review Panel Reviewing Applications**
  - October 2023

- **Decisions Communicated**
  - November 2023

- **Funding Received**
  - November 2023
Let’s Dig In //

Funding Focus, Use of Funds & Criteria
The Funding Focus

Purpose:
To support and enhance the vibrancy of this region by increasing the availability and accessibility of arts and cultural programming that is inclusive of historically marginalized groups in our region.
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What does it mean to increase availability and accessibility?

Who is included in “historically marginalized groups”?

What outcomes would align with this funding focus?
Use of Funds

May Be Awarded For:

- Support, expand or strengthen existing programs
- Capital improvements
- Launch new program
- Build organizational capacity
- General operating support

May Not Awarded For:

- Campaigns
- Capital Campaigns
- Special Events
Criteria

I. 501(c)(3) status or government agency*

II. Serves / Based in one of the 8 Counties: Hamilton, Butler, Warren, Clermont, Boone, Kenton, Campbell, and Dearborn

III. Preference will be given to:
   ▪ Racial Equity Lens
   ▪ Identify & Eliminate Barriers to Historically Marginalized Groups
   ▪ Celebrate Cultural Heritage of Ethnic & BIPOC Communities
   ▪ Work directly with artists who identify as belonging to historically marginalized communities
   ▪ SMART Outcomes
   ▪ Partnerships & Collaboration
   ▪ Demonstrated insights from past results
   ▪ Asset-based Approach

*utilizing a fiscal agent is allowed
Racial Equity Lens
Inequality
Unequal access to opportunities

Equity
Custom tools that identify and address inequality

Equality?
Evenly distributed tools and assistance

Justice
Fixing the system to offer equal access to both tools and opportunities
Racial Equity Approach

A racial equity lens is an approach that involves many components including:

- Disaggregating and analyzing data and information by race and ethnicity,
- Understanding disparities and learning why they exist,
- Looking at problems and their root causes from a structural standpoint,
- Naming race explicitly when talking about problems and solutions
Our organization CEO, Ms. Name, is Black, 95% of our staff are BIPOC, and 87% of our participants identify as Black or of color. The majority of our audience identified as Black or of color, and our organization neighborhood is located with a majority of resident who identify as Black or of color. Ms. Name is builds out the org’s programming.

Our organization seeks to create a diverse, inclusive, equitable, and anti-racist organization that actively identifies and opposes racism; this extends beyond our walls and into projects, efforts, and initiatives where we can advance anti-racist movements. Ownership, leadership, and investment in racial equity are expected.

For over 35 years, our organization has served the region as a trusted partner to underrepresented communities, including families of color. We partnered with Going Forward to develop its Racial & Cultural Equity Assessment as one of three organizations to pilot the tool. We have collaborated with All-In Cincinnati and strategically works with minority-owned businesses. We operate a Cultural Inclusion Committee comprised of agency staff and a BIPOC Affinity group for staff members of color. Our staff continue to attend Racial Equity Matters sessions through the GCF.

Our organization “bakes in” Racial Equity throughout the organization, including how data is collected and analyzed.
Identify & Eliminate Barriers // Historically Marginalized Groups
What are those barriers?
Partnership & Collaboration // Community Voice & Engagement
How does your organization involve the communities you serve?

• Does your organization involve community members in the organization’s decision making or programming?

• Do you have community members with lived experience on your staff or board?

• Does your organization collect feedback from those that are served?
Asset-Based Approach
How does your organization perceive the communities you serve?
Asset-Based Framework

Strengths of the Community

Build on Community Assets

Reflected in Tone
SMART Outcomes
Goals // Performance Measures

Specific  What are you trying to achieve?
- Inspirational
- Both shorter – and long-term goals

Measurable  What does success look like?
- Concrete & measurable (include a target #/rate)
- Stronger if included outcomes (not just outputs)
- Align with past results

Achievable  Is the goal obtainable?
- Set realistic goals that are challenging but achievable

Relevant  How does this goal align with your program?
- Ensure the goal serves a relevant purpose

Time Bound  What is the timeframe within each shorter- and long-term goals?
- Outline the steps with a projected timeline/schedule
Outputs vs. Outcomes

The difference between an output and outcome is impact

Example 1:

• **Program**: Emerging Artist Program & Exhibition

• **Output**: 25 BIPOC local artists will participate and exhibit work

• **Outcome**: 100% of participants will develop entrepreneurial skills and create at least one new work
Outputs vs. Outcomes
The difference between an output and outcome is impact

Example 2:
• **Program:** Theatre Education Partnership

• **Output:** 1,900 students who otherwise would not have access to arts education programming will be immersed in the arts throughout the 2023-2024 school year.

• **Outcome:** 50% of teachers will report improvements in grade-level skills outlined in 21st Century Skills following program’s classroom sessions.
Next Steps
RFP Submission & Process
Submitting the Letter of Intent

Access applications through Foundant

1. New to Foundant? Visit our website: www.gcfdn.org/rgp
2. Select the Arts & Culture drop down menu – select the Request for Proposal
3. Within the PDF, scroll to page 3 and click the hyperlinked text GCF’s online grantmaking system
4. Login or create an account in Foundant

LOI Deadline:
Friday, July 28, 2023 @ 5pm
4. Login or create an account in Foundant

5. Select “Apply” for the GCF Responsive Application (top left)
5. Select “Apply” for the GCF Responsive Application
6. For Request Category, be sure to choose “Arts & Culture RFP”
If selected to submit a full Application

Required Documents:
1. Most recent audit or 990
2. Income statement and balance sheet (two years of data as up-to-date as possible)
3. Project budget
4. Organizational demographics

Application Deadline:
Friday, September 15, 2023
@ 5pm
If Funded // Follow-Up Reporting

6 Month Check-In
May 2024

Final Follow Up
November 2024

• Learnings (any changes/pivots?)
• Basic numbers
  • Numbers served
  • Dollars leveraged
• Project Specific Measures
  • Project specific measures should be specific outcomes of the program.
• Storytelling
Tips & Tricks

• RFP and FAQs are your primary guide.
• Your application is the primary means of expressing your work to the review panel.
• Make sure to attach all required materials.
• After submission, changes to the application are challenging.
• GCF staff welcome invitations to regularly scheduled learning events throughout the year, such as open houses and community stakeholder meetings.
• GCF staff will do our best to respond in a timely manner throughout the process. Last minute calls are hard to address.
Thank you for your important work. We look forward to learning from you!

Contacts

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