



# *Welcome!*

Arts & Culture

Request for Proposal Workshop

*We will begin in  
just a moment.*



**GREATER  
CINCINNATI  
FDN.**

# *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**

# *Agenda*

- 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?



Greater Cincinnati Foundation

... just serve the community – we are the community. In celebration of GCF's #60thAnniversary the team at GCF is participating in 60 acts of #kindness and #generosity and inviting you to join us.

Felicity Tao, Vice President, Marketing and Integration, volunteers with the Greater Cincinnati Chinese Cultural Exchange Association (GCCCEA). At the Asian Food Festival, she and her son joined other volunteers to operate a secret menu booth – making and serving food – ... See more



*Matthew  
Randazzo  
named  
President &  
CEO*

**Stay Connected!**

<https://www.gcfdn.org/stayconnected/>

# *GCF Grantmaking Overview*



# *year-around*



**Community Leadership**

Economic Mobility

Affordable Housing

Racial Justice



**Mini-Grants for Kids**



**Giving Circles**

# *biennial*



**Request for Proposals**

Arts & Culture (July 2023)

Inclusive Communities (2024)

Safety Net (2024)\*

Environmental Beautification (July 2024)

Education Success (January 2025)\*



# 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*

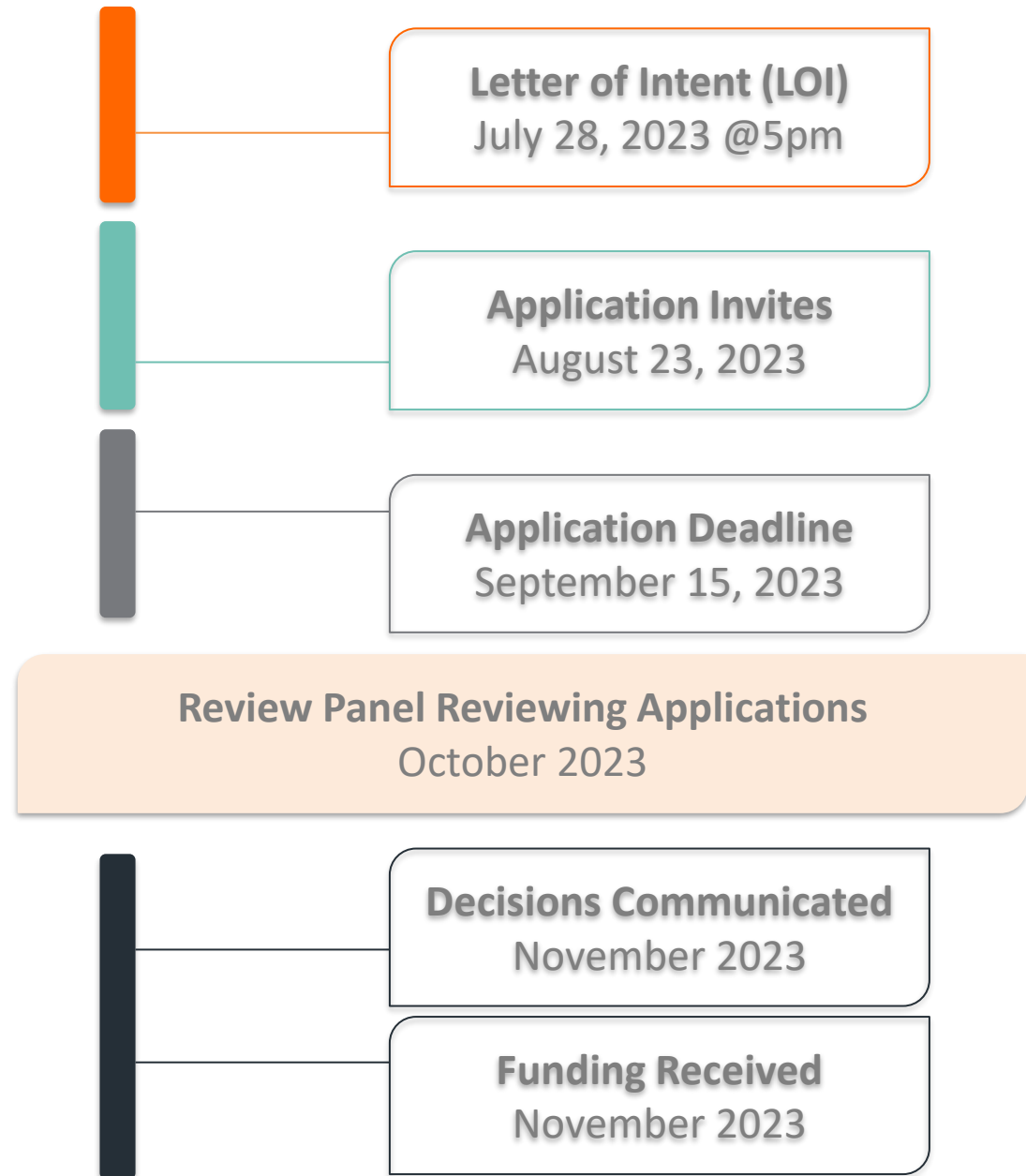


Generous Donors  
Designated Funds  
**\$400,000**

Request up to  
**\$25,000**

Minimum  
**16**  
Grants

# *The Timeline*



# *Let's Dig In //*

## *Funding Focus, Use of Funds & Criteria*

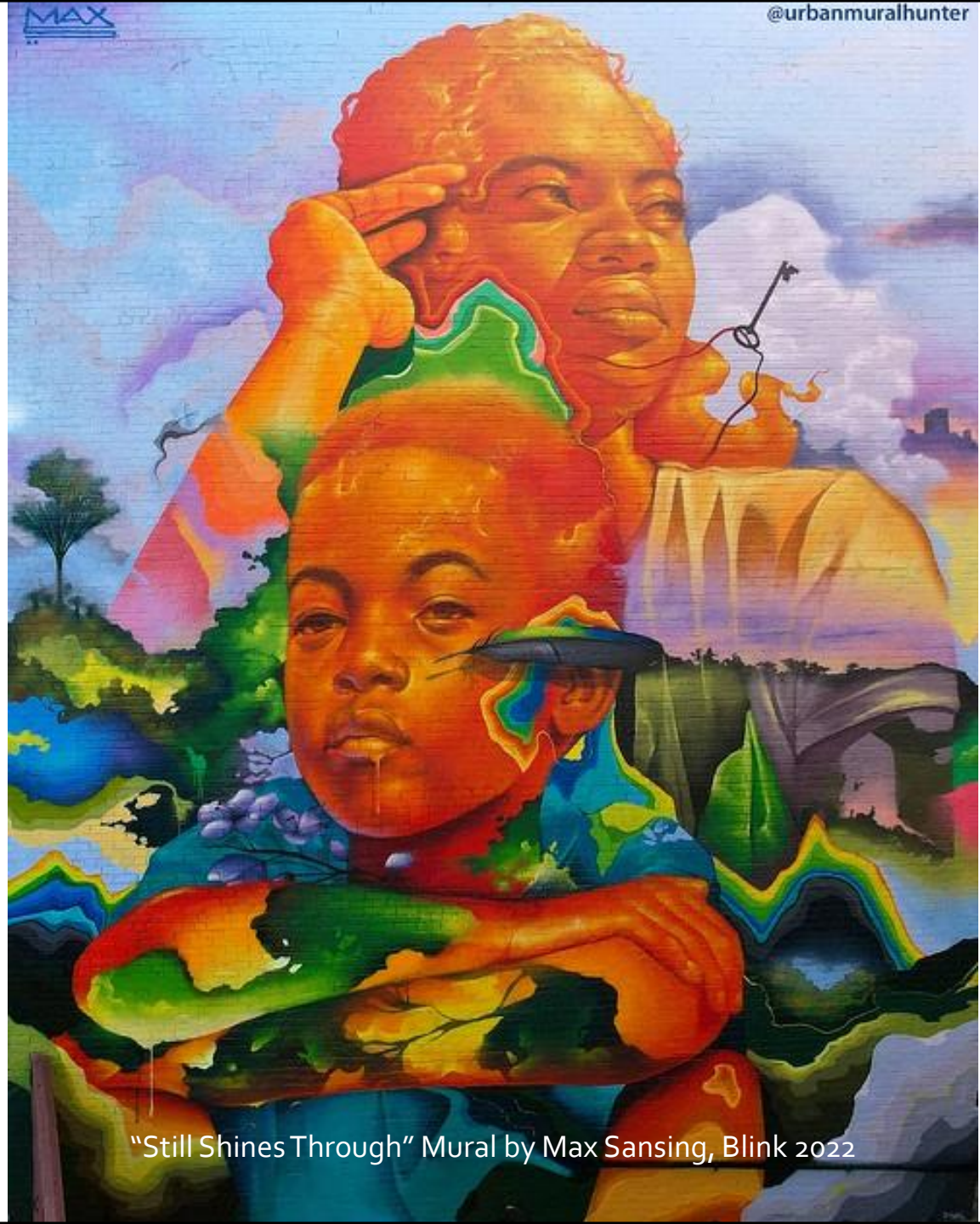




# *The Funding Focus*

## **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.



"Still Shines Through" Mural by Max Sansing, Blink 2022

*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.*

**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 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**

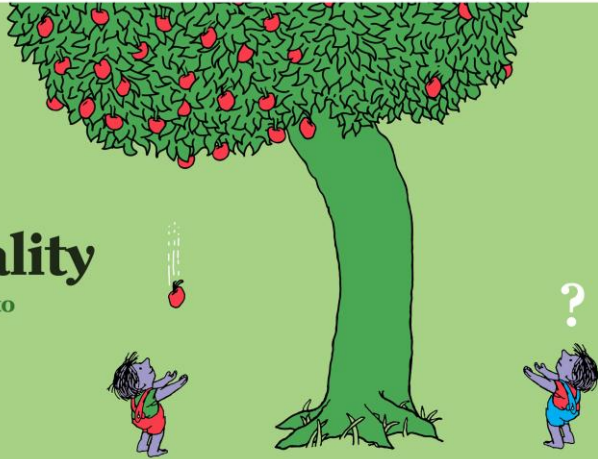


# *Racial Equity Lens*



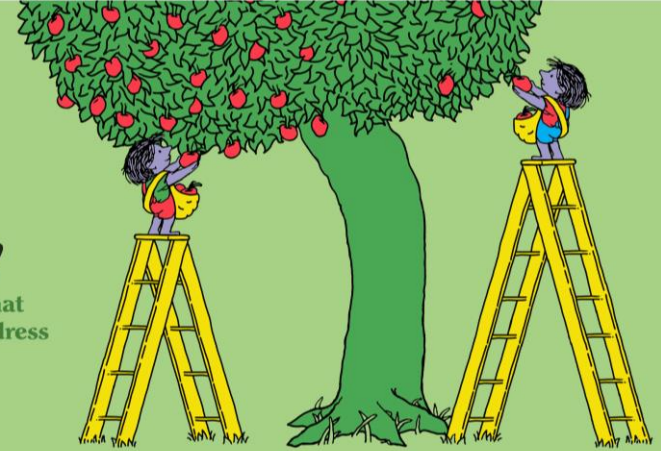
## Inequality

Unequal access to opportunities



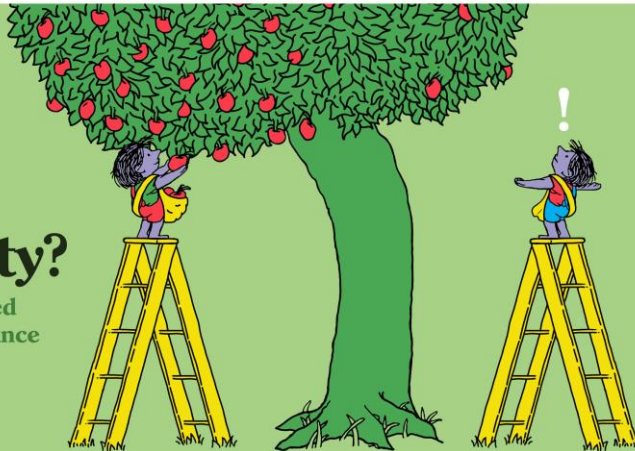
## Equity

Custom tools that identify and address inequality



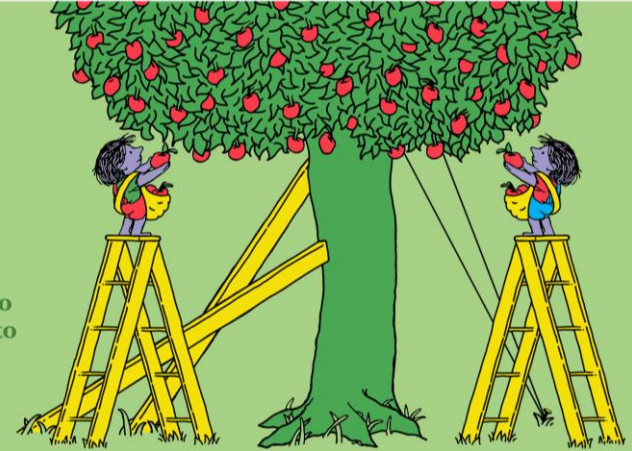
## Equality?

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

# Example

- ❑ Disaggregating and analyzing data and information by race and ethnicity,
- ❑ Understanding disparities and learning why they exist

## Weak // Lacking

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.

## Strong // Compelling

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?*

Strengths of the  
Community

Build on  
Community  
Assets

# Asset-Based Framework

Reflected  
in Tone

# *SMART Outcomes*





# Goals // Performance Measures

S

**Specific** *What are you trying to achieve?*

- Inspirational
- Both shorter –and long-term goals

M

**Measurable** *What does success look like?*

- Concrete & measurable (include a target #/rate)
- Stronger if included outcomes (not just outputs)
- Align with past results

A

**Achievable** *Is the goal obtainable?*

- Set realistic goals that are challenging but achievable

R

**Relevant** *How does this goal align with your program?*

- Ensure the goal serves a relevant purpose

T

**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 21<sup>st</sup> Century Skills following program's classroom sessions.

# *Next Steps*

## RFP Submission & Process





# Submitting the Letter of Intent

## Access applications through Foundant

Greater Cincinnati Foundation (GCF) logo and "CONNECTING PEOPLE WITH IN OH KY" tagline.

**Ligon**

Email Address\*  
kristin.zelinskas@gcfdn.org

Password\*  
\*\*\*\*\*

Log On Create New Account

Forgot your Password?

**FOUNDANT technologies**

**Welcome to GCF's Online Grant System**

**New Users** – Click on "Create New Account" to complete the registration process and create your login credentials.

**New Staff** – If there has been a staff change since your last grant submission, please contact Jennie Gelsheimer, [Jennie.gelsheimer@gcfdn.org](mailto:Jennie.gelsheimer@gcfdn.org), to update your organization's credentials. Please do not create a new organization profile & do not type over the old contact's info.

**Existing Users** – Please enter your credentials and log in. If you forgot your password, click on the "Forgot your Password?" link and follow the instructions.

**Not Sure?** – If you believe your organization has a profile, but you are unsure of the login credentials, do not create a new organization profile. Contact [Jennie.gelsheimer@gcfdn.org](mailto:Jennie.gelsheimer@gcfdn.org) to receive your username and password. Please provide your organization name and tax ID number (EIN).





**Organization Contacts** - Please review your contacts and let [jennie.gelsheimer@gcfdn.org](mailto:jennie.gelsheimer@gcfdn.org) know if anyone should be deactivated and please confirm your Executive Director/CEO is correct. To review Contacts, click on Organizational History at the top of your Dashboard page and then click on the Contacts tab. Also, please make sure your Organization info (ie - address, main phone number, website, etc) is correct. You may change by clicking on the Edit button.

1. New to Foundant? Visit our website:  
[www.gcfdn.org/rfp](http://www.gcfdn.org/rfp)
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


Greater Cincinnati Foundation Hannah Hilditch

   Apply  Organization History Role (Applicant)


## Applicant Dashboard

**Organization Contacts!**  
Please review your contacts and let [jennifer.geisheimer@gcfdn.org](mailto:jennifer.geisheimer@gcfdn.org) know if anyone should be deactivated and please confirm your Executive Director/CEO is correct. To review Contacts, click on Organizational History at the top of your Dashboard page and then click on the Contacts tab. Also, please make sure your Organization info (ie - address, main phone number, website, etc) is correct. You may change by clicking on the Edit button.


 ★ Public Profile

<b>Applicant:</b> Hannah Hilditch <a href="mailto:Hannah.Hilditch@gcfdn.org">Hannah.Hilditch@gcfdn.org</a> 513-768-6158 720 E. Pete Rose Way Suite 120 Cincinnati, OH 45202 Hamilton	 <b>Organization:</b> <a href="#">Greater Cincinnati Foundation</a> 31-0669700 513-241-2880 720 E. Pete Rose Way Suite 120 Cincinnati, OH 45202 Hamilton
---	--

[Contact Email History](#)





 If your organization information does not appear correct, please click the edit (pencil) icon.


Active Requests 0 Historical Requests 4


 You do not have any Active Requests. Click [Apply](#) to begin the application process.



4. Login or create an account in Foundant
5. Select "Apply" for the GCF Responsive Application (top left)


Greater Cincinnati Foundation Hannah Hilditch

   Apply  Organization History Role (Applicant) ▾




 Apply

 If you have been provided with an Access Code, you may enter it in the box at the top of the page.

 Quick Search  

GCF Responsive Application Accepting Submissions from 01/09/2023 to 12/29/2023 

For use in responding to a targeted Request for Proposal published by Greater Cincinnati Foundation.

 Preview  Send to GrantHub 

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

- Learnings (any changes/pivots?)
- Basic numbers
  - Numbers served
  - Dollars leveraged

## **Final Follow Up**

November 2024

- **Project Specific Measures**
  - Project specific measures should be specific outcomes of the program.
- **Storytelling**



# *Generous Together*

## *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.



# Q & A

Thank you for your important work.  
We look forward to learning from you!

## Contacts

**Kristin Riepenhoff Zelinkas**

Program Officer

[Kristin.Zelinkas@gcfdn.org](mailto:Kristin.Zelinkas@gcfdn.org)

**Hannah Hilditch**

Community Strategies Coordinator

[Hannah.Hilditch@gcfdn.org](mailto:Hannah.Hilditch@gcfdn.org)



**GREATER  
CINCINNATI  
FDN.**