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 1.7 million people, Broward County is larger than 13 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 problems. To spark these new collaborations and promote civic-engagement the Community Foundation is issuing the…

**Art of Community Engagement Challenge**

The challenge seeks to award individual grants of $5,000 to $100,000 to support big, bold, innovative civic-engagement projects that utilize the arts to address issues of public concern.

**The Art of Community Engagement Challenge will:**
1. **Impact issues of public concern** through collaborative civic-engagement projects using the arts
2. Demonstrate the **arts are essential** to community problem solving in Broward County
3. **Connect residents to each other and their community** as they work on meaningful projects

**Really Cool Examples**

These links will provide you with great examples of how civic engagement projects use art to make impact.

1. [Face Up: Community project in North Carolina](#)
2. [1001 Cups of Tea](#)
3. WAIT….have you viewed the previous links? They give great examples!

**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 nontargeting, 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 problems
- 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.

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

- Bring together culturally diverse Broward residents (ethnicities, ages, backgrounds, etc.)
- Provide them with opportunities to work together to achieve results on issues of public concern
- Use art as the tool to address important issues

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.
**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 Engagement Ensemble**.
      
      This **Ensemble** is made up of:
      i. one Lead Agency,
      ii. a group of Broward residents
      iii. at least one professional artist
      iv. two additional collaborating agencies (Preference is given to projects with agency cross sector and/or cross discipline collaborations)
   
   b. Provides new opportunities for Broward residents, who are not already working together, to be civically engaged in meaningful community projects. Residents should be a group of culturally diverse residents (not organization staff or volunteers) who are not already working together. Projects should engage a significant number of residents to ensure impact on the issue identified.
   
   c. Addresses an important community issue
   
   d. Use the arts to make impact on the issue identified

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

4. 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

5. Projects should be designed to be fully executed in approximately 12-18 months from grant award.

**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
How to Apply/Timeline:
1. Complete the IMAGINE, DEFINE, DESIGN: Planning and Designing Arts-Based Civic Engagement Projects by Barbara Schaffer Bacon. Tool Kit. This will help agencies and artists think through a plan for effective and meaningful arts-based civic engagement projects. New programs are popping up across the nation; you too can be a part of this revolutionary wave in Broward.

   Click here to download the toolkit.

2. Submit your proposal through PhilNet: Community Foundation of Broward’s online grant application process by September 21, 2012

3. Five to ten applicant finalists will be selected for an in-person committee presentation/interview the week of November 12, 2012

4. Decisions will be announced in early December 2012

5. The grant award range is $5,000 to $100,000 however, projects that are able to demonstrate significantly powerful outcomes may be considered for a higher award

6. Grantees will report progress with Foundation staff throughout project

Art of Community Engagement Challenge Frequently Asked Questions

What projects are a good fit for the Art of Community Engagement Challenge? The Foundation is looking for big, bold civic engagement projects which provide Broward residents with hands-on opportunities to make a difference in their community. We are looking for projects from all parts of Broward County that will touch at least 5000+ individuals in total.

What does “issue of public concern” mean? Issue of public concern should be a significant problem or challenge that is important to the community and is identified by the Art of Community Engagement Ensemble.

What is an Art of Community Engagement Ensemble? One Lead Agency, a group of residents, two additional collaborating agencies and at least one artist. Priority given to projects that engage larger numbers of residents.

Will only big projects be considered? All projects will be evaluated on their own merit. The committee will consider the importance of the issue, extent of community involvement, partners, impact, and how art is used.

Can only Broward agencies apply? Broward agencies will have preference. Agencies from other counties may apply; however projects must use Broward residents, address a Broward issue, and happen in Broward.

Do artists have to be from Broward? Artists do not have to be from Broward; however, if an artist requires travel expenses, they may not be allocated to the Foundation’s line items.

Can the artwork be sold to support an issue? Art of Community Engagement is not a fundraising initiative. Art that is created should have sustainable impact on the issue and the community.

Can an artist be the Lead Agency? Lead Agencies will need to be a 501 (c)(3) and provide an audited financial statement or a recent 990.

Does the Lead Agency responsible for the entire match? They should work with collaborating agencies to acquire the match. All agencies should have an investment in the project.

I want to produce a multi-cultural event for residents to attend, does that meet the criteria? Projects should provide opportunities for residents to be actively involved in all components. Events where residents passively observe, or have a one-time opportunity to attend, would not be considered. Additionally, all projects must demonstrate significant measurable impact on an important community issue.