
Collinwood 2015 Project Guidelines

Welcome to the Collinwood 2015 Project, brought to you by Northeast Shores. Through this exciting new program, we'll be giving artist and health practitioner teams an opportunity to propose creative solutions to improving health outcomes in the neighborhood.

These guidelines provide some basic information on where project funds are being invested (page 2), how the program works (pages 3 – 4) and how to submit your application materials (pages 5 – 7). We encourage you to review this document while filling out the Collinwood 2015 project application, available at <http://tinyurl.com/Collinwood2015app>

Please Remember

- Preference will be given to teams that include at least one resident that lives in the North Shore Collinwood neighborhood. Only individuals can apply; groups or organizations can have individual members apply.
- You may submit up to two applications for funding consideration in each program cycle (there are two cycles in total).
- All applications must be received in the Northeast Shores office **no later than Thursday, April 30, at 4:00 p.m.** Any application received after the deadline date and time, regardless of postmark date, will not be eligible for review. As a matter of fairness to all applicants, no exceptions to the deadline will be made.
- To access an electronic version of the application form, please visit <http://tinyurl.com/Collinwood2015app>. To access the form, which allows you to type your information and save your work, you will need to download a free version of Adobe Reader at <http://get.adobe.com/reader>.

Please print and mail or hand-deliver your application to:

Northeast Shores
317 East 156th Street
Cleveland, OH 44110

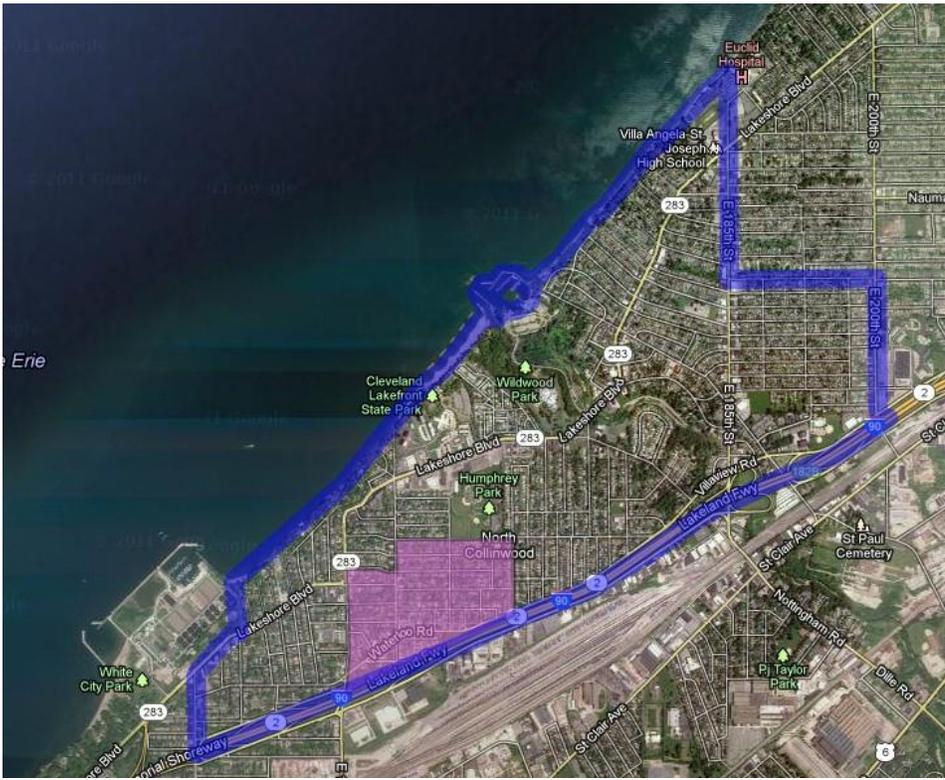
Collinwood 2015
is a program of :

made possible through the generous support of:



THE KRESGE FOUNDATION

eligible **team members**



Applicant teams are encouraged to include residents that live within the boundaries of the dark line on this map. See page 3 for more details.

eligible **project locations**



To be eligible for funding, at least 50% of the activities that an applicant proposes must take place within the shaded area on this map. See page 3 for more details.

the **program**

So what is Collinwood 2015?

The Collinwood 2015 initiative engages stakeholders in thinking about how the arts can improve community health. As a whole, these grassroots projects will help bend the upward trajectories of obesity and other chronic diseases in the neighborhood, while also activating neighborhood greenspaces and getting stakeholders collectively engaged in what otherwise might seem to be an intractable problem.

Tell me more about the Collinwood 2015 program.

Throughout 2015, we'll be awarding \$100,000 of funding to support projects in the North Shore Collinwood neighborhood (\$50,000 in the current program cycle). We're asking artist teams to propose creative solutions to improve health outcomes in the neighborhood. How can artists improve neighborhood health? For example:

- What role can the arts play in increasing awareness of Medicare, Medicaid and other health insurance resources?
- How can the arts facilitate access to preventative care?
- How can artists encourage stronger and earlier prenatal care?
- Can the arts reduce domestic violence?
- How can artists encourage healthy eating practices?
- Can the arts create opportunities for neighborhood stakeholders to join together in exercise?

Who can apply? Where can projects take place?

Collinwood 2015 projects are available to artists of all disciplines (craft, dance, design, literary, media, music, theatre and visual) and all skill levels. Competitive applications will have a strong arts focus but also be well-based in health practices. Therefore we encourage artists to collaborate with health practitioners in their program concept and implementation.

Northeast Shores wants to support neighborhood residents. Therefore, project teams that include a team member that lives in North Shore Collinwood will receive additional scoring consideration. If you're not sure if you live in the North Shore Collinwood neighborhood, review the first map on page 2. If you're still not sure, feel free to contact Northeast Shores at 216.481.7660 or jdibaggio@northeastshores.org.

This program is focused on the heart of the North Shore Collinwood neighborhood. While projects can have parts that take place elsewhere in the neighborhood or Cleveland, at least 50% of project activity has to take place in the Collinwood 2015 target area (see the second map on page 2).

What do funded artists get?

Well, first of all, you'll get small project support to help you carry out your project. Northeast Shores will also provide funded artist teams with help finding volunteers, press support, raising additional funds for their projects, and finding ways to make the projects the best they can be.

What will I have to do if I'm selected for funding?

If you are selected for funding, you'll have to do a couple things to receive payment. You'll have to provide proof that a team member lives in the Northeast Shores service area (see map on page 2). You'll also be required to sign a letter of agreement before you receive your initial payment.

All participants will also be required to cooperate with our press specialist and complete a final report form to access their final installment. Finally, we're asking that all grantees acknowledge major funders of the initiative and allow us to take photos or other documentation of your project work.

If a grantee doesn't comply with these requirements, they will be required to return all project funds and will not be permitted to apply in future program cycles.

the **process**

How will you decide which applicants receive funding? What kind of projects will get funded?

Each application will be reviewed by a panel of 5 individuals. 2 of these individuals will be residents of the North Shore Collinwood neighborhood, and 3 of them will be community experts in fields like community development, public art, or health practitioners. Staff at Northeast Shores will not play a role in who gets selected for funding; our primary job is to help you with the application process and to help funded artist teams make their projects a reality.

Panelists will have approximately four weeks to review all the application materials. After that, the panel will meet as a group to review all the applications. They'll talk about the strengths and weaknesses of your proposal as a group and will then score your application on a 100-point scale using the following 10 criteria:

- **How strong is the applicant's idea for addressing a specific health concern?**
- **How likely is it that the proposed project would have a positive impact on the North Shore Collinwood neighborhood?**
- **How innovative and unique is the idea? Is this work something that nobody else is currently doing?**
- **Does the project idea and application show that the applicant has a solid understanding of the North Shore Collinwood neighborhood?**
- **How strong are the applicant's plans for engaging North Shore Collinwood residents in their proposed project?**
- **How strong are the applicant's plans for engaging resident groups that are typically underserved by arts programs?**
- **How strong are the applicant's plans for engaging organizations and groups doing community work in the North Shore Collinwood neighborhood?**
- **How strong is the applicant's capacity to carry out the proposed project administratively?**
- **How strong is the applicant's ability to carry out their proposed project with a high level of artistic quality?**
- **How strong is the applicant's previous experience in doing community-based work?**

An additional 10 points will be awarded to applicant teams that include a neighborhood resident. (See pages 2, 3)

The panel will then use these scores to make recommendations about which projects receive funding and how much funding each project receives. Remember, the best way to make your application competitive is to make sure that it addresses all of these criteria to the best of your ability.

What's the timeline for the program?

The current program cycle supports projects that take place between June 1, 2015, and August 31, 2015. Here's the timeline for the application process:

- We'll be holding grant workshops April 13 and April 16.
- Applications are due on April 30.
- The panel will meet in late May.
- For applicants recommended for funding, we'll be meeting individually to execute agreements, when we'll also have the initial payment available.

The next grant cycle will support projects that take place in Autumn 2015. We anticipate that the application form and guidelines for that cycle will be available in June 2015.

What groups can I partner with on my project?

There are many groups doing health-related work in Cleveland and the North Shore Collinwood neighborhood, from hospitals and clinics to health associations and public health agencies. If you would like assistance identifying potential partners, please contact Julia DiBaggio at Northeast Shores at 216.481.7660 or jdibaggio@northeastshores.org.

the **application**

Completing Page 2 of the Application

To be eligible to apply, you must provide your name, phone number, address, city, zip code, which health issue your project is addressing and a short description of your proposed project. Please remember to provide all of this information.

Preferred method of contact

Let us know whether you would prefer to receive updates about your application or about the application review process by email or phone.

Address

Please list the address of your primary residence. Do not use the address of your place of work.

If electing the bonus points for including a resident on your team, what address will you be using to verify your eligibility for the bonus points?

If you are recommended for a grant, we will need to verify that you live in the neighborhood. Please let us know whether you intend to apply for the resident bonus points.

Which health issues does your proposed project address?

You should select one and only one health issue. Projects can address multiple health issues, but please select one lead category. This lead category is the one the panel will be focused on when reviewing your application.

As a note, you can submit two applications addressing two different themes, but no applicant will receive funding for more than one project per cycle; submitting two applications is just an opportunity to increase your odds of receiving funding.

How much funding are you requesting?

You may request up to \$4,500 in funding for your project. Please keep in mind, however, that we anticipate that the average award size will be \$3,500. In some cases, panelists may recommend that a project receive partial funding rather than the full amount requested. You'll have an opportunity to talk about your funding request in more detail on page 5 of the application.

Please provide a short description of your proposed project.

This is your opportunity to share your idea with the selection panel. It's important to be clear about what you plan to do if you're awarded funding. Be as specific as possible, and make sure that your description is short and does not include technical language (e.g. arts or health vocabulary that members on the panel might not know).

Questions?

We're happy to answer any questions you have about the application process or about the Collinwood 2015 program in general. Please contact Julia DiBaggio at 216.481.7660 or jdibaggio@northeastshores.org.

Completing Page 3 of the Application

To be eligible to apply, you must provide answers to all 4 essay questions on this page of the application. Please remember to provide all of this information.

Where would your proposed project take place? Please include specific addresses and locations to the degree possible.

The Collinwood 2015 program is focused on supporting health-related art projects in and around the East 156th Street Corridor of North Shore Collinwood. For this reason, it is important that at least 50% of your proposed project must take place in the Collinwood 2015 target area (see the second map on page 2). Please be as specific as possible when describing where your proposed project would take place.

How will your proposed project address the health issue you selected above?

This grants program seeks to fund creative solutions to health issues. For this reason, the panel will be looking very closely at how well your proposed project would address the community issue you selected on page 2 of the application form. This essay is your opportunity to share how your project addresses that issue and what you expect to be the result of your work. Please be specific.

How do you plan to engage residents in your proposed project? What individuals and organizations do you hope to engage in the project?

This essay is your opportunity to share how you think residents could play a part in your project, including residents that are traditionally underserved by art programs, such as low-income residents. The panel will be looking for evidence that you are committed to involving residents not just as an audience but also as collaborators. Please describe who you want to participate and your plans for engaging them. You may want to explore collaborations with community groups before submitting your application.

What previous experience do you have in leading collaborative arts projects and/or community projects?

We welcome applications from artists of all skill levels and all backgrounds, but the panel will also be looking for evidence that you can carry out this project successfully. This essay is an opportunity to share your previous experience leading art projects or community projects. You may also want to mention other skills or experience that speak to your ability to carry out your proposed project.

Completing Page 4 of the Application

To be eligible to apply, you must provide a full budget for your proposed project, with descriptions of all line items, including any expenses that you placed in the "Other" row.

Please provide an estimate of how you plan to use funds if your project is selected as Collinwood 2015 project.

The panel will consider whether your budget numbers look realistic and appropriate for the type of work you are proposing. There is not a requirement to provide additional funds for this project, but you will want to show any other funding you have secured, including any personal funds you will be applying to the project. You can also include volunteer hours in the "Other Funds" column. Please remember to add all the numbers together in each of the two columns to provide total expenses. The total in the first column should match the amount you requested on page 2 of the application.

If you included expenses in the category "Other", please describe those expenses here.

Wherever possible, place your expenses in the categories provided on the application and describe them in the section to the right of the page. If you have expenses that don't seem to fit any category, enter these in the "Other" row and briefly explain each of those expenses in this section.

If you are awarded less funding than you requested, will you still be able to complete your proposed project? What parts of the project would you have to cut, if any?

We expect that this will be a competitive application process. In order to fund as many projects as possible, the panel may choose to provide you with a grant less than the full amount you requested. This section will help the panel understand how partial funding might impact your work.

Completing Page 5 of the Application

To be eligible to apply, you must sign and initial all fields, a total of 4 sets of initials and one signature. Please remember to provide all of this information.

This part of the application form is requesting you to certify that you understand the application process. Specifically, we're asking you to confirm that a team member lives in North Shore Collinwood (if you are seeking the bonus points for including a resident team member), that you are at least 16 years of age or older, that you are submitting your own information rather than anyone else's, and that you release Northeast Shores from any liability related to the grants program.

In addition, 16-year-old and 17-year-old applicants must have a co-signature from a legal guardian on both the application and, if they are approved for funding, on the grantee letter of agreement. The legal guardian will assume responsibility for receiving grant payments and ensuring that the project is completed as proposed.

Completing Page 6 of the Application

Don't forget to include samples of your artwork!

The panel will be considering what type of artistic quality your proposed project would likely have. One of the primary ways they will be evaluating this is through samples of your work. While Work Samples are not required, they are highly recommended.

You may provide samples of your artwork in one of the following four formats:

- Up to 2 minutes of audio in any electronic format, OR
- Up to 10 images in any electronic format or on paper, no larger than 8.5" x 11", OR
- Up to 10 pages in any electronic format or on paper, no larger than 8.5" x 11" OR
- Up to 2 minutes of video in any electronic format.

You are free to select which of these formats works best for sharing your work, but you must select only one type. As a matter of fairness to the panelists and to the other applicants, any application that includes work in multiple formats will not be eligible for review. Any application with work samples that exceed the permitted time, page or size limits will also not be eligible for review.

When formatting electronic work samples, you can submit them in any format, but please keep in mind, that they must be playable on a Windows computer, using standard software. We do not recommend submitting in special formats, like Quicktime, DVDs, or PhotoShop documents. We will do our very best to open these types of files, but if we are not able to open them on our computers, we will be unable to share them with the panel.

What do I do when I finish my application?

Now that your application is complete, here's what's next:

- Before submitting your application, please review the checklist we have provided on page 6 of the application. This is the same checklist we will use to determine if your application is eligible to be reviewed by the panel.

- Please print and mail or hand-deliver your application to:

Northeast Shores
317 East 156th Street
Cleveland, OH 44114

We unfortunately are unable to accept application by email or by fax.

- **Please remember, your application must be received in the Northeast Shores office no later than Friday, April 30, at 4:00 p.m. As a matter of fairness to all applicants, no exceptions will be made to this deadline.**

Thank you for your interest in the Collinwood 2015 program.

We are excited to work with you in the coming months. Best of luck with your application!