



ARTS FOR SOCIAL IMPACT RFP
BRAVO GREATER DES MOINES &
MID-IOWA HEALTH FOUNDATION

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To make visible

To widen perspectives

To magnify resources

To enact strategies

*BELIEVE ME AND LISTEN TO WHAT I HAVE TO SAY
—YOUTH ACTION COUNCIL MEMBER*

GOALS

- 1. Build regional recognition that the arts can accelerate progress toward civic goals and advance social benefit in central Iowa.*
- 2. Give voice to on-going community efforts to address youth homelessness through the elevation of youth voices and creation of an indelible and impossible-to-miss call to action.*
- 3. Youth participants have comprehensive ownership in the project. Elevate their ability to navigate real-life complexities to demonstrate need, care for them as individuals and cherish their inherent strengths.*
- 4. Evaluation will demonstrate the results of these goals.*
- 5. Highly successful work will be visually impactful and easy to leverage on media platforms.*

SUMMARY

This project is an exciting first step for greater Des Moines to demonstrate and utilize the power of the arts as an accelerator for social benefit. Work to remediate youth homelessness is at a tipping point. Strategies are in place and substantial new resources are arriving. Amplifying the voice of those who will benefit from these efforts will recruit new champions while demonstrating the critical need for everyone in Polk County to have a safe home.

Artists will propose a project that manifests a powerful call to action supporting strategies identified by local advocate programs as having a high potential for impact and betterment. This project will amplify one or more top-level initiatives aimed at improving the constellation of challenges homeless youth contend with while empowering participants to own their stories.

AT A GLANCE

Empower the experiences of central Iowa's homeless youth by creating an imperative call for action.

Proposals paid at \$1,000

Proposals Due 8/14/20

Artists' Budget \$12,500

Project Completion Late Fall 2020

BLACK OR AFRICAN AMERICAN INDIVIDUALS REPRESENT 7% OF THE COUNTY'S MAKEUP, BUT 38% OF YOUNG PEOPLE IN THE HMIS SYSTEM IN 2018-2019.

PROJECT DESCRIPTION

An artist or team of artists will actively engage youth participants to develop a public expression of participants' lived experiences with homelessness. The objective is to create a powerful call to action that advances a point of support for homeless youth. Substantial work (see attached materials) has identified areas with greatest potential for impact. Guided by the input of participants, this aspect should be made highly visible to central Iowa through this work.

Significant engagement with participating youth is required. Remote technology may ensure the health and safety of all involved. Partners can assist in connecting the artists with participants and facilitating access. The form of the project is not predetermined. *It should be representative of the participant's wishes and lived experiences.* A dance party, a public performance, a novel

and spectacular visualization of critical information, or group actions are all potential forms. If possible, it should also reflect the artist's typical mode of working.

As a temporary expression, this project cannot sustain a concrete, programmatic benefit. It must, however, support decision-maker's understanding of the need to enact policy change and to financially support or personally champion high-impact initiatives. In this way, the project seeks to have an effect beyond 'outreach' or 'awareness.'

'Portraits' of participants to 'let them feel seen' is a common form that should be avoided. Homeless youth often describe a feeling of not being seen, yet this indicates a deeper problem of them not being taken seriously when asking for help or when trying to escape harmful situations. This project seeks to strengthen their agency.

Highly successful projects will facilitate the youth's expression and turn that into something that 'is hard to avoid seeing,' and then 'cannot be unseen.' It should ask its audience to reckon with hard truths and motivate them to action. Specific action steps may be provided or become apparent and communication to the audience of what they can do will be encouraged.

LOCATION

The project should take place in an area that relates to the experience of the participants. It should also be visible enough that it is 'hard to avoid' for central Iowa decision-makers which includes local government and downtown business leaders. Alleyways, natural spaces, streets, and skywalks in downtown Des Moines are likely candidates. The project partners will work to assist in identifying and securing appropriate spaces.



Source: Iowa Homeless Youth Centers, Emergency Beds Victims of Crime Act Report, August 1, 2016 - June 30, 2017

SELECTION PROCESS

The artist(s) selection will be based on:

- Demonstrated experience on projects of similar size and prominence
- Demonstrated capacity to appropriately engage with youth facing homelessness or marginalized experiences
- Success translating/expressing the concept/goals through their work
- Quality of sample work
- The durability of previous artwork relative to environment, including theft and vandalism
- Ability of the artist to meet deadlines
- Expression of vision, as expressed in the artist’s proposal

The art selection committee, facilitated by Group Creatives, will include representatives of project partners including Bravo Greater Des Moines, Mid-Iowa Health Foundation, Continuum of Care, Youth Policy Institute of

Iowa, and the Youth Action Council. They reserve the right not to select any proposal.

IF SELECTED FOR A FUNDED PROPOSAL, the artist will develop a proposal including at least one fully developed concept communicated with appropriate visualization, an estimated budget, timeline and plan for execution.

If selected to complete the project, a refined budget, timeline, and plans are expected as part of a revised proposal prior to implementation.

TIMELINE

Artists requested to develop proposals	7/13/20
Two stakeholder sessions (fundors, youth)	mid-July
Proposals due	8/14/20
Artists notified of project selection	8/26/20
Project completion	Late Fall, 2020

BUDGET

This project is supported through the generosity of Bravo Greater Des Moines, the Mid-Iowa Health Foundation, and their partners.

Artists selected to develop a proposal will be paid for that creative labor of visioning and planning. Fees and budget are per proposal and are inclusive of all labor and materials. Collaborative or collective teams are encouraged, but will not affect payment.

Proposals will be paid at a total of \$1,000 per proposal in two installments. \$500 will be paid to begin work and \$500 at proposal submission.

Budget for project available to artists is \$12,500 and is inclusive of all labor, fees, and materials to complete.

Images from 2017 Ending Youth Homelessness Plan. Current map is in updated 2019 document.



PARTNERS AND RESOURCES

Bravo Greater Des Moines (Bravo)

Formed in 2004, Bravo leverages the investments of 17 local partner governments to maximize the impact arts, culture, and heritage have in advancing regional priorities.

Mid-Iowa Health Foundation

Since 1984, Mid-Iowa Health Foundation has pursued its mission to serve as a catalyst and partner for improving the health of vulnerable people in greater Des Moines.

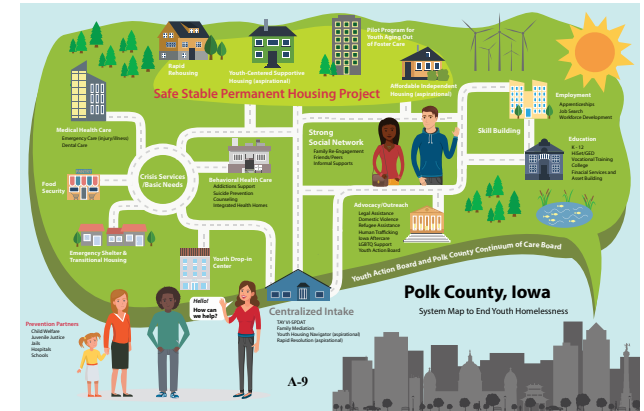
Polk County Continuum of Care (PCCoC)

PCCoC's mission is to end homelessness in Polk County by marshaling community resources and facilitating and managing effective partnerships focused on providing services, supports and solutions to create a safe home for everyone. The PCCoC program is designed to promote community-wide commitment to

the goal of ending homelessness; provide funding for efforts by nonprofit providers, and State and local governments to quickly rehouse homeless individuals and families while minimizing the trauma and dislocation caused to homeless individuals, families, and communities by homelessness; promote access to and effect utilization of mainstream programs by homeless individuals and families; and optimize self-sufficiency among individuals and families experiencing homelessness. *Everyone in Polk County will have a safe place to call home.*

Youth Action Council

The strongest and most exciting point of this project is the potential to be informed by and work with participants from the Youth Action Council. The YAC was formed to ensure authentic voices of youth affected by homelessness are the driving force behind all planning and



subsequent efforts. Empowering youth choices and needs in this manner is a path to excellence and success and is an unusual thing to find in larger civic practices. This underscores how critical it is that the voices of affected youth are empowered to inform all processes.

Youth Policy Institute of Iowa (YPII)

Founded in 2000, YPII works to improve the delivery of services and supports for youth by partnering with public and private entities throughout Iowa. We focus on collaboration, racial and cultural equity, improving quality of practice and measuring results. YPII is involved in a wide range of initiatives, but specializes in policies and programs affecting youth transitioning to adulthood, particularly those who have been involved in child welfare (foster care) or juvenile justice systems.

*I AM A FIGHTER, A SURVIVOR, I WILL KNOCK DOWN THE BARRIERS. I WILL SHOW YOU THE STRENGTH I HAVE.
—YOUTH ACTION COUNCIL MEMBER*

Resources

Participants will be found through the Youth Action Council and the programs of supporting organizations. Substantial fact finding and planning specific to central Iowa has already identified the critical and impactful changes needed to improve the lives of youth and families affected by homelessness and related conditions. Examples of findings include the need to empower youth voices such that the people and systems that should support their well being are willing and able to take youth's concerns seriously. Bullying, family preservation, LGBTQ acceptance, trauma response, and support systems that did or did not do what was needed are common issues that may become features in the project. Having a stable and livable home, access to reliable transport and employment are also prominent concerns, as is the all-too-easy to forget fact that even typical teens have significant daily challenges.

These findings and many other plans and materials will be made available. The experts working with this subject matter are enthusiastic to both advise and champion this project and will be available, as will the resources of each of their organizations as may be appropriate.

Youth have produced several short videos intended to communicate needs and guidelines for working with educational personnel and these will be available for artists' review.

The team supporting this project will work to ensure success and may assist to secure needs such as permissions for use of locations, equipments or facilities.

STATEMENT OF EQUITY

Artists invited to compete for proposal development represent a wide variety of race, sexuality, and other diversity markers. They were selected intentionally for their ability to connect with the youth participants' lived experiences.