



Far South/Border North: Artists and Cultural Practitioners in Community (FSBN)

*Opportunity, eligibility, and scope of services for Social Impact Hubs
January 2023*

Deadline to apply: February 28, 2023 at noon

Other documents:

1. [Application preview & rating matrix](#)
2. [Online application](#)

For any questions or concerns, please contact [Megan Thomas](#)

Program Overview

Catalyst of San Diego & Imperial Counties seeks five organizations to serve as “social impact hubs” for the Far South/Border North: Artists and Cultural Practitioners in Community (FSBN) program described below. Contracted organizations will support two cohorts of creatives to develop and implement campaigns promoting awareness and action on a public health, energy and water conservation, climate mitigation, social justice or civic engagement topic. The service agreement is for \$95,000 over two years.

Background

FSBN will increase employment and build infrastructure for the creative workforce to contribute to social justice, public health, energy and water conservation, climate mitigation, and civic engagement. Opportunities will center artists and cultural practitioners who will design and implement media, outreach, and engagement campaigns that focus on the needs of communities in the lowest quartile of the [California Healthy Places Index](#) in San Diego/Imperial Counties. These campaigns will be carried out by approximately 114 artists and cultural practitioners through direct funding and via entities funded to regrant to artists and cultural practitioners. In addition, five social impact hubs will receive service agreements to support the program. The program will be implemented by the City of San Diego in partnership with Catalyst of San Diego & Imperial Counties, The San Diego Regional Arts and Culture Coalition, and San Diego Foundation. This activity is funded in part by the California Arts Council, a State Agency.

Social Impact Hubs

FSBN will engage five social sector organizations to serve as Social Impact Hubs (Hubs). Hubs will serve as the organizing bridge between artists and cultural practitioners and the program’s four program goals (see below). Hubs will become incubators where creatives will have the opportunity to learn from the Hub and each other, network, and explore professional development and mentorship in developing and carrying out their campaigns.

All Hubs will serve the bi-county region of Imperial and San Diego. At least one Hub will be based in Imperial county. More than one organization may apply together (e.g., a public health organization in Imperial County and another on a tribal reservation) to serve as a single Hub.



Eligibility

- **NONPROFIT STATUS:** Organization holds tax-exempt nonprofit status under section 501(c)(3) or 501(c)(6) of the Internal Revenue Code at the time of application or is fiscally sponsored by one of the above or is a Tribal government; AND
- **ORGANIZATION PURPOSE:** Organization has a mission statement clearly focused on one or more of the FSNB program goals:
 - Public health to stop the spread of COVID-19 and associated diseases or health disparities
 - Water and energy conservation, climate mitigation, emergency preparedness, relief, and recovery
 - Civic engagement, including election participation
 - Social justice and community engagement; AND
- **HISTORY OF OPERATIONS:** Organization has at least two full and consecutive years of operating with its own independent governing board (or a fiscal sponsor with these qualifications); AND
- **SERVICE AREA:** Organization is headquartered in San Diego and/or Imperial county *and* provides services in San Diego and/or Imperial counties and/or sovereign tribal land in that region.

Budget

Hubs will each receive a budget of \$95,000 for the Scope of Services. The budget is all-inclusive and must cover all costs associated with the Scope of Services.

Scope of Services

Application Phase (through Summer/Fall 2023)

- Participate in training(s) to be equipped to help recruitment and promotion of the *Far South/Border North* opportunity to artists and cultural practitioners
- Cultivate applicants for the two application cycles, one for direct funding to individual artists and cultural practitioners, and the second for funding of organizations and local and tribal governments to regrant to artists and cultural practitioners
- Participate in two applicant information sessions coordinated with FSNB partners (one for each application cycle)
- Hold information sessions and/or office hours in coordination with FSNB partners to assist artists and cultural practitioners in applying (a minimum of 20 hours per application cycle)
- Optional: Serve on panel to review applications and select grant recipients

Campaign Support (Summer 2023-September 2024)

Organize and coordinate two grantee cohorts: (1) directly funded artists and cultural practitioners and (2) artists and cultural practitioners regranted funds by nonprofit organizations and units of government. Each artist and cultural practitioner will be assigned a Hub based, in part, on their program goal of interest. Each cohort will include approximately 8-12 artists and cultural practitioners.

- Organize and hold 4 convenings for each cohort for learning, networking, and ideation on focus area and public engagement/outreach strategies



- Work with Partners and other Hubs to organize 2 regional networking events for each cohort to encourage cross-pollination of ideas for campaigns
- Serve as a guide and mentor for artists and cultural practitioners in scoping their outreach and engagement campaign for California Healthy Places Index communities in San Diego and Imperial counties.
 - Hub will facilitate process to seek and provide FSNB partner feedback and approval for each grantee's scoped campaign prior to the grantee starting work to implement their campaign
- Support artists and cultural practitioners as they carry out their campaigns, including collecting information for reporting requirements
- Liaise with community members, artists, cultural practitioners, and FSNB partners to resolve any conflicts should they arise before, during and after campaigns

Grant Administration (throughout grant period)

- Participate in Hub mentoring orientation and periodic check-ins with FSNB partners.
- Develop a grantee mentoring plan (schedule, networking curriculum, etc.). Hubs will be provided a model mentoring program schedule to follow and augment.
- Develop materials, tools, and resources for each cohort related to the Hub's focus area(s) and public outreach and engagement best practices.
- Work with FSNB partners on a visibility campaign to showcase artists and cultural practitioners
- Work with FSNB partners to organize/coordinate cohort participation in the program's culminating Public Impact Day.
- Liaise with FSNB partners to ensure artist and cultural practitioners are meeting the award agreement obligations and reporting requirements
- Provide a final report to FSNB partners on Hub activities

Anticipated Timeline

| | |
|--------------------|---|
| Winter/spring 2023 | Hub preparation Hub administration begins Application phase for first grant cycle (direct to artists and cultural practitioners) Campaign support for first cohort begins |
| Summer/fall 2023 | Campaign support for first cohort continues Application phase for second grant cycle (nonprofit organizations and units of government to regrant to artists and cultural practitioners) Campaign support for second cohort begins |
| Winter/spring 2024 | Campaign support for second cohort continues Campaign support for first cohort complete |
| Summer/fall 2024 | Campaign support for second cohort complete |



Public impact day for both cohorts
Hub administration concludes

Acknowledgements

The program will be implemented by the City of San Diego in partnership with Catalyst of San Diego & Imperial Counties, The San Diego Regional Arts and Culture Coalition, and San Diego Foundation. This activity is funded in part by the California Arts Council, a State Agency.

