

# **Bidders Conference Call Arts for Children and Youth RFP**

September 15, 2008

---

## **Call Hosts:**

Kumani Gantt  
Artistic and Executive Director  
Village of Arts and Humanities  
2544 Germantown Avenue  
Philadelphia, PA 19133  
215 225 7830, ext 204 phone  
215 225 4339, fax  
Arts for Youth Steering Committee  
Member

Julie Hawkins  
Vice President for Public Policy  
Greater Philadelphia Cultural Alliance  
julieh@philaculture.org  
215-399-3512  
Arts for Youth Steering Committee  
Member

Courtenay Wilson  
Arts & Culture Program Officer  
William Penn Foundation  
215-988-1830  
cwilson@williampennfoundation.org  
Arts for Youth Steering Committee  
Member

Meg Long  
Project Director  
OMG Center for Collaborative Learning  
1528 Walnut St. Suite 805  
Philadelphia, PA 19102  
meg@omgcenter.org  
215-732-2200 ext. 222  
fax: 215-732-8123  
Arts for Youth Project Staff

Emily Byrne  
Project Manager  
OMG Center for Collaborative Learning  
1528 Walnut St. Suite 805  
Philadelphia, PA 19102  
emily@omgcenter.org  
215-732-2200 ext. 271  
fax: 215-732-8123  
Arts for Youth Project Staff

Elizabeth L. McClearn  
Program Associate - Children, Youth &  
Families  
William Penn Foundation  
Two Logan Square, 11th Floor  
100 North 18th Street  
Philadelphia, PA 19103  
215-988-1830  
emcclearn@williampennfoundation.org

## **Call Participants and Other Interested Parties:**

Kim Cook  
Manager  
Nonprofit Finance Fund  
1608 Walnut Street  
Suite 703  
Philadelphia, PA 19103  
phone: 215.546.9426  
fax: 215.546.9427  
e-mail: Philadelphia@nffusa.org

Pearl Schaeffer  
Executive Director  
Philadelphia Arts Education Partnership  
(215) 717-6596  
pschaeffer@uarts.edu

Girija Kaimal  
Temple University  
Senior Research Associate  
215-204-2108  
Girija.kaimal@temple.edu

Mark Huxsoll  
Temple University  
Director, Temple Music Prep  
215-204-1512  
mhuxsoll@temple.edu

Matt Braun and Magda Martinez  
Executive Director and Director of  
Community Partnerships  
Fleisher Art Memorial  
719 Catharine Street  
Philadelphia, PA 19147  
215-922-3456  
mbraun@fleisher.org  
mmartinez@fleisher.org

Shelly Yanoff and Gretchen Iverson  
Executive Director and Picasso Project  
Coordinator  
Public Citizens for Children and Youth  
Seven Benjamin Franklin Parkway  
Philadelphia, Pa 19103  
215-563-5848  
shellyyanoff@pccy.org /  
www.pccy.org  
gretchenelise@pccy.org

Kathleen McLaughlin  
Coordinator of Development  
BuildaBridge  
205 West Tulpehocken Street  
Philadelphia, PA 19144  
Office: 215.842.0428 x10  
Email: resdev@buildabridge.org  
www.buildabridge.org

Elizabeth Jade Deeny | Development  
Assistant  
Kardon Institute for Arts Therapy  
10700 Knights Road | Philadelphia, PA  
19114

Phone: (215) 637-2077 Ext. 102 | Fax:  
(215) 637-2079  
Web: www.kardoninstitute.org  
Email: edeeny@kardoninstitute.org

Cassandra Green  
Executive Director  
Mill Creek Community Partnership  
P.O. Box 9382  
Philadelphia, PA 19139  
email: admin@mccponline.com  
web: www.mccponline.com

Jeri Lynne Johnson  
Founder and Music Director,  
Black Pearl Chamber Orchestra  
o 484.412.8800  
c 215.485.8083  
e jeri@blackpearlco.org

Carol Fixman and Jenifer Trachtman  
Executive Director and Director of  
Development and Marketing  
Philadelphia Education Fund  
7 Benjamin Franklin Parkway, Suite 700  
Philadelphia, PA 19103  
215-665-1400 x3309  
www.philaedfund.org

Lynne Kotranski, PhD  
Vice President for Research and  
Evaluation  
Public Health Management Corporation  
260 South Broad Street Philadelphia, PA  
19102-5085  
phone: 215-985-2552  
fax: 215-731-2199  
email: lynne@phmc.org

Adrienne Jacoby, Ed.D.  
Executive Director  
PHILADELPHIA READS  
1207 Chestnut Street - 6th Floor  
Philadelphia, PA 19107  
215-851-1723 ajacoby@gpuac.org  
www.phila.gov/philareads

## QUESTIONS AND ANSWERS

1. Can I submit a proposal for a piece of the work?

No. The Steering Committee wants a full response in each proposal. If you are interested in only one piece of the work, you need to find someone to partner with. Iron out the model you'd be using to organize the work and include those details in your proposal.

2. In applying as a partnership to be the leadership entity, how long are organizations committing to be in the partnership?
3. All organizations applying in a partnership should recognize long term ten year vision.

The RFP is for two years of start up implementation, so you are definitely agreeing to that. There might be one partner utilized for a certain capacity. They can spiral off once capacities have been devolved to the leadership entity. For example, if your organization does not have internal communications capacity, you would partner with a communications firm. Down the road, the firm and the leadership entity might agree that the communications skills and knowledge have been transferred, and the communications firm would no longer need to be a partner.

4. Who will lead development efforts after the initial two years of funding is secured?

The leadership entity takes over fundraising responsibility after the first two years. They should plan on developing a mix of funding streams. The Steering Committee will help maintain funding relationships and pass that info along in order to build up the fundraising capacity of the new leadership entity.

5. Budget Worksheet- Is the projected revenue section a program budget, or is it to incorporate the annual operating income budgets for each management partner?

The 1.5 million dollars requested in this proposal should not be included in your Projected Revenues/Income table. NOTE THIS IS AN UPDATE. Additional resources can include your current programming, included as expense and revenue. For example, if OMG applied (which we are not), we would estimate what percent of our operating budget would be committed to Arts for Youth. We would include that as a revenue source under already committed funds plus whatever additional is necessary to take to scale.

6. Budget Worksheet- Since Year 1 and Year 2 are not disaggregated in the Projected Revenue table, how will that differ from the Expenses Table?

In the Projected Revenue/Income table, the Funds Committed column should include any internal organizational funds that the leadership entity will direct towards Arts for Youth. For example, suppose Organization A is partnering with Organization B and C, and they are each putting \$100,000 per year of their organizational budgets towards Arts for Youth should they be selected. Under Project Funding Sources, in the cell reading Revenue Source 1, they should type Organization A. In that same row, under Funds Committed, they should type \$200,000. The same would be done for Organization B and C. So, the sum of the numbers in the Total Projected Income/Revenue row in the Revenue table should be 1.5 million LESS THAN the number in the most bottom right cell of the Total Expenses table.

7. Who would be receiving this programming? Who is included?  
First two years is focused on Philadelphia public school students. The 10 year plan includes four surrounding counties, as well as out of school time.

8. Is there a home venue or location where activities will take place?

We anticipate that approximately 40% of budget will be program expenses- direct services to school students. 60% of resources will be applied to developing infrastructure for this system. In terms of a location, for program provision- no central home is identified. When you read through the RFP, you realize we are talking about in school and out of school. So there will be a lot of program locations. In terms of infrastructure location, the physical space can be embedded in a pre-established organization, but it needs to be clear where leadership entity is housed. Not about setting up a separate organization, but leveraging what already exists. So you just need to be clear about where people can contact Arts for Youth, and where they are located.

9. What is the status of the research we are doing about the scale of the need in the school system?

The Research Subcommittee is doing a stock-taking of arts education provision that currently exists throughout Philly. Research includes school level data- via a principal survey for public, parochial, and charter schools. We are also fielding a parent perception survey to gauge parent opinions on the access their children have to arts education. We are also doing an arts provider survey to measure whether providers are working with schools and to what extent, in what art form, etc. And finally there is an OST provider survey to measure arts enrichment offered during OST time. The hope is that data will be available in 2009.

10. When do you think that actual enhanced activity will begin happening?

Definitely within first two years there will be implementation happening in Philadelphia schools. There will be a mix of schools chosen to pilot with-- both high arts need and low arts need. No exact timeline, but we want short term impacts. Some activity in the end of 2008-2009 school year even, in terms of leveraging existing opportunities. For example, Arts for Youth subcommittees have been discussing how they could help in the push to hire art and music teachers. Leverage immediate opportunities.

11. You want to focus on infrastructure, but this is also about taking services to scale. Would budget include the scaling in order to provide direct services?

The idea behind the RFP is to come up with a strategy for scaling up over the first two years, but framing that within an overall ten year strategy. One thing talked about a lot is the idea of looking at the low hanging fruit. Some programs are working well. We need to make sure they are occurring regularly, offering equitable access, and going to scale. Forty percent of 1.5 million or other in kind revenues should go to direct service program provision. Program work needs to include the bigger picture- also professional development, developing vetting process for program providers, establishing quality standards. You can have a quicker impact through current programs.

12. Will these services be available at schools managed by outside agencies?

Ten year vision is inclusive- we are talking about all children and youth in Greater Philadelphia. Those schools might not be targeted in first two years, that is contingent on selection criteria. But they will be included at some point down the road.

13. What's the sense about leadership entity suggesting a focus for the grade level to focus on in years 1 and 2?

You should propose how you see it playing out first two years, and then looking at ten years. Demonstrate you've thought through the strategy. That part of the proposal is to showcase knowledge and expertise in the school system. The Steering Committee

discussed this to some extent. There are benefits of high school- big policy focus right now in Philadelphia. But arts education experts recognize that implementation is easiest at elementary and middle school level. So we are just interested in hearing good strategies and your expertise. Also, when discussing how to tackle ten year plan make sure there is consistency between ten year plan and where the leadership entity thinks it should place the focus. How will the ten year vision be rolled out across grade levels.

14. Is there a way of saying to funders that the 40% needs to be new dollars? I think there is an honest and valid concern among providers that this initiative will shift how decisions get made.

The 1.5 million that the Steering Committee is trying to raise is all new dollars. We are trying to build a case to show that it's more prudent and efficient to begin pooling resources. Everyone will benefit in the end, we just need to develop trust for this type of system. In Dallas that's what they do- it just increases efficiency. So for example, if the School District wanted to pay for services, it would all go through one fiscal agent- the Arts for Youth leadership entity. We can't guarantee that after the first two years that it's all new dollars. Because in the end it's the discretion of individual funders. But the 1.5 million is definitely new dollars- we know that for sure because organizations that are responding to the RFP should include their current funding as another revenue source beyond the 1.5 million.