



Your organization is invited to submit an application. The deadline to submit a completed application is 5:00 p.m., October 4, 2021.

MISSION & PURPOSE

The mission and purpose of Escondido Community Foundation (ECF), an affiliate of The San Diego Foundation (TSDF), is to improve the quality of life in Escondido by meeting emerging needs through:

- Encouraging and increasing responsible and effective philanthropy,
- Building a community endowment,
- Providing funds annually to organizations and causes, and
- Giving the community a vehicle for legacy planning and cash gifts that will benefit Escondido annually and in perpetuity.

The vision of ECF is to inspire a culture of giving that supports, strengthens and enriches the quality of life in the Escondido community now and for generations to come. From improving quality of life to rejuvenating the bonds of our communities, the contributions of ECF members stimulate a sense of common purpose by bringing people together to address essential and emerging needs.

INTRODUCTION

The purpose of this RFP is to select organization(s) to implement the siting, design, permitting, installation and maintenance of potential permanent murals within the city of Escondido, California.

The goals of this project include:

- Enhancing the image of Escondido through arts and culture.
- Increasing the quantity of artwork in the community of Escondido.
- Increasing community pride and identity.

ELIGIBILITY CRITERIA

To be eligible, all applicants must meet the following criteria:

- Grants must be administered by a 501(c)3 public charity, or an organization that is fiscally sponsored by a 501(c)3, a school or other government agency. The Foundation does not make grants to supporting organizations or private, non-operating foundations.
- If the organization is using a fiscal sponsor, a cooperative relationship between the two must be clearly demonstrated.
- Project must be achievable within a 12-month time frame.

PROJECT GOALS AND REQUIREMENTS

- Serve Escondido within the geographic boundaries of the Greater Escondido area (as defined by the Escondido Union High School District boundaries to include the San Pasqual Valley, up to Deer Springs Road by Lawrence Welk and out toward Del Dios).
- Murals cannot directly advertise private businesses nor promote religious or political doctrine.
- Projects are to be located on private or public property that is highly visible and publicly accessible (e.g., on a prominent exterior wall of local business, nonprofit or city buildings) with the site owner partnering with a 501(c)3 fiscal sponsor. This partnership needs to be supported by a Letter of Agreement, approved by the ECF, between the building owner and the submitting organization. (See list of additional items below to include in online application)
- The rules and regulations of the city of Escondido must be complied with for all projects. Projects may require review or approval by various departments within the city of Escondido which could cause implementation delays and therefore awardees must plan accordingly.
- Mural proposal reviews will include aesthetic quality, cost, experience of the artist, and a determination that the work is appropriate to the setting, architecture and social context. The Escondido Community Foundation will retain the Final Right of Refusal.
- Escondido Community Foundation will retain the rights to use images of the artwork.
- A space must be available on site for Escondido Community Foundation recognition and QR code.

PROJECTS WHICH MEET THE FOLLOWING CRITERIA WILL BE PREFERRED

- Expose the community to local history and artists while enhancing the community identity.
- Stand the test of time and become a well-known community fixture.
- Unify the community by including collaborations with other community organizations.

PROJECT EXECUTION

Escondido Community Foundation will be responsible for:

1. Conducting the grant seeker forum.
2. Reviewing proposals submitted.
3. Site Review with the semi-finalists.
4. Review of the final mural design.
5. Monitoring project progress, including site visits.
6. **Final acceptance** of the mural.
7. Addition of identifying signage at the mural site.



The nonprofit arts organization will be responsible for:

1. Preparing the proposal.
2. Selecting the mural site and the artist.
3. Managing all aspects of the mural design, permitting (including compliance with all requirements defined by the city of Escondido), installation, payment to the artist and any other project costs, and maintenance if required by the city.
4. Periodic reporting of the details specified in the contract award letter.
5. Photograph(s) of the completed project must be submitted to ECF for their records.
6. Should your nonprofit's proposal be selected for further consideration, at the Site Visit Phase, be prepared to provide:
 - a. Signed letter or resolution approving the proposed mural from the property owner or city department with jurisdiction over the proposed site, including any additional requirements. If this effort will be a partnership with the building owner, a document defining the scope of the agreement is required.
 - b. Signed Artist Waiver of Proprietary Rights for Artworks for each artist involved in project confirming this as a "work for hire" in favor of the ECF as copyright owner.
7. A maintenance plan that complies with any city requirements.

FREQUENTLY ASKED QUESTIONS

How do we apply?

Applications must be submitted online by no later than 5:00 p.m. on or before Monday, October 4, 2021. The grant application can be accessed at:

<https://app.smarterselect.com/programs/74698-Escondido-Community-Foundation>

Who is eligible to apply for Escondido Community Foundation funding?

To be eligible for a grant from the Escondido Community Foundation, organizations must have tax-exempt status and provide services in the community of Escondido. An organization may serve as a fiscal sponsor for a community organization that does not have tax-exempt status if a cooperative relationship between the two can be clearly demonstrated, and the fiscal sponsor must be willing to administer the grant if awarded. The Escondido Community Foundation at The San Diego Foundation does not make grants to supporting organizations or private, non-operating foundations.

How much can we request?

The Escondido Community Foundation will accept requests up to \$35,000.

What is the grant period?

This grant cycle is December 1, 2021, to December 1, 2022.



What reporting is required?

The Escondido Community Foundation requires periodic reporting and site visits; the details of which will be specified in the grant award letter.

What will the Foundation not fund?

The Escondido Community Foundation generally does not fund:

- Existing obligations/debt.
- Projects that promote religious or political doctrine.

Who can I contact if I have any questions?

For program questions, please contact Trudy Armstrong at trudy@sdfoundation.org.

For technical questions regarding the online application, please contact Grants Administration at grants@sdfoundation.org.

What is the Escondido Community Foundation timeline?

- July 18, 2021 – Issue RFP
- August 2, 2021 – Grant Seekers Forum
- October 4, 2021 – Proposal Due
- November 1, 2021 – Site Visit Phase
- December 1, 2021 – ECF award contract
- December 1, 2022 – Project Complete

APPLICATION PROCESS

To submit your information, all applicants will need to access the secure online application form at <https://app.smarterselect.com/programs/74698-Escondido-Community-Foundation>. The application includes information about your organization, as well as questions about your proposed program.



APPLICATION REQUIRED FIELDS

Please note: Below are the questions that will be on the online application. All information must be typed directly into the fields of the online application and submitted through the SmarterSelect system.

Applicant Information

- Is your Organization a 501(c)(3) public charity?
- Does your Organization have a fiscal sponsor?
- Organization Name
- Address, City, State, Zip
- Telephone
- Website
- Organization Budget Size
- Tax ID (EIN) Number

Executive Director

- Name
- Title
- E-mail
- Telephone

Program Contact

- Name
- Title
- E-mail
- Telephone

Fiscal Sponsor (if applicable)

- Organization name
- Address, City, State, Zip
- Telephone
- Tax ID (EIN) Number

Program Information

- Project Name
- Amount You Are Requesting



Program Proposal Narrative

Organizational History (Max. 150 words)

Describe the organization’s history, mission and goals.

Program Summary (Max. 150 words)

Provide a general and compelling description of your project and its specific impact on the community.

Program Leadership – Board (Max. 250 words)

List board members and key personnel involved with the program/project.

Budget Narrative (Max. 250 words)

Describe your specific line items.

Other Sources of Funding (Max. 50 words)

List other sources of funding secured for this project.

PROGRAM BUDGET

Expense Category	Requested Amount	Program Budget
1. Equipment		
2. Materials		
3. Artist fee		
4. Contractors and misc. costs		
5. Administration		
6. Maintenance		
7.		
8.		
9.		
10.		
	Total Requested Amount	Total Program Budget



ADDITIONAL ITEMS

- 1.** Lead artist's resume/qualifications and examples of previous work.
- 2.** Draft color image of mural designs, including any proposed text and mural dimensions.
- 3.** One image of the proposed site that indicates the exact location of the proposed mural on the proposed wall. Please include dimensions and address.

Questions should be directed to Trudy Armstrong at trudy@sdfoundation.org.