

Art All Night in Your City

A Fun and Cheap Way to Teach Civil Society Skills, Empower Individuals, and Build Community

EXECUTIVE SUMMARY FOR THOSE SEEKING FUNDING

This summary provides a high-level description of Art All Night (AAN) and its benefits, and offers a funding opportunity for suitable applicants.

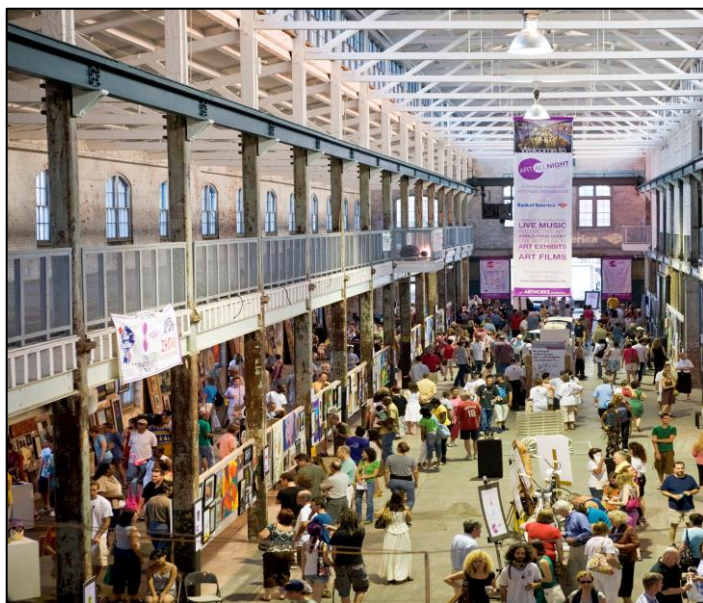
Background

AAN is not your grandma's art festival. But more than that, its principal benefits aren't even about celebrating art, although it does that too.

Rather, its purposes and benefits include:

1. Teaching basic civic engagement and civil society skills to volunteers - such as how to speak at a meeting, how to recruit and manage volunteers, how to ask for a donation - in a way that is fun and easygoing. The hope is that volunteers will learn these new skills and apply them in the future to causes more essential than art like clean drinking water, public safety, or free and fair elections.
2. Building a sense of community and trust between different lifestyles, races and incomes by providing a reason to interact in a fun atmosphere. This applies to the art festival itself as well as to the 6 months that it takes hundreds of volunteers to produce the event.
3. Empowering artists who would otherwise not have the opportunity to showcase their artwork in an art gallery with a venue to do so. This empowerment yields benefits for artists such as building confidence, feeling heard, being respected, and marketing ones artwork.
4. Fostering social networking between people who have an interest in improving their community
5. Marketing the programming (classes, exhibitions, events, and volunteer opportunities) of the organization that is producing the event

Art All Night uses a fun art event as a reason for volunteers to learn basic Civil Society skills. Why an art event? Consider that if an organizer asked strangers if they would be interested in learning Civil Society skills, not many people would be interested. However, if the same organizer asked, "Would you be interested in producing a fun art festival through which you will learn basic Civil Society skills?" a lot more would likely say yes. Essentially, Art All Night makes learning fun.



The AAN Model

Traditionally, most art festivals feature 100 or so professional artists who each rent 10'x10' stalls in the hopes that consumers will buy their art. This is a passive experience for the consumer and a commercial activity for the artist. In contrast, AAN is deliberately participatory and is not commercially motivated.

AAN is a 24 hour long art festival that encourages *any* artist of *any* age, skill level, or medium to submit one piece of visual art - of their own making - and to have that art hung in a gallerylike setting.

- Free to submit art and free to attend
- No judge or jury that reviews the art submitted

- Artists may sell their art and keep 93% of the profit
- The event opens to the public at 3pm Saturday and ends at 3pm Sunday on one weekend per year.
- Participation is deliberately easy; artists may drop off their art the day before or the morning of the event. Artists complete a short registration form and sign a waiver that protects the sponsoring organization from claims of damage or theft. Volunteers hang the submitted art as it is received. Artists retrieve unsold art on Sunday when the event is over. Art that is sold is delivered at an afterparty where the buyer has an opportunity to meet the artist.
- Except for the AAN Event Organizer, all labor is performed by volunteers. See page 4.
- Volunteers are offered 9 trainings. Each training teaches a different Civil Society skill. Each training includes 45 minutes of classroom training and 45 minutes of practical training where the student gets to practice the civil society skill with the instructor. Volunteers who complete all 9 trainings are given a diploma. The organization agrees to act as a job reference.

Proven Results

Now in its 13th year, below are participant statistics from the first four years of Art All Night-Trenton. Trenton, NJ (population 81,000) is a small city with high crime and poverty that is surrounded by enormous wealth and high livability. Most living outside of Trenton rarely desire to spend time in Trenton.

	2007	2008	2009	2010
Total Attendance	1,700	4,500	12,000	21,000
% of Attendance minority	35%	44%	45%	48%
Total Volunteers	200	295	325	320
% of Volunteers minority	33%	36%	38%	42%
Pieces of art submitted	430	605	833	962
% of Artists under 18	21%	25%	24%	26%
% of Artists from disadvantaged neighborhoods	36%	39%	43%	45%

Why does AAN Grow So Quickly?

1. It’s irresistibly fun, empowering, and 100% free.
2. The bar to participate is extremely low. There are multiple ways to participate.
3. But most of all, each artist who submits a piece of art is so thrilled that their work will be shown in a gallery-like setting and will be seen by thousands, that they invite their friends, family, and co-workers to AAN. This audience sees how low the bar to entry is and either participates themselves the following year or recommends the event to a creative person they know.
4. The positivity that the event exudes is so overwhelming that civic, governmental, faith, and business leaders immediately want to support and sponsor the event.

How Does AAN Achieve the Purposes and Benefits Stated Above?

1. AAN is based on the idea that when learning is fun and doesn’t feel like medicine, recipients are much more motivated to participate. As there is only 1 paid staff member, there is ample opportunity to learn civic engagement skills. Indeed, the event will not succeed without robust volunteer participation.

2. Empowerment and self-worth are gained both from learning civic engagement skills and from submitting art. Overwhelming testimony from AAN-Trenton participants has shown that submitting art builds confidence in young people, makes Senior Citizens feel valued and more connected, and helps alienated people feel heard and respected.
3. Either through volunteering or from participating as an artist or festival attendee, participants build new social networks - often with folks from different walks of life than themselves, folks who they would be unlikely to meet in their existing social circles.
4. Finally, the positivity exuding from AAN inspires those in attendance to network with other likeminded attendees who together go on to pursue additional civic development ventures.

The Funding Opportunity

In exchange for meeting certain goals (see below), funding will be provided over 3 years to a non-profit or non-governmental organization to produce AAN over 1 weekend per year in their city.

This money is to be used to hire an Event Organizer, pay for event expenses, and compensate the grant applicant for managing the grant and supervising the Event Organizer. See attached Event Organizer Job Description.

Please note: Even during the first year, the money allocated will likely not be enough to cover expenses. AAN depends on many in-kind donations of goods and services. Indeed, learning how to meet needs through donated goods and services is one of the skills that AAN Volunteers will learn.

The funder will supply a manual that teaches every step of organizing and producing an AAN event. However, this manual is based on what worked in Trenton, NJ and is based on the experience of recruiting, training, and managing volunteers in the US. This guidance may not translate or have value in cities outside the US. The funder is less concerned with *how* organizations meet AAN goals. Much more important is AAN goals *are* reached. Nevertheless, the funder will be available to coach and guide all funding recipients as much as they request.

Requirements to apply

- Funding is only available to organizations, not individuals. Organizations can be a non-governmental organization or a civic, artist, or community organization.
- Organizations must be at least 5 years old and be governed by a board of directors, a board of trustees, or some group of senior members that provides organizational oversight
- Organizations must have a mission statement and demonstrated achievements in any of the following program areas: increasing civic engagement, developing civil society, community development, youth development, fostering the arts, or poverty reduction.
- Organizations in the following countries are not eligible for funding but may request guidance on how to produce AAN: USA, Canada, Iceland, UK, Ireland, France, Spain, Portugal, Italy, Luxemburg, Belgium, The Netherlands, Germany, Czech Republic, Denmark, Norway, Sweden, Finland, Estonia, Latvia, Slovenia, Lithuania, Singapore, South Korea, Japan, Australia, New Zealand.

Funding Amount and Disbursement

- Funding is dispersed in 4 equal parts over the course of 6 months for 3 consecutive years.
- Funding is greatest in the first year and least in the third year. By the fourth year, the organization will have learned how to make the event self-sustaining.
- Because this grant is available to countries worldwide, it is difficult to include an exact amount of how much funding is available for each applicant. What can be said is that funding is generally available to pay for: A middle class salary for one Event Organizer for 6 months per year, event expenses, and a fee to the NGO that is managing the Event Organizer and the grant itself.

AAN Grant Recipient Goals

Goal	Year 1	Year 2	Year 3
Artists			
Pieces of art submitted	250	400	700
Art submitted by female artists	50%	50%	50%
Art submitted by 18 year old or younger	20%	20%	20%
Art submitted by 55 year old or older	20%	20%	20%
Art submitted from artists who live in low income neighborhoods	35%	45%	45%
Art submitted from artists who live in wealthy neighborhoods	15%	15%	15%
Attendees			
Attendees over the 24 hour event	1,500	4,000	7,000
Female attendees	50%	50%	50%
Attendees younger than 18 years old	20%	20%	20%
Attendees older than 55 years old	20%	20%	20%
Attendees who live in low income neighborhoods	35%	45%	45%
Attendees who live in wealthy neighborhoods	15%	15%	15%
Volunteers			
“Day-of Event Volunteers” work for 3 hours at the 24 hour long event. They watch over the art	150	225	400
“Event Production Volunteers” help create the event space 2 weeks before the event and dissemble it 1 week after the event. Each is needed for 8 hours/week.	20	40	50
“Committee Volunteers” produce the event over a 6 month time period. Each is needed for 10 to 15 hours/month and volunteers through a committee.	None are expected but 20 would be great	45	65
Female Volunteers	50%	50%	50%
Volunteers who live in low-income neighborhoods	35%	35%	35%
Volunteers who live in wealthy neighborhoods	15%	15%	15%
Volunteers are older than 50	25%	25%	25%

Questions for Applicants

1. What is the mission of your organization?
2. What major programs does your organization currently run?
3. Why do you think your organization is a good fit to produce AAN?
4. What is the governance structure and history of your organization?
5. What experience do you have managing staff? Please specify if you currently employ full-time staff who will manage the AAN Event Organizer or if your organization is volunteer based.
 - If you employ paid staff, what management approach will be used to manage the AAN Event Manager?
 - If volunteer based, have you managed paid consultants before? Why do you believe your organization would be able to manage an AAN Event Organizer.

6. It is important that all classes, including wealthy, middle, and working class people, participate in AAN as volunteers, artists, and festival attendees.
 - Volunteer recruitment and sustainment (retaining volunteers who commit over the long term) is critical to the success of Art All Night. Please provide evidence that Year 1 AAN Goals can be accomplished. Feel free to cite previous volunteer recruitment efforts that your organization or another organization in your city has performed? What did you learn from that experience? Why do you think it can be replicated for AAN? Please explain your assumptions and why you believe them to be accurate.
 - With regards to lower income and working class people, how will you recruit them to participate? Please provide a volunteer, artist, and festival attendee recruitment plan that achieves the Year 1 AAN Goals.
 - Please include what you will do if your expectations or predictions are wrong. That is, what back-up plan do you have? What will you do if your back-up plan does not work?
 - Why do you believe after a long, hard day at work, working class people will spend their free time volunteering at AAN?
 - Why do you believe that wealthier people will want to attend an event with lower income people?
7. Please provide your organization's budget for each of the past 3 years.

For more information, please contact:

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See Media on last page

MEDIA

2 short videos about AAN

<https://youtu.be/E-rWHzI61A8>

<https://youtu.be/LdUBiZj3w>

The Excitement of Seeing Your Art in a Gallery!



