

**UPDATE TO RFP ISSUED 3/13/2020**

Nonprofit Partners,

Since the release of the Foundation's Hartford Neighborhood Beautification RFP on March 2<sup>nd</sup> there have been significant developments due to the outbreak of COVID-19. In response, we are issuing the following updates and guidance around submission of applications:

- The deadline for submission has been extended to **Monday, April 20<sup>th</sup>**. This will impact our timing of awards which we would expect to announce by mid-May. See an updated RFP attached with the new dates.
- The RFP and application prioritize proposals that are grounded in resident interests and are coordinated with other key entities such as the City, nonprofits, residents and businesses. We understand that your ability to do this type of engagement may be limited in the current environment and we support you in making the making the programmatic and operational choices necessary for the health and well-being of your staff and the communities you serve. **You will not be penalized for prioritizing safety in your planning efforts for this grant application or in the proposed activities.**
- We understand that applications will describe proposed efforts based on current knowledge and that the activities, timeline and budget may need to be modified, if a grant is awarded. We are prepared to implement this grant program flexibly based on the changing landscape.

We are sharing this update to our original distribution list and as a note when you access the application. If you distributed the original RFP to your contacts or networks, please share this update as well.

Do not hesitate to reach out to me with any questions or concerns,

Erika Frank

Senior Community Investments Officer

[efrank@hfpg.org](mailto:efrank@hfpg.org)

(860) 548-1888 x 1057

## Request for Proposals

**Hartford Neighborhood Beautification  
Hartford Foundation for Public Giving  
10 Columbus Blvd., 8thFloor  
Hartford, CT 06106  
(860) 548-1888  
[www.hfpg.org](http://www.hfpg.org)**

### **I. Background:**

The Hartford Foundation for Public Giving seeks proposals from nonprofits engaged in efforts that contribute to the beautification of Hartford neighborhoods and are grounded in community need and resident interests. The Foundation seeks to support a broad range of physical improvements that will make Hartford's neighborhoods more attractive, safe, healthy and vibrant. Projects could include "cleaning and greening" efforts, murals and other public art, external building improvements, and a variety of other activities outlined in this RFP.

The Hartford Foundation is the community foundation for the 29-town Greater Hartford, Connecticut region, dedicated to improving the quality of life for area residents. One of the oldest and largest community foundations in the country, the Hartford Foundation has awarded grants of more than \$700 million since 1925 and has provided a host of other support and training services, to a broad range of area nonprofit organizations.

The Hartford Foundation recently developed and shared a strategic plan grounded in goal of reducing disparities. Our engagement and assessment made clear that persistent disparities as a result of race/ethnicity, place (ZIP code), and income serve as barriers to the Greater Hartford Region reaching its full potential as a vibrant and thriving community that contributes to the state's prosperity. These disparities result from decades of systemic factors, structural racism, and disinvestment.

The Foundation reviewed publicly available data, research, evaluation findings, and feedback from our partners and community representatives to identify key disparities that informed the establishment of priority strategic outcome areas. The Foundations current strategic outcomes are:

- Increased number of Hartford residents living in higher opportunity neighborhoods in Hartford and the region
- Increased community safety and resilience in Hartford (including increased supports to residents returning to the region from incarceration)
- Increased employment for Black and Latinx residents in the region
- Decreased barriers to student progress for students in the region's highest need districts.

Research demonstrates that physical improvements that increase the visual appeal of communities, increase property values, attract businesses and other neighborhood investment and improve perceptions about a neighborhood both within, and outside of the community. In

addition to promoting greater investment in neighborhoods, beautification efforts can have a significant impact on the quality of life of residents including increased community safety<sup>1</sup>, social connectedness and physical and psychological health<sup>2</sup>. These beautification activities can produce immediately noticeable, visually dramatic results; are usually straightforward to implement; moderate costs, relative to other health and safety programs; and can be designed to be directly respond to resident concerns. Given the potential contribution of neighborhood beautification efforts to several of the Hartford Foundation's strategic outcomes, the Foundation is seeking to augment and amplify existing efforts and support new ideas that enhance the visual appearance of Hartford's neighborhoods.

## **II. Project Description:**

The Foundation is seeking proposals from nonprofit organizations that enhance the visual appeal of **Hartford neighborhoods** and are grounded in resident interests. Projects solicited through this RFP are intended to complement existing grants and support offered by the City of Hartford's [Love Your Block](#) and Adopt a Block programs, which are focused on resident-led anti-litter projects and activities in gateway intersections that have high visibility. This RFP will support larger efforts that require the infrastructure of a nonprofit partner, to complement these existing programs supporting direct resident engagement. Depending on the scope and location of the project, organizations are expected to coordinate with the City and will be subject to all City regulatory processes.

Projects located in any of the City's neighborhoods, or in multiple neighborhoods, are eligible to apply and decisions will be based on a compelling articulation of community need, as well as the considerations listed below. However, the Foundation does seek to align and concentrate its investment in several key gateways and avenues. As such, priority will be given to projects in six Hartford gateways identified by Love Your Block, as well as Hartford avenues and corridors. Maps of the priority gateways and corridors are in Appendix A of this RFP.

Competitive applications will demonstrate the following capacities and considerations:

- Clear rationale for the proposed project location (statement of need) and how the activity would improve the quality of life for residents in that location.
- Experience or ability to engage with residents living in the project location.
- Diversity of staff and leadership within the organization and demonstrated cultural competency.
- A positive track record of work in the Hartford neighborhood targeted by the project.
- Engagement and coordination with the City of Hartford, as applicable.
- Connection of the project to a larger neighborhood/City vision or strategy (e.g. NRZ, corridor or City plans).
- Ability to project and report on quantitative indicators including number of residents, homes and/or businesses to be impacted.

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<sup>1</sup> <https://www.chicagoreporter.com/an-innovative-strategy-to-reduce-gun-violence-beautify-chicago-neighborhoods/>

<sup>2</sup> <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2688343>

- Project impacts will endure beyond the one-year time period of the grant, including a maintenance plan, ongoing engagement of resident, etc.

### **III. Eligibility:**

#### **Applicant:**

- Applications must be submitted by a 501(c)(3) nonprofit. Community groups that are not incorporated can use another 501(c)(3) organization as a fiscal agent.
- Board of directors and staff must be representative of the racial/ethnic diversity of the area served.
- A nonprofit can only submit one application for consideration (though it may apply as a fiscal agent for multiple projects).

#### **Use of Funds:**

Line items requested from the Foundation may include, but are not limited to, materials or equipment, stipends for residents or artists, payment for other professional services, organizational staffing and overhead. Funded activities could include one or more of the following components:

- Large scale clean-up efforts (smaller scale clean-up efforts can apply for funding through [Love Your Block](#)).
- Large scale “greening” efforts (smaller scale “greening” efforts can apply for funding through [Love Your Block](#)).
- Efforts that improve the visual condition of streets, parks, the external condition of buildings, or other highly visible and accessible public/residential/commercial spaces.
- Physical improvements that “brand” a neighborhood or street, or otherwise help people connect to or identify with a community (i.e. historical markers, banners/billboards).
- Efforts that bring artistic vibrancy to a neighborhood such as murals or other public art.

#### **Budget:**

Grants will be awarded over a period of one-year and will range in size from \$5,000 to \$50,000, dependent on the scope of work outlined in the project. Few applications will be funded at the full \$50,000 level and the Foundation hopes to attract a variety of proposals at all levels of support.

### **IV. Impact and Reporting:**

Dependent on the type of project your organization is proposing, project indicators that you would be required to track and report on may include one or more of the following:

- Number of residents engaged
- Amount of trash collected
- Number of plantings
- Before/after pictures of improvements
- Narrative accounting of other improvements to buildings or landscapes, including art installations

- Other outputs agreed upon by the nonprofit and the Foundation

In order to track impact of funded projects on our strategic outcome areas, we may ask that the organization engage with Hartford Foundation staff or an external entity to conduct resident surveys or focus groups after project completion.

**V. Anticipated Timeline:**

March 2, 2020	RFP distribution
March 12, 2020, 9-10am	There will be an informational session for interested applicants. Attend in person at the Hartford Foundation offices (10 Columbus Blvd, 7 <sup>th</sup> Floor) or by phone (call in # 1-800-240-3895 PIN 363257). If you plan to attend in-person, please RSVP to <a href="mailto:efrank@hfpg.org">efrank@hfpg.org</a> by March 10 <sup>th</sup> .
April 20, 2020 (11:59 p.m. EST)	Proposal submission deadline
Mid-May 2020	Grant awards announced
TBD	Convening of grantees

*Grant timelines may vary based on project but are generally expected to be completed within one calendar year of the date of award.*

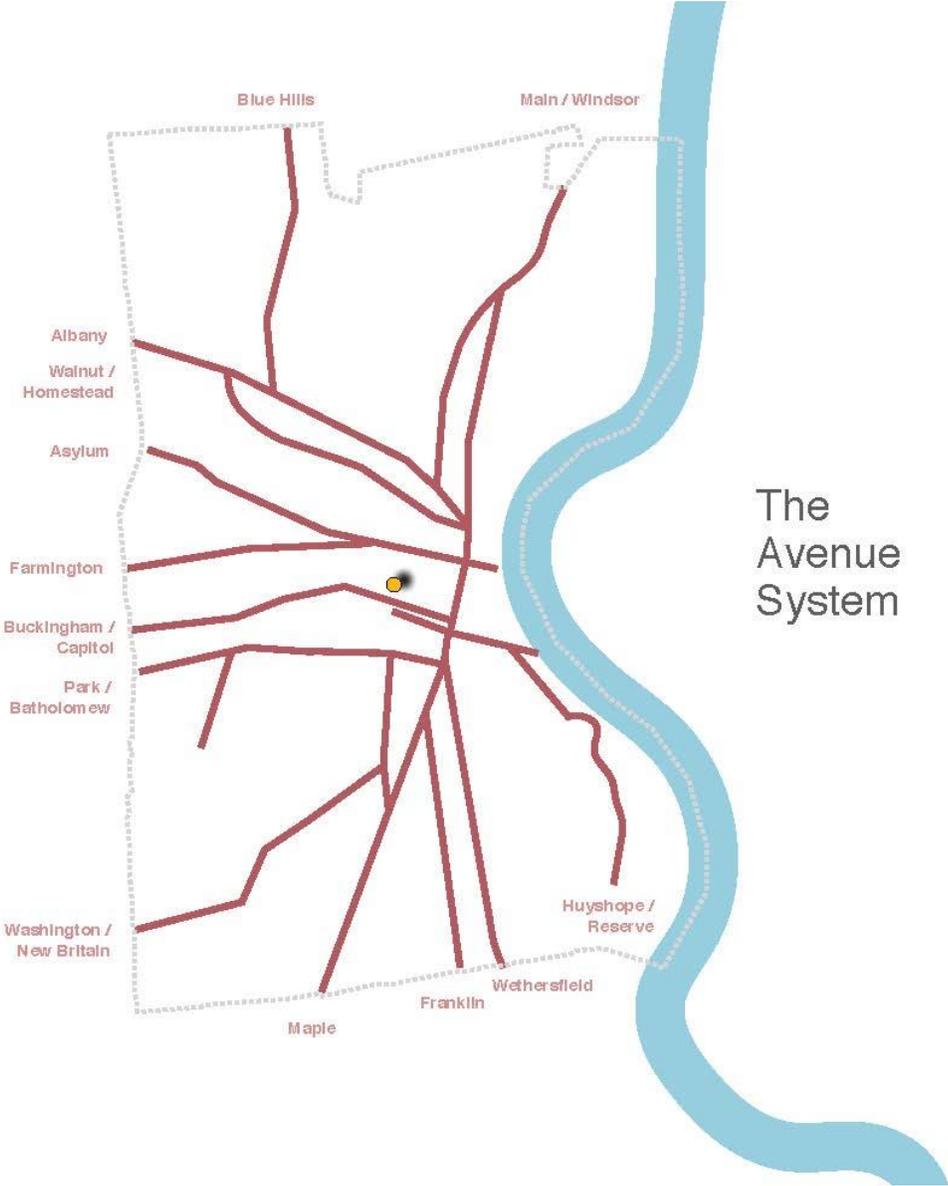
**VI. Submission:**

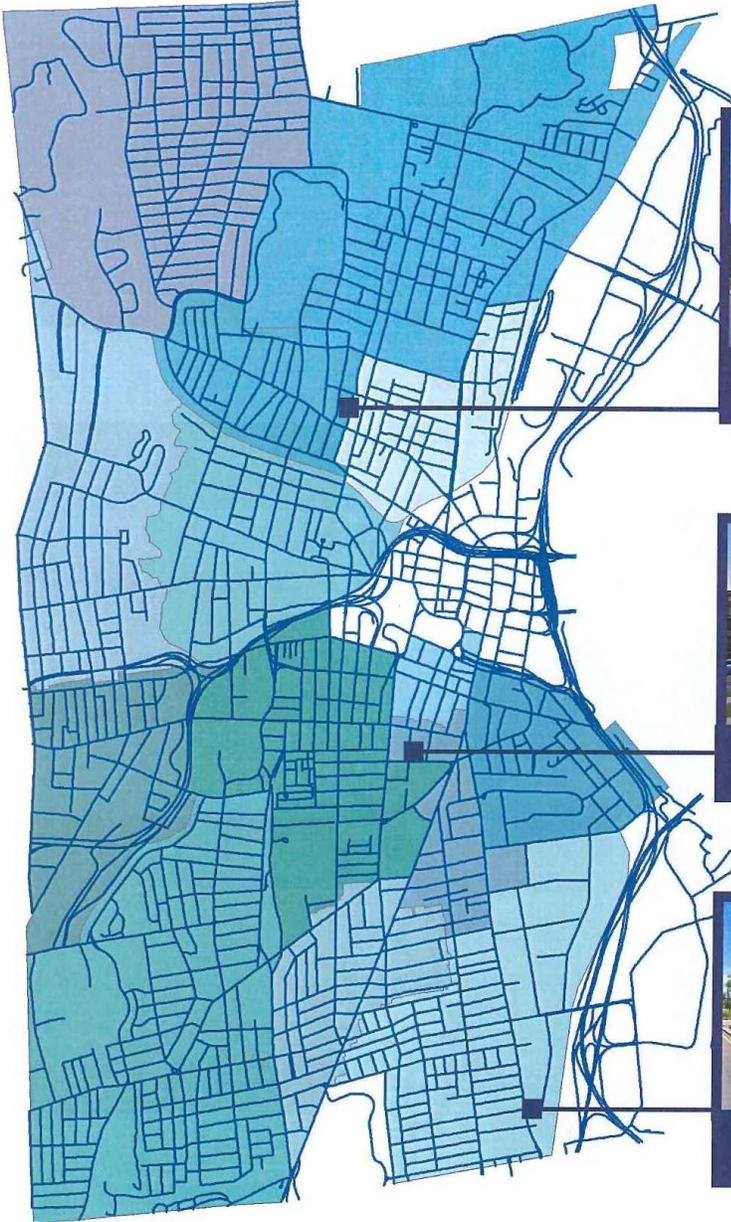
Click here to apply: <http://www.grantinterface.com/sl/Y1phe4>.

For questions regarding project eligibility or the content of the application, contact Erika Frank at [efrank@hfpg.org](mailto:efrank@hfpg.org) or (860) 548-1888 x1057

For questions around technical issues accessing or submitting the application, contact Grants Administration at [GrantsAdministration@hfpg.org](mailto:GrantsAdministration@hfpg.org)

# Appendix A: Priority Avenues/Corridors and Gateways





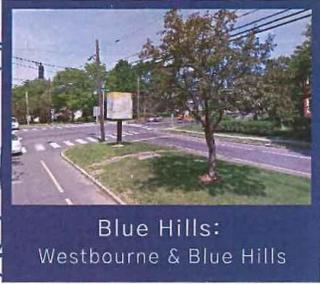
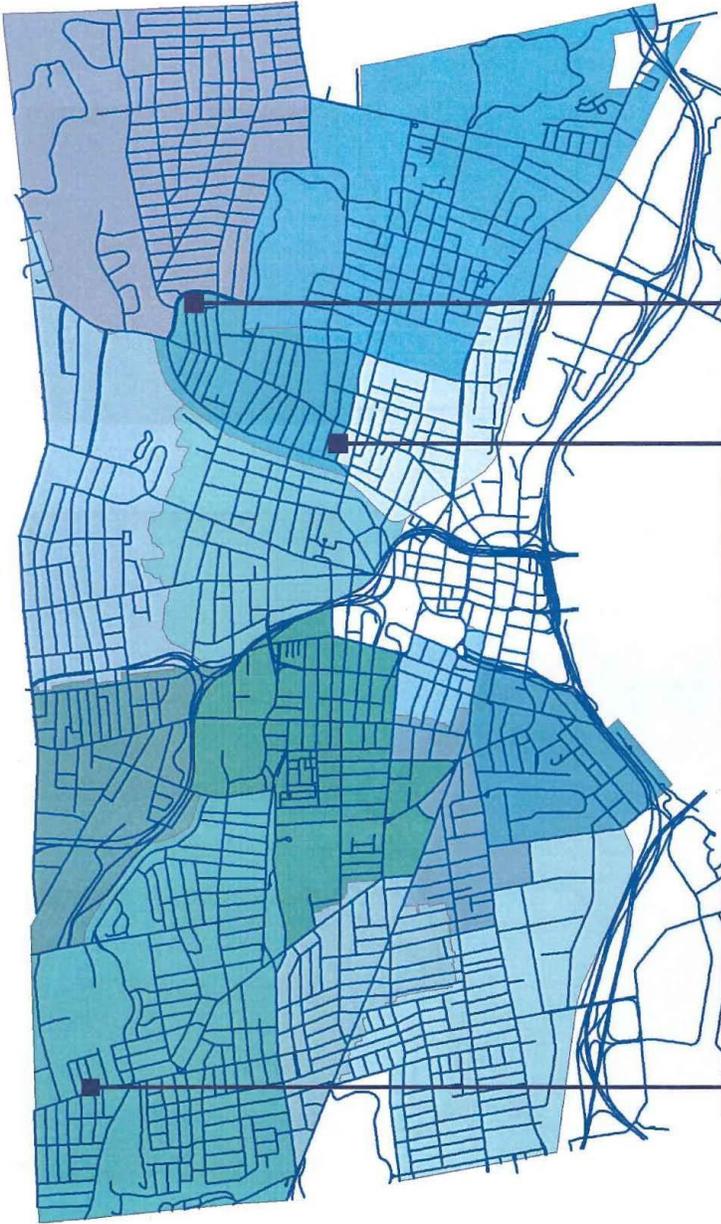
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Homestead & Garden



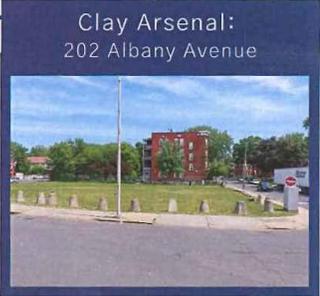
MARG:  
Franklin & Maple



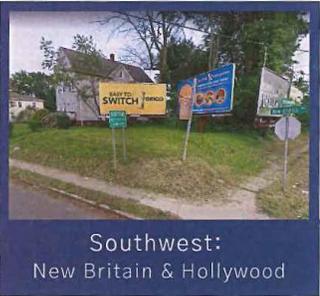
Southend:  
Wethersfield Avenue



Blue Hills:  
Westbourne & Blue Hills



Clay Arsenal:  
202 Albany Avenue



Southwest:  
New Britain & Hollywood