

# CFI Board Meeting Docket (October 2019)

10 October 2019

Organization Name Project Title	Proposal Number	Request Amount	Recommended Amount
<b><u>Education</u></b>			
Arts Alliance Illinois Center for Creative Entrepreneurship	115978	\$500,000	\$500,000
<i>Total Education (1 item)</i>		<u>\$500,000</u>	<u>\$500,000</u>
<b><u>Health and Rehabilitation</u></b>			
Metropolitan Chicago Breast Cancer Task Force Equal Hope, Equal Care: Eliminating Cervical Cancer in Chicago	115764	\$600,000	\$600,000
<i>Total Health and Rehabilitation (1 item)</i>		<u>\$600,000</u>	<u>\$600,000</u>
<b>Grand Totals (2 items)</b>		<u>\$1,100,000</u>	<u>\$1,100,000</u>

**Proposal Summary**  
**Meeting Date: 10/15/2019**

**Arts Alliance Illinois Request # 115978**

<b>Project Title:</b>	Center for Creative Entrepreneurship
<b>Duration:</b>	36 months
<b>Request Amount:</b>	\$500,000
<b>Recommended Amount:</b>	\$500,000
<b>Program Area:</b>	Education\Continuing Education\Adult\Entrepreneurship
<b>Population Served:</b>	General Public
<b>Type of Support:</b>	Program Support\New Program Initiation
<b>Location:</b>	Chicago, IL
<b>Staff:</b>	Rosa Berardi

**Organizational Background**

Arts Alliance Illinois (Alliance) is a statewide organization established in 1982 that provides services and advocacy for the cultural sector and creative industries. Through statewide civic engagement, they position arts and culture as a source of creative solutions to a broad range of challenges. Through arts education, they promote arts-centered learning and development of a creative and adaptive workforce. Through cultural equity, they foster equitable access and participation in arts and culture and advance historically neglected or marginalized forms of expression.

**Finances**

	<b>Budget</b>	<b>Actual</b>	<b>Actual</b>
	2020	06/30/2019	06/30/2018
<b>Revenues</b>	\$934,150	\$909,823	\$762,960
<b>Expenses</b>	\$928,230	\$893,336	\$707,150
<b>Surplus (Deficit)</b>	\$5,820	\$16,487	\$55,810
<b>Net Assets</b>		\$274,054	\$538,592

**Annual Revenue Sources**

Grants	39%
Fees	11%
Government	15%
Private Support	34%
Earned Income	3%
Other	0

**Program Description**

The Arts Alliance will provide programmatic and fiscal sponsorship along with 2112 Chicago to launch the Center for Creative Entrepreneurship (CCE). The Alliance will provide financial oversight, administrative support, promotion of resources to its state-wide member base, and will assist with identifying partner organizations. 2112 is Chicago’s first incubator focused on the development of business and entrepreneurs in music, film/video and creative technology. 2112 will be responsible for providing overall direction for the project, hiring staff, and will take the lead on fundraising.

2112 will develop the Center for Creative Entrepreneurship and serve as the programmatic lead. The CCE will be an umbrella organization coordinating several business entities to support entrepreneurship in the creative industries through ongoing hands-on training, mentorship, networking events, industry sector specific boot camps/accelerator programs, and collection of content for both artists and creative entrepreneurs.

As technology continues to alter the landscape of the creative sector, entrepreneurial skills are needed more than ever. Educational resources, industry connections, and career pathways are often not easily identified by artists and creative entrepreneurs, particularly within historically marginalized and underserved populations. The majority of arts programs at educational institutions still lack business and entrepreneurship training and real-world experience. CCE will be established to address the fragmentation of existing resources, lack of clarity on creative industry pathways, and disconnect between academic education and real-world experience/industry learning.

CCE will work with colleges, universities, and trade schools to supplement entrepreneurship education and build real world industry connections. CCE will convene key organizations from each focus industry (Music, Film/Video, Dance, Theater, Fashion, Visual Arts/Design, Media, Sports, Culinary) to address the entrepreneurial needs of both artists and creative businesses. Partners will include organizations such as, the Chicago Artists Coalition, Lawyers for the Creative Arts, Self-Employment in the Arts, Chicago Music Commission, Women in Music, Free Spirit Media, Cinespace/Stage 18, Audience Architects / SeeChicagoDance, League of Chicago Theaters, Chicago Sports Commission, and Amped Kitchens.

CCE intends to support entrepreneurship in the creative industries through ongoing hands-on training, mentorship, networking events, industry sector specific boot camps/accelerator programs for both artists and creative entrepreneurs. CCE will assess, aggregate, and amplify the existing educational resources of arts and creative industries organizations throughout the region as well as develop new programs, content, and curriculum to address gaps in existing resources. CCE will maintain a focus on equity, ensuring its programs engage diverse creative entrepreneurs. It will partner with programs from Kennedy-King/City Colleges, Cook Workforce Partnership, The Quarry, Cara, neighborhood chambers of commerce, and additional community based organizations.

CCE will offer a variety of programming, such as, in person workshops and panel discussions. Online content will focus on general business (finance, law, sales, marketing, etc.) as well as industry-specific topics. Content will be an array of 2112 current programs, supplemented with skill-based training to address the needs of both artists and businesses in each target industry. Intensive bootcamps/accelerator programs will be modeled after 2112's Production Academy to develop specific skill sets needed for each industry (e.g. live event production, recording, video production, web/app development, entrepreneurship, etc.). Networking events will be hosted to link aspiring entrepreneurs with industry specific businesses and mentors. Pitch events will be hosted to provide feedback on business ideas and make connections to potential funders. One-on-one mentor sessions will be virtually hosted at partner organization facilities offering guidance and feedback from industry and business leaders. Conferences will be organized providing panel discussions, individual presentations, pitch sessions, networking, and mentor sessions to support creative entrepreneur and artist professional development.

In the first year, through direct efforts and partner organizations, CCE will offer:

- 100 workshops/panel discussions each ranging from 10-150 attendees
- Nine intensive bootcamps (one for each industry) with at least 25 attendees per bootcamp
- Four pitch events featuring at least five business ideas per event
- At least one industry conference for 400 people
- 12 Networking events averaging at least 100 people per event
- 300 one-on-one mentor sessions with industry professionals
- Online programming with reach to more than 250,000 people

**Strengths / Weaknesses**

Strengths

- Collaboration between Alliance and 2112 allows for multidisciplinary reach across Chicago and Illinois. Partnerships allow greater reach to artists and art businesses.
- CCE will be inclusive of all creative industry stakeholders and build out programming to maximize stakeholder engagement.
- Comprehensive effort to tie academic learning and industry specific experience will lead artists to be better equipped for business and industry.
- CCE will foster collaboration and shared resources between educational institutions as well as siloed professional industry organizations.

Weakness

- Although appears to be a well formulated effort to establish a Center for Creative Entrepreneurship, uncertainties exist as with any initial program startup.

**Why Fund**

For a few years, CFI encouraged Self-Employment in the Arts to expand to the Chicago audience. As a result, SEA partnered with 2112 to host the 2019 SEA conference. In the meantime, 2112 discovered that aspiring artists lack industry specific experience and require business skills and knowledge to be successful in their artistic pursuits. Thus, the team who launched 2112, realizes the opportunity to bring arts organizations together under one umbrella i.e., the Center for Creative Entrepreneurship to integrate and coordinate a method to link academic education with specific experience in creative industries.

Through partnerships with various artists and arts support organizations, CCE will bridge networks to train individuals in entrepreneurship concepts and foster industry experience across sectors. Collaboration with programming partners throughout the region will raise awareness of resources available to artists and entrepreneurs in order to support industry professionals, develop an artistic workforce, and economic advancement for the creative sector. With funding to hire staff for CCE to supplement the efforts of the 2112 team, we have reason to believe CCE has the potential to impact the creative sector and successfully deliver on this project.

**Prior Grants**

This would be a first-time grant to Arts Alliance Illinois.

A three-year budget is presented below to demonstrate budgetary needs during the program initiative phase. With this being the startup of a new program, it will take a few years to get a good leeway in order to successfully impact the creative sector. CCE's intend it to be able to use this funding to supplement other fundraising efforts.

**Grants Budget**

Expenditure Category	Year 1: Fall 2019-Fall 2020			Year 2: Fall 2020-Fall 2021			Year 3: Fall 2021-Fall 2022		
	Total	Recommend	Other Sources	Total	Recommend	Other Sources	Total	Recommend	Other Sources
Salaries & Fringes	\$153,000	\$105,000	\$48,000	\$157,590	\$105,000	\$52,590	\$162,318	\$60,000	\$102,318
Fees for artists, creatives, other workshop content providers	\$40,000		\$40,000	\$40,000		\$40,000	\$40,000		\$40,000
Technology /Video Equipment/Lighting, etc.	\$60,000	\$60,000	\$0			\$0			\$0
Marketing/Advertising/Program Evaluation	\$30,000	\$25,000	\$5,000	\$25,000	\$20,000	\$5,000	\$25,000	\$20,000	\$5,000
Office Space	\$7,000	\$7,000	\$0	\$7,000	\$7,000	\$0	\$7,000	\$5,000	\$2,000
Scholarships/Fee Waivers for eligible participants	\$50,000	\$30,000	\$20,000	\$50,000	\$15,000	\$35,000	\$50,000		\$50,000
Administration & Fiscal Sponsorship (20%)	\$68,000	\$20,000	\$48,000	\$55,918	\$13,000	\$42,918	\$56,864	\$8,000	\$48,864
<b>Total</b>	<b>\$408,000</b>	<b>\$247,000</b>	<b>\$161,000</b>	<b>\$335,508</b>	<b>\$160,000</b>	<b>\$175,508</b>	<b>\$341,182</b>	<b>\$93,000</b>	<b>\$248,182</b>

**Proposal Summary**  
**Meeting Date: 10/15/2019**

**Metropolitan Chicago Breast Cancer Task Force Request # 115764**

<b>Project Title:</b>	Equal Hope, Equal Care: Eliminating Cervical Cancer in Chicago
<b>Duration:</b>	36 months
<b>Request Amount:</b>	\$600,000
<b>Recommended Amount:</b>	\$600,000 (1:1 matching component)
<b>Program Area:</b>	Health and Rehabilitation\Education / Support Services
<b>Population Served:</b>	Cancer Patients / Families
<b>Type of Support:</b>	Program Support\New Program Initiation
<b>Location:</b>	Chicago, IL
<b>Staff:</b>	Rosa Berardi

**Organizational Background**

The Metropolitan Chicago Breast Cancer Task Force (Task Force) was established in 2008 after research showed that African American women in Chicago were dying at a significantly higher rate from breast cancer, compared to white women. From 2005-2007, Chicago had one of the nation’s highest breast cancer disparities. African American women were 62% more likely to die from breast cancer, compared to white women, even though they were diagnosed less often. After a decade of implemented quality improvement projects, navigation programs and advocated policy changes, lead to a 39% decline in the death rate. Due to the work of the Task Force, Chicago has had the largest breast cancer mortality decline among black women of any major city in the United States.

Building upon the effort to impact breast cancer disparities, the Task Force will launch Equal Hope, with programming in three main areas. Equal Hope, community health programs; Equal Care, formerly the Chicago Breast Cancer Consortium; and Equal Voice for advocacy and public policy. Equal Hope’s programs will address systemic barriers to care and aim to reduce racial, ethnic, and class disparities in women’s cancer outcomes in Metropolitan Chicago (Cook and collar counties).

**Finances**

	<b>Budget</b>	<b>Actual</b>	<b>Actual</b>
	06/30/2019	06/30/2018	06/30/2017
<b>Revenues</b>	1,574,843	953,352	1,440,372
<b>Expenses</b>	1,390,215	1,284,532	1,291,670
<b>Surplus (Deficit)</b>	184,628	(331,180)	148,702
<b>Net Assets</b>		1,593,468	1,924,648

**Annual Revenue Sources**

Grants	54.1%
Fees	0
Government	20.8%
Private Support	5.9%
Earned Income	0
Other	19.2%

**Program Description**

When the Task Force looked at preliminary epidemiologic data across the 10 cities in the United States with the highest African American populations, it discovered that while the cervical cancer mortality disparity has been decreasing across the United States from 1999 to 2013, in Chicago the disparity has been growing. In 1999, black women in Chicago died of cervical cancer at a rate 77% higher than white women. By 2013, this death gap had grown to 147%.

In 2006, the Food and Drug Administration (FDA) approved a vaccine against the virus that causes cervical cancer, i.e. the Human Papillomavirus (HPV). In 2018, FDA approved an enhanced vaccine, which guards against 9 strains of HPV.

Cervical cancer was previously one of the most common causes of death for American women. More than half of cervical cancer cases are detected in women who have never been screened or have not been screened as recommended in guidelines. While the cervical cancer death rate in the US has dropped significantly with the development of the vaccination for the HPV and the use of the Pap test (identifies pre-cancerous lesions), there are still variations in the incidence of cervical cancer and mortality rates.

Through the Eliminating Cervical Cancer in Chicago project, the Task Force will establish an evidence-based set of programs to understand the landscape of care; establish a navigation program; and understand the incidence of cervical cancer and mortality across Chicago. Across the continuum of cervical cancer care, there are four major aspects where intervention makes a significant difference: vaccination, screening, diagnosis and treatment. With vaccination against the virus, cervical cancer is 100% preventable. The FDA recommends girls and boys be vaccinated starting at 11 years of age and recommends vaccinations for individuals up to 45 years of age. To encourage vaccination for the recommended age group, the Task Force will conduct outreach activities, develop educational materials, social media and other means. The Task Force will collaborate with a variety of organizations to help increase vaccination rates as recommended by the FDA.

Through screening of women 20 years of age and above, pre-cancer lesions can be identified and treated before cancer develops, and an early diagnosis and recommendation for treatment can be made. Physicians at Rush, University of Chicago and Northwestern report seeing many women who are unfortunately dying of a cancer that is 100% preventable. The Task Force will form a multi-institution collaborative with an advisory group comprised of experts in cervical cancer. This group will be tasked with coming to consensus and developing metrics for quality improvement to influence national guidelines for screening.

The Task Force will also develop focus groups and interview 4-6 primary care sites, gynecology practices, and gynecology oncology practices to assess the various barriers to care. With this information, they will develop and deploy a care process survey across Chicago to evaluate access and quality of screening, time to follow up post abnormal screen, quality of referrals to gynecology, adherence to guideline, diagnostic testing quality, and referral pathway to cancer programs for treatment. The final report will discuss best practices and develop recommendations for interventions and quality improvement. The Task Force will develop partnerships to provide access to cervical cancer screens and a pathway to diagnostic follow up with provider networks (e.g. ACCESS Community Health Network, Planned Parenthood, Erie Family Health, Mile Square, Community Health, Alivio Health Centers, Esperanza Health Centers).

The overall objectives of this project are to:

- Increase the number of vaccinations for individuals in the recommended age group
- Increase uninsured/under insured women's access to cervical cancer screening and vaccinations
- Reach 20,000 women with information about cervical cancer and its prevention
- Educate 10,000 women on the signs and symptoms of cervical cancer and how to prevent it
- Establish a multi-institution collaborative to improve the quality of cervical cancer care and remove barriers to optimal care

- Measure the quality of cervical cancer care processes across providers at the primary care and specialty level to identify opportunities for improvement.
- Disseminate information on cervical cancer and recommendations for eliminating cervical cancer in Chicagoland area.

Over the three-year period, the Task Force intends to establish Chicago's first citywide cervical cancer disparity reduction program. The program will address issues across the continuum of care and focuses on education, navigation, quality of care and barriers to high quality care. A long-term goal is to eradicate cervical cancer in Chicago in the next decade.

### Strengths / Weaknesses

#### Strengths

- Task Force has a proven record of reducing breast cancer deaths in Chicago and will use the same approach to help reduce cervical cancer.
- Collaboration with gynecologist and oncologist at Rush, University of Chicago and Northwestern and service providers offers a method to gain consensus on quality improvement.
- By promoting and encouraging vaccinations against the HPV and conducting screenings, there is a potential to reduce and eventually eradicate the incidence of cervical cancer in the Chicago Metro area. (Developed countries have nearly accomplished this, such as Australia.)

#### Weakness

- Initiation and implementation of this project is heavily dependent on Coleman support.
- It will take years and a concerted effort by many partners to eradicate cervical cancer. The Task Force will be challenged to meet the budget without a defined fundraising plan.

### Why Fund

This three-year request aligns with CFI's Cancer strategies 2, 3, and 4. While the Task Force is spearheading this project, collaboration with major Chicago hospitals and other service providers is essential to accomplishing the goals of this project. Based on Task Force's effective approach to reducing breast cancer deaths for African American women, which CFI supported, there is reason to believe that the Task Force can lead and be successful with this effort to impact the rate of vaccinations and screening to reduce and eradicate cervical cancer as well.

We recommend support of this project with a combination of direct and matching funds as follows:

Year 1 - \$250,000 – \$125,000 direct, \$125,000 matching

Year 2 - \$200,000 – \$100,000 direct, \$100,000 matching

Year 3 - \$150,000 – \$75,000 direct, \$75,000 matching

### Prior Grants

**Last Grant Date:** 11/17/2016

**Last Grant Amount:** \$20,000

**Number of Prior Grants:** 3

**Total Amount Granted:** \$750,342

**Grants Budget**

**Year 1**

**Year 2**

**Year 3**

<b>Expenditure Category</b>	<b>Recommendation</b>	<b>Other Sources</b>	<b>Total</b>	<b>Recommendation</b>	<b>Other Sources</b>	<b>Total</b>	<b>Recommendation</b>	<b>Other Sources</b>	<b>Total</b>
Salaries & Fringes (FTE)	\$193,881	\$244,487	\$438,368	\$164,127	\$241,625	\$405,752	\$121,440	\$203,297	\$324,737
Travel	\$885	\$1,115	\$2,000	\$837	\$1,163	\$2,000	\$761	\$1,239	\$2,000
Supplies, postage, printing	\$4,744	\$6,141	\$10,885	\$4,921	\$6,079	\$11,000	\$4,394	\$6,606	\$11,000
Data Collection / Security Platform	\$5,127	\$5,873	\$11,000	\$3,892	\$7,558	\$11,450	\$3,840	\$7,860	\$11,700
Marketing & Communications	\$12,754	\$17,646	\$30,400	\$136	\$264	\$400			
Indirect Costs (15%)	\$32,609	\$41,289	\$73,898	\$26,087	\$38,503	\$64,590	\$19,565	\$32,850	\$52,415
<b>Total</b>	<b>\$250,000</b>	<b>\$316,551</b>	<b>\$566,551</b>	<b>\$200,000</b>	<b>\$295,192</b>	<b>\$495,192</b>	<b>\$150,000</b>	<b>\$251,852</b>	<b>\$401,852</b>