

Short North Cares

Art • Community • Diversity • Spirit

OVERVIEW

The Short North Business Association announces the launch of Short North Cares. Every day, Short North businesses are flooded with requests to contribute products for silent auctions, donate food to fundraisers and promote events/projects by displaying posters, sending evites and setting out information. Some businesses report receiving 200+ requests per year. Short North Cares is designed to help SNBA member businesses focus their energy and generate both the greatest impact to the community and recognition for their partnerships.

GOALS

- Offer businesses an alternative to the challenge of individually addressing each philanthropic request,
- Focus the Arts District's philanthropic contributions and promotional support, and
- Increase awareness and impact of the Short North's cumulative contributions.

FOCUS

Whether recognizing individual contributions or endorsing special events, the SNBA will review applications with a focus on the four core values that form the foundation and unique character of the Arts District and its member businesses...

- **Art** Individuals and events that champion the development and presence of art in the Short North and Columbus
- **Community** Individuals and events that enhance a sense of community in the Short North and Columbus
- **Diversity** Individuals and events that foster an appreciation for, and actively promote, diversity in the Short North and Columbus
- **Spirit** Individuals and events that enhance the "experience" of being in the Short North and Columbus

PHASE I

GRANTS TO UNSUNG HEROES: Enriching the Quality of Life in the Short North

- Business Association members nominate individuals to be recognized for their efforts to improve quality of life in the Short North and Columbus thru contributions to Arts, Community, Diversity or Spirit.
- The SNBA Board of Directors will select 3-4 honorees per year to receive grants of \$500 - \$1,500 and to be recognized at the annual Short North Arts District Gala
- **March 26 - April 20:** Nominations accepted
Nomination forms available online at shortnorth.org
Select: "SNBA Members"
Download pdf titled: "Short North Cares - Unsung Heroes Nomination Form"
- **May 7:** Honorees announced
- **June 17:** Recipients recognized at the Short North Arts District Gala

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PHASE II

OFFICIAL ENDORSEMENT BY THE SHORT NORTH BUSINESS ASSOCIATION

- Business Association members nominate events to be officially *endorsed* by the SNBA. Events must have a Short North Business Association member “champion” who makes the nomination.
- Endorsed events will be promoted by the SNBA and those members partnering with the Short North Cares program (ex: display posters, distribute postcards, mention on www.shortnorth.org, include in email blasts to “Fans of the Short North,” etc...).
- Endorsed events will be supported with in-kind and cash contributions by those members partnering with the Short North Cares program.
- **April 30:** The SNBA will survey its members to determine the range of events and organizations the membership would consider supporting with District-wide initiatives during the 12-month period beginning September 1, 2007 and ending August 31, 2008.
- **May 14:** Once an overall list of potential candidates has been identified, the SNBA will present that list to the membership and take votes for the preferred collaborations.
- **May 28:** The top vote getters will be invited to submit an informational profile and outline the opportunities for partnership.
- **June 25:** The SNBA will announce the selected partners for official endorsement.

CONSIDERATIONS

- The timing of events... preferably, the district would endorse one key event or project approximately every 2 months
- The SNBA’s official endorsement is reserved for not-for-profit events/projects that improve quality of life in the Short North and Columbus in one of the core value areas of: Arts, Diversity, Community, or Spirit.

