

SAMPLE 1: This was an existing business that chose to become a non profit.

SEED PROJECT APPLICATION

NAME OF PROJECT: URBAN BRUSHFIRE

www.urbanbrushfire.com

MISSION STATEMENT: Just as a forest brushfire forges a path for new growth, Urban Brushfire transforms spaces in the spirit of healing and renewal through the arts. Urban Brushfire creates indoor and outdoor murals through group collaboration and participant driven design. We provide a powerful inclusive experience for individuals, communities and organizations through a series of engaging mural design and painting workshops. Participants develop a sense of ownership as their ideas and experiences are nurtured and mature into a powerful beautiful mural. The goal of Urban Brushfire is to promote education, self-empowerment, and community expression. Urban Brushfire murals are envisioned and realized by and for the people who will be viewing them every day. We aim to ignite social movement and expression through sparks of color and energy.

3 EXAMPLES OF ACTIVITIES AND REASONS WHY THEY WOULD BE WITHIN THE SCOPE OF OUR PROJECT:

1. Producing a wall mural for a women's non profit health clinic would be allowed under our project because it fulfills our goal to transform a space for healing.
2. A community workshop that offered participants an opportunity to contribute to the design of a mural for the community park would be allowed under our project because it fulfills our goal of promoting community expression.
3. Offering monthly classes for teens at risk, using art as a means to express and heal, would also fulfill our project's intention to support healing and transformation through art.

EXAMPLES OF ACTIVITIES AND REASONS WHY THEY WOULD NOT BE WITHIN THE SCOPE OF OUR PROJECT:

1. Producing a mural for a surf shop that primarily advertises the business would not fulfill our purpose and would violate our non profit status because it is for a profit making business.
2. Producing music for a community event would be outside the specific purpose of our project which is centered on community expression through the creation of mural art.
3. Selling books written by mural artists would fall outside the current definition of our project mission. If we decide to do this for educational purposes or as a fund raiser we will need to ask the board for permission to sell any materials for profit and may also need to add education to our stated purpose.

FUNDING: We anticipate funding of \$30,000- 50,000 per year.

Our funding sources have been community non-profits. We anticipate additional funding from foundations, corporate, and private donations.

KEY PEOPLE:

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ADDITIONAL INFORMATION:

Urban Brushfire creates collaborations with individuals, organizations, and businesses to design and execute community mural projects. This year we will be working with the clients of organizations that provide social support to people affected by HIV/AIDS. In 2004, we completed murals with clients of the Belmont Center for Families, a facility of the Salvation Army's HIV/AIDS Services in the Greater New York area. *S.A Movimiento*, the mural title, was designed and painted by clients and staff of the Belmont Center, under the guidance of Alexandra Mitnick. It was named by those involved to represent the transformation and movement that people experience in their lives when living with HIV/AIDS.

In 2005, **Urban Brushfire** completed a mural with the Bronx AIDS Services, Inc. for their new program *GO GIRL!* (Girls' Outreach: Groups Improve Resiliency Learning). It was designed and painted by fourteen young women ages 14-17, who are peer educators within the program. It represents problems they strive to overcome, building collective strength, and empowerment through informed choices, education, and personal growth. Currently, we are working on two more mural projects with the Bronx AIDS Services, one with Latino gay men with HIV and the other with young men who have sex with men who are at risk of HIV infection based on their sexual behaviors.

In addition, Alexandra Mitnick of **Urban Brushfire** has been invited to participate in a women's mural titled *When Women Pursue Justice*. This mural celebrates 20th century women leaders and activists in movements for social change in the United States. The mural painting will begin July 5th, 2005, and will be painted by 25 prominent female muralists of New York City on a 2,800 square foot wall (4 stories high) in the Bedford-Stuyvesant neighborhood of Brooklyn.

Alexandra Mitnick, MSW, MPH
Name of person filling out application

June 19, 2005
Date