



100 IN 1 DAY FESTIVAL 2018

Lead 100In1Day in your City!

100in1Day
Canada is part
of a growing
global
movement that
is changing
how people
interact with
their cities.

Imagine hundreds of citizens united, each taking one small action to improve their city all on the same day. This is the goal of 100in1Day, a movement for citizen-powered change and collaboration that originated in Bogota, Colombia in 2012. Since then 100in1Day has encouraged hundreds of community-based interventions in the streets, sidewalks, parks, alleyways, public squares, waterfronts, front lawns, porches and common spaces in cities around the world.

Evergreen is seeking proposals from community organizations to lead 100in1Day in Canadian cities.

Evergreen will provide up to \$12,000 in matching funds for the operational costs of running 100in1Day in your city.

Project Background

[100in1Day Canada](#) is part of a growing global movement that is changing how people interact with their cities. The initiative brings together a wide variety of groups including residents, neighbourhood associations, arts and environmental organizations, anchor institutions, local governments, small businesses and Business Improvement Areas.

Urban interventions are simple, often low-cost community projects or actions that are free, open to anyone, and designed to create positive change, like pop-up parking space parties, plant swaps and seed giveaways, laneway animations, community art creation and neighbourhood potlucks. Interventions like these take place all on one day, in a series of city-wide 100in1Day celebrations across Canada that demonstrate the collective power of small actions.

In 2018, the date is set for June 2nd.

Though the emphasis of 100in1Day is on small actions, it is a movement that challenges the entrenched cynicism and culture of risk aversion that says regular people can't get involved or have an impact on their communities. The result of hundreds of people coming together to make a difference can extend well beyond the one-day celebration—it can inspire people to act, build connections and capacities, develop innovative solutions, and even support policy change.

People get and stay involved in 100in1Day for different reasons, including the volunteer opportunities, to practice or learn new skills, to be a part of a larger community-based movement, to have an impact and contribute positively to their community, to challenge cynicism and embrace hope, to do something creative and exciting, to meet new people and to make new connections.

After participating in 100in1Day, intervention leaders and organizations have reported feeling reduced fear around active participation, a desire to use their experience to inspire others, more confidence in their ability to have an impact and have formed stronger networks and ties to the community. 100in1Day also generates impacts at the community level by enhancing neighbourhoods and spawning new ideas, solutions and initiatives. They inspire dialogue, challenge the status quo and raise awareness of new possibilities.

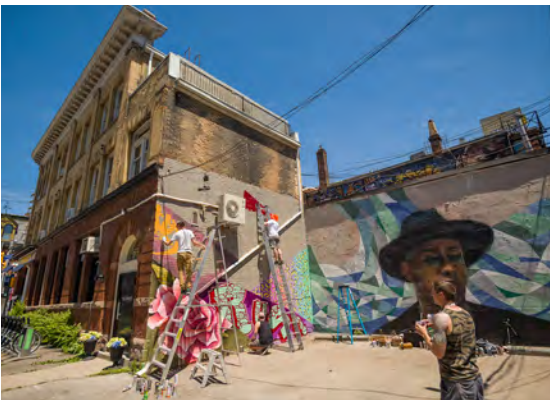
100in1Day Canada was launched by Evergreen in 2014 when 400 citizens in Toronto, Halifax and Vancouver led 300 urban interventions on the first Saturday in June. By 2017, participation has grown, with organizations leading 100in1Day in their respective cities to 8 cities, 1,350 interventions led by over 2,000 community members and engaging an estimated 100,000+ people.

As part of our backbone role, Evergreen will support the development of the following:

- Provide access to workshop, festival and evaluation tool-kits developed from the past 4 years
- Website support and joint promotion opportunities
- Coordinated communications strategy for 100in1Day Canada



Successful 100in1Day festivals grow resident capacity to plan, design and implement urban interventions



100in1Day Design Guidelines

Expectations

- Organizations will run 100in1Day within their city limits, aiming to engage citizens in leading 100 citizen-driven projects on Saturday June 2, 2018.
- Between February and May 2018, organizations will conduct outreach to garner public interest from residents and lead 8-10 workshops in neighbourhoods across their regions.
- Organizations will be invited to participate in bi-monthly 100In1Day national calls and related conferences and events.
- Organizations will actively engage diverse audiences in 100In1Day through targeted outreach and support, with a focus on engaging seniors and other underserved groups
- Organizations will document and evaluate the initiative and may be asked to provide and present content at large scale exhibitions
- Centralized promotion of 100In1Day via website, social media, etc.;
- Documentation and sharing of interventions and associated successes after the Festival;

The applicant will prepare an implementation strategy that will address the following:

- Sites of potential hubs for citizen interventions;
- Potential or existing partners (e.g. municipality, businesses, institutions, community organizations);
- Sites of potential workshop locations;
- Timeline and work plan, including
- Detailed budget
- List of any potential themes for workshops and/or intervention hubs. (e.g. Urban agriculture, sharing platforms, community self-sufficiency, greenroof activations, participatory policy making, civic tech.)

Schedule

We anticipate this work will begin in January with partnership development. Between February and May 2018, lead organizations will conduct outreach to garner public interest from residents and co-lead with their partners 8-10 workshops in neighbourhoods across their regions.

Selection Criteria

Proposals will be evaluated according to the following criteria:

- Experience running partnered festivals/events;
- Demonstrated interest in public engagement, capacity building and in learning about citizens' visions for their city;
- Demonstrated understanding of 100In1Day;
- References; and
- Proven capacity to provide 50% matching funds for this initiative

Application Template

We want applications to include:

- Cover letter;
- Background of organization's work around civic engagement and any relevant projects;
- A brief timeline and work plan;
- Biographies of key personnel;
- Budget with matching funds;
- 2-3 letters of support from potential partners of this project

Submission Details and Date

Please send us a copy of your proposal by 5pm on Friday December 15, 2017 to grants@evergreen.ca

Learn More

Any questions about 100In1Day or the RFP process?

REGISTER HERE for our webinar on Friday, December 1st 2017 at 12 pm EST

You can also reach out to Lhazin Nedup Inedup@evergreen.ca

