People’s Liberty is a philanthropic lab that brings together civic-minded talent to address challenges and uncover opportunities to accelerate the positive transformation of Greater Cincinnati. People’s Liberty invests directly in individuals through funding and mentorship, creating a new, replicable model for grantmakers in other cities.

Four years ago this month, we hit the ground in earnest and set out to build People’s Liberty, an unabashed experiment we hoped would leave a lasting and positive impact on our city, twist the conventions of philanthropy, and be a joy to shape along the way. Nine months later, in August of 2014, we launched with an open call to Cincinnatians, challenging them to dream big about how they might spend $100K and a year of time to address a civic challenge with a Haile Fellowship. Six months after that, with the paint smell still fresh, we moved our “lab” into the Globe Building at 1805 Elm Street across from Cincinnati’s vibrant Findlay Market. From that point forward it was off to the races, awarding our first round of $15K Globe Grants to three individuals to re-imagine our 800 sq. ft. storefront, then doling out our first round of $10K Project Grants, enabling eight individuals to implement their community-focused ideas throughout the summer. At the same time, a rotating roster of eager, young designers and storytellers were selected to join our Residency Program—a 3-month paid opportunity for early-career individuals to sharpen their professional skills and help us share the People’s Liberty story.

It wasn’t long before curious citizens began wandering in off the sidewalk, the phone began ringing with greater frequency, word spread, and other foundations from around the country began reaching out to see what this little philanthropic lab in Cincinnati was up to. We built, we launched, we unlocked the doors, we held our breath, and much to our delight, people started to join.

Now three years into the experiment, we’ve awarded grants to 66 people, hired 28 Residents, hosted nearly 20,000 people for 305 unique events at the Globe and connected with 56 organizations to compare notes and share our model. Some days it feels like we’re just getting started. Other days we’re confronted with the reality that we’re beyond the half-way point to our 2020 sunset date.

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Another Year Bolder

2017 brought new opportunities for our team to learn, grow, and discover. We encountered the complexities of our social service systems while supporting Haile Fellow Tracy Brumfield during the development of her project RISE, a monthly newspaper that provides valuable information to currently incarcerated citizens to help them prepare and plan for re-entry.

We remembered that simplicity can go a long way while celebrating the launch of Phil Rowland’s You Are Here project, an immersive, hand-drawn, 360-degree map of Cincinnati that invited locals to color the places that matter to them most. We rediscovered the value of our convening and connecting abilities, watching several grantee alumni re-engage in a multitude of ways, supporting one another and continuing to play an active role in growing an encouragement network. Perhaps most importantly the activities that rolled out this year reminded us that efforts in community development must foremost prioritize people. If we look at the growing number of People’s Liberty grantees and their projects, it’s clear that these human-scale ideas—while not necessarily redeveloping city blocks, fixing healthcare, or eradicating homelessness—are making a real difference in the lives of the people they touch. The projects are small. They’re personal and heartfelt; little bright spots in what can otherwise feel like dark times. The projects emerging from 1805 Elm feel like the appropriate response to this moment in our world (generally) and our city (specifically). While the results of each project are as varied as the grantees themselves, one thing remains true: they’re creating opportunities for humans to be in relationship with one another. That feels like community development to us.

Between Now and Next

How is People’s Liberty changing the community? What difference are we making in our city and in the lives of the people around us? What change do we desire? These are the questions that keep us up at night and moving forward as a team. As we look ahead to 2020 and beyond, we’ll be exploring ways in which the PL approach may more intentionally align with the Haile Foundation community development funding strategy. We’re not yet certain what that will look like, but we’re starting to gather some insights and put pencil back to paper. Maybe you have some thoughts? We’d love to hear from you. As always, thanks for joining us on this wild journey.

“The projects are small. They’re personal and heartfelt; little bright spots in what can otherwise feel like dark times.”
Our Team:

People’s Liberty Lead Team:
Eric Avner, CEO
Jake Hodesh, VP of Operations
Aurore Fournier, Program Director
Megan Trischler, Program Director
Hannah Gregory, Community Manager

2017 Residents:
Priya Khosla, Spring Design
Makenzie Vail, Spring Communications
Anna Maffey, Fall Design
Semhar Tsegay, Fall Communications

Year in Review 2017
1. The PL lead team attends the Creativity World Forum in Aarhus, Denmark.
2. Eric celebrates opening night of Intermission with Erik and Ashley from Outpost Office.
3. Jake shares the PL story with a group of local high school students.
4. The team spends a Friday with New Life Furniture Bank.
The Haile Fellowship provides a year-long civic sabbatical for highly-motivated Greater Cincinnatians. Each year, two individuals are challenged to research, plan, implement, and present the results of a big idea that could change our community’s future. Fellows are awarded a grant of $100K, supported with full access to the People’s Liberty facility and connections to networks and mentors throughout their fellowship year.

Tracy Brumfield, RISEUP News

Tracy, a Cincinnati native with a background in communications, publishing, and marketing, also happens to be a recovering addict. Because of her addiction, Tracy has experienced incarceration, homelessness, and unemployment. Tracy recognized that inmates don’t have access to valuable information that could help them navigate opportunity post-release, reducing the likelihood that they will re-offend. RISE is a monthly newspaper circulated to inmates that provides information about critical community resources along with stories of hope and recovery.

Visit www.riseupnews.org
The first issue of RISE rolls off the press.

Tracy presents during the launch of RISE.

Stacks on stacks of RISE Issue #3.

Fresh off the press, Tamia reviews the Tether Sourcebook.

Tamia Stinson, Tether

During her Fellowship year, Tamia developed Tether, an online and print platform that connects Cincinnati’s growing community of image-makers to each other and to professional opportunities. Tamia is passionate about the development of a community in which local photographers, stylists, fashion designers, hair & makeup artists, and models can thrive and make a living in Cincinnati. Along with the online platform, Tamia developed a print sourcebook that has been circulated to agencies nationwide to highlight Cincinnati’s creative talent.

Visit: www.tethercincinnati.com
Tether Sourcebook contributors celebrate during the December launch party.

Tama on proof.
Phil Rowland, You Are Here

Graphic designer and illustrator Phil Rowland created You Are Here, a 360-degree, hand-drawn map of Cincinnati. Covering every inch of the People’s Liberty storefront, this immersive map invited people of all ages to color 20 square miles of Cincinnati while connecting to their neighborhoods and community.

**Globe Grants** enable individuals or teams to take over a storefront space and transform it into a provocative, interactive experience that engages the surrounding neighborhood. Three individuals were each awarded $15K in 2017 to produce a site-specific installation in the People’s Liberty storefront at Findlay Market.

*1. Phil celebrates the opening night of his installation You Are Here.*
Joi Sears, The Green Store
Joi Sears used her passion and talent to create The Green Store, a sustainable shop that helped visitors discover new ways to incorporate sustainability into their lifestyle. Throughout her tenure at the Globefront, Joi highlighted sustainable clothing and products while playing host to a robust program of interactive events and workshops.

Caroline Creaghead, Here Channel
Caroline Creaghead transformed the Globefront into Here Channel, a radically free recording studio where anyone, regardless of experience, could come in, create, and stream audio content. This interactive platform empowered people to experiment with sound—from music to conversations; podcasts to meditations—and to share their perspective with the world.
Kick Lee, Cincinnati Music Accelerator (CMA)

Kick Lee is a producer, musician, and advocate for the arts with a diverse background in music production, instructional design, and technology. Cincinnati Music Accelerator serves as an incubator for local artists and musicians, helping them develop their unique craft while simultaneously educating them on how to monetize their talent. Over a period of six weeks, artists created content, songs, and electronic press kits; learned how to license and protect their music; and showcased their results in a public pitch and performance night.

Project Grants provide opportunities for individuals to implement creative community development projects in Greater Cincinnati neighborhoods. Project grantees are supported with $10K and access to People’s Liberty’s workspace and mentorship.
Amber Kelly, Family Flickn'
Amber Kelly strives to support those whose voices go unheard. Her passion for community engagement, empowerment, advocacy, and collaboration is reflected in her project Family Flickn', a mobile pop-up movie theatre packaged in a party bus. Amber’s goal? To bring movies back to the community.

Christa Hyson, Not Even Once
Christa Hyson believes that deaths by heroin are 100% preventable and that the most important part of that prevention model is stopping youth from starting. Christa’s project Not Even Once was a multi-week program hosted at Oyler School in Cincinnati’s Lower Price Hill neighborhood. By educating and advocating for youth, Christa’s project aimed to raise greater awareness of the opioid epidemic and the devastating effects permeating the community.

Kaia Goodwin, The Abundance Box
Kaia Goodwin is a gardening aficionado who is passionate about uplifting community through civic engagement. The Abundance Box—sustainable gardens available to the community—helped deliver fresh produce to the hands of those lacking accessible food. This modular garden model gave those in need direct access to their own fresh ingredients and allowed garden users the ability to utilize minimal space and tight areas by creating a stackable, modular, and light-weight system.

Karl Laube, Drivewell
Karl Laube is a firefighter that loves to tackle hands-on projects that aid his community. Drivewell empowered women to perform regular car maintenance on their vehicle, learn how to identify an honest mechanic, and discover how to avoid common automotive shop scams. During this free six-week course students also had the opportunity to work with an artist to design and paint a unique graphic on their car.

John Dixon, PROtest
John Dixon is an industrial designer, entrepreneur, and teacher. His project PROtest was a semi-satirical, semi-serious solution to the unfilled needs of the “professional protester.” PROtest aimed to create a series of free products geared towards protesters, helping people with a voice to shout louder and more clearly.
Scott Fredette, *The Wandering Wolf*

Scott Fredette is a filmmaker and director who has created content for local and national agencies, as well as some of the biggest recording artists in the world. *The Wandering Wolf* was a one-hour travelogue pilot featuring underground songwriters, artists, and cultural figures of Cincinnati through a unique and colorful lens.

Yemi Oyediran + JP Leong + Kayla Waldron, *Queen City Kings*

Yemi Oyediran, JP Leong and Kayla Waldron are passionate about honoring the legacy of King Records, an historical independent recording company where the history of rock, civil rights, and Cincinnati intersect. Queen City Kings hosted a series of concerts showcasing music from King Records’ catalog, creating art for the community and telling new stories about the city’s racial journey.

Yoni Wolf interviews local artists for Scott’s *Wandering Wolf* travelogue.

Yemi, JP, and Kayla bring the Kings back to the Queen City.
Alumni:

Where are they now?

“To the black men who participated in this project, this is about you. This is to celebrate you.”

– Nina Wells, 2016 Globe Grantee

1. 2016 Globe Grantee Nina Wells celebrates another public installation of King Me at People’s Liberty.

2. 2015 Project Grantee Q Levy-Smith transforms People’s Liberty into a cinema for her Black Dance on Film screening.
3. 2015 Project Grantee Anne Delano Steinert tells the story of Kenyon Barr, the urban redevelopment project that decimated Cincinnati’s West End.

4. 2016 Halse Fellow Chris Glass continues his PhotoCorps project, producing Neighborhood Editions of Price Hill and Madisonville.

5. 2016 Globe Grantee Julia Fischer opens her Play Library in a permanent location in OTR.
Jan–Dec:

Powering people, month by month.

In 2017, **11,812** people attended an event, open house, info session, or meeting at the yellow table.

1/11 PL welcomes 85 individuals to the 2017 Haile Fellowship Information Session.

1/13 Globe Grantees Phil, Joi, and Caroline kick-off the development of their storefront installations during Launch Day.

1/17 Priya, Mak, and Hannah join PL as the Spring 2017 Residents.

1/26 Grantee Anne Steinert hosts her Three Acts in Over-the-Rhine event at the Globe.

1/28 Grantee Jasmine Humphries celebrates her Who They Is project at the Globe.

2/7 Eric Avner shares a story with Cincy Stories at MOTR Pub in OTR.

2/11 Play Library hosts a toy repair workshop at Manifest Gallery in Walnut Hills.

2/14 PL hosts Share Your Love, inviting the public to share their ideas and connect with someone new.

2/22 PL hosts a happy hour with the Design Impact team and guests from the community.

2/24 PL co-hosts Creative Mornings at the Mercantile Library.

In 2017, **11,812** people attended an event, open house, info session, or meeting at the yellow table.
21 individuals received a grant from PL in 2017.

Phil Rowland welcomed 425 people for the opening of You Are Here; the biggest crowd for a storefront opening to date!

3/24: Grantee Aaron Greene hosts Scientists in Training at People’s Liberty.

3/25: Grantee Kate Zaidan hosts a Stir! Soup Swap at People’s Liberty.

3/26: Grantee Nina Wells hosts King Me Day at People’s Liberty.


3/10: PL hosts grantees and UC alumni for Creatives Having Coffee.

3/15: Grantee Julia Fischer’s Hay Library opens a permanent location at 1117 Elm Street.

3/21: PL hosts a Lunch & Learn with Andy Niesan, CEO of Everything But the House.


3/24: 2016 Fellow Brandon Black hosts DIY Retire Repair Day at People’s Liberty.

3/25: Grantee Kate Zaidan hosts her first Stir! class at Findlay Kitchen: Migration and Immigration.

3/28: PL welcomes 75 guests to the fifth Project Grant Information Session.

4/7: Grantee Phil Rowland welcomes 400+ people to the opening of his You Are Here installation in the Globe storefront.

4/10: Mayor candidate Yvette Simpson drops by PL for a Lunch & Learn.

4/17: The PL team takes a fieldtrip to Dayton!

4/21: Grantee Kate Zaidan hosts her second Stir! class at Findlay Kitchen: Dumplings.

4/24: Grantee Kate Zaidan hosts her second Stir! class at Findlay Kitchen: Breakfast Club in the Globe storefront.

4/27: PL hosts Professor of Urban History Dr. Andrew Hurley for a Coffee & Carbs event in the Globe storefront.

4/28: PL welcomes the fifth round of Project Grantees to the family with a Signing Day.

5/1: 2016 Fellow Chris Glass hosts Photowalks in Walnut Hills and Madisonville.

5/4: PL hosts the inaugural Cincinnati by Choice celebration at People’s Liberty.

5/5: The fifth round of Project Grantees spend the day at PL for their project launch day.

5/8: 2016 Fellow Chris Glass hosts Photowalks in Walnut Hills and Madisonville.

5/9: PL hosts the inaugural Cincinnati by Choice celebration at People’s Liberty.

5/10: Haile Fellow Tracey Brumfield speaks at the Greater Cincinnati Funders Gathering focused on the opioid epidemic impacting our region.

5/13: Grantees Kathleen Cal and Nestor Molyneaux present their Access Cincinnati project in front of City Council.

5/14: Mayor candidate Yvette Simpson drops by PL for a Lunch & Learn.

5/15: Grantee Julia Fischer’s Hay Library presents the National AMERICAN الدولة 전체, a celebration of diverse cultural traditions.

5/16: Plante Moran present their Access Cincinnati project in front of City Council.

5/17: Plante Moran present their Access Cincinnati project in front of City Council.

5/18: Grantee Kate Zaidan hosts her third Stir! class at Findlay Kitchen: Healthy, Cheap, Fast.


5/25: Plante Moran present their Access Cincinnati project in front of City Council.

5/26: Plante Moran present their Access Cincinnati project in front of City Council.


30 People’s Liberty Year in Review 2017 31
In April, Tamia Stinson and Tracy Brumfield kick-off their fellowship year.
226 people applied for a PL grant in 2017.

76 early-career individuals applied for the residency program in 2017.
In October, the fifth round of Project Grantees meet for their last lunch at PL.
8/28 Grantee Kate Zaidan hosts her final Stir! class at Findlay Kitchen: Cooking with Elders.
8/31 Haile Fellow Tracy Brumfield celebrates the launch of her first issue of RISE.
9/2 Grantee Kaia Goodwin celebrates the launch of her Abundance Box project.
9/9 Grantee Karl Laube hosts his first Drivewell class in Northside.
9/9 Grantees Caroline Creaghead and Kick Lee collaborate to produce a song-writing workshop in the Globe storefront.
9/10 PL welcomes 75 guests to the 2018 Project Grant Information Session.
9/13 Grantee Kick Lee launches his first round of participants in the Cincinnati Music Accelerator.
9/22 PL welcomes the OTR Chamber as new tenants on the third floor of the Globe Building.
9/29 PL hosts visitors from the Carnegie Mellon design/planning department.
10/2 Grantee John Dixon celebrates the launch of PROtest with a sign-making workshop at PL.
10/4 Haile Fellow Tamia Stockson hosts her Tether Directory sign-up event at PL.
10/5 Grantees Yemi, JP, and Kayla host their second Queen City Kings performance at The Lodge in Bellevue, KY.
10/12 PL hosts St. Louis-based artist and activist De Nichols.
10/12 PL participates in Blink, an interactive public art/light festival.
10/19 Grantee Christa Hyson hosts a Not Even Once panel discussion at People’s Liberty.
10/22 Grantee Amber Kelly hosts her second Family Flickn’ event in Bond Hill.
10/28 The PL lead team attends the Creativity World Forum in Denmark to experience the innovation happening in Copenhagen.
11/2 Grantee Anne Steinert celebrates the opening of her Finding Kenyon Barr exhibition in Cincinnati’s West End neighborhood.
11/16 PL welcomes the community to the Globefront for opening night of Intermission, a celebration of 2.5 years of People’s Liberty. This also kicks-off PL20, 20 days of grantee-led events at the Globe. (See page 42–43 for more).
11/18 Grantee Scott Fredette celebrates the first public screening of The Wandering Wolf, a travelogue showcasing the underbelly of the Queen City.

24 organizations or foundations connected with People’s Liberty to learn about our model in 2017.
PL welcomes the sixth round of Project Grantees to the family with a Signing Day.

PL welcomes 40 guests from seven regional cities to Cincinnati for 48-hours of showcasing and sharing.

PL welcomes the Detroit-based design studio Work Department for a day of sharing.

Haile Fellow Tamia Stinson celebrates the launch of her Tether Sourcebook!

Phew...that's a wrap!
During the fall of 2017, People’s Liberty officially reached its halfway point—2.5 years into the five year experiment. **Intermission** was a multi-week celebration to mark this point in time, reflect on the work accomplished to date and begin imagining what the future may bring.

**Pushing Pause**

In collaboration with Outpost Office, a design practice based in Ann Arbor, Michigan, PL transformed the 1805 Elm Street storefront into an immersive, participatory experience then welcomed the public to an opening night celebration. The following day, the team kicked-off PL20, 20 days of grantee and resident-led programming, all free for the public to enjoy. Then, to cap it all off (and test endurance?) PL hosted 40 leaders from seven regional cities to join for 2-days of site visits, group-sharing and connections. Phew!

What’s to come? Stay tuned...and join.
Thank you!