tiny homes; a local
m; good-deed vending
a; a geodesic dome;
makers; neighborhood
ous locator; classes for
at; a historic preservation
estival; an outdoor
; a building-sized video
els; umbrellas for all;
guide; giant beanbags;
ten; a walkable tour of
om dancing academy;
cial...this is our story.
People’s Liberty invests in people.

From the CEO

“People make places; but engaged and empowered people can make exceptional places.”

– Eric Avner, CEO

The world of philanthropy is changing rapidly and foundations must adopt new models if they are to remain relevant. People’s Liberty, the philanthropic lab launched this year by the Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation is a bold experiment. We will spend five years questioning the assumptions of how foundations invest in communities. Specifically, People’s Liberty will explore how foundations can make grants directly to individuals, challenging those individuals to change their community.

Through year-long civic sabbaticals ($100K Haile Fellowships), six-month community projects ($10K Project Grants), three-month installations in our storefront gallery ($15K Globe Grants) and three-month design residencies (Society of Mad Philanthropy) we are providing unprecedented opportunities for community members to become engaged. But it’s more than cutting checks: People’s Liberty’s grants are complemented by connections and mentorship and access to our facility at Findlay Market that provides an inspirational home for this work to occur.

The pages of this report will show how People’s Liberty is already leading by example. People’s Liberty is already demonstrating what’s possible in #newphilanthropy. People make places; but engaged and empowered people can make exceptional places. People’s Liberty is proud to share the successes of our first year, and we welcome you to join us in the coming years as we continue to invest in this exceptional place by investing directly in our people.

– Eric Avner, People’s Liberty CEO
Our People:
Brad, Brad, Jason, Jacqueline, Amy, J.D., Joel, Anne, Q, Alyssa, John, Daniel, Nancy, Mark, Maija, Giacomo, Josiah, Liz, Matt, Amy, Abby, Kailah, Gregory, Kathye, Kevin, Joe, Nate, Adam, Andrea, Janet, Ben, Melissa,
Chelsea, Hannah, Rachel, Candice, Chris, Jesse, Taylor, Joe, Sam, Christina, Jenny, Jon, Rachel, Eric, Amy, Jake, Aurore, Megan... + you.
Eric Avner, Aurore Fournier, Amy Goodwin, Jake Hodesh + Megan Trischler
PL Team

As CEO and chief ambassador/disruptor Eric Avner directs People's Liberty's vision and mission while overseeing foundation investments throughout the urban core. Eric also serves as vice-president and senior program officer for the Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation.

As co-founder of People’s Liberty and president of The Johnson Foundation, Amy Goodwin focused her efforts on extending People’s Liberty’s impact to encourage philanthropic innovation among other regional foundations.
As VP of Operations, **Jake Hodesh** oversees PL staff and Haile Fellowship program, while building relationships with creative and entrepreneurial community partners. In his past life, Jake tackled everything from managing property contracts in New Orleans to working as a policy analyst with the Office of the United States Trade Representative in Washington, D.C.

As program director, **Aurore Fournier** oversees the PL grant programs and Globe Gallery. Prior to joining PL, Aurore served as a preparator at the Contemporary Art Center, a freelance production designer in New York City and an exhibition designer at the Museum of Modern Art, where she developed her skills in gallery installation, exhibition and production.

As program director, **Megan Trischler** oversees the PL residency program while keeping a keen eye on all PL design and storytelling. Megan’s past work includes the development of PieLab—a pie shop, job-training center and cultural hub in Greensboro, Ala.—and the design and development of CoSign, an initiative that paired business owners with local artists and professional sign fabricators to install a critical mass of new storefront signage in Cincinnati.
Brad Cooper & Brad Schnittger
Haile Fellows

“OTR is ideal for micro-living because anything you need is a short walk away.”
– Brad Cooper, *Start Small*

The Haile Fellowship provides a year-long civic sabbatical for two 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 supported with full access to People’s Liberty facility, and connections to networks and mentors, during and after the fellowship year.

In 2015, Haile Fellow **Brad Cooper** spent his fellowship year exploring affordable housing through tiny living, building two, 440 sq. ft. homes on Peete St. in Over-the-Rhine. His project, *Start Small*, seeks to pave the way for future urban living models, by proving that accessible home-ownership can be universal.

Website: startsmallhomes.org
Haile Fellow Brad Schnittger spent his fellowship year exploring ways to connect Cincinnati’s musical talent with local licensing opportunities. In 2015, Brad created MusicLi, an online library of music from the Greater Cincinnati area that provides musicians the opportunity to earn more money via music licensing and businesses with quality music from their own backyard.

Website: musicli.org

1, 2 Brad Cooper, Start Small
3, 4, 5 Brad Schnittger, MusicLi
"You pay a quarter and then you’re involved; you’re a part of the movement."
– Jason Snell, *Good Eggs*
Globe Grants provide opportunities for local artists, designers and creatives to transform the storefront gallery at 1805 Elm St. into a provocative pop-up experience. Three individuals are chosen annually to produce a site-specific installation that engages the public and positively impacts the neighborhood.

**Jason Snell** feels a good deed can go a long way. His exhibit, *Good Eggs*, featured 40+ vintage gumball vending machines that dispensed plastic eggs containing messages that challenged patrons to complete a good deed somewhere in the city.

**Jacqueline Wood** is passionate about film outside the mainstream. *The Mini Microcinema* celebrated experimental film and the people who create it, by screening avant garde media throughout the summer, bringing the public together for provocative conversation and dialogue.

**Amy Lynch + Joel Masters + J.D. Loughead** stimulated the psyche of visitors in the fall of 2015 with their project *Deep Space*, “a nebulous nurturing envelopment where creativity can thrive unencumbered.” Subverting the typical gallery paradigm, Deep Space coaxed the creative impulse out of its inhabitants by inviting viewers to contemplate the infinite.
Anne Delano-Steinert, Quiera Levy-Smith, Alyssa McClanahan + John Blatchford, Nancy Sunnenberg, Daniel Schleith, Mark Mussman, Maija Zummo, Giacomo Cimenello

Spring Project Grantees
Project Grants provide opportunities for individuals to implement innovative community development projects in Greater Cincinnati. Eight grantees are chosen each cycle (two cycles per year) to prototype solutions to civic challenges. Project grantees are supported with $10,000, a launch event and access to People’s Liberty’s workspace and mentorship.

Anne Delano-Steinert’s Look Here! was a site-specific, public exhibition showcasing 50 historic photographs on the streets of Cincinnati’s OTR neighborhood. This “street museum” encouraged viewers to compare the past and present, while uncovering the rich and dynamic historical value of the neighborhood.

Quiera Levy-Smith’s Black Dance is Beautiful was a cultural event that showcased diversity in dance in Cincinnati. Featuring four regional dance companies, BDIB celebrated African American dancers, while educating the public and encouraging local youth to pursue their passions.

Alyssa McClanahan + John Blatchford’s Kunst: Built Art was a quarterly, printed magazine featuring ongoing and future redevelopment projects of historic buildings in Cincinnati.

1 Anne Delano-Steinert, Look Here!
2 Quiera Levy-Smith, Black Dance is Beautiful
3 Alyssa McClanahan + John Blatchford, Kunst: Built Art
Photo Credit: DJ Trischler (workwith.dj)
Nancy Sunnenberg’s Hello Home was a neighborhood-specific Welcome Package, designed to create collaborations among local organizations, businesses and newcomers to the region.

Daniel Schleith’s Bus Detective uses off-the-shelf hardware and open source software to create low-cost, real-time arrival signs for the Metro bus system. Signs display the routes and arrival times of the next buses coming to the closest stops, increasing accessibility along Metro’s routes.
“We wanted to make sure we could take people’s ideas and incubate them and make them stronger than what they could do on their own.”
– Mark Mussman, CAP

Mark Mussman’s Creative App Project (CAP) was a 3-month Android App Developers educational series, that equipped 20 Cincinnati residents with tools and knowledge to develop and market their own Android Apps.

Giacomo Ciminello’s Spaced Invaders was an outdoor, interactive, projection-mapped video game intended to activate abandoned spaces once occupied by buildings.

Maija Zummo’s Made in Cincinnati was an online marketplace featuring unique goods from Cincinnati’s best makers and creative talent.

4 Nancy Sunnenberg, Hello Home
5 Daniel Schleith, Bus Detective
6 Mark Mussman, Creative APP Project (CAP)
7 Giacomo Ciminello, Spaced Invaders
   Photo Credit: Pam Sattler
8 Maija Zummo, Made in Cincinnati
Josiah Wolf + Liz Wolf + Matthew Kotlarczyzk, Abby Cornelius + Amy Scarpello, Kailah Ware, Greg Norman + Kathye Lewis, Kevin Wright + Joe Nickol, Nate May, Adam Gelter + Andrea Kern, Janet Creekmore + Ben Neil + Melissa Mitchell

Fall Project Grantees
Josiah Wolf + Liz Wolf + Matthew Kotlarczyk’s *Space Walk* was a scaled outdoor model of our solar system that prompted viewers to ponder the vastness of space.

Amy Scarpello + Abby Cornelius’ *Plop!* was a temporary installation of giant 15-foot bean bags, bringing an element of engagement and fun to public spaces around the region.

Kailah Ware’s *One Degree of Separation* was a mobile installation highlighting Cincinnati and the people who live here through the use of interactive audio and visual components.
“State requires collaboration with people around the city, and requires me to think about budgets, promotion, and other behind-the-scene work in ways that I haven’t had to before.”
– Nate May, State
Greg Norman + Kathye Lewis’ *Let’s Dance* seeks to reinvigorate Cincinnati’s long legacy of ballroom dancing by introducing 5th and 6th grade students in South Avondale to this artful medium.

Kevin Wright + Joe Nickol’s *The Neighborhood Playbook* was a step-by-step guide to local real estate development and public space activation in pioneering neighborhoods and new, emerging markets.

Nate May’s *State* was a series of performances, featuring MUSE Women’s Choir, singer Kate Wakefield and other local musicians, that foster interest and understanding of the Appalachian migration to Cincinnati.

Adam Gelter + Andrea Kern’s *Everyone’s Umbrella* poses a unique solution to a frequent problem; being caught in a downpour without the proper gear. This pop-up surprise engaged local businesses and public spaces with OTR residents and visitors, brightening the city at times when it feels most dreary.

Janet Creekmore + Ben Neal + Melissa Mitchell’s *POPP=D’ART* was a 1963 Rainbow caravan travel trailer converted into a tiny mobile art gallery. POPP=D’ART provided the community with an introduction to affordable art in unexpected places, while also serving to elevate exposure and recognition for up and coming local artists.
Our Place: Project Locations

1. Brad Cooper presents to the AIA Cincinnati at Neon’s in OTR.
2. Brad Cooper hosts “Size Matters” at Church of the Assumption in Walnut Hills.
3. Brad Cooper presents to City Council.
6. Mark Mussman hosts his first Creative App class at Mercy St. John in OTR.
7. Brad Cooper hosts “Start Small, Live Large” at the OTR Recreation Center.
8. Brad Cooper hosts info session at Grant Park.
10. Spaced Invaders: Area #001.
12. KUNST 1st Edition Panel Discussion held at Mortar in OTR.
13. Spaced Invaders: Area #002.
14. Brad Schnittger launches MusicLi at the Midpoint Music Festival in OTR.
15. Spaced Invaders: Area #003.
16. Spaced Invaders: Area #004.
17. Spaced Invaders: Area #005.
19. Nancy Sunnenberg hosts first volunteer training session in Roselawn.
21. Anne Delano-Steinert installs her first Look Here! signs in OTR.
22. Spaced Invaders: Area #007.
23. Queira Levy-Smith’s Black Dance is Beautiful Festival held at Walnut Hills High School.
24. Maija Zummo’s Made in Cincinnati launches at Crafty Supermarket at Music Hall.
Our Place: The Globe Building

“It was important to distinguish between the historic finish materials and the new materials.”

– Deanna Heil, CityStudios
People’s Liberty’s home in the historic Globe Furniture Building at Findlay Market anchors a prominent corner of Cincinnati’s OTR. The second and third floors were designed specifically for the People’s Liberty team offices, for their grantee work space and for a variety of public forums and events. Simplicity and flexibility were key. A new public entrance was created on the first floor directly into the Globe Gallery, an 800 sq. ft. space equipped with spans of wall and floor display space and adjustable lighting. A new wood and steel grand staircase leads visitors from the Globe Gallery to the second floor of the building where open office space, a large multi-purpose space, and the kitchen hearth of People’s Liberty is located. While the second floor is intended for public forums of all sorts, the third floor is dedicated to private offices and conference rooms. The historic spaces with super high ceilings, wood flooring and two sides of large historic window openings speak for themselves.
By the #’s: 
Powering People, 
Shaping Places

Neighborhoods engaged*:

Anderson Township  Fort Thomas  Monfort Heights  Pendleton
Avondale             Green Township  Mt. Adams    Pleasant Ridge
Bellevue            Hartwell           Mt. Airy
CBD                Hebron                 Mt. Auburn
Clifton            Hyde Park           Mt. Lookout
College Hill       Kennedy Heights     Mt. Washington
Corryville         Lower Price Hill    Newport
Covington          Madisonville       North College Hill
Dayton             Maineville          Norwood
East Price Hill    Mariemont           Oakley
East Walnut Hills  Mason               Over The Rhine
Erlanger           Miamiville           Park Hills
Evanston           Milford

3,560

# of individuals who attended events, workshops, and open houses at the Globe Building.

* Engaged = applied for or was awarded a PL grant.
<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>309</td>
<td># of applications submitted.</td>
</tr>
<tr>
<td>021</td>
<td># of grantees awarded.</td>
</tr>
<tr>
<td>025</td>
<td># of speaking engagements.</td>
</tr>
<tr>
<td>037</td>
<td># of local and national foundations inquiring about or process/model.</td>
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1/12 Brad Cooper + Brad Schnittger begin their 2015 Haile Fellowship.

1/14 Brad Cooper presents to the AIA at Neon’s.

1/31 Brad Cooper hosts “Size Matters” at the Church of the Assumption in Walnut Hills; 105 people attend.

2/2 Project Grant I Applications open.

2/17 Project Grant Training Session held at the Crown Building OTR; 114 people attend.

2/24 Brad Cooper presents to City Council.

3/27 People’s Liberty opens at the Globe; Jason Snell launches Good Eggs in the Globe Gallery; 300+ people attend throughout the day.

4/9 Eric, Jake and Megan attend the Urban Prototyping Festival in San Francisco.

4/24 Project Grant I Grantees awarded.

5/7 Brad Schnittger hosts “Bottoms Up!” at the Woodward Theatre in OTR.

5/15 Brad Cooper speaks with Pittsburgh small home developer Eve Picker on NPR.

5/29 PGI Launch Weekend.

6/10 PL Staff hosts Globe Grant Info session at Wiseguys in Covington.

6/19 PL hosts “Drop the Mic” at the Globe; 70 people attend.

6/22 Mark Mussman hosts his first Creative App class at Mercy St. John in OTR.

6/26 Brad Cooper speaks at Creative Mornings; 100 people attended.

6/30 Globe Grant Training Session held at the Globe; 22 people attend.

7/2 Jacqueline Wood launches The Mini Microcinema; 130 people attend.

7/10 PL visits Lexington.

7/16 Brad Cooper hosts Start Small information session at Grant Park.

7/18 Brad Schnittger hosts “Sound Off, Drink On” at Barrio in Northside.

7/23 Eric hosts NewCo; 30 people attend.

8/17 Project Grant II Training Session held at the Globe; 16 people attend.

8/20 Nancy Sunnenberg hosts training for Neighborhood Ambassadors at the Globe.

8/27 Giacomo Ciminello’s Spaced Invaders: Area 001, 1047 E McMillan.

8/28 KUNST 1st Ed. Release Party held in Pendleton; 35 people attend.
9/2 HF Training Session held at the Globe; 8 people attend.
9/3 The Mini Microcinema closing reception; 80 people attend.
9/4 KUNST 1st Ed. Panel Discussion at Mortar in OTR; 40 people attend.
9/14 Mark Mussman’s CAP Closing Reception at the Globe; 45 people attend.
9/16 Jake sits on panel at “City as a Startup conference in Detroit.”
9/17 Philanthropy Ohio visits PL.
9/18 Spaced Invaders: Area #002.
9/25 Brad S. launches MusicLi at Midpoint Music Festival in OTR.
9/26 Spaced Invaders: Area #003.

9/27 Spaced Invaders: Area #004.
10/10 Spaced Invaders: Area #005.
10/16 Project Grant II Grantees awarded.
10/22 Spaced Invaders: Area #006.
10/25 Megan presents People’s Liberty story at the Cultivator Conference in Mildura, AU.
10/30 Globe in the Dark: Deep Space at the Globe; 238 people attend.
10/30 Daniel Schleith installs Bus Detective sign at Market Wines in Findlay Market.
11/2 Adidas Innovation team visits PL.
11/5 PL hosts fifteen philanthropic leaders; representatives from MacArthur Foundation, Sprout Fund, Knight Foundation and Loeb Fellowship among those in attendance.

11/7 2016 Globe Grantee Nina Wells hosts a casting call for King Me at the Globe.
11/10 Gabe Klein, author of Start-up City, visits the team at People’s Liberty.
11/12 Streetsblog writers visit People’s Liberty.
11/13 FounderCon visits People’s Liberty.
11/20 Project Grant II Launch Day.
11/21 Anne Delano-Steinert installs her first Look Here! signs in OTR.
11/21 Queira Levy-Smith’s Black Dance is Beautiful Festival at Walnut Hills High School; 600 people attend.
11/28 Maija Zummo’s Made in Cincinnati launches at Crafty Supermarket at Music Hall.
12/7 PL team trip to Indianapolis.
What’s next?

**Bold Goals, 2016**

- Engage and mentor 10 Residents
- Grant 21 individuals funding for their dream projects
- Exhibit 3 unique installations at the Globe Gallery
- Welcome the public to 3 open houses
- Fund/design/produce two neighborhood (i.e. Brewery District) place-based projects
- Host national philanthropic leaders
- Participate in 4 national conferences and/or events
- Host the People’s Prize™ — a pitch for follow-on funding
- Aim for 1 national PL article

**Outcomes, Five-Years**

- Build a nationally recognized Residency program; engage and mentor 50 Residents
- Fund 110 projects for Cincinnati-based talent; steer 1 project annually towards becoming a sustainable creative enterprise; receive 1000 funding applications
- Exhibit 20 unique installations at The Globe Gallery
- Produce 10 place-based projects that result in visible impact in the neighborhood
- Host 2 national foundation leaders annually culminating in an epic philanthropic retreat in 2020
- Present the PL story at 5 conferences
- Produce 5 year-end “reports” that can be shared with communities interested in replicating the model; reports can be video/media-based
- Increase the profile of Cincinnati’s innovators; national articles pinned on foundation/civic leader’s walls

**Big Questions, Always**

- Is this place remarkable?
- Are we changing Cincinnati?
- Are we changing Philanthropy?
- Are we doing noteworthy work?
- Are we “experts” in our field?
In 2015, we funded two tiny homes; a local music licensing platform; good-deed vending machines; a microcinema; an online store for local makers; neighborhood welcome kits; a reliable bus locator; classes for Android app development; a historic preservation magazine; a black dance festival; an outdoor historic photo exhibition; a building-sized video game; a gallery on wheels; giant beanbags; stories of Cincinnati citizens; a walkable tour of the solar system; a ballroom dancing academy; and an Appalachian musical...