

**REQUEST FOR  
PROPOSALS -**

**MURAL ARTIST  
PROJECT**

# I. Background

## About NEO

NEO Philanthropy launched in 1983 as Public Interest Projects (PIP), NEO Philanthropy is a 501(c)(3) public charity committed to building strong social justice movements. As a philanthropic intermediary, NEO bridges the gap that often exists between funders and organizations doing the work, through collaborative funds, fiscal sponsorships, donor services and capacity building.

As an organization, NEO Philanthropy is a progressive social justice organization dedicated to uplifting vulnerable communities and inspiring meaningful change.

<https://neophilanthropy.org/about/>

## Project Context

We seek a talented Native/Indigenous artist/artist collective to create a mural that reflects our [Mission, Vision, and Values](#), [Living Territory Recognition Statement](#), and resonates with our employees and visitors.

NEO is seeking proposals for a mural that will be installed in the interior space of our high-rise building in mid-city Manhattan, land formerly known as Manhatta and stewarded by the Lenape People. It should evoke themes of social justice, resilience, and community empowerment, inspiring viewers to empathize with the challenges faced by marginalized groups and feel motivated to contribute to positive change through hope and healing. Possible themes can include the following:

- **Uplift Activist and Learning:** NEO works in support of grassroots social justice movements, and we believe in the power of activism and educational opportunities. We invite artists to use this mural as a space to interpret reclamation of land, place, space, and acts of resilience, to tell the history of those who were here before us, including native language in the arts, and as a teaching opportunity for non-Natives.
- **Indigenous Futures:** NEO envisions a future in which thriving Indigenous children realize their greatest potential; living healthy, joyful, and prosperous lives, while contributing positively to their families, communities, and the world. Being grounded in the past while driving towards an exciting and hopeful future, artists may explore what “Indigenous futures” embodies.
- **Hope, healing, and joy:** As a safe space to build personal agency and strengthen identity, NEO wants to use art as a healing agent so that those who enter the space will feel embraced and celebrated for who they are. Artwork should contribute to this atmosphere by creating a sense of pride, belonging, and representation, “we are still here and thriving”.

## Overall Project Goal:

By the end of this process, we want to have a mural that reflects our mission, Living Territory Acknowledgment Statement, and resonates with our employees and visitors.

## II. RFP SCOPE

### Scope of Services:

- **Design:** Develop a mural concept that aligns with [NEO's Mission, Vision, and Values](#) and [Living Territory Recognition Statement](#).
- **Execution:** Create the mural on-site or in studio for installation, ensuring the use of high-quality, sustainable materials.

NOTE: murals can be painted directly on the walls, on canvas to be hung, can be created digitally and printed for application on the wall, or approached in other ways.

- **Collaboration:** Work with our team to incorporate feedback and ensure the design meets organizational goals.
- **Timeline:** Complete the mural within a mutually agreed timeframe.

NOTE: Offices are fully operational a typical Monday – Friday 9am – 5pm office schedule. It is expected that the mural wall(s) will be accessible for painting during our working hours.

### Specific Responsibilities:

To ensure the mural reflects the artist's vision while aligning with our mission, we propose the following expectations:

- **Open-Ended Briefing:** We will provide context about our organization's mission and values but encourage personal interpretation by the artist.
- **Collaborative Concept Development:** Initial discussions will focus on the artist's ideas, fostering a constructive feedback loop.
- **Emphasize Artist Autonomy:** We trust the artist's expertise and encourage a vision statement outlining their approach to our themes.
- **Community Involvement:** Opportunities for community feedback will be facilitated during the design phase without steering the artist's vision.
- **Set Boundaries, Not Constraints:** We will outline key parameters while leaving creative choices up to the artist.
- **Focus on Relationship Building:** Our collaboration will be based on mutual respect for the artist's unique perspective, with regular informal check-ins.
- **Collaborative Review Process:** Final discussions will honor the artist's vision before installation, celebrating the collaboration.

# III. APPLICATION PROCESS

## Eligibility:

We encourage submissions from Indigenous artists or artist collectives with a connection to the region, as well as experience in mural creation and a strong understanding of social justice themes. Familiarity with community engagement and collaborative processes is a plus.

In addition:

- Artists must be at least 18 years of age or older
- Submit Mural Proposal

## Proposal Requirements:

Applications shall be no more than 2 pages long, single-spaced, excluding résumé/portfolio. Artists may include one (1) page for educational engagement.

Interested artists should submit the following:

- **Artist Statement:** A brief description of your background, artistic philosophy, and relevant experience, including your connection to the region.
  - Artist statement can be submitted in writing/PDF or in video file format.
- **Portfolio:** Examples of previous mural work or similar projects
  - You can include images and project descriptions via social media, newspaper clippings, website and other means to introduce us to your work.
- **Concept Proposal:** A preliminary design idea for the mural, including a narrative that explains its significance.
- **Budget Estimate:** A detailed budget that outlines all costs associated with the project, including materials, labor, and any additional expenses.
  - Please note, NEO has set aside up to \$10,000 in total for this project.
  - If not in NYC please include any relevant travel costs in your budget proposal.
- **Timeline:** Proposed timeline for the design and execution of the mural.

## Supplemental Educational Engagement:

In addition to the mural, NEO is setting aside an additional total of \$3,000 for an educational engagement opportunity, from the artist, with NEO staff.

If you would like to apply for both the Mural/Art and the Educational Engagement opportunity, please list that in your proposal and budget.

- In your proposal, detail your approach and ideas to create dialogue with staff. This can include a workshop proposal, an opening reception/ceremony for the mural, educational opportunities, and other interactive activities the artist would like to propose.

NOTE: We understand that being an artist and an educator are two different skillsets. The supplemental educational engagement is not a requirement for the submission of the RFP, instead it is an additional opportunity for the Artist to engage with the work, the art, and NEO staff.

## **Selection Criteria:**

Proposals will be evaluated based on:

- Artistic vision and originality
- Alignment with NEO's mission and values
- Connection to the region
- Experience and portfolio quality
- Feasibility of the proposed budget and timeline
- Community engagement approach

## **Submission Instructions:**

Please submit your proposal by November 8th, 2024 11:59PM ET via email to Hugo Ayala, Assistant Director, Strategic Initiatives:  
[hayala@neophilanthropy.org](mailto:hayala@neophilanthropy.org)

Include the proposal requirements from above and the following documents:

- EXAMPLE and TEMPLATE: [NEO Budget Worksheet sample](#)

## **Timeline:**

- RFP Release Date: October 2024
- Submission Deadline: November 8th, 2024 11:59PM ET
- Interviews/Presentations: November 2024
- Selection Announcement: December 2024
- Project Start Date: December 2024 – January 2025
- Completion Date: NEO understands that the end of the year can look differently for different individuals respective of culture, religious observations, and other personal factors. We are willing to be flexible in creating a timeline that is conducive to the Artist and Organization.

### **Contact Information**

For questions or clarifications, please contact:

Hugo Ayala, Assistant Director, Strategic Initiatives:  
[hayala@neophilanthropy.org](mailto:hayala@neophilanthropy.org)

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