

BREAD and roses

To: The CALOP Foundation | University City, Missouri

April 3, 2021

For: **Bread & Roses Missouri Art Video Series Project: We Are All Connected** (April – July)

About: Bread & Roses Missouri is a small nonprofit organization working at the intersections of art and community. It is a celebration of the arts in the lives of working people and their families. As the labor song for which the organization is named reminds us, “Hearts starve as well as bodies, give us bread and give us roses.”

The mission of Bread & Roses is to organize and participate in arts and humanities events, exhibits, and workshops for and about workers and their families that address the root causes of poverty and inequality with the goal of moving us toward an economy that benefits the entire community. Bread & Roses believes in equality for all on and off the job. Using the power of the arts as a lens, we are committed to fighting against racism, sexism, classism and other forms of discrimination and for affirmative action, cultural diversity and a more just society for all. Please see <http://www.breadandrosesmo.org/> for illustrated details.

Last year was a hard year for all of us, including Bread & Roses Missouri. The Youth Initiative, which had grown to 10 venues in 2019, serving youth in city recreation centers and from immigrant families, was shuttered due to the pandemic. Our One Act Social Justice Play Festival scheduled for April of 2020 at the Gaslight Theater was cancelled as well. It took us a little while to figure out how to go virtual, but thanks to a grant from the CALOP Commission, we were able to engage in a campaign of consistently messaged, arts-based videos to help maintain the organization’s growth and mission. In the stead of live performances, members of our Workers’ Theater and the Board created a series of brief video presentations that were widely distributed twice a week through social media platforms and our You Tube channel. Working under the theme of “We may be apart, but we are all connected,” content included a short art-making instruction from Bread & Roses youth instructors, poetry readings, and a music performance. Every posting was accompanied by #BreadandRosesMO #WeAreAllConnected and #ThankYouCALOP. Our most outstanding success in our virtual journey was a successful effort to reimagine and produce an earlier Workers’ Theater sketch, the [Bootheel Strike](#), as a video. The video aired via Zoom to an audience of sixty. It is now posted on our Bread & Roses Missouri YouTube channel, and continues to reach viewers there.

Proposal: Bread & Roses Missouri continues to work to meet the unique challenges of this moment to sustain its support of the artists, actors, educators, and community activists who never stopped making a much-needed difference for working families.

Our goal is to continue to reimagine and produce videos based on previous Workers’ Theater sketches that:

- provide art that is interesting and uplifting as this moment of COVID-19 and social distancing continue
- continue to keep Bread & Roses Missouri’s work and mission in front of our growing audiences and build new audiences
- make a gentle ask for support

Timeframe: Bread & Roses will begin production as soon as funds are secured. The art-based videos will be released every quarter from mid-May through December, 2021.

Request: Bread & Roses Missouri is respectfully requesting a matching grant of \$10,000 from the CALOP Foundation to underwrite this project.

Budget for three 15-minute Videos

<i>Expenses</i>	
Workers’ Theater Actors Performances	\$4800
Other artists	\$2400
Production	\$4000
Marketing	\$4000
Distribution	\$ 1200
General Administration	\$3600
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Total:	\$20,000
 <i>Income</i>	
CALOP Grant	\$10,000
Bread & Roses Budget	\$3600
In-Kind Board Contributions	\$6400
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Total:	\$20,000

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