

**HOW TO HOLD IT:
RE-STORYING BIRTH
TRAUMA THRU ART**

AROUND-BIRTH
COLLECTIVE

APPLICATION PACKET



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**CITY OF CATHEDRAL CITY
FISCAL YEAR (FY) 2024-2025
COMMUNITY ARTS GRANT PROGRAM**

APPLICANT INFORMATION:			
NAME (INDIVIDUAL OR ORGANIZATION): AROUND-BIRTH COLLECTIVE			
ADDRESS: [REDACTED]			
CITY: [REDACTED]		STATE: CA	ZIP: [REDACTED]
CONTACT PERSON: Leslie McFarlane		TITLE: Co-Director	
TELEPHONE: [REDACTED]		EMAIL: [REDACTED]	
ORGANIZATION PRESIDENT OR CHAIR (IF APPLICABLE): Tristen Orosco			
IF NON-PROFIT, INCLUDE 501(c)3 number: PENDING			
PROGRAM / SERVICE / EVENT INFORMATION:			
GRANT AMOUNT REQUESTED Minimum \$250 Maximum \$10,000 : \$10,000			
TOTAL PROGRAM / SERVICE / EVENT/ART COST: \$50,000			
Program/Service/Event Period or Date		From: 08/16/2024	To: 06/09/2025
<i>Funding must be expended by 6/20/2025)</i>			
1.	Describe How The Requested Funds Will Be Used: (Include artistic concept, intended audience, community engagement strategies. Do you have community partners that will be involved in implementing this project? If so, please list along with their roles).		
	<p>The requested funds will support "How to Hold It: Re-Storying Birth Trauma through Art," an event designed to help individuals process and re-story their traumatic birth experiences through multimedia art exploration. The artistic concept involves guiding participants through the creation of visual, auditory, and written art pieces that reflect and transform their experiences. Offerings include poetry workshops, basket weaving, photographed portraits, belly casting, and painting to be led by local artists and writers. The intended audience comprises birthing individuals who have experienced trauma, their families, and perinatal health workers who may have experienced secondary trauma while attending challenging births.</p>		
	<p>These funds will also be instrumental in fueling our community engagement strategies. We plan to collaborate closely with local artists, mental health professionals, and birthworkers who will facilitate the workshops and support participants throughout the event. Around-Birth Collective (ABC) will partner with key organizations across the Inland Empire, including the Whole Child Equity Partnership, Thrive Wellness Collective, Corazon Counseling, California Black Women's Health Project, Teméeku Midwifery, and IE Midwifery, to ensure broad outreach and participation.</p>		
	<p>Additionally, we are seeking charitable contributions from the Agua Caliente Band of Cahuilla Indians and extending partnership invitations to Inland Empire Health Plan (IEHP), Black Infant Health Riverside, and</p>		

Healthy Start Riverside. These partnerships will enhance our ability to reach and support a diverse group of participants, making the event accessible and impactful.

Budget: (Provide a comprehensive budget for your project. Budget should include total grant funds requested, all project expenses including artist fees, materials, installation costs, rentals, advertising, travel costs. Do you have other funding that will be leveraged/used with these funds? If so, please include.)

2. Budget Narrative

Around-Birth Collective requests \$10,000 from the Cathedral City Community Arts Grant Program. The remaining \$40,000 will be covered through monetary and in-kind donations from our partners, including the Whole Child Equity Partnership, Thrive Wellness Collective, Corazon Counseling, California Black Women's Health Project, Teméeku Midwifery, and IE Midwifery. ABC is also applying for charitable funds through the Agua Caliente Band of Cahuilla Indians' foundation. Invitations for event sponsorship and partnership will be extended to Inalnd Empire Health Plan (IEHP), Black Infant Health Riverside, and Healthy Start Riverside.

A. Specialized Providers - \$5,500

This budget category covers fees for specialized providers, including artists and mental health support personnel, who are essential for delivering expert services tailored to the needs of our participants. These professionals will facilitate workshops and provide therapeutic support to enhance the creative and emotional outcomes of the project.

- Artists: Responsible for leading art workshops guiding participants in various artistic expressions. Upwards of three (3) artists specializing in various mediums will be utilized; typical workshop rates range from \$500-\$2,500/artist.
- Mental Health Support: Provide emotional and psychological support during the project to ensure participants' well-being. Two (2) LCSW and/or MFT will be utilized; typical hourly rates range from \$150-\$350/hr; $2(\$150-\$350 \times 4\text{hrs}) = \$1,200-\$2,800$.

The cost is calculated based on standard industry rates as well as rates provided by local artists upon inquiry.

B. Materials - \$2,000

This category includes the purchase of art supplies and multimedia equipment necessary for the project's creative and documentation activities. The materials budget is critical for enabling participants to fully engage in the artistic processes.

- Art Supplies: Includes items such as paints, brushes, canvases, plaster, and other creative materials. These are estimated at \$1,200 based on supplier quotes.
- Multimedia Equipment: Allocated \$800 for purchasing or renting equipment like cameras, microphones, and video editing software necessary for documenting the project and creating digital art pieces.

The total is based on itemized lists and pricing obtained from local suppliers and online vendors.

C. Venue Rental - \$800 - \$2,500

This budget item covers the rental costs for venues where workshop will take place. Venue Must meet the accessibility and space requirements for various project activities.

- Higher End (\$2,500): Larger, more centrally located venues that may require higher rental fees.

D. Marketing and Outreach - \$1,000

Funds allocated in this category will be used for comprehensive marketing and outreach efforts aimed at ensuring community awareness and maximizing participant engagement.

- Design and Printing: \$500 for designing informationa.
- Digital Marketing: \$300 allocated for social media ads, website updates, and email campaigns.
- Community Outreach: \$200 for grassroots outreach efforts, including hosting informational sessions and distributing materials in local community hubs.

The marketing strategy is designed to reach a diverse audience across the region, particularly targeting underrepresented groups and those who face disparities in birth outcomes.

E. Project Implementation/Core Staff Time - \$32,500

This category includes the fees for facilitation from core support staff who will manage the project's day-to-day operations and provide direct services to participants.

- Project Implementation/Core Staff Time: These individuals will implement the project and facilitate the workshop. Three (3) core staff members will spend 20% of their time on this project through the 10-month grant period. Core staff salary = \$65,000/year; total pay over 10-month grant period = \$54,166; $\$54,166 \times 20\% = \$10,833$; $\$10,833 \times 3$ core staff = \$32,500 total.

The core staff time will be funded by various sources.

F. Participant Transportation & Childcare Fees - \$2,500

To remove barriers to participation, this budget covers transportation and childcare costs for participants.

- Transportation: \$1,500 allocated for reimbursing participants' travel expenses, such as bus fare, rideshare, or mileage. $\$1,500/50$ participants= \$30/participant.
- Childcare: \$1,000 allocated for providing childcare services during workshop sessions, calculated based on hourly rates for childcare providers.

This support is critical for ensuring inclusivity, allowing individuals with transportation or childcare challenges to fully participate in the project.

G. Catering - \$2,000

The catering budget is intended to provide meals and refreshments during project activities, creating a welcoming environment and supporting participants' well-being.

- Basic Continental Breakfast: \$1,000 (roughly \$16/person including event participants and support staff)
- Buffet-Style Lunch: \$1,000 (roughly \$16/person including event participants and support staff)

The budget is based on per-person rates from local catering companies.

H. Contingency Costs- \$2,000

The contingency budget is for unexpected expenses that may arise throughout the project period.

- Contingency Costs: \$2,000

Total Project Cost: \$50,000

This total represents a comprehensive and well-justified budget that supports all aspects of the project.

SEE BUDGET WORKBOOK BELOW

Briefly Describe Your/Your Organization's Background. (Describe your/your organization's background and experience. Provide examples of any relevant work, images, or links to online portfolios that have relevance to the project being proposed. Describe your/your organization's capacity to execute the proposed activities.)

3.

Around-Birth Collective (ABC) is a Black, Indigenous, and Queer-led community-based organization dedicated to improving perinatal health in the Inland Empire. We are currently pending 501(c)(3) non-profit status. ABC was established to address the concerning rates of infant and maternal mortality and morbidity in our region. ABC focuses on improving outcomes by increasing diversity in the perinatal workforce, educating expectant families, providing high-quality direct services, and supporting equitable access to essential resources.

Our organization has a strong track record of hosting impactful workshops, training programs, and support groups that address the critical period around birth. For example, we have successfully organized doula training sessions, a perinatal health leadership academy, childbirth education classes, and community giveaways. These initiatives have connected families with perinatal care workers, including lactation consultants, doulas, midwives and mental health providers.

In 2024 alone, ABC is set to engage over 1,000 individuals, demonstrating our unyielding commitment to transforming perinatal outcomes through community-driven initiatives and education. Our work is deeply informed by local statistics that underscore the need for targeted interventions: Riverside County experiences significant rates of prenatal and postpartum depression, as well as concerning levels of pregnancy-related and infant mortality. These outcomes are further exacerbated by factors such as race, socioeconomic status, and access to care—issues that ABC is actively addressing.

One of our most recent endeavors was the pilot session of "How to Hold It: Re-Storying Birth Trauma through Art," held in partnership with IE Midwifery and Teméeku Midwifery. This event supported eight individuals who had experienced birth trauma within the past five years, offering them a safe space to process their experiences through various artistic mediums, including painting, spoken word, and belly casting. The feedback was overwhelmingly positive, with participants highlighting the supportive environment and the transformative nature of the experience.

"The project initially made me nervous, but I was immediately encouraged that there were no 'correct ways to create.' The space was held for me in the most supportive way, with gentle and uplifting guidance. As we finished our projects, they were emotional with me as another layer of my trauma was healed."

ABC's capacity to execute this project is backed by our experience, our network of collaborators, and our deep commitment to the communities we serve. We are well-positioned to bring "How to Hold It: Re-Storying Birth Trauma through Art" to a broader audience and make a lasting impact on perinatal health in the Inland Empire. **FOR IMAGES, SEE THE SUPPLEMENTAL DOCUMENTS BELOW.**

California Department of Public Health. (2024). Maternal, child, and adolescent health division. <https://www.cdph.ca.gov/Programs/CEH/DMCAH/surveillance/Pages/default.aspx#backtoTop>

FOR LARGER IMAGE, PLEASE SEE THE SUPPLEMENTAL DOCUMENTS BELOW.

PROJECT TITLE	Re-Storying Birth Trauma Through Art	COMPANY NAME	Around Birth Collective
PROJECT MANAGER	Leah McFarlane	DATE	8/15/24

7

What Do You Ultimately Hope To Accomplish Through Your Proposed Art/Program/Event? How Will It Enrich Cathedral City? (Describe your goals and objectives and how many people you hope to impact as a result of your project.)

5.

Through our proposed art program, we ultimately hope to create a healing space where individuals can process and transform their birth trauma through creative expression. Birth trauma affects up to 45% of women in the United States and is linked to serious mental health challenges, including postpartum depression, PTSD, disrupted familial relationships, and difficulties in parent-baby attachment. In particular, upwards of 67% of women report that interactions with care providers during birth were a significant source of trauma.

Art serves as a powerful medium for healing by providing an outlet for emotions that are often difficult to verbalize. It allows participants to process and reframe their traumatic experiences in a safe, supportive environment, leading to emotional release, greater self-understanding, and a renewed sense of autonomy. Additionally, the communal nature of art fosters connection, reducing feelings of isolation and building a network of support among participants.

This project will enhance Cathedral City by enriching its cultural landscape, contributing to broader discussions about mental health, trauma, and the healing potential of the arts. By addressing birth trauma—a critical but often overlooked aspect of mental health—we aim to elevate awareness and sensitivity within the community. Furthermore, this program will strengthen ties to essential supportive resources within Cathedral City and Riverside County, fostering a more resilient, connected community.

We anticipate directly impacting at least 50 participants and their families through this event and will collaborate with local businesses to ensure the program's benefits are reinvested into the local economy. In doing so, our project will not only provide immediate support to those in need but will also contribute to the long-term cultural and economic vitality of Cathedral City.

References:

Reed, R., Sharman, R., & Inglis, C. (2017). Women's descriptions of childbirth trauma relating to care provider actions and interactions. *BMC pregnancy and childbirth*, 17(1), 21.

<https://doi.org/10.1186/s12884-016-1197-0>

If Your Art/Program/Event Costs More Than You Are Requesting From The Community Arts Grant Program, How Do You Plan To Pay For The Additional Costs? (What Steps Have You Already Taken To Get Additional Funds Or In-Kind Support If Necessary?)

6.

We have devised a comprehensive funding strategy to cover the additional costs for our project beyond what we are requesting from the Community Arts Grant Program. Through securing in-kind donations from partner organizations and approaching our existing donor base for additional contributions, we have received positive responses, indicating a strong likelihood of meeting our financial goals.

Moreover, we are actively exploring fundraising opportunities, such as community events and online crowdfunding campaigns, to generate extra funds. We are also in the process of applying for supplementary grants from foundations that align with our mission. These combined efforts ensure that we will be able to fully fund the project, even if unforeseen expenses arise.

By diversifying our funding sources and leveraging strong community support, we are confident in our ability to cover any additional costs and ensure the successful execution of our program.

Do You Plan To Continue This Art/Program/Event Beyond The Period For Which You Have Requested The Funds? If So, How Do You Plan To Continue Paying For It? (Describe the types of efforts you will undertake to raise funds as well as your/your organization's history of maintaining services/programs.)

7.

We are committed to continuing "How to Hold It: Re-Storying Birth Trauma through Art" as an annual event, integrating it into our regular programming to ensure its long-term presence in Riverside County. We also hope to expand its presence throughout California. To sustain this program beyond the initial funding period, we will pursue a multi-pronged approach:

Grant Applications: We will actively seek additional funding through grants from foundations and organizations that focus on mental health, maternal health, and the arts. Our team has a strong track record of securing grants for similar initiatives, which gives us confidence in our ability to secure the necessary resources.

Partnerships: Establishing and strengthening partnerships with local arts and health organizations will be crucial. These partnerships will not only provide financial support but also enhance the program's reach and impact. We have already begun discussions with potential partners who have expressed interest in collaborating on future events, including Black Women's Health Project, First 5 Riverside and the Whole Child Equity Partnership.

Community Fundraising: We plan to launch community fundraising initiatives, including online crowdfunding campaigns, benefit events, and donation drives. Our organization has successfully executed similar fundraisers in the past, and we anticipate strong community support for this program, given its importance and impact.

Sponsorships and Local Business Engagement: Engaging local businesses and stakeholders will be a key strategy to foster long-term investment in the event. We will actively seek financial support from businesses that align with our mission and have a vested interest in supporting maternal health and the arts in the community.

Program Integration and Self-Sustainability: By integrating this event into our yearly programming, we will position it as a cornerstone of our organization's offerings and hope to expand its reach throughout California. This integration and expansion will not only help with continuity but also ensure that the program becomes self-sustaining over time through recurring support from grants, partnerships, and community contributions.

Our organization has a proven history of maintaining and growing programs that address critical community needs. By leveraging our experience, the strong relationships we've built, and our community's support, we are confident that "How to Hold It: Re-Storying Birth Trauma through Art" will continue to thrive and remain a staple in Cathedral City, Riverside County and California for years to come.

(OPTIONAL) Is There Anything That You Would Like To Add? If So, Please Tell Us Here:

8.

Our project "How to Hold It: Re-Storying Birth Trauma through Art" is uniquely positioned to align with the goals of the Community Arts Grant Program by offering a safe, supportive, and transformative space where individuals can process and heal from birth trauma through artistic expression. This initiative not only fosters individual healing and resilience but also serves as a powerful platform to raise awareness about the critical issues of mental health and trauma within our community. By integrating art with mental health support, we aim to create a lasting impact that will resonate throughout Cathedral City and beyond, building a more compassionate and connected community.

PLEASE SEE THE SUPPLEMENTAL DOCUMENTS BELOW.

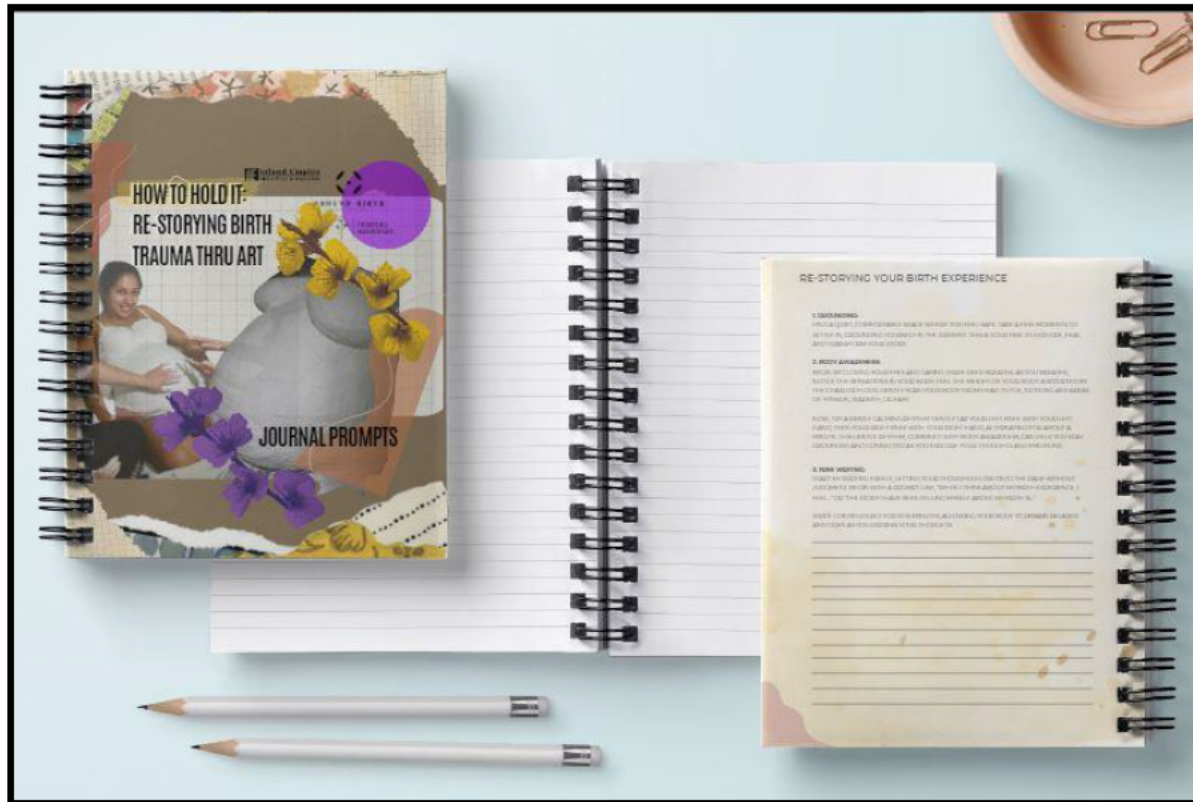
2. Supplemental Documents

2.1 Budget Workbook

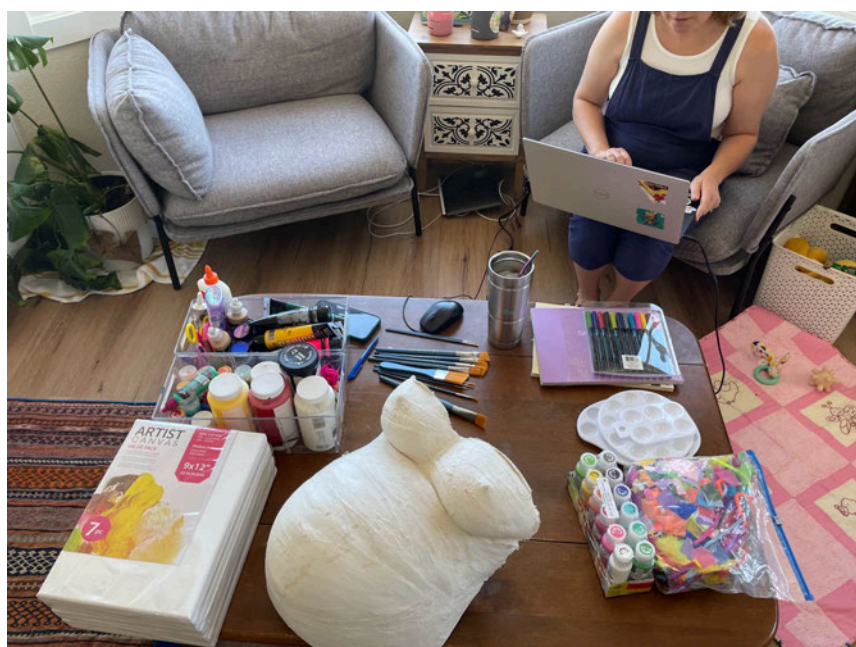
Re-Storying Birth Trauma through Art		
Budget Worksheet		
A. SPECIALIZE PROVIDERS		
CATEGORY NAME	BRIEF DESCRIPTION OF PROGRAMMING COSTS	TOTAL
ARTISTS	upwards of three (3) artists specializing in various mediums will be utilized	\$ 2,700.00
MENTAL HEALTH SUPPORT	two (2) LCSW and/or MFT will be utilized	\$ 2,800.00
SUBTOTAL: SPECIALIZED PROVIDERS COSTS		\$ 5,500.00
B. MATERIALS		
CATEGORY NAME	BRIEF DESCRIPTION OF PROGRAMMING COSTS	TOTAL
ART SUPPLIES	paints, brushes, canvases, plaster, and other creative materials	\$ 1,200.00
MULTIMEDIA EQUIPMENT	purchasing or renting equipment like cameras, microphones, and video editing software	\$ 800.00
SUBTOTAL: MATERIALS		\$ 2,000.00
C. VENUE RENTAL		
CATEGORY NAME	Brief Description	TOTAL
Venor fees	rental costs for venues	\$ 2,500.00
SUBTOTAL: VENUE RENTAL		\$ 2,500.00
D. MARKETING AND OUTREACH		
CATEGORY NAME	Brief Description	TOTAL
DESIGN AND PRINTING	flyers, posters, etc.	\$ 500.00
DIGITAL MARKETING	social media ads, website updates, email campaigns	\$ 300.00
COMMUNITY OUTREACH	information sessions, grassroots distribution efforts	\$ 200.00
SUBTOTAL: MARKETING AND OUTREACH		\$ 1,000.00
E. PROJECT IMPLEMENTATION AND CORE STAFF TIME		
CATEGORY NAME	Brief Description	TOTAL
PROJECT MANAGER	20% of their time on this project through the 10-month grant period; day-to-day project ops	\$ 10,833.00
MEU ADVISOR	20% of their time on this project through the 10-month grant period; monitoring, evaluation, learning and impact throughout project	\$ 10,833.00
EDUCATION MANAGER	20% of their time on this project through the 10-month grant period; coordination of project education facilitation and artist/provider relationships	\$ 10,833.00
SUBTOTAL: PROJECT IMPLEMENTATION AND CORE STAFF TIME		\$ 32,500.00
F. PARTICIPANT TRANSPORTATION AND CHILDCARE COSTS		
CATEGORY NAME	Brief Description	TOTAL
TRANSPORTATION	reimbursement for participants' travel expenses, such as bus fare, rideshare, or mileage as needed	\$ 1,500.00
CHILDCARE	on-site childcare	\$ 1,000.00
SUBTOTAL: PARTICIPANT TRANSPORTATION AND CHILDCARE		\$ 2,500.00
G. CATERING		
CATEGORY NAME	Brief Description	TOTAL
BREAKFAST	basic continental	\$ 1,000.00
LUNCH	buffet-style	\$ 1,000.00
SUBTOTAL: CATERING		\$ 2,000.00
H. CONTINGENCY COSTS		
CATEGORY NAME	Brief Description	TOTAL
CONTINGENCY COSTS	unexpected expenses	\$ 2,000.00
SUBTOTAL: CONTINGENCY COSTS		\$ 2,000.00
TOTAL PROJECT COST:		\$ 50,000.00

2.2 Previous Work Samples

a. *Reflective Journal Prompts Workbook*



b. Pilot Session Documentation - photos shared with participant consent





PROJECT TIMELINE

[illegible]

3. Letters of Support

3.1 Corazon Counseling



Corazón Counseling

3742 Tibbetts St Suite 201
Riverside, Ca 92506

To :

Public Arts Commission
City of Cathedral City
68700 Avenida Lalo Guerrero
Cathedral City, CA 92234

October 20, 2023

Dear Public Arts Commission,

I am writing to express my strong support for the Around-Birth Collective's project, How to Hold It: Re-Storying Birth Trauma through Art. This event will provide a vital space for birthing individuals and their support people to process and heal from traumatic birth experiences through multimedia art.

As founder and clinical director at Corazon Counseling Service, I am confident that this project will make a significant positive impact on our community. Our organization is committed to supporting this initiative by providing counseling services, mental health resources, venue for support groups, classes or workshops.

How to Hold It: Re-Storying Birth Trauma through Art," aligns with the goals of the Community Arts Grant Program, and I urge you to approve the funding needed to bring this valuable project to life.

Thank you for considering this request.

Sincerely,

A handwritten signature in cursive script that reads "Emilia Ortega-Jara, LCSW". The ink is dark and the signature is fluid.

Emilia Ortega-Jara, LCSW

Founder and Clinical Director of Corazon Counseling Service

www.corazoncounseling.com

3.2 Thrive Wellness Collective



To Whom it may concern,

I hope this letter finds you well. I am writing to introduce you to Thrive Wellness Collective, an organization dedicated to improving maternal and infant health by providing access to holistic care services. As the Executive Director, I, Allison Tartari, LM, CPM, am deeply committed to ensuring that all women, regardless of their financial circumstances, have access to the comprehensive support they need throughout pregnancy, birth, and postpartum.

At Thrive Wellness Collective, we offer a wide range of services to support women and families, including midwifery and doula care, maternal mental health services, childbirth education, and more. Our goal is to empower women by providing the knowledge, resources, and support they need to make informed decisions about their health and well-being.

For more information about our services, please visit our website at www.thrivewellnesscollective.org. If you have any questions or would like to learn more about how we can support you, please don't hesitate to reach out to me directly at 619-846-6359. "How to Hold It: Re-Storying Birth Trauma through Art," aligns with the goals of Thrive and the Community Arts Grant Program, and I urge you to approve the funding needed to bring this valuable project to life.

Thank you for considering Thrive Wellness Collective as a partner in your journey to a healthy and empowered pregnancy and birth experience.

Warm regards,

Allison Tartari, LM, CPM
Executive Director
Thrive Wellness Collective

