

Strategic Communications Impact Report

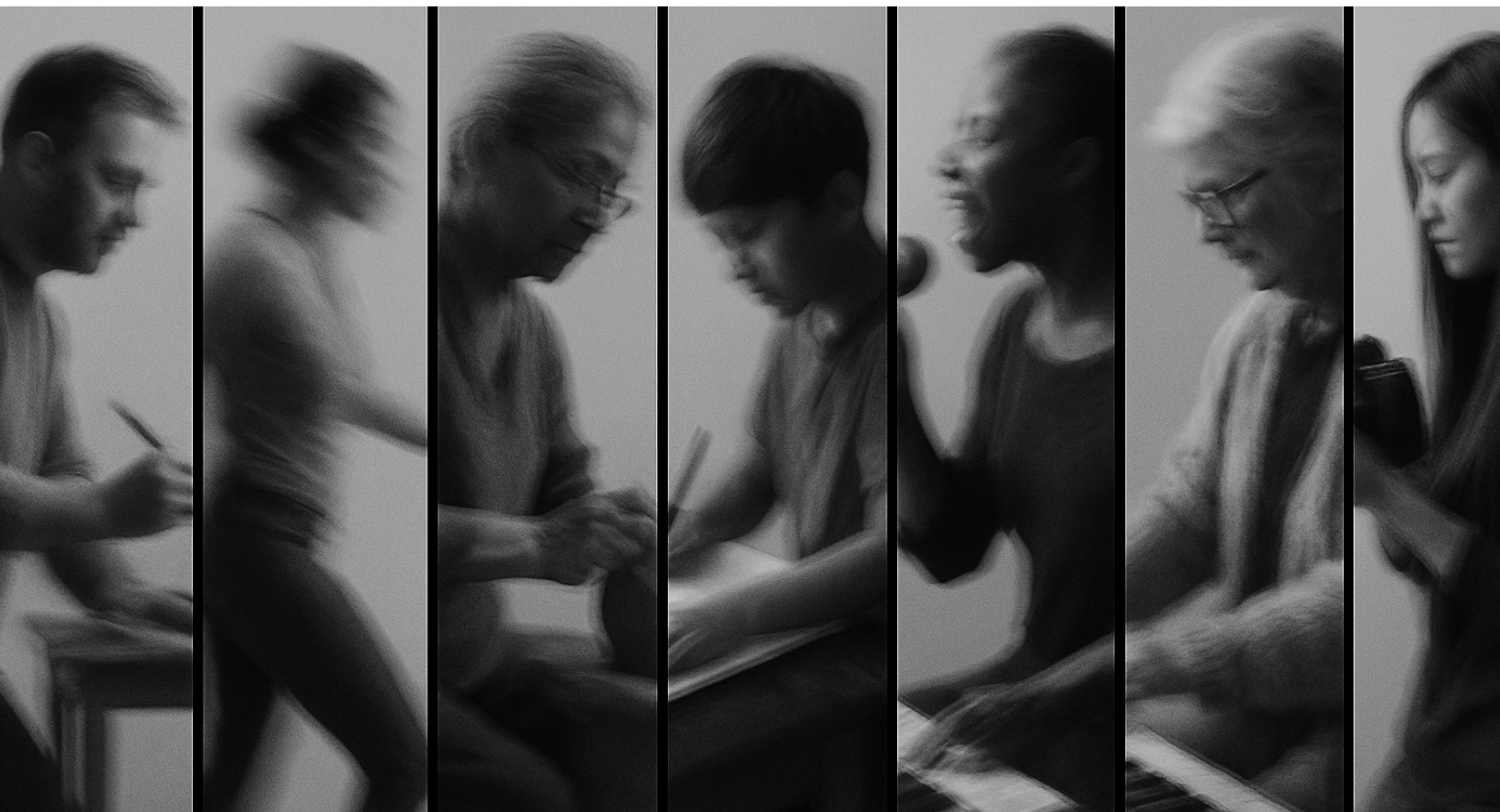


**BONFILS
STANTON**
FOUNDATION

Prepared by Kinda Wild Media
August 2025

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Overview

In 2022, **Bonfils-Stanton Foundation (BSF)** made a bold shift by bringing communications in-house as a strategic core function. This transformation was guided by the appointment of its first Director of Communications and Policy, Anthony Grimes (a nationally recognized filmmaker and movement leader).

After an extensive planning process, the Foundation revised its Strategic Plan – reaffirming its commitment to arts, culture, and nonprofit leadership in the Denver metro area. The Strategic Framework placed emphasis on racial equity, accessibility, and systemic change.

“... after years of growth and a deepened commitment to racial equity, it became apparent that Bonfils-Stanton Foundation had outgrown its own brand, evolving past prior iterations of branding that was in place long before a commitment to racial equity. Our brand’s messaging didn’t fully reflect these significant strides, causing a disconnect with our audience. A future-forward brand would reflect the cultural and ideological dynamism emerging within Bonfils-Stanton throughout the latest chapter of its existence, as well as the joy of building a thriving city.”

[Bonfils-Stanton Foundation’s Strategic Plan]

BSF responded directly to a growing community call for greater visibility of arts and culture in Denver, recognizing the organization had both the stories to tell and the responsibility to amplify them. The past few years marked an important new chapter for the Foundation, where it would not only fund culture but also play an active role in shaping it.

At the center of this evolution is BSF’s **brand equity**: the value a brand holds in the minds of its audience. It includes perceptions, trust, and

Bonfils-Stanton Foundation’s Overarching 2023-2024 Strategies

1. *Reinvigorate the brand.*
2. *Create bold content.*
3. *Forge new digital landscapes.*

[Bonfils-Stanton Foundation’s Strategic Plan]

emotional connection that shape how people engage with and advocate for an organization.

Over the past few years, BSF has successfully strengthened its brand equity by grounding communications in authenticity, producing bolder and more consistent content, improving distribution channels, and building a brand system that reflects core values.

Storytelling and brand-building became central to BSF’s new strategic direction. The Foundation saw that content alone was not enough. Stories needed strong platforms, a clear tone of voice, and unifying elements that would increase brand awareness.

To understand the impact of its communications work over the past two years, BSF initiated a comprehensive, listening-centered reflection to help guide its next chapter.

Recognizing the importance of independent perspective, the Foundation engaged Kinda Wild Media (a creative strategy and communications firm) to lead this multi-perspective reflection process.

This report looks back at what changed, why it mattered, and how it is resonating with the community.

Approach

Between June and July 2025, the Kinda Wild Media team facilitated 20 qualitative interviews that represented a cross-section of the Foundation’s ecosystem.

From grassroots artists to executive directors, policy strategists to internal team members: each person brought a unique lens on where BSF is leading in the field of storytelling, communications, branding, policy and advocacy.

These were designed to be spacious conversations rooted in care, candor, and curiosity. These sessions were relational rather than extractive, held one-on-one meetings, typically 60 minutes in length.

In addition to interviews, the team conducted a review of BSF’s recent communications, including its visual identity materials, website, social media presence, newsletter, and the policy and advocacy work.

A thematic analysis was then applied across more than 10 dimensions ranging from tone and audience to authorship, access, and voice.

Participants were encouraged to speak openly, offering both affirmation and critique. What emerged was a meaningful, multi-dimensional view of how BSF is showing up for Denver’s arts and culture leaders.

They shared insights that ranged from tactical feedback to deeper reflections on narrative power, public voice, and the Foundation’s evolving role in the arts and equity ecosystem.



Stakeholder Map

GROUP	NUMBER OF PEOPLE INTERVIEWED
Artists & Creatives	3
Nonprofit & Community Leaders	11
Livingston Fellows	2
Policy & Infrastructure Allies	2
BSF Staff & Leadership	1
State of Colorado Personnel	1

Interview Topics

The interviews were semi-structured and adapted for each participant's context.

A shared set of questions were developed in collaboration with BSF's Director of Communications and Policy. Participants were invited to reflect & critique across broad range of topics including:

Visibility & Reach:

"Where and how do you encounter BSF's stories today?"

Voice & Tone: "What feelings or associations come up when you engage with BSF's content?"

Equity & Representation: "Whose stories are being told—and who's missing?"

Formats & Accessibility: "Are the ways BSF tells stories resonating with your communities?"

Trust & Relationship: "How does BSF's communications affect your sense of alignment or partnership with the Foundation?"

Then vs. Now: "What's changed in how BSF presents itself publicly?"

Imagination & Ideas: "If you could shape BSF's future communications, what would you prioritize?"

Then vs. Now

— Communications Evolution

A cross-temporal snapshot of Bonfils-Stanton Foundation's growth in voice, platform, and values alignment.

Over the past two years, Bonfils-Stanton Foundation has undergone a meaningful transformation in how it shows up in the world. This change is more than cosmetic—it reflects a deeper shift in purpose, tone, and relationship with the community.

The table below outlines key shifts that stakeholders consistently observed:

THEME	THEN	NOW
Tone & Voice	Formal, institutional, sometimes guarded	Warm, human, emotionally resonant, more values-forward
Audience Relationship	Primarily informational and one-directional	Relational, invitational, building shared story and sense of belonging
Representation	Focused on grantees as subjects; limited diversity in voice	Stories told with communities; co-authorship and resident storytellers
Formats	Primarily text-based or static formats (PDFs, website blurbs)	Multi-format: long-form video, social media reels, newsletters, collaborative content
Strategic Role of Comms	Viewed as peripheral support function	Centered as a strategic driver of visibility, advocacy, and narrative change
Response to Injustice	Quiet or reactive; rarely addressed systemic issues directly	Clearer public positions; Rapid Response grants; alignment of values and action
Accessibility	Basic translation and visual design	Expanded focus on multilingual formats, literacy access, visual/audio inclusion
Power in Storytelling	BSF held the pen; community was featured but not editorially involved	Increasing emphasis on community-led storytelling and editorial collaboration
Visibility Strategy	Each org responsible for its own storytelling efforts	Exploring shared visibility models and amplification networks for ecosystem-wide reach
Physical Space Framing	Viewed as a facilities issue or funding need	Reframed as a narrative, equity, and advocacy issue (e.g., CAST, ArtSpace)

#1: Bonfils-Stanton Foundation is increasingly recognized as a leading public voice for arts, culture, and equity in Denver.

Across interviews, stakeholders consistently described BSF as one of the few philanthropic institutions in the region that is actively shaping, not just supporting, the arts and cultural narrative.

The Foundation's voice was widely seen as courageous, grounded, and influential. Rather than relying on generic or reactive statements, BSF has cultivated a public tone that is values-forward, timely, and unapologetically rooted in its mission.

Stakeholders noted that when BSF speaks, whether through writing, social media, films, or public statements, it resonates – not only with grantees, but with other funders, civic leaders, and cultural workers.

The release of the *Why Arts?* campaign, the *Long Live the Art* short film, and responses to national racial justice uprisings or local arts funding threats were repeatedly cited as examples of BSF's leadership.

Several interviewees described BSF's presence as a "beacon" or "anchor" in Denver's cultural landscape, offering language, legitimacy, and visibility to ideas that often exist at the margins. Some noted that BSF's influence goes beyond its funding: by speaking out, the Foundation helps normalize advocacy in a philanthropic sector that often fears taking a stand.

This leadership role comes with both opportunity and responsibility. BSF's voice carries weight, and its public choices set a tone for what is possible among its peers.

"They've really stepped up as a leader—and I think they know how singular their role is. They've been the instigator or a key partner in almost every collaborative funding effort in the region. They've led the charge on relief funds, equity in arts learning, and they've become a model that we can point to and say: 'See, funders can do this too.'"

"Bonfils has agency in a way that many other institutions don't. They're not tied to federal pass-throughs or afraid of the political backlash that's becoming more common—especially when it comes to DEI or gender-based work. That freedom is crucial. They can make decisions based on values, not fear. In a moment where so many funders are pulling back, Bonfils has the ability to lean in and say: 'This is what matters, and we're not going to step away from it.' And when they do that, it gives others courage to act too. That's leadership."

"Anthony has brought this amazing energy to BSF's communications. He's a real community-builder. I've known him since Freedom Rides and the first Black Lives Matter conference in Denver. It's powerful seeing someone who knows how organizing, culture, and the arts shape how BSF communicates."

STRATEGIC OPPORTUNITIES

1. Continue showing up with clarity and courage.

BSF's voice matters most during times of uncertainty, conflict, or change. Stakeholders want the Foundation to stay steady in its values-aligned public messaging, especially when stakes are high and narratives are contested.

2. Create more shared language and public touchpoints.

There is an appetite for more values-forward storytelling that invites participation. Consider

developing ongoing editorial themes, toolkits, or joint messaging efforts with aligned partners.

3. Convene bold cultural voices.

Some stakeholders suggested that BSF could take a more intentional role in convening other funders and cultural leaders to explore how arts, narrative, and advocacy intersect. What would it look like for BSF to help build a “communications cohort” or learning space across the local sector?

4. Elevate the community voices you amplify.

While BSF is praised for speaking up, there’s an opportunity to share the mic more. Co-authored op-eds, guest newsletters, and resident storyteller programs could continue to shift the source of narrative power outward, while maintaining BSF’s leadership platform.

5. Track and share the ripple effect.

Consider capturing and sharing examples of how BSF’s communications are influencing peer institutions or shifting sector norms. This could help bolster sector-wide confidence in values-based storytelling.



#2: Bonfils-Stanton Foundation has dramatically diversified its storytelling.

Over the past two years, Bonfils-Stanton Foundation has significantly expanded the voices and communities reflected in its public storytelling. Across interviews, stakeholders acknowledged and appreciated this shift.

Many described BSF's content as "more resonant," "more representative," and "closer to the heart" of Denver's diversity than ever before.

From grantee profiles to campaign visuals to community-centered films, BSF has actively moved away from institutional or elite narratives toward stories that celebrate artists of color, creators with disabilities, grassroots leaders, and cultural organizers whose voices have too often been sidelined.

BSF's investment in resident storytellers from a range of cultural, racial, and artistic backgrounds were highlighted by interviewees as a meaningful move toward more inclusive storytelling. These partnerships have helped shift the tone and content of BSF's public voice, bringing new perspectives into the spotlight.

Several stakeholders pointed out that some communities are still missing from BSF's stories such as Indigenous and Asian communities, and emerging young artists.

These reflections don't undercut the Foundation's progress—they offer a clear path forward. The opportunity now is to move from storytelling about communities to storytelling with them: expanding co-authorship, deepening editorial collaboration, and continuing to fund creative leadership from those closest to the story.

"I think storytelling matters so much. [The Social Impact Artist Award] was my first individual grant ever. I know so many artists who never apply because they think, 'They don't mean me.' But now they've seen me. They see someone like them being chosen. That visibility changes everything."

"I would encourage the Foundation to reach into its grantee base and publish stories in languages other than English. For us, it would be powerful to run a story in Spanish."

"There's so many Native American artists in Denver that are looking for opportunities to foster their career growth and have a say in what's happening."

"Where are the younger folks coming in? I don't think people in [older] age groups are fully tapped into the next generation—where they get their information, what they care about, and what platforms they're using."

STRATEGIC OPPORTUNITIES

1. Amplify Resident Storyteller articles.

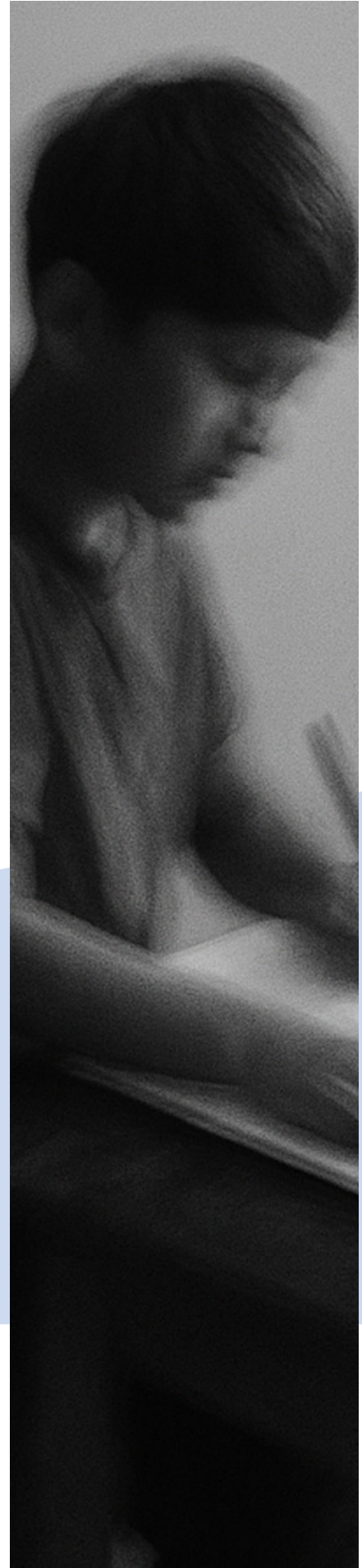
This model has been effective in highlighting artists, organizers, and storytellers from underrepresented communities while helping produce, frame and celebrate BSF's public narratives. Among the highest-visited webpages are the featured articles.

2. Fund and partner with grassroots media-makers.

Explore partnerships with local cultural media outlets, youth storytelling labs, or community radio platforms—especially those led by immigrant, Indigenous, Latinx, or creators with disabilities.

3. Consider increasing investment in storytelling tools and services, including photography and videography.

Many organizations lack the resources to produce and share their own content, and would deeply value access to high-quality visuals. Capturing their stories across visual, audio, and written formats would help amplify their impact and elevate their presence within the community, while also amplifying the Foundation's branding.



#3: The Foundation's tone of voice has shifted.

Since the 2023 rebrand, stakeholders across sectors have noted a clear change in how Bonfils-Stanton Foundation communicates. The tone has been reflected to be warmer, more human, and more emotionally connected.

This shift has helped deepen trust and affirm BSF's role as a values-driven cultural leader. Interviewees described the new voice as more grounded in community values, less institutional, and more relational.

BSF is no longer just delivering updates; it's inviting people into a shared story.

This tone shift has been especially effective in formats like the newsletter and long-form storytelling. Stakeholders praised these communications for feeling authentic, well-curated, and reflective of the Foundation's evolving identity.

Still, some interviewees noted an opportunity to go further. They sensed caution in some messaging, an understandable hesitancy that can arise when balancing boldness with institutional responsibility. Many encouraged BSF to continue leaning into vulnerability, emotional resonance, and an unapologetic expression of its important values.

"I really appreciate the very warm, fuzzy feel of Bonfils' communications. They don't feel corporate or distant. The tone is transparent, even intimate at times. That human voice matters."

"[BSF's] sense of transparency and personality really stands out in a sector that can often feel sterile or transactional."

"We need more positivity, we need more stability, we need more hope, we need more inspiration. That said, those things don't generate the type of coalition-building and mobilization we need to respond to the chaos, violence, racism, and militarism that we're now facing as a society."

STRATEGIC OPPORTUNITIES

1. Keep growing into the new voice.

The shift toward a warmer, more human tone is working—stakeholders are noticing. The opportunity now is to continue building confidence and consistency in that voice.

2. Be bolder when it counts.

People trust BSF's values. In moments of cultural or political tension, there's an opening to speak with more courage and emotional honesty.

3. Share more direct quotes from staff and trustees.

BSF is composed of thoughtful, caring and passionate individuals. Members of the community appreciate the individual perspectives that are shaping the Foundation.

#4 The multi-format storytelling strategy is resonating with the community.

Across interviews, stakeholders emphasized that visibility remains one of the greatest challenges in the arts. The work is happening, but getting people to see it, fund it, or show up is a major hurdle.

Multiple interviewees noted that when BSF tells a story, it makes a difference. It draws attention, lends legitimacy, and opens doors.

As one person put it: *“When Bonfils tells a story, people listen.”*

Interviewees had different touchpoints with BSF’s communications, which underscored the importance of a layered approach. Using multiple formats allows the Foundation to reach distinct audiences with the appropriate depth, tone, and accessibility.

Long-Form Videos

Stakeholders consistently cited short films, like Long Live the Art and Social Impact Artist Award, as powerful and moving. Several interviewees noted that video is also a powerful tool for accessibility. It crosses literacy barriers, supports multiple languages, and resonates across generations and learning styles. Importantly, video creates a more level playing field for storytellers who may not express themselves most powerfully through text.

Short-Form / Social Media

Short videos, reels, image carousels, and quote cards were praised for their accessibility and reach. Stakeholders named these as essential for community engagement, youth visibility, and multilingual access. These formats are nimble, engaging, and effective for responding to timely events.

Newsletter

The newsletter was named by many as their primary connection point to BSF’s work. It was described as warm, curated, and trustworthy; and a consistent format that bridges digestibility with depth. With high readership and strong editorial tone, it helps stakeholders stay connected to the Foundation’s mission and grantee stories.

Resident Storytelling

The resident storyteller model is working.

BSF’s decision to fund and feature resident storytellers from diverse cultural, racial, and artistic backgrounds was highlighted as a meaningful step forward. These stories bring emotional depth, cultural specificity, and lived experience to the forefront.

“One thing I’ve really appreciated recently from Bonfils-Stanton is their effort to bring artists into the fold by having them write articles and share their perspectives on the arts community. I’ve seen those pieces on LinkedIn, and I love that they’re doing that.”

“For me, email has been the most useful—updates, invitations, follow-ups after meetings, links to notes. I’m not on social media very much, so your newsletters are what keeps me connected.”

“The films Bonfils makes? They make me cry. They’re beautiful. They capture what matters, and they do it with heart. I’d love to see more like that — more community conversations, more everyday voices, more staff stories even. Let people see the people behind the foundation.”

STRATEGIC OPPORTUNITIES

1. Keep investing in layered storytelling.

Each format serves a different purpose. Consider planning content that intentionally spans across long-form, short-form, video, and newsletter formats—connecting deep stories with broad engagement.

2. Explore additional formats for broader impact.

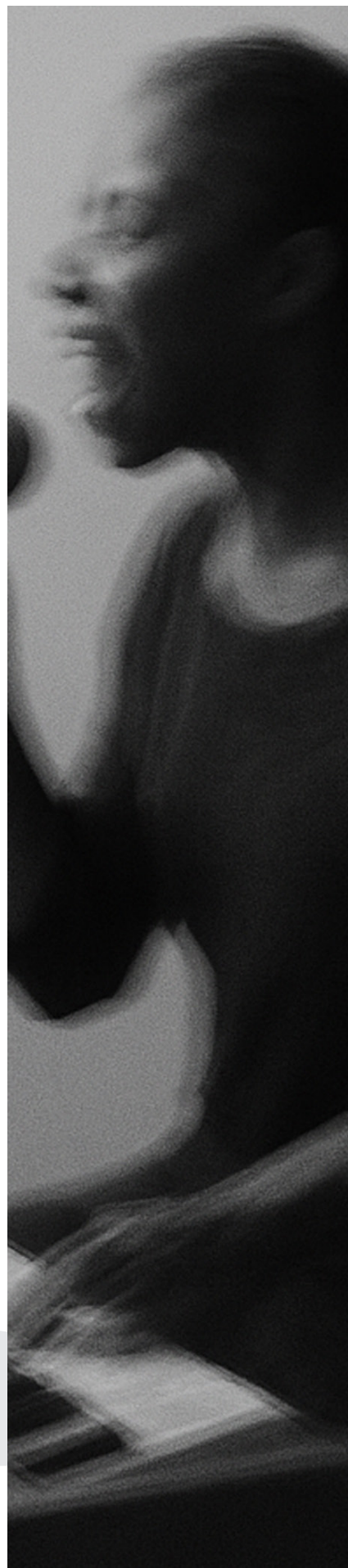
In an ever-saturated social media landscape, what are creative ways to reach artists and cultural leaders? Ideas such as audio (podcasts), physical displays in the Denver metro area, and newspaper columns surfaced in interviews. The key is having a volume of content to appear in both digital and physical spheres.

3. Continue resourcing community storytellers.

Stakeholders appreciated seeing storytellers who reflect their communities. Expand this model with mentorship, editorial support, and creative freedom to tell stories in their own voice.

4. Repurpose long-form stories into short-form content.

Extend the reach of existing content by breaking it into shorter, shareable formats across platforms. Busy community leaders appreciate bite-sized pieces of information.



#5 The Foundation is continuing to build its credibility by aligning voice with action.

Stakeholders consistently emphasized that Bonfils-Stanton Foundation is trusted not only because of what it says, but because of what it does.

Its public communications are seen as credible and grounded, because they are backed by timely, values-driven action.

This was especially evident in the way interviewees spoke about the Arts & Culture Rapid Response Grant. Rather than issuing a statement in response to injustice, BSF moved quickly to get resources to the people doing the work. This grant was seen as a signal that the Foundation truly stands with the community and could take away unnecessary barriers.

This alignment between messaging and practice has helped build deep and lasting trust, particularly among organizations that are often skeptical of institutional philanthropy.

At the same time, stakeholders encouraged BSF to go further. In today's social and cultural climate, neutrality is no longer seen as a safe or neutral position, it can come across as silence, or even complicity.

Participants expressed a desire for the Foundation to speak more clearly and publicly about the systemic issues that affect the communities it serves: from housing insecurity and gentrification, to DEI programs being targeted and removed federally, to the loss of creative spaces and the erosion of public funding for the arts.

"The \$400,000 grant Bonfils-Stanton put out for orgs losing NEA funding? That was huge. That's advocacy. Recognizing that need and stepping up."

"Bonfils didn't cut [our funding]. You increased our funding. And that means the world. It shows you believe in what we're doing—even when others pulled back."

"Bonfils helped me see that they were more than just funders. They were thought partners, friends, and community members. They helped me see that I don't just go to them when I have solutions—I go to them when I have problems and challenges, and they're there to help, guide, and support me."

"In the past few years, it seems like Bonfils has been really listening. They're not just saying 'we hear you,' they're making changes."

"I think BSF is in a unique position. They can speak vocally and boldly in ways public agencies can't. There's value in showing up—not just with money, but with a voice."

"I think now more than ever, it's important for Bonfils to take a more vocal, advocacy-driven approach. They need to take a stand and push other foundations to be more vocal as well."

STRATEGIC OPPORTUNITIES

1. Clarify and publish advocacy pillars.

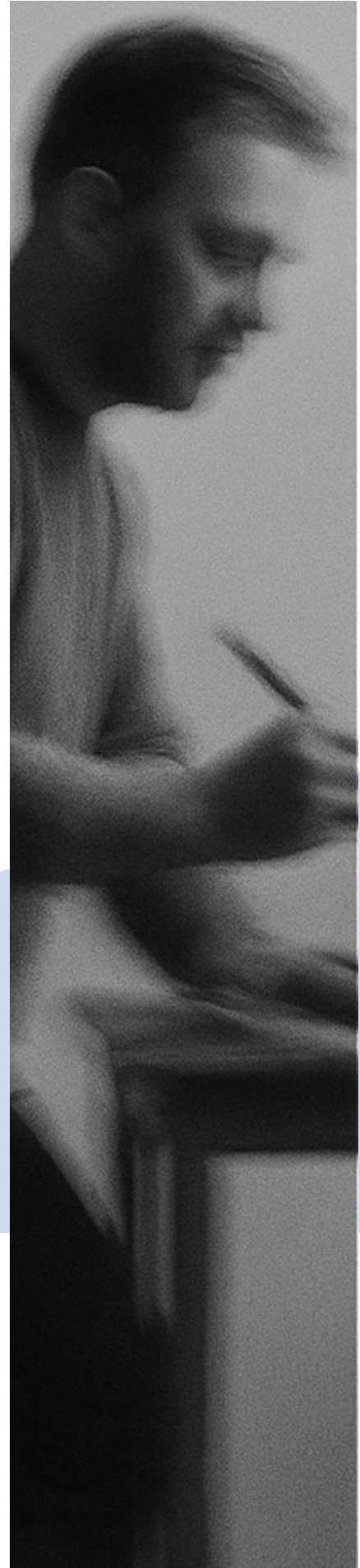
Identify the key issues where BSF is committed to taking a public stance, such as cultural equity, housing justice, and arts funding, and use these to guide future communications.

2. Continue releasing affirming messages of support.

Reaffirm that your team understands the gravity of the Denver community's struggles, and that you are there to help them find a solution or path forward. Utilize social media to reflect empathy and shared values.

3. Create intentional opportunities for grantee support beyond funding.

While community members value being able to apply grants, they greatly value the guidance and in-person dialogues about their unique positions. Consider what it could look like to have regular grant application strategy sessions, Q&As, or open office hours with staff.



#6 Build a shared storytelling model to maximize reach.

One of the most consistent challenges raised by stakeholders—especially smaller organizations and grassroots groups—was the difficulty of digital reach.

While many felt confident in their missions and messages, they struggled to get those stories in front of broader audiences. The limits of social media algorithms, lack of dedicated communications staff, and inconsistent engagement across platforms all contribute to powerful stories being under-seen and under-leveraged.

What if there were a more collective approach? This insight reflects a shift in thinking: from isolated storytelling efforts toward a shared visibility approach, with BSF helping to coordinate, invest in, and uplift the collective cultural voice of Denver.

Rather than each organization trying to navigate communications in isolation, some stakeholders proposed a networked strategy: a shared, collaborative model for social media and storytelling. By aligning messages, pooling capacity, and coordinating timing, the field could significantly increase visibility: not just for BSF, but for the ecosystem as a whole.

This approach could help:

- Activate social media algorithms by aligning timing and engagement across orgs
- Multiply reach through coordinated boosts and shared storytelling campaigns
- Ease the burden on smaller orgs by offering shared resources and strategy support
- Amplify narratives that are often marginalized in institutional media

"If we could pay for a third of a marketing person... and two other orgs did the same, then you'd have a full-time marketing person across three orgs. We've talked about this, but nobody's figured out how to logistically make it happen."

"In our community, there's amazing work being done—and nobody knows about it. Especially in art, culture, and music, which are the things that bring people together... It's important to communicate that work to the broader community. But doing that requires capacity and funding, and most of us don't have it."

"The cast of [Long Live the Art] was great—because the diversity of people profiled means a lot of people can see themselves in one or more of the characters. That's what storytelling should do, let people recognize themselves and feel invited into the work."

"Anthony's videos are incredible—creative, moving, and well produced. But if he hadn't sent them to me directly, or if I hadn't been at the event, I might not have seen them. Where else are we placing those videos to make sure they reach the public?"

STRATEGIC OPPORTUNITIES

1. Continue Supporting Investments in Social Media Strategy

Support dedicated communications professionals who work across multiple grantees to develop content, coordinate strategy, and train teams.

2. Pilot a Networked Amplification Strategy

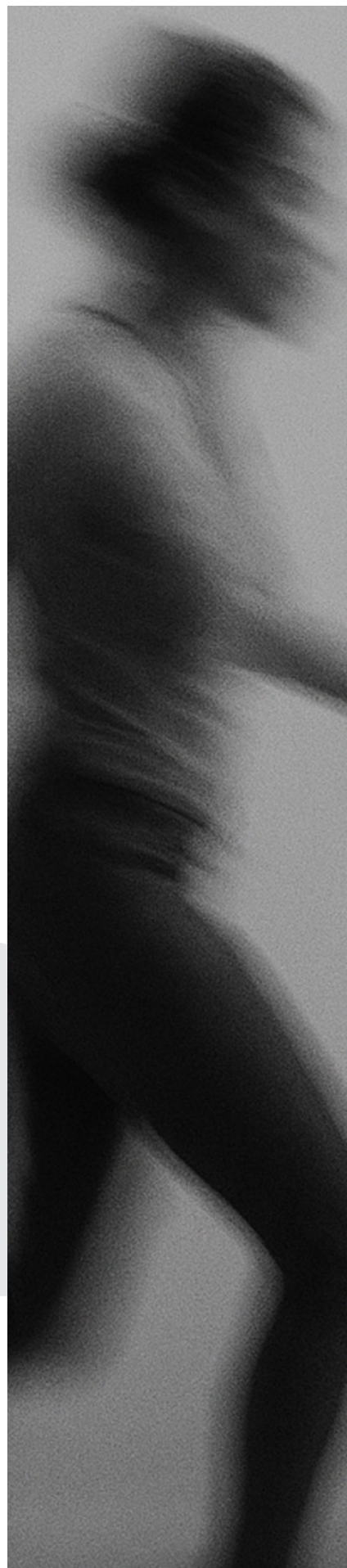
Test a collective calendar and content-sharing initiative that focuses on BSF and its partners.

3. Launch a Shared Storytelling Cohort

Bring together communications staff, artists, and grassroots media-makers to co-learn, co-create, and share amplification strategies.

4. Explore Participatory Campaigns

Develop storytelling campaigns that allow multiple orgs or individuals to submit ideas for content-sharing under shared themes. These can range from serious (i.e. polls about how their organizations are doing) to playful (i.e. share a photo of street art you've seen recently).



#7 Rethink space as visibility, advocacy, and storytelling infrastructure.

A consistent theme throughout this reflection was the challenge of access to physical space. Many nonprofits and cultural groups shared the same refrain: every organization needs space, but not everyone has the means to secure it.

Some grantee partners have been fortunate to receive dedicated funding or long-term access to their own buildings or venues.

But many others remain in temporary, precarious, or shared environments, often moving from location to location, or operating entirely without a physical home.

Several participants emphasized that space is essential for being seen and taken seriously. Without a storefront, a stage, a studio, or a community hub, it becomes harder to attract funders, engage the public, and build a sustained presence in the cultural landscape.

One stakeholder pointed to Bonfils-Stanton Foundation's involvement with the Cultural Arts Stabilization Trust (CAST) as a signal of what's possible. CAST is a new model, inspired by work in San Francisco, that aims to purchase properties at below-market rates and hold them in trust for arts and culture organizations. A \$250,000 seed grant has recently been awarded to CAST.

Over time, these properties can be leased, co-owned, or transferred to community partners, offering long-term security and the opportunity for organizations to step into ownership with support, not just risk.

Another example, ArtSpace, retains ownership of properties while creating affordable artist housing and cultural venues. These projects show that physical space can be imagined and held collectively: not just as real estate, but as cultural stewardship.

For BSF, this opens up an exciting opportunity: to frame space not only as capital investment, but as a communications and advocacy issue.

Who gets to take up space?
Whose stories are told from a place of permanence, and whose from precarity? How can space be shared, held, and narrated in ways that shift public perception and stabilize the creative sector?

"I've never [launched a capital campaign] before. Very few people my age have done this. So to be able to look to BSF as thought partners has been invaluable. They helped me actualize a plan. And I was able to count on them to learn together. Once we had that business plan, those pro formas, and the building in its rawest, roughest form, they were the first to step up to our capital campaign and give us \$200,000."

"There's lots of big-ish theaters or really big theaters in Denver, but not anything available that's smaller in size where it would make sense for someone to come in and rent that space. It's really hard to go from 50 spaces to a 1,000+ space – and there's not much in between."

"We've been trying to wrap up this capital campaign and get that last little bit – we've raised 6.7 million, and we're so close [to meeting our goal], but we're struggling to get to the finish line."

"Public art is great—but I think it's short-sighted. You can really have that money push forward if you want to use it right. If I had [that kind of funding], I'd lease a space, buy a press, build a co-op or artist hub. That's how you turn a grant into something sustainable."

STRATEGIC OPPORTUNITIES

1. Continue telling the story of space.

Use BSF's communications platforms to highlight why space matters, through grantee spotlights, CAST case studies, or visual stories of transformation through place.

2. Promote shared and searchable solutions.

Support or co-create a community-led directory of available spaces, performance venues, offices, rehearsal rooms, studios, to increase access and reduce duplication across the sector. Normalize models of shared ownership, collective stewardship, and nontraditional pathways to permanence.

3. Fund space-based storytelling.

Support artists and organizations to share their place-based histories, struggles, and visions—especially those navigating gentrification, displacement, or space insecurity.

4. Elevate space as advocacy.

Frame BSF's support for CAST and similar efforts as a form of long-term narrative justice. Make the case that space isn't just where culture happens, it's how culture is protected and projected.



#8 A Clearer, Bolder Brand: Website Redesign as a Communications Milestone.

The 2023 rebrand marked a major shift in how Bonfils-Stanton Foundation presents itself to the world. It wasn't just a new look—it reflected a deeper evolution in voice, values, and audience connection.

At the center of this transformation is the redesigned website, which has become one of the clearest expressions of BSF's commitment to visibility, equity, and cultural leadership.

Stakeholders consistently praised the new website for its tone, visual appeal, and overall sense of alignment with BSF's mission.

Many described it as warm, inviting, and professional without feeling overly institutional, a rare balance in the philanthropic space. It reflects Denver's arts ecosystem more honestly and makes space for storytelling, not just information.

Crucially, the site now functions as more than a digital brochure. It has become a platform for narrative, transparency, and relationship-building. Visitors can learn about the Foundation's work, explore grantee stories, and access helpful resources, all within a design that feels thoughtful and aligned with BSF's public voice.

The new Grants Portal is another major step forward. What was once seen as confusing or disconnected now feels much more clear and user-friendly. Applicants shared that the new portal makes it easier to understand eligibility, timelines, and how to move through the process.

That said, this digital overhaul opens the door for even more refinement. While overall traffic is growing, analytics and feedback show some

areas for improvement. Bounce rates remain high, and users noted that moving between stories, grant information, and calls to action could feel more seamless.

There is strong alignment between BSF's communications goals and these next-phase improvements. Continued investment in accessibility, clarity, and community-centered features will not only strengthen the site's performance but will also demonstrate BSF's commitment to inclusion and responsiveness in a digital landscape.

"I think the new website is beautiful. It definitely feels like an artistic and creative entity."

"The website is more streamlined. When I used to apply for grants, I had to have multiple pages open to find the parameters."

"It's bold—big and bold. It's not the typical layout, but I found it easy to navigate. The visual blocking made sense. Each section was clear, whether you're looking for grants or stories. And the values—equity, transparency—they were right there. In your face, in a good way."

STRATEGIC OPPORTUNITIES

1. Continue to improve navigation and clarity across the site.

Simplify the main menu and user pathways to make it easier for visitors to find what they need. This will especially support users with lower digital literacy or those accessing the site on mobile devices or screen readers.

2. Continue expanding accessibility features.

Prioritize features that support a wide range

of users, including those using assistive technology, older adults, and community members who may not be comfortable online. This might include higher-contrast visuals, alt text, simplified layouts, and large-click targets.

3. Add more photography to the website that encapsulates a range of art forms.

Continue procuring and curating high-quality photos that represent a larger range of the diverse initiatives BSF supports.

4. Embed short films and videos onto the website.

The people who have not seen BSF's short films are not aware of how to access them. Consider adding videos such as *Long Live the Art* on headers or onto their own webpage.



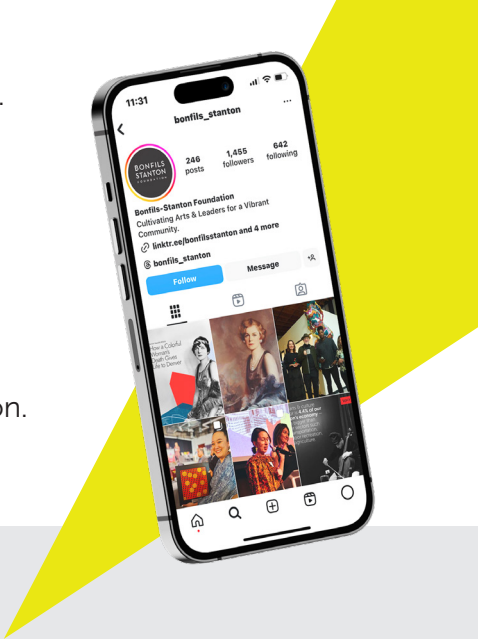
Website & Social Media Review

Over the past two quarters, Bonfils-Stanton Foundation has continued to invest in growing its digital presence with purpose. The website and social media platforms remain essential tools for connecting audiences to BSF’s mission, amplifying community stories, and creating accessible paths to funding and engagement.

This review reflects a sharpened focus on measuring key performance indicators (KPIs) tied directly to the Foundation’s values: visibility, trust, inclusion, and action.

Since the establishment of its in-house communications function in 2023, Bonfils-Stanton Foundation has experienced a measurable and sustained increase in digital visibility, audience engagement, and strategic storytelling reach.

From Q1 to Q2 of 2025, BSF’s communications impact has continued to trend upward across all key metrics, reflecting both the success of its new messaging strategies and the growing appetite for values-driven content from the Foundation.



Performance Snapshot

METRIC	Q1 (JAN–MAR 2025)	Q2 (APR–JUN 2025)	% CHANGE
Social Media Followers	3,685	4,245	+15%
Post Impressions	66,000	83,028	+26%
Unique Social Media Reach	34,800	45,675	+31%
Top Performing Post (Reach)	RedLine Feature	Juneteenth Reel	+85% new audience
Website Clicks	2,060	2,510	+22%
Website Impressions	27,800	46,800	+68%
Organic Search CTR	7.4%	5.4%	-2.0 pts (note)
Average Search Position	17.5	19.6	-2.1 (note)

Narrative Summary of Growth

Audience Growth:

The Foundation gained 560 new followers this quarter—an acceleration over Q1—reflecting increased relevance and resonance of its content.

Engagement & Visibility:

With 83,028 impressions and over 45,000 unique viewers, BSF's storytelling is reaching new communities, especially through culturally timely and visually rich content.

Website Expansion:

Traffic to BSF's site surged, particularly to storytelling pages and grant-related content, showing stronger public alignment with BSF's mission and services.

Strategic Implication:

These metrics suggest that BSF is not only reaching more people, but the right people: those drawn to its values, content, and commitment to arts-driven equity.

Strategic Opportunities

Sustain Momentum with High-Performing Formats

Human-centered stories are clearly resonating. Continue planning multi-part narratives that allow depth and continuity.

Strengthen Metadata and Content Hooks

The drop in click-through rate (CTR) from 7.4% to 5.4% suggests that more compelling headlines, images, and meta descriptions could improve engagement at the point of search.

Use Social to Seed Engagement Loops

Traffic spikes consistently follow aligned social posts and newsletters. Keep investing in timely, shareable content tied to community moments.

Experiment With Reels and Video

Short-form video continues to outperform expectations. Shift more resources into experimenting with these formats, especially when lifting up community voices.



Conclusion

This reflection confirmed what many people already feel. Bonfils-Stanton Foundation is not only supporting the arts. It is changing the cultural landscape in Denver.

In the past two years, the Foundation has changed how it communicates, connects, and takes public action. Its voice feels clearer and more confident. Its stories reflect more communities. Its strategy is more thoughtful and aligned with its values. Communication is no longer just a way to share updates; it is a tool for building trust, visibility, and real change.

People across the arts and nonprofit sectors noticed this shift. They said that when BSF tells a story, others pay attention. When BSF takes action, others are encouraged to do the same. This builds trust, inspires collaboration, and strengthens the whole ecosystem.

When prompted to share areas the Foundation can grow, interviewees primarily reflected on ways to amplify the work that's already being executed by BSF. In essence, they want the Foundation to continue on the communication path it's been on for the past few years – but extend its reach even further.

One message came through clearly. People believe in BSF's leadership and want to build with you. This report is not the final word. It is a moment to pause, listen, and carry the work forward.