The Actors Fund of America


This report represents The Actors Fund of America's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

The Actors Fund of America
729 Seventh Ave 10th Floor, New York, NY 10019
212-221-7300 (ext. 140)
http://www.actorsfund.org

Mission:
The Actors Fund is a nationwide human services organization that helps all professionals in performing arts and entertainment. The Fund is a safety net, providing programs and services for those who are in need, crisis or transition.

The content of this Charting Impact Report is the sole product and responsibility of The Actors Fund of America. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s Standards for Charity Accountability. For more information on
1. What are we aiming to accomplish?

1. Increase services for seniors
2. Respond to increasing demand for services by enlisting more staff and expanding programs
3. Evolve our health care services to adapt to the changing health care environment
4. Develop more affordable housing opportunities for artists and arts workers
5. Advance fundraising to meet goals

2. What are our strategies for making this happen?

1. Increase services for seniors -- Expand the nursing home and assisted living care facility by 48 beds, adding an assisted living memory care unit and sub-acute unit. Increase social services and volunteer supports to help seniors age in place.
2. Respond to increasing demand for services by enlisting more staff and expanding programs -- Add 13 new program staff and two fundraising staff by 2016.
3. Evolve our health care services to adapt to the changing health care environment -- Secure funding to help individuals and arts organizations access health insurance under Affordable Care Act.
4. Develop more affordable housing opportunities for artists and arts workers -- Develop at least 100 new units of affordable artist housing in LA and/or NYC.
5. Advance fundraising -- Increase contributions by 25% by 2016.

3. What are our organization's capabilities for doing this?

1. The Actors Fund already has a strong foundation of programs for seniors. We operate a senior care program staffed by licensed social workers that provides assessment, advocacy, access to entitlements, financial management and assistance and referrals for entertainment industry professionals aged 65 and older. Our Lillian Booth Home in Englewood, NJ provides 124 seniors with state-of-the-art assisted living and nursing care. Both are poised for growth and expansion.
2. The Actors Fund currently employs a staff of more than 200 in its NYC, LA and Chicago offices. Our program staff of licensed social workers and our administrative staff of talented professionals work towards shared annual goals to meet agency objectives, and are evaluated annually as part of our performance management system.
3. The Actors Fund currently operates the national Artists Health Insurance Resource Center and the New York City-based Hirschfeld Clinic. With health care and insurance professionals on our Board and staff, The Actors Fund is well-positioned to adapt its health services to today's changing environment.
4. The Actors Fund currently operates 3 affordable housing residences in New York City, Brooklyn and Los Angeles with a combined 460 affordable units. We have demonstrated experience identifying, securing financing, developing and managing affordable housing residences.
5. The Actors Fund employs a fundraising staff of 15 and has a strong foundation of individual, corporate and foundation donors, robust membership and special event programs, and a well-established planned giving program. We are well positioned for growth in this area.

4. How will we know if we're making progress?

1. Increase services for seniors -- Increased number of beds at nursing home -- Increased number of seniors served annually, and tracking of those seniors who maintain their independent living because of our services
2. Respond to increasing demand for services by enlisting more staff and expanding programs -- Increased number of staff members hired at The Actors Fund
3. Evolve our health care services to adapt to the changing health care environment -- Funding secured for Affordable Care Act
4. Develop more affordable housing opportunities for artists and arts workers -- Identification and securing of new development sites
5. Advance fundraising -- Securing of financing for new development -- Partnerships developed with...
developers, city and state agencies and others to develop new housing 5. Advance fundraising to meet goals --Increased individual, foundation and corporate contributions --Increased number of memberships --Increased special events revenues

5. What have and haven't we accomplished so far?

1. Increase services for seniors: We expanded our Senior Care program in 2015 by adding two additional social workers and we are now providing case management services to elderly and infirm seniors. We also launched a new volunteer and activities program to harness the energies of active seniors to provide assistance to seniors who are housebound, and program a variety of activities to improve the social, mental and physical wellbeing of seniors in New York City's Hell's Kitchen and Chelsea communities. 2. Respond to increasing demand for services by enlisting more staff and expanding programs: We have added 5 new staff members in 2015. 3. Evolve our health care services to adapt to the changing health care environment: We are educating individuals and small arts organizations in New York and California and across the United States about the Affordable Care Act, and we are enrolling individuals in new plans in New York and California. We are about to implement a plan to transition our health clinic to work within the new health care environment. 4. Develop more affordable housing opportunities for artists and arts workers: We have partnered with private and public organizations to develop affordable artist housing in Los Angeles and New York and are working on securing sites. 5. Advance fundraising: We are identifying new opportunities to increase contributions in all areas and actively pursuing them.