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## Young Arts Arizona Ltd./Strategic-Long Range Plan 2018-2022

### **Part I: Introduction:**

#### **Description:**

Young Arts Arizona Ltd. serves challenged children through the arts. We exhibit children's art in public galleries, collaborate with agencies and school, and teach art in facilities not served by other organizations. We focus on at risk children who are socio-economically, physically, emotionally, intellectually disabled, ill or disabled. By exhibiting their art, we empower them to express, stretch, respect themselves.

#### **Fact Sheet**

- Young Arts Arizona Ltd. (YA) publicly exhibits art of at-risk children to help them build a positive self-concept and teaches art to children where there is a need or dearth of programming.
- Through art we encourage children to tell stories, share their deepest feelings and improve their sense of self in times and circumstances in which they feel weak and disempowered.
- YA serves the weakest and most vulnerable members of our community. Our art programs teach them that despite their differences, they are important people. It opens them up to life possibilities and instills hope in their future.
- Our children become not only creators but also exhibitors of art. This has a deeply profound and powerfully validating effect on the children we serve.
- YA works with children and youth who have severe and life-limiting illnesses and conditions, are homeless, abused, drug addicted, detained, orphaned, or are in some other way at risk. mentally disabled, disadvantaged, learning challenged,
- YA collaborates with, teaching artists and art therapists, 58 schools, 4 school districts and 6 social agencies (Cardon Children's Medical Center, Phoenix, Children's Hospital,

Maricopa County Juvenile Court System, to name a few) who provide children's art.

- Annually YA shows 100+ exhibits of children's art in 38 venues, which serve as our publicly accessible galleries. We exhibit year round in buildings that were not designed as galleries and are frequented by the community: Arizona State Capitol, Arizona Secretary of State, Maricopa County Juvenile Court Systems, Phoenix Children's Hospital, Cardon Children's Medical Services, Phoenix Symphony Hall, and many more.
- YA has three galleries at its headquarters – **Passages, Papp Gallery, and Artist-in-Residence Gallery** – located in the downtown Phoenix Art District. Widely publicized opening receptions are held there on First Fridays and the young artists are celebrated and acknowledged.
- YA offers art workshops with highly qualified art therapists and teaching artists for children of agencies with no art program in place: Cardon Children's Medical Center, Ryan House, District Medical Group, and Phoenix Children's Hospital.
- YA has exhibited over 35,000 pieces of children's art in thousands of exhibitions since 1999.
- Over 21 Million people have seen art by challenged children through YA's exhibits. This enormous community outreach advocates for the importance of children's art and raises awareness of the children's challenges and hardships.
- Art heals; art helps kids make sense of their world; active participation in an art project can facilitate recovery processes from illness and trauma, rehabilitation from drug use and aberrant behavior.

**Young Arts Arizona is unique.**

**No other organization serves these needs in the community**

## **Part II: Environmental Appraisal**

### **Strengths –**

**Comprehensiveness/breadth of populations served**

**Wide distribution of galleries;**

**Focus on "challenged children" – this connects up to the first bullet;**

**Opportunities for children/families to see their art celebrated/exhibited;**

**Professional framing – treats seriously the art that is exhibited;**

**The encouragement of art through teaching;**

**Statewide visibility of childrens' art**

## **Challenges**

**Not enough teachers to serve the population;**

**Lack of funds to employ more teachers;**

**“Shoestring” staff;**

**Low visibility of principal gallery;**

**Lack of funding for adequate marketing**

## **Part III: Strategic Worksopce**

**Mission: Increase the self-concept of challenged children through art expression and exhibition.**

### **Program**

#### **Overarching Goal**

**1. Increase the self image of challenged children --**

**Priority 5 Time Immediate - 5-10 years**

Goal 1. Exhibit the art of challenged children

Strategies:

1.1. exhibit art in publically accessible gallery/venues

1.2. exhibit the art in a broad geographic range

1.2.a. exhibit the art in an increasing number of metro  
Phoenix venues

1.2.b. expand the number of galleries outside Metro Phoenix

1.3. solicit art from ever increasing numbers of schools and agencies.

1.4. make children’s art accessible to the community through  
public exhibition

Goal 2: Teach art in medical facilities and agencies  
not covered by other groups

Strategies:

2.1. expand the reach by introducing special art programs to  
schools and agencies.

2.2. provided quality art programming by utilizing qualified t  
teaching artists.

### **Advocacy**

#### **Overarching Goals**

**1. The community and public officials appreciate the role art plays in**

children's lives.

**2. The community and public officials appreciate the value of art education**

**3. The community and public officials are sensitive to the needs of challenged children.**

**Priority 5 Time Immediate - 5-10 years**

Goal 1. Advocate for children's art

Strategies:

- 1.1. Maintain galleries in government buildings & office complexes
- 1.2. encourage community participation by exhibiting in publically accessibly buildings.
- 1.3. invite the public and legislators to Young Art's events
- 1.4. Utilize social media to advocate for children's art

## **Board of Directors**

### **Overarching Goal**

**1. Maintain an active, dedicated board**

**Priority 5 Time Immediate - 5-10 years**

Goal 1: Maintain a board of directors which represents the population we serve

Strategies:

- 1.1. Recruit board members from parent groups
- 1.2. Recruit board members from exhibit attendees
- 1.3. Maintain an ethnically diverse board

Goal 2: Maintain a board which can support the organization financially

Strategies:

- 2.1. Recruit board members from corporations
- 2.2. Recruit board members from friends and acquaintances of current board members

## **Administration and Staff:**

### **Overarching Goal**

**1. Adequate funds exist to build a full and dedicated staff.**

**Priority 4 Time 2 - 10 years**

Goal 1: Maintain an adequate staff so that necessary roles are filled

Strategies:

- 1.1. Hire additional teachers so that more teaching facilities can be included
- 1.2. Hire an on-site marketing director to enhance the brand of Young Arts
- 1.3. Hire an additional development person to raise funds in Phoenix and Tucson
- 1.4. Hire an assistant curator to help with framing and hanging the art.
- 1.5. Appropriately compensate existing, long-term, dedicated staff

## 1.6. Develop a strategy for sustainability

