2020-2023
ARTISTS FIRST
3 YEAR
STRATEGIC PLAN
**MISSION**
Artists First is an inclusive, nonprofit art studio empowering artists of all abilities.

**VISION & VALUES**
- Acceptance
- Respect
- Trust

**PROGRAMS**
- Adult Open Studio
- Lifeworks: Supported Employment Program
- Youth Open Studio
- Artists First for Veterans
- Healing The Trauma of Isms
- Opening Minds Through Art (OMA)
- Community Exhibitions

**IMPACT**
Artists First has a positive impact on an individual and community level.

- True diversity and inclusivity (neuro diversity, race, gender, sexual orientation, age)
- Increased acceptance in the community for disenfranchised individuals
- Paradigm shift regarding disabilities (mental, cognitive, physical)
- Increased messaging that every individual has value
- Successful alternative to traditional therapeutic supports for Veterans
- Customized career building / occupational support for adults with disabilities.
- Personal and professional growth for disenfranchised individuals
- Confidence building
- Emotional support
- Connection and sense of belonging
- Financial growth
- Skills building (problem solving, advocacy, communication)
- Community integration
CURRENT SOURCES OF FUNDING

- Foundations / Charitable Trusts / Grants
  - St. Louis Office for Developmental Disability Resources
  - Regional Arts Commission
  - The Boeing Company
- Individual Donations (monetary and in kind)
- Program Revenues
- Events

CURRENT AUDIENCE

- Artists with disabilities and their support systems
- Youth with and without disabilities and their support systems
- Current and former Armed Service Members
- Individuals with memory loss
- Patrons of the Arts / Art collectors
- Agency / Community partners
- Educational institutions
- Greater St. Louis Community
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<thead>
<tr>
<th>ORGANIZATIONAL STRENGTHS</th>
<th>ORGANIZATIONAL WEAKNESSES</th>
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<tbody>
<tr>
<td>- Artists</td>
<td>- Lack of diverse sources of income</td>
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<td>- Dedicated staff with diverse professional experiences</td>
<td>- Marketing</td>
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<td>- Individualized support to Artists</td>
<td>- Financial limitations</td>
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<td>- Positive work culture and values</td>
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<tr>
<td>- Active and involved Board of Directors</td>
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<td>- Our reputation for integrity and professionalism</td>
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<td>- Enthusiastic volunteers and interns</td>
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<td>- Community presence and diverse partnerships</td>
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<td>- Resiliency of artists and studio</td>
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<td>- Community collaboration</td>
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<td>- Infrastructure with the ability to expand and respond</td>
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<td>to opportunities</td>
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<td>- Transparency</td>
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<tr>
<th>ORGANIZATIONAL OPPORTUNITIES</th>
<th>POSITIVE OUTSIDE ELEMENTS</th>
<th>ORGANIZATIONAL THREATS</th>
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<td>- More diverse community support</td>
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<td>- Competition for funding</td>
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<td>- Attracting new funders</td>
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<td>- COVID-19 pandemic</td>
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<td>(continual grant research and writing)</td>
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<td>- A source of expertise (best practice)</td>
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<td>- Usable art</td>
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SMART GOALS
SPECIFIC, MEASURABLE, ACHIEVABLE, REALISTIC, TIMELY

GOAL 1: FUNDRAISING
- Expand Board of Directors
  - Maintain a list of potential Board members
  - Create a “Linked-In” profile for Artists First
  - If appropriate, post on Board Link
  - If appropriate, advertise with Focus STL
  - Add 5 new Board members, focusing on individuals with accounting, fundraising, and P.R. skills
  - Develop strong Board Committees
- Diversify Funding
  - Secure corporate sponsorships
  - Request pro bono assistance with securing corporate sponsorships from fundraising professionals
  - Apply for and secure Department of Mental Health (DMH) funding
  - Hold 2 major fundraisers per year
  - Expand and strengthen Partners in Giving (monthly giving campaign)
  - Seek partners to help create a social enterprise plan for supplemental revenue
  - Increase sales revenue
    - Replicate art on usable bags, textiles, coffee mugs, note paper
    - Re-do coloring book/Poetry book
    - Build up reserve bank account
- All staff will be salaried
2 - Develop an aggressive marketing plan
   - Develop and implement a programmatic marketing plan
     - Compile a stock of professional photos/videos about A1
   - Develop and implement an organizational marketing plan (identity/brand)
     - Interview artists about their work
     - Put testimonials on website
   - Increase P.R.
     - NPR.
     - Art Holiday @ KSDK
     - KDHX, etc

   - Further online & in store sales
     - Increase foot traffic (Gallery) via advertising / marketing
     - Sell adapted art kits / products in the store
     - Expand inventory of usable products

3 - Implement Healing Trauma of Isms program
   - Secure funding from companies that made BLM and diversity statements
   - Share program plan / request for program partners with the Urban League
   - Share program plan / request for program partners with Wells Fargo

   - Expand Mental Health Court of the 21st Judicial Circuit Court Saint Louis County Partnership
     - Share information and outcomes with Judge Burton and court administration

   - Expand career building / occupational support in programs
     - Launch and measure effectiveness of the Portfolio program
     - Include resume building, job searching and interview preparation
     - Secure funding from Productive Living Board (PLB) once they open up applications to new agencies

   - Further Arts development
     - Create a long term arts calendar (2 years)
     - Art plan for “big, bold, and brave” art / programming

   - Diversity Outreach / Partnerships
     - Determine feasibility of partnering with Institute for Public Health at Washington University, the Heal Partnership
A
- Conduct quarterly social media analytics
- Conduct annual surveys
- Conduct programmatic pre + post assessments
- Gather benchmarking numbers and monitor the change after the implementation of the new strategies (on going)

B
- Incoming inquires about Artists First (ask inquirers how they heard about A1)
- Art/Information booth volume
- Volunteer application volume
- Record volunteer hours
- Monitor art sales from the store
- Maintain demographics of artists served