

BURBANK ARTS FOR ALL FOUNDATION STRATEGIC PLAN 2015-2020 EXECUTIVE SUMMARY (UPDATED APRIL 2015)



I. INTRODUCTION

Founded in 2006 as a 501(c)(3) non-profit arts education foundation, Burbank Arts for All Foundation furthers our mission by providing supplemental funding twice a year and year-round community engagement efforts in support of arts education for all of Burbank Unified School District's 15,000 students.

Mission and Vision:

Our mission is to ensure every student in Burbank public schools receives a quality arts education as part of their core curriculum.

Our vision is to inspire Burbank to build the finest arts education program in the country.

Grant Making Programs: Burbank Arts for All Foundation has provided hundreds of thousands of dollars in supplemental funding through more than one hundred and ninety grants for a wide variety of arts education programs in media, visual and performing arts as well as professional development for teachers, arts integration into other core curriculums like Math, Science and English and facility upgrades for school classrooms and auditoriums. Burbank Arts for All Foundation grants often match funding from the Burbank Unified School District (BUSD), individual school sites, PTA units, small businesses or parent led booster clubs.

Community Engagement Programs: In addition to funding, Burbank Arts for All Foundation has encouraged community, business and parental involvement through a wide variety of efforts that provide resources, advocacy and best-practice-sharing to foster an ecosystem in partnership with Burbank Unified School District's Arts for All plan. The Foundation's Community Outreach Group is comprised of parents, teachers, artists and community stakeholders who assist the Foundation in the areas of Community Outreach, Schools Outreach and Volunteer Engagement.

Burbank Arts for All Foundation believes that all students should have equal access to a quality arts education that will provide them with a balanced approach to life, develop 21st century skills for any career path they choose and further enrich a healthy community and creative economy in Burbank. The results of our work occur every school year in the classrooms, art presentations and performances at BUSD's schools.
www.BurbankArtsforAll.org

II. STRATEGIC PLAN AND INFRASTRUCTURE

Through its 2015-2020 Strategic Plan, the Board of Directors of the Burbank Arts for All Foundation has adopted five strategic goals to continue to grow and strengthen its financial stability, operational infrastructure, governance practices, and community engagement and grant making programs. Our Board of Directors is comprised of a unique coalition of senior executives at major studios, local businesses, media companies, parents, educators, and business leaders who govern - with consensus - through the following committees:

1. Executive Committee
2. Community Outreach Group
3. Finance Committee
4. Development Committee
5. Endowment Committee
6. Marketing and Communications
7. Policy, Procedures and Governance

Burbank Arts for All Foundation staff currently includes an Executive Director, Administrative Coordinator and Bookkeeper.

III. STRATEGIC GOALS

1. Continue developing diversified streams of revenue

Identify and achieve increased revenue goals through 2020 to sustain daily operations, as well as community engagement and grant making programs, by leveraging a diverse stream of funding strategies such as individual giving and annual membership, corporate and small business partnerships, major gifts, planned giving and the growth of our endowment.

2. Continue to grow our grant-making program to ensure arts education for all students and its alignment with Burbank Unified School District's Arts for All Plan

Continue to partner with the Board of Education, Superintendent and District Administration to further arts education goals, establish arts education as a priority in school finance reform and continue to support all teachers in utilizing the arts to provide a well-rounded education for our students.

3. Raise awareness of the vision and mission of the Foundation to increase knowledge of its value in the community

Annually develop a comprehensive Marketing and Communications Plan in alignment with fundraising goals as well as community engagement and grant making programs.

4. Continue to educate and engage the Burbank Community to support and advocate for arts education

Build our grassroots and community engagement programs to support arts education in our schools through the Foundation's Community Outreach Group, local service clubs and community art organizations. Continue to strengthen relationships with each school site to inspire and develop parent leadership as well as adult and student advocates. Offer volunteer opportunities for Community Engagement, Schools Outreach and Legislative initiatives.

5. Continue to grow and build organizational infrastructure in order to achieve our mission and exceed our financial goals

Match the growing needs of the Foundation through monitoring and building support for staff capacity, organizational infrastructure and board governance and recruitment.