

Strategic Plan 2017-2018 Executive Summary



ArtsFund has been strengthening the Puget Sound Region through support of the arts since 1969. An update to the 2013 strategic plan, the ArtsFund 2017-2018 Strategic Plan provides a framework by which we will increase understanding of the role of the arts in building healthy communities, activate support for the arts, and grow our organization. ArtsFund will celebrate its 50th anniversary in 2019. The 2017-2018 Strategic Plan aligns our mission and vision with our values and goals, and positions ArtsFund to move into the next 50 years.

GOALS

#1: ADVANCE COMMUNITY PRIORITIES THROUGH THE ARTS

The arts elevate the quality of life in this region by fueling the economy, helping our children succeed in school and beyond, connecting communities, and providing inspiration and hope. ArtsFund is committed to advancing these and other important community priorities through strategic and thoughtful support of the arts.

#2: CONTRIBUTE TO THE STRENGTH AND COMMUNITY IMPACT OF ARTS ORGANIZATIONS

For nearly 50 years, ArtsFund has provided critical support to the region's arts and cultural sector. We are committed to continuing and augmenting our support to have the greatest impact on and relevance to individual organizations and the sector as a whole.

#3: INCREASE AND DIVERSIFY FUNDING

ArtsFund will expand its funding base in all giving areas to strengthen its traditional support for the region's arts and broaden its outreach to new resources associated with identified community priorities.

OUR MISSION is to strengthen the community by supporting the arts through leadership, advocacy, and grant making.

OUR VISION is a community with a dynamic and world-class arts and cultural sector where the arts are accessible to all and valued as central and critical to a healthy society.

VALUES & GUIDING PRINCIPLES

- ◉ **WE IGNITE PASSION FOR THE ARTS.** We believe arts and culture inspire, empower, and transform individuals and communities.
- ◉ **WE PROMOTE EQUITABLE AND INCLUSIVE COMMUNITIES.** We believe the arts should be accessible to all and reflect, represent, and engage the entire community.
- ◉ **WE INNOVATE THROUGH COLLABORATION AND LEADERSHIP.** We believe our impact and relevance, and that of the arts sector, are deepened through continuous learning, creative leadership, and strategic partnerships.

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