**The Light of The Heart**

**Strategic Planning**

**Approved 3.26.15**

Mission: to provide a safe and encouraging environment for individuals to uncover the light of their hearts through the creative process of art making.

Vision: to create a community that embraces and utilizes the creative process of art making to allow for the light of all of our hearts to shine bright, building a safer, connected and more supportive community for all to heal, grow, prosper and love.

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| **Goal** | **2015 Tasks to Accomplish Goal** | **2016 Tasks to Accomplish Goal** | **2017 Tasks to Accomplish Goal** |
| 1. To provide art therapy, counseling and visual arts programming; specifically, in the Aurora Public Schools, K-12. | 1. Work with CIS to identify all schools and continue conversation  2. Be in 12 schools  3. Draft of curriculum for schools program developed  4. Have 4-6 interns in the schools | 1. Hire School Art Therapist to Coordinate Program  2. Complete curriculum for schools program  3. Have 4-6 interns in the schools | 1. Provide art therapy in every public school, K-12, in Aurora. |
| 2. Financial | 1. Two fundraisers  2. Increase grants by $15,000  3. Funder Open House  4. Three meetings with potential funders | 1. Two fundraisers  2. Increase individual donors  3. Hire independent contractors  4. Increase workshops and individual sessions | 1. Increase corporation donations  2. Meeting/ Presentation for Businesses  3. Operating Budget $200,000 |
| 3. Organization & Formalization | 1. Marketing Materials  2. Start P & P  3. Logo on Smart Car  4. Increase Board Members  5. Develop need statement | 1. Finish P & P  2. Increase social media presence (e.g. Instagram) | 1. Program Manuals |