**The Light of The Heart**

***Strategic Planning***

*Updates*

**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.

*Update:* Past goals have involved growing and expanding. Current goals include sustaining growth *and* focusing it going forward.

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| **Goal** | **2015 Tasks to Accomplish Goal** | **2016 Tasks to Accomplish Goal** | **2017 Tasks to Accomplish Goal** |
| 1. Art Therapy, Counseling and Visual Arts Programming: *Provide these in the*  *K-12 Aurora Public Schools.* | 1. Work with CIS to identify all schools and continue conversation **(Done.)**  2. Be in 12 schools **(Done.)**  3. Draft of curriculum for schools program developed **(Moved to 2016.)**  4. Have 4-6 interns in the schools **(Had 4 interns.)** | 1. Hire Contract Art Therapists to Run Program  2. Draft of curriculum (with goals and outcomes, as well as policies and consents) for schools program developed  3. Have 1-2 interns in the schools | 1. Provide art therapy in every public school, K-12, in Aurora.  2. Complete curriculum for schools program |
| 2. Financial: *Pay bills, keep and maintain contractual employees, and have the executive director draw a salary.* | 1. Two fundraisers **(Had one: Art Jam.)**  2. Increase grants by $15,000 **(Done.)**  3. Funder Open House **(Not done.)**  4. Three meetings with potential funders **(Done.)** | 1. One fundraiser  2. Increase individual donors  3. Hire independent contractors  4. Increase individual sessions | 1. Increase corporation donations  2. Meeting/ Presentation for Businesses  3. Operating Budget $100,000 |
| 3. Organization & Formalization: *Define and clarify our structure and systems, including our programming and safety protocol, as well as increasing our marketing/community presence.* | 1. Marketing Materials **(Done.)**  2. Start P & P **(Not done.)**  3. Logo on Smart Car **(Not going to do.)**  4. Increase Board Members **(Done.)**  5. Develop need statement **(Started.)** | 1. Complete need statement  2. Start Policies & Procedures  3. Increase social media presence (e.g., Instagram) | 1. Program Manuals |