

Theme, Goals, Calendar for 2024

Working Annual Theme: *Earthseed, Undergrowth, and Afterlife*



ArtSeed 2024 Operating Plan

Earth Week Art-a-thon, Saturday, April 20, 12–6 PM, Location: The Presidio’s Tides Converge, 1007 General Kennedy Ave., San Francisco. josefa@artseed.org, 415-656-9849

Spring Open Studios, Saturday & Sunday, April 27 & 28, 11 AM–6 PM, **Fall Open Studios**, Saturday & Sunday, October 19 & 20, 11 AM–6 PM, Location: Hunters Point Shipyard.

Fine Arts Summer Intensive Camp, Mon–Fri, July 8–12, 10 AM–3 PM, Location: The Presidio’s Tides Converge, 1007 General Kennedy Ave., San Francisco.

Annual Presidio Exhibition – Opening Reception: Saturday, July 13, 3–5 PM, **Closing Reception (Volunteer Appreciation Party)**, Wednesday, September 25, 5–7 PM
Location: China Brotsky and Seed Galleries, Tides Converge, 1007 General Kennedy Ave., (upstairs) San Francisco.

Month	Board Meeting Sundays 1:30- 3:00 pm	Presidio Events Mentorships by Appointment ArtSeed WorkSpaces Tides Converge 1007 Gen. Kennedy Ave	Studio Events ArtSeed’s Studio Residency Hunters Point Shipyard (HPS) Horn Ave. Bldg 101, Studio 2513	Fieldtrips, Online & In-Person Workshops			Development Activities, All Email Blasts, Grant Deadlines
				Saturday Mentorship 2-4pm	Wednesday Internship 11am-5pm	Friday 1-2 Vets ArtLab	
Jan	21		Studio Resident Artist assessment			26	Volunteer Thank-you letters sent
Feb		Volunteer/Mentorship Saturdays Tides Pop-up MakerSpace Opens Noon-2pm Valentines 14		3, 10, 17, 24,		2, 9, 16, 23	Thank you letters to donors. ART-A-THON SEASON STARTS New Interns and Volunteer Orientation Period
Mar	17	Volunteer/Mentorship Saturdays	Artist-in-Residence applications call	2, 9, 16, 23, 30,	International School Wed Mar 27	1, 8, 15, 22	Fri 1st, LOI Deadline Peaceful World Foundation Strategic Planning ArtSeed’s Board of Directors
Apr		Volunteer/Mentorship Saturdays Earth Week Art-a-thon Event Saturday, April 20, Noon-6pm	April 27 & 38 Spring Open Studios Sat & Sun 11am-6pm	6, 13, 15, Art-a-thon Planning		5, 12, 19, 26	Fri 19th ArtsHERE Grant deadline Tue 2nd Creative Work Fund Grant deadline
May	19	Volunteer/Mentorship Saturdays		4, 11, 18, 25		3, 10, 17, 31	New Board Member Recruitment Legacy Giving Campaign
Jun		Volunteer/Mentorship Saturdays		1, 8, 15, 22, 29		7, 14, 21, 28	
Jul	21	Summer Intensive Camp Mon–Fri 8-12 10am-3pm, Sat13, 3-5pm Exhibition Opens Volunteer/Mentorship Saturdays	Studio Resident Artist Announced	6, 20, 27		19, 26	Mon-Fri 8-12 Summer Intensive, 10am-3pm Saturday, July 13 Exhibition Reception 3-5pm
Aug		Volunteer/Mentorship Saturdays		10, 17, 24, 31		2, 9, 16, 23	
Sep	22	Volunteer/Mentorship Saturdays Wed 25, Exhibition Closing Reception, Wednesday 5-7pm		7, 14, 21		6, 13, 20, 27	ArtSeed Legacy Society membership announced
Oct		Volunteer/Mentorship Saturdays	Oct 19-20 Fall Open Studios Sat & Sun 11am-6pm	5, 12, 26		4, 11, 18, 25	Projects Assessment begins, testimonies collected. Appeal Letter begins, Postal mailer prepared
Nov	17	Volunteer/Mentorship Saturdays		2, 9, 16, 23, 30		1, 15,	Finish Letter of Appeal Mailer
Dec		Saturday 7 th Holiday Party Volunteer/Mentorship Saturdays	Holiday Open Studio TBA	14, 21, 28		6, 13	Annual Report and Appeal follow-up. Organization and Programs Assessment

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•OPERATIONS / DEVELOPMENT:

Policies & Protocol assessment and upgrades to bookkeeping / executive directorship call for trainees / secession planning / systems maintenance / grant writing
Advisory Board / Strategic Plan & partnerships / archives organization (digitized tapes and slides) creation of ArtSeed history power point / video presentation.

•FUNDRAISING / PUBLICITY:

Letter of Appeal, donor acknowledgements / in-kind/pro bono gifts and sponsorships / Legacy Circle & Campaign / planned giving case statement / Website /
All Email blasts, social network & printed/aired art-s-thon, open studios, & exhibition coverage.

•PROGRAMS:

Weekly mentorships / workshops online / in-person at Tides MakerSpace / artwork & supplies distribution / Youth Council rejuvenation / Art-a-thon Season February-May
Summer Camp & Annual Exhibition Season: June-September; Appeal and Assessment Season: October-January / alumni cultivation, testimonies.

Organization's Mission Statement and Purpose: ArtSeed's mission is to connect the most resourceful and gifted with the youngest and most vulnerable citizens of the Bay Area and beyond through projects that explore links between classical and cutting-edge fine arts disciplines. We do not discriminate on the basis of disability, race, color, creed, sexual orientation or gender identity, political party, economic background, national citizenship, religion or ethnic origin.

Organization's Core Programs and Services:

Grapevines: In-person Arts Education, Collaborations, and Internet Outreach

- Classroom arts integration, after-school programs, presentations, and curriculum development.
- Collaborations with sister agencies, a virtual gallery, and *Shop & Share* online store.
- Private art lessons, virtual ArtLabs, and weekly online *Show & Tell* gatherings.

HouseCalls: Internships, Family Benefactor Artists, Fine Arts Summer Intensive Camps

- Long-term studio mentorships and apprenticeships with approved visits to homes and studios.
- Intensive Camps develop social/emotional well-being and interdisciplinary art skills.
- Arts administration, office management, curriculum training, and community service opportunities.

Shebangs: Public Exhibitions, Performances, and Workshops

- Earth Week Art-a-thon: interdisciplinary learning, creativity fitness and community awareness.
- Annual Presidio Art Exhibition: diverse families, artists, and arts professionals show & meet.
- Hunters Point Shipyard Spring and Fall Open Studios: emerging artists and Resident Mentor(s) share works-in-progress with a large, diverse audience.

Special Projects

- Legacy Society & Campaign case statement / archives / presentation of ArtSeed history: Tell our story!
- Planned Giving opportunities, events, and Legacy Society building.
- Alumni Research: their stories, testimonies, updates describe outcomes, cultivate and reignite interest in taking on more leadership roles.
- Board Development/ Strategic & Secession Plan / Partnership assessment (Collaborative Directorship).
- Youth Council Rejuvenation, early childhood arts education services outreach.
- ArtSeed Seasons: **Spring**=Earth Week Art-a-thon; **Summer**=Fine Arts Education; **Fall**=Culminating Exhibitions; **Winter**=Letter of Appeal, Annual Assessment, & Celebration.

Routine Tasks

- Bookkeeping, Annual Filings, and Donor Acknowledgements.
- Letter of Appeal, targeted grant applications, in-kind / pro bono gifts and sponsorships.
- Website and Space use analysis, systems maintenance & upgrades / artwork, and supplies distribution.
- Publicity and Communications: All Emails, Social Network & Printed / Aired Coverage.
- Targeted Recruitment of students, volunteers, apprentices, & interns. Volunteer Intake/Orientations and staff assessments/references and exit interviews.

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