

Theme, Goals, Calendar for 2025

Working Annual Theme: About Face



ArtSeed 2025 Operating Plan

Earth Week Art-a-thon, Saturday, April 19, 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 26-27, 11 AM–6 PM, **Fall Open Studios**, Saturday & Sunday, October TBA, 11 AM–6 PM, Location: Hunters Point Shipyard.

Fine Arts Summer Intensive Camp, Mon–Fri, July 7–11, 10 AM–3 PM, Location: The Presidio’s Tides Converge, 1007 General Kennedy Ave., San Francisco.

Annual Presidio Exhibition – Opening Reception: Saturday, July 12, 3–5 PM, **Closing Reception (Volunteer Appreciation Party)**, Wednesday, September 24, 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 Shipyard Mentorships by Appointment 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	Tues/Thurs Internship 11am-5pm	Wednesday Mentorships 3:30-5pm	Friday 1-2 Vets ArtLab	
Jan							24, 31	Volunteer Thank-you letters sent. Complete Migration to Little Green Light Launch First Planned Giving Campaign (FreeWill) Begin Executive Director Search
Feb	9	Volunteer/Mentorship Saturdays	Volunteer/Mentorship Sundays	1, 8, 15, 22			7, 14, 21, 28	Update Contacts of Appeal Letter Returns ART-A-THON SEASON STARTS New Interns and Volunteer Orientation Period
Mar		Volunteer/Mentorship Saturdays	Volunteer/Mentorship Sundays	1, 8, 15, 22, 29			7, 14, 21, 28	TBD, LOI Deadline Peaceful World Foundation Strategic Planning ArtSeed’s Board of Directors
Apr	6	Volunteer/Mentorship Saturdays Earth Week Art-a-thon Event Saturday, April 19, Noon-6pm	Spring Open Studios April 26, 27 Sat & Sun 11am-6pm	5, 12, Art-a-thon Planning			4, 11, 18, 25	TBD ArtsHERE Grant deadline TBD Creative Work Fund Grant deadline Second Legacy Giving Campaign
May		Volunteer/Mentorship Saturdays	Volunteer/Mentorship Sundays	3, 10, 17, 24, 31			2, 9, 16, 23, 30	New Board Member Recruitment
Jun	8	Volunteer/Mentorship Saturdays	Volunteer/Mentorship Sundays	7, 14, 21, 28			6, 13, 20, 27	
Jul		Summer Intensive Camp Mon–Fri 7-11 10am-3pm Sat 12, 3-5pm Exhibition Opens Volunteer/Mentorship Saturdays	Volunteer/Mentorship Sundays	5, 19, 26			4, 18, 25	Mon-Fri 7-11 Summer Intensive, 10am-3pm Saturday, July 12 Exhibition Reception 3-5pm
Aug	10	Volunteer/Mentorship Saturdays	Volunteer/Mentorship Sundays	2, 9, 16, 23, 30			1, 8, 15, 22, 29	
Sep		Volunteer/Mentorship Saturdays Wed 24, Exhibition Closing Reception, Wednesday 5-7pm	Volunteer/Mentorship Sundays	6, 13, 20, 27			5, 12, 19, 26	ArtSeed Legacy Society Campaign Celebrated
Oct	5	Volunteer/Mentorship Saturdays	Fall Open Studios TBA (~18,19) Sat & Sun 11am-6pm	4, 11, 25			3, 10, 17, 24	Projects Assessment begins, testimonies collected. Appeal Letter begins, Postal mailer prepared
Nov		Volunteer/Mentorship Saturdays	Volunteer/Mentorship Sundays	1, 8, 15, 22, 29			7, 14, 21, 28	Finish Letter of Appeal Mailer
Dec	7	Volunteer/Mentorship Saturdays	Holiday Art Show and Volunteer Party TBA	6, 13, 20, 27			5, 12, 19, 26	Annual Report and Appeal follow-up. Organization and Programs Assessment



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• OPERATIONS / DEVELOPMENT:

Policies & Protocol assessment / executive directorship call for trainees / secession planning / grant writing / Advisory Board / Strategic Plan & partnerships / archives organization (digitized tapes and slides) creation of ArtSeed history power point / video presentation / CRM upgrade to Little Green Light

• FUNDRAISING / PUBLICITY:

Letter of Appeal, donor acknowledgements / in-kind/pro bono gifts and sponsorships / Legacy Society and Planned Giving with FreeWill / Website / All Email blasts, social network & printed/aired art-s-thon, open studios, & exhibition coverage / Dedicated Social Media Volunteer / Upgrade Donation Platform

• 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.

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- Targeted Recruitment of students, volunteers, apprentices, & interns. Volunteer Intake/Orientations and staff assessments/references and exit interviews.