

## HOUSTON ARTS ALLIANCE CAPACITY BUILDING INITIATIVES

### PROBLEM STATEMENT

*Articulate the specific problem you are trying to address. Your problem statement should briefly explain what needs to change: why is there a need for an intervention? Limit response to 1 – 2 sentences.*

Decreased revenue, staff position eliminations, succession challenge, and & negative impact of ABC Arts' mission to provide quality arts programming.

### GOAL

*What are you trying to accomplish? What overall purpose you are trying to measure? The answer to this question is the solution to your Problem Statement, and will serve as your goal. Limit response to 1 sentence.*

Increase financial sustainability through board & staff intervention, thus strengthening ABC Arts' capacity to deliver ongoing programs.

### TIME FRAME

*Refers to the period of time that your logic model will cover, whether within the grant term (10/01/2015 – 09/31/2016) or beyond. If beyond, please adjust the current timeline to reflect your case for support.*

<b>START</b>	10/1/2015
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<b>END</b>	12/31/2016
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### RESOURCES

*The Resources dedicated to or consumed by the program.*

<b>R1</b>	\$20,000 HAA Accelerator Phase II Funding
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<b>R2</b>	Development Director Hire & Salary
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<b>R3</b>	New computer, IT, communication, and project management systems
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<b>R4</b>	Budget for intern focused on supporting curriculum development & non-profit management
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<b>R5</b>	Integrated database system
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<b>R6</b>	Foundation Center subscription
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<b>R7</b>	Database system training for staff & board
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<b>R8</b>	Creation of Host Committee for development campaign
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<b>R9</b>	Staff with knowledge of crowdsource funding campaigns
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<b>R10</b>	Cultivation of prospect list (foundation, corp, etc.)
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<b>R11</b>	Travel expenses
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<b>R12</b>	Increase artistic staff hires to support programs
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<b>ACTIVITIES</b>			
<i>Activities are actions that your org. will undertake to implement in order to achieve desired outcomes.</i>			
<b>A1</b>	DECIDE on formal membership system/campaign for ABC Arts.		
<b>A2</b>	LEVERAGE crowdsource funding strategies.		
<b>A3</b>	CULTIVATE former board members.		
<b>A4</b>	IDENTIFY staff person to assist Development Director		
<b>A5</b>	HIRE a full-time Development Director.		
<b>A6</b>	IMPLEMENT integrated database system.		
<b>A7</b>	DEVELOP & solicit ABC Arts teacher curriculum program		
<b>A8</b>	ESTABLISH org wide policy on program fees to increase earned income.		
<b>A9</b>	INCREASE corporate & foundation support (local & national).		
<b>A10</b>	CREATE multi-tier level of services for schools, tour buses, visitations, etc.		
<b>OUTPUTS</b>			
<i>Outputs are measurable, tangible, and direct products/results of a program's Activities.</i>			
	Output Description	Activity	Resource
<b>OP1</b>	By 11/2015 implement BOD approved policy on ABC Arts membership system, with immediate staff implementation.	A1	N/A
<b>OP2</b>	By 11/30/2015, initiate 6 week \$5,000 KickStarter campaign	A2	R9
<b>OP3</b>	By 1/2016, Host Committee of former BOD & ABC Arts Alumni confirmed	A3	R8
<b>OP4</b>	By 1/31/2016, confirm Non-Profit Management Intern position	A4	R4
<b>OP5</b>	By 2/2016, Development Director hired.	A5	R2, R3
<b>OP6</b>	By 02/2016, conduct org wide integrated database training	A6	R3, R5, R7
<b>OP7</b>	By 04/2016, master educational intern is ready with materials to solicit schools & community centers.	A7	R4
<b>OP8</b>	By 04/2016, Development, Program, & Music Directors make recommendation on program fees for increase earned income to Executive Director.	A4	R2, R12
<b>OP9</b>	By 9/2016, increased corporate support by \$50,000 and foundation support by \$150,000.	A4	R2, R3, R5, R6, R10
<b>OP10</b>	By 12/2016, create 10 new arts education programs.	A4	R2, R3, R12

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### SHORT TERM OUTCOMES

*Short Term Outcomes are expected changes in org behavior/culture, policies/procedures, systems, etc. as a result of the implementation. Outcomes answer: "What difference did the implementation make? What does success look like?"*

<b>OC1</b>	Improved cash flow
<b>OC2</b>	Increase new ways to build sustainable funds (i.e. individual giving & earned income).
<b>OC3</b>	Increase "footprint" in the community via educational programs, building collaborations, & new audiences.
<b>OC4</b>	Strengthen staff realignment & invest in staff performance.
<b>OC5</b>	Increased communication for donor opportunities.

### LONG TERM OUTCOMES

*What change do you hope will occur over time? This statement should align with your Goal. They fall outside the timeframe of the logic model, and are not directly accomplished by your program activities – but they would not be possible without the achievement of the short-term outcomes.*

ABC Arts mission is anchored in the foundation of: 1.) a transition from passive working board to an active governing board, 2.) sound management through competent staff, 3.) secured sources of key private/public funding sources, 4.) relevant internal systems & process, and 5.) a viable facility management plan.