

# Strategic Plan At A Glance



**Mission.** Our mission is to create purpose, expression, and connection in the veteran community through exposure to and participation in art.

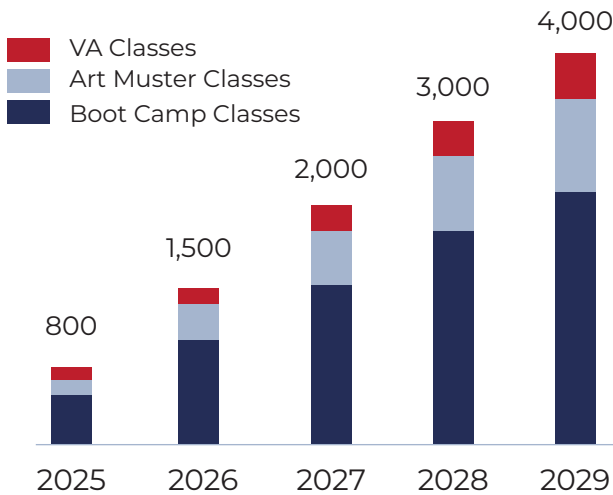
**Vision.** Our vision by 2029 is to have delivered impactful art experiences to 15,000 veterans through partnerships with veteran organizations in all states and overseas to enhance wellness.

## Guiding Principles

- Honor and Celebrate Veterans
- Partnerships
- Professionalism in Relationships
- Excellence in Art Classes
- Free Services and Supplies
- Compassion
- Accessibility
- Meaningful Connections

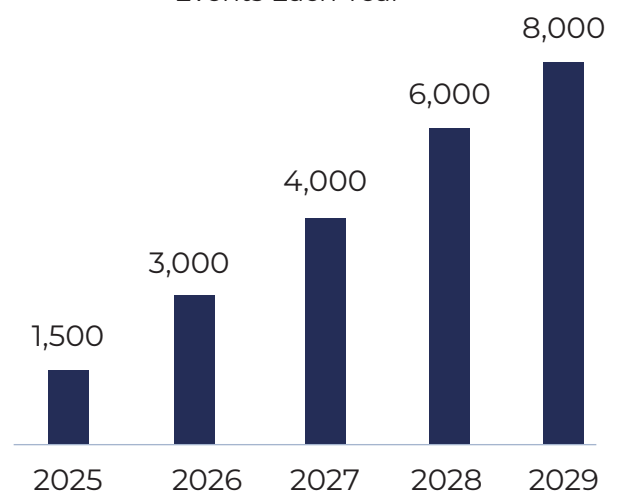
### GOAL 1

# Veterans Taking Free Art Classes Each Year



### GOAL 2

# Veterans Connected Via Events Each Year



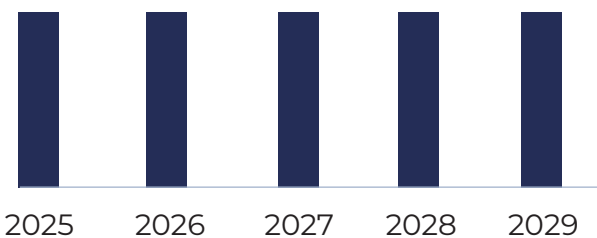
### GOAL 3

% of Positive Impact Evaluations Each Year

Annual Art Impact Reports



Semi-Annual Activity Reports



### GOAL 4

Governance to Support Goals 1-3.

- Board of Directors
- Committees
- Annual Implementation Plan
- Communications/Marketing Plan
- Financial Plan
- Case for Support
- Donor Database
- Internal Operations Plan