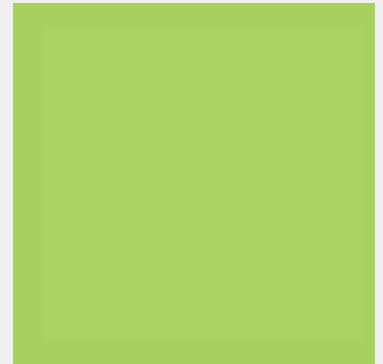
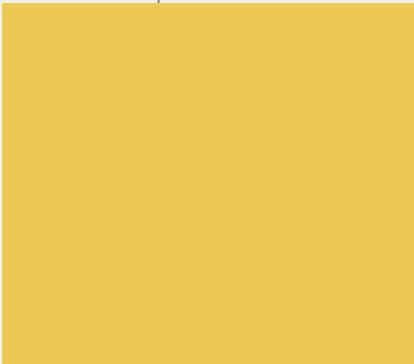


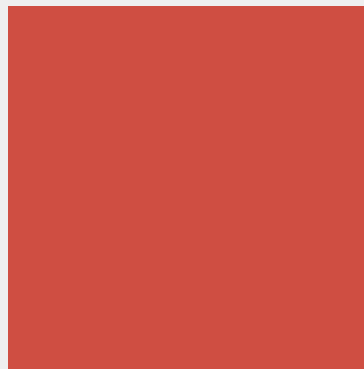


2025 - 2027

Strategic Plan



J.W. Fanning Institute
for Leadership Development
UNIVERSITY OF GEORGIA



Letter from our Director

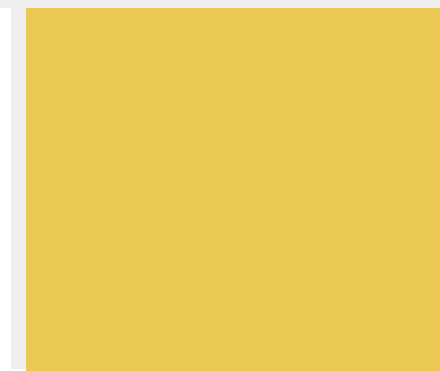
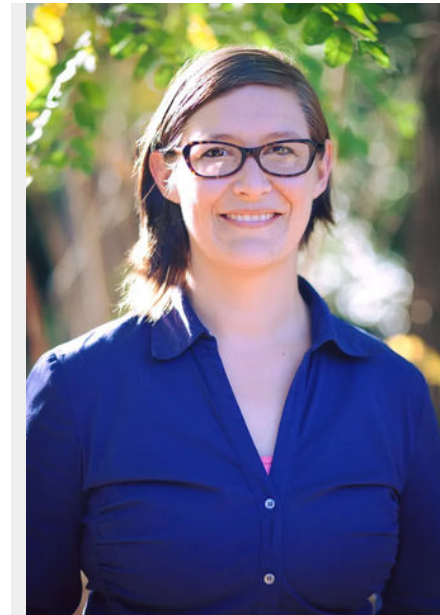
In 2024, AthFest Educates worked with the J.W. Fanning Institute at the University of Georgia to create a new strategic plan. Through this process our board of directors came together to share history, expertise, perspective, and best thinking about the future of the organization.

I am happy to share the results of our work with you. As you review the following pages, you will see that we have crafted new vision and mission statements we hope succinctly describe our “why” and our “what.” We want our community to know that we are deeply committed to increasing arts education for K-12 youth and that we believe the best way for us to do that is through grantmaking. While we focus on the goals outlined in this report, we will continue to raise resources through our two main events, AthFest and AthHalf, and make those dollars available to support the incredible arts education efforts throughout Athens.

If you have questions, concerns, or general feedback about our strategic plan, I would love to hear from you. We are excited about the future for AthFest Educates and look forward to continuing to serve our community.

Mary Joyce

AthFest Educates, Executive Director



Mission & Vision

AthFest Educates believes every child should experience the enriching impact of the arts.

To put our belief into action, we **fund arts education** for K-12 youth in Athens-Clarke County, Georgia.

In addition to our grantmaking, we will focus time, attention, and resources on the following four strategic goals throughout the next three years:

Increase community awareness
of our mission, impact, and opportunities



Strengthen our collaborative efforts
with schools, organizations, artists,
and individuals

Improve grant evaluation methods
to better assess program quality,
impact, and outcomes.



Diversify funding sources
to secure long-term support
for arts education



GOAL 1

Increase community awareness of our mission, impact, and opportunities

Strategies:

- Improve website via multimedia features
- Implement story-telling video and print campaigns to highlight funded programs, events, partners, resources raised, and how they will be used
- Gather perception data via a stakeholder survey
- Implement comprehensive annual Marketing Plan
- Increase presence at and support of community events and organizations
- Maximize opportunities at events to highlight mission

GOAL 2

Strengthen our collaborative efforts with schools, organizations, artists, and individuals

Strategies:

- Increase engagement with CCSD to inform & celebrate
- Pilot an outreach instrument petting zoo
- Implement “nominate a teacher” program for parents and students
- Increase support of local arts organizations
- Collaborate to organize a family-friendly, free arts event
- Evaluate current grant policies to ensure they are not prohibitive for high-potential collaborations



GOAL 3

Improve grant evaluation methods to better assess program quality, impact, and outcomes

Strategies:

- Identify outcomes and key performance indicators for each category of grant
- Identify evaluation questions and data collection methods
- Recruit board members with experience in program evaluation

GOAL 4

Diversify funding sources to secure long-term support for arts education

Strategies:

- Increase individual and corporate donors
- Increase donor engagement & stewardship efforts
- Identify potential grant opportunities
- Implement newsletter
- Evaluate and improve email communication platforms
- Explore alternate CRM platforms
- Create giving incentive tiers
- Engage volunteers and committees to make Day of Giving push

Board of Directors

Stephanie Hall - Board Chair

Jess Machacek - Vice Chair

Brad Hubacher - Treasurer

Angela Hurt - Secretary

Carole Black

Avery Breese

Lauren Corcino

Seth Hendershot

Gina Jackson

Eunice Kang

Cara Simmons

Tatiana Veneruso

