

Barnstone Art for Kids Strategic Plan 2021-2026 Overview

Mission:

Barnstone Art for Kids uses the power of art and community connection to foster resiliency in children facing adversity.

Vision:

We are a trusted partner in Greater Chester County for trauma informed art programming and advocacy of children who have faced adverse experiences.

Values:

- Building Confidence: Barnstone gives children the control in their art projects, yielding a sense of confidence and self-efficacy while experiencing positive feedback from the world around them.
- Nurturing Trust and Safety: The Mentor-Child connection is a safe, experiential model that children can use to grow new relationships, beyond the grasp of adversity.
- Encouraging Healthy Expression: Through our fun, creative projects children learn that they have tools for coping with stress and adversity.
- Fostering Community Connection: Barnstone believes that it “takes a village” to build the safe world that children need to succeed. Children and Mentors create positive moments that will last a lifetime, while the community increases its own ability to support and value a more trauma-informed environment.
- Self-Care Mindset: Children learn that they have tools for coping with stress and adversity.

Summary of Goals

Our Leadership and Board of Directors have created a roadmap for our organization that is continuously assessed and adjusted to meet our mission. The goals summarized here are our most important aspirations for our work and success, and we are excited to see them realized!

Goal 1: Build the Barnstone Art for Kids Brand Awareness

Our work has evolved a great deal since we started in 2012. Our plans include short and medium range strategies to refresh our marketing materials and brand to reflect our current efforts and programs. We will also build on our use of technology and social media to increase the public’s awareness of our programs, make our programs more easily accessible, and educate the public on the issues involving childhood trauma.

Goal 2: Become Self-Sufficient

By 2025, become an organization that is sustainably funded. Barnstone Art for Kids will establish a sustainable financial future by expanding our annual funding to meet short- and long-term financial targets. Our new donor management software will assist in creating more active dialogues with our individual donor base while increasing our opportunities for public engagement and advocacy.

Goal 3: Expand beyond the “Barn”

Build operational capability to reach our target market physically & virtually. We will continue to deliver our current programs and expand to include locations outside of our historical region. We remain committed to engage communities by providing state of the art public health education programs surrounding childhood trauma.

Goal 4: Organization Structure

To accommodate our growth, we are dedicated to expand our volunteer workforce and community connections. We are dedicated to adequately compensate our staff financially and provide essential administrative support. Building Barnstone Art for Kids valuable infrastructure to accommodate growth, respond to opportunities and assure functional and financial sustainability is an essential, ongoing process.