

FACT SHEET

Mission Statement: Art-Reach enriches lives by connecting underserved audiences with cultural experiences so that they may enjoy and benefit from the transformative powers of the arts. We serve as an anchor institution in the greater Philadelphia community that is commonly regarded as the go-to resource for improving the accessibility of the cultural community and for connecting the cultural and human-service communities.

Founded in 1986, Art-Reach is the only organization in the Philadelphia region solely devoted to increasing cultural participation among all traditionally underserved audiences. We are a recognized leader in the field of cultural accessibility, serving over 15,000 people a year.

Programs & Services: Our programs and services allow the entire range of traditionally underserved audiences, including people with physical and developmental disabilities, at-risk youth and the elderly in need, to enjoy the power and beauty of the arts. Our primary programs and services focus on the following areas:

- **Attendance and Education:** Art-Reach facilitates attendance by underserved audiences at hundreds of cultural events across the region that are offered by our partnering arts organizations. We also coordinate artists' performances on site at our member agencies whose consumers have difficulty traveling. Whenever possible, we enrich attendance with supplemental educational materials or activities that deepen appreciation and understanding of specific events.
- **Workshops and Residencies:** Art-Reach provides hands-on opportunities for underserved audiences to participate in short-term workshops or long-term residencies that use the arts to foster self-expression and empowerment.
- **Information and Advocacy:** Through our online Access Guide and the "Independence Starts Here" initiative, which Art-Reach co-leads with VSA Arts of Pennsylvania, we play a leading role in giving people with disabilities the information they need to access the arts and helping cultural organizations develop audiences for their accessible events. We also coordinate advocacy and media-relations initiatives to educate the public about the need for and value of increased access to the arts and the tools and technologies that make the arts more accessible.

Fiscally strong and organizationally healthy, Art-Reach has been recognized by the Arts & Business Council of Greater Philadelphia; been named a "Keystone of Accessibility" by the Pennsylvania Council on the Arts; recognized by Associated Services for the Blind and Visually Impaired (ASB) for making cultural opportunities accessible; received support for programmatic and management excellence from the Knight Foundation, the Pew Charitable Trusts, the United Way of Southeastern Pennsylvania and the National Endowment for the Arts.

For more information, visit www.art-reach.org or call (215) 568-2115.

"I LOVE ART-REACH! It enriches the lives of the people I work with. With the state making clients spend more of the little money they have on medical things, the IMPORTANCE and VALUE of Art-Reach is very significant. The best example I can give for the value of your work is this: a longtime client at Seasons died suddenly last year. We discovered in his dresser a box with all the stubs from various Art-Reach events he attended over the years. Most clients hold on to virtually nothing. They have little possessions. The box was a big statement about what was close to his heart. Art-Reach gives us something to live for and to look forward to. It gives us something we cannot find anywhere else."

-Recreation Coordinator at Seasons
Long time member and residential facility for people who have mental illness