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3721 Midvale Ave. Philadelphia, PA 19129
Telephone: 215.951.0316 • Fax: 215.951.0342 • www.art-reach.org

Letter from the Executive Director



Spring is upon us, and I am excited about what lies ahead for Art-Reach this summer. Chief among our new projects is a major Workshop Program we are undertaking with support from the **John S. and James L. Knight Foundation**. Art-Reach has been selected along with about 20 other arts organizations to provide programs and services that will broaden, deepen or diversify cultural participation in North Philadelphia and Camden, New Jersey, through a Knight Foundation initiative called "Community Partners in Arts Access."

Our Workshop Program will take place over the course of three years. Each year we will work with an Art-Reach member agency in North Philadelphia and with a pair of multi-disciplinary arts partners to create an intensive, hands-on workshop process. The first workshop, which will begin in July, will partner the **Clay Studio** and **Strings for Schools** with the **Drueding Center**, a transitional housing program for homeless women and their children that offers a variety of health, social, educational and vocational programs that help women achieve independent living. Through a combination of Clay Studio workshops and a Strings for Schools string-quartet residency, women and children at the Drueding Center will work together to make musical instruments from everyday materials and clay and learn how to perform them.

A separate part of our Knight Foundation project will enable all of the other local arts organizations involved in the "Community Partners in Arts Access" initiative to participate in the Art-Reach Ticketing Program so they can enhance their own projects by sending their participants to cultural events around the region.

On behalf of all of us at Art-Reach, I extend my gratitude to the Knight Foundation for this amazing opportunity and for their commitment to increasing access to and participation in the arts. I look forward to keeping you informed on this exciting project as we move forward.

Michael L. Norris

Michael L. Norris

"The girls of Devereux, Gateway Campus enjoyed the ballet *La Fille Mal Gardée*. During the show they laughed and looked amazed as the ballerinas danced around on their toes. Going to a live ballet performance gave the girls a chance to experience a new type of entertainment in which some girls may have never been exposed to before."

— Sabrina Moore, Residential Counselor

Devereux, Gateway Campus is a residential treatment center that serves girls ages 8-14 with behavioral and conduct disorders and depression.

Mission

Art-Reach is a nonprofit organization in Philadelphia that facilitates access to the arts for people with disabilities or economic disadvantages and that serves the human-service and arts communities and the public at large as a resource on cultural accessibility. We are the only organization in the Philadelphia region solely devoted to increasing cultural participation among traditionally underserved audiences. Our primary programs are:

The **Ticketing Program**, which distributes donated and discounted tickets to performing-arts events, museums, and other cultural institutions through our network of member human-service agencies and schools.

The **In-Facility Program**, which brings the arts directly to our members through on-site performances and arts activities.

The **Workshop Program**, which provides in-depth, participatory arts programs that address specific social needs.

The **Access Guide**, the region's premier resource for structural and programmatic accessibility information about arts and cultural venues and organizations, available in printed form and online at www.art-reach.org.

Volunteer Perspective

"As a volunteer for Art-Reach over the past nine years, I have served on the committee for the annual Jazz Brunch, co-chaired the event for several years and worked as a board member. Recently, though, I got to see Art-Reach's mission in action firsthand instead of working behind-the-scenes. I attend the **Pennsylvania Ballet's *Nine Songs of Sinatra*** with several Ticketing Program recipients. Meeting the people who attended on our behalf was a rewarding experience, and I am so proud to be involved with such a wonderful nonprofit organization."

— June DePonte,
Volunteer and Board Member

Art-Reach and the Pennsylvania Academy of the Fine Arts Launch New Workshop

Art-Reach and the **Pennsylvania Academy of the Fine Arts** have partnered to present specially designed workshops for our participants with physical or developmental disabilities. These workshops are taught by experienced artist/teachers who can be more hands-on with participants who have physical or developmental disabilities, alleviating such issues as manual dexterity and cognitive functioning level that can sometimes detract from a positive arts experience. These specialized workshops were launched last fall at the Pennsylvania Academy of the Fine Arts USArtists show at the 33rd Street Armory in West Philadelphia. Participants enjoyed "Gargoyles, Gremlins and Griffins" and prepared for a fun Halloween by learning techniques to create clay dragons, serpents and other fantastical creatures. We are offering these specialized workshops twice a month at the Pennsylvania Academy of the Fine Arts. Please contact Program Director Julie Gannaway at (215) 951-0316 for more details.



Art-Reach, Franklin Institute and Cingular Wireless Celebrate Cultural Access

On Tuesday, March 15, a hundred kids with limited access to the arts attended the **Franklin Institute**. The children who participated are students of the **Alcorn Elementary School** in Southwest Philadelphia and the **Logan Hope Afterschool Program** in North Philadelphia. The event was coordinated by Art-Reach for Arts Advocacy Day and was made possible through the generosity of **Cingular Wireless**. Cingular Wireless is a member of Art-Reach's Corporate Circle, a new program designed to expand community outreach for corporations that sponsor arts organizations. For more information about the Corporate Circle call Executive Director Michael Norris at (215) 951-0316.



Citizens Bank and AstraZeneca Fund Free Arts Programming for Eligible Agencies

Art-Reach recently received funding from **Citizens Bank** and **AstraZeneca Pharmaceuticals** to subsidize the cost of arts participation for eligible member human service agencies. Support from **Citizens Bank** is intended to increase cultural participation for human service agencies and schools in the Norristown area. The grant will provide a limited number of free In-Facility performances to agencies that renew their membership or join as a new member. In order to be eligible, your organization must be located in the Norristown area, serve individuals with special-needs and be able to accommodate an on-site arts event.

Funding from **AstraZeneca Pharmaceuticals** will be used to enhance Art-Reach's presence and increase cultural participation in Delaware through the expansion of Ticketing and In-Facility programs. Agencies in the Wilmington, Delaware area that serve individuals with special-needs and have paid their annual membership fee are eligible to receive free In-Facility performances determined by their level of Ticketing Program participation.

We will be conducting information sessions in each region. Current Art-Reach member agencies and new, interested human service agencies are invited to attend to learn more about the programs. To inquire about your agency's eligibility, program availability or to sign up for an information session, please contact Program Director Julie Gannaway at (215) 951-0316.



Online Access Guide Expands to Delaware

Art-Reach has partnered with VSA arts of Delaware and the Delaware Division of the Arts to promote the physical and programmatic accessibility of Delaware arts organizations and cultural venues. Through this partnership, nonprofit Delaware arts organizations will receive a site visit evaluating the accessibility of their facilities against the guidelines of the American with Disabilities Act and a listing on the online version of Art-Reach's Access Guide describing their physical and programmatic accessibility features. The Delaware Division of the Arts is underwriting the cost of the accessibility site visits, which will be conducted by VSA arts of Delaware. For more information contact Art-Reach at (215) 951-0316.

Art-Reach Launches Community Calendar

Art-Reach has launched a new Community Calendar on our website to promote free and accessible arts events that are open to the general public. The Community Calendar is an outgrowth of our desire to be more of a public resource for cultural accessibility and to provide an added-value benefit to the cultural community, whose generosity and commitment make our Ticketing Program so successful. Arts organizations that want to submit an event for the Community Calendar can download a listing form from our website and fax or e-mail it to the Art-Reach office. If you have questions about the Community Calendar, please call Art-Reach Program Director Julie Gannaway at (215) 951-0316.

Plans for 2005 Jazz Brunch Underway

The 2005 Jazz Brunch & Silent Auction, Art-Reach's primary fundraising event, will take place in the Grand Ballroom of the Park Hyatt at the Bellevue in Philadelphia on Sunday, November 6. This year's brunch will celebrate the theme of "Latin Jazz," and in addition to wonderful jazz performances the event will feature an extensive silent auction. We will also honor a local company and an arts organization for their commitment to access.

A volunteer committee plays a key role in acquiring auction prizes and promoting the event. If you are interested in serving on the committee or volunteering the day of the event, please contact Executive Director Michael Norris at (215) 951-0316.

Program Updates



Program Director Julie Gannaway

Art-Reach welcomes **Winterthur**, an American country estate in Delaware, as our newest ticket provider. Winterthur is the former home of Henry Francis du Pont (1880-1969), an avid antiques collector and horticulturist. In the early 20th century, H. F. du Pont and his father, Henry Algernon du Pont, designed Winterthur in the spirit of 18th- and 19th-century European country houses. A visit to Winterthur will immerse you in another time and place. Rediscover America's heritage through its unparalleled collections of antiques and Americana. A limited number of \$1 passes are available to current Art-Reach member agencies on a first-come, first-served basis. For more information please contact Program Director Julie Gannaway at (215) 951-0316.

Art-Reach also welcomes **Horizon House, Mandela Program** and the **Point Breeze Performing Arts Center** as our newest member agencies.

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