



# WITHIN REACH

AN ART-REACH NEWSLETTER

ISSUE 1 • SPRING 2021



## A LOOK BACK

As you know, we're turning 35 this year! We've taken a look back at our archives and rediscovered some cool history. We've decided to relaunch an Art-Reach newsletter that began in 1989. Our founder, Joyce Burd, would send these quarterly in the mail to keep Art-Reach supporters up to date on everything happening. We liked the idea and we're taking it digital in 2021!

ART-REACH DONOR  
NEWSLETTER

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# LETTER FROM EXECUTIVE DIRECTOR

BY JOHN ORR

Dear Supporters,

Welcome to our new donor newsletter, *Within Reach*, named so because we believe the accessible world we all want is possible. Through this newsletter, I hope Art-Reach shows you all the ways we make accessibility a reality. Your support makes our work possible, and as you're about to read, we've been a little busy.

I hope you are able to support our 35th Anniversary Celebration on April 22nd as we celebrate the accessibility leaders of our region. I also hope you will keep an eye on your inbox in the coming weeks as I reach out to you regarding Art-Reach's future. Your support has given us the foundation from which we work. Despite the impact of the last 12 months, our foundation is very strong, and we are fortunate to be looking ahead to new ideas instead of looking back. I want your voice to be part of our future.

**ABOVE ALL ELSE, THANK YOU FOR PRIORITIZING ACCESSIBILITY AND EQUITY IN YOUR GIVING. WE HAVE A LOT OF WORK TO DO, BUT BECAUSE OF YOU, AN ACCESSIBLE WORLD IS...*WITHIN REACH!***

John

A poster for Art-Reach's 35th anniversary. The top half is dark blue with the Art-Reach logo (a stylized 'A' with a person icon) and the text 'Art-Reach' in white. Below that, 'CELEBRATING' in green, '35 YEARS' in large white letters, and 'OF ACCESS' in green. At the bottom, in smaller white text: 'CELEBRATE ART-REACH'S 35TH ANNIVERSARY & 2021 CULTURAL ACCESS AWARDS'. The bottom half of the poster is light gray. It contains the text 'April 22nd - 6 PM EST ONLINE' in bold, followed by 'Suggested donation of \$35'. Below that, 'RSVP online at: art-reach.org/35 or scan QR code:' with a QR code to the right.

**Art-Reach**


CELEBRATING  
**35 YEARS**  
OF ACCESS

CELEBRATE ART-REACH'S 35TH ANNIVERSARY  
& 2021 CULTURAL ACCESS AWARDS

**April 22nd - 6 PM EST  
ONLINE**

Suggested donation of \$35

RSVP online at:  
**art-reach.org/35**  
or scan QR code:



## WE'RE TURNING 35!

Celebrate our 35th Anniversary with us on April 22, 2021!

Join us online as we showcase our work over the past 35 years, highlighting the past, present, and future of the organization in a video produced by our friends at Tolsma Productions.

Hear from our Founder, Joyce Burd, our second Executive Director, Michael Norris as we share a tribute to our history. And it wouldn't be an Art-Reach event without some incredible performances and a celebration of our Cultural Access Awardees.

[Click here to RSVP and learn more!](#)

# PROGRAMMING UPDATES

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We enjoyed another busy winter at Art-Reach! Our incredible program team has been hard at work creating innovative, accessible, and educational opportunities for our participants!

## STAMP RELAUNCHES!

With support from Virginia & Harvey Kimmel, Art-Reach acquired the STAMP program in September 2020 and spent the fall getting it up and running. With fewer restrictions for museums beginning in February, Art-Reach was able to relaunch the program on February 1st.

We could not be more excited that this important program found a home at Art-Reach. Now, Philadelphia High School Students can visit over a dozen museums for free, simply by showing their student ID.

[Click here to read more about STAMP.](#)



## 2021 CONFERENCE

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We're accepting proposals for our 2021 Cultural Accessibility Conference, happening virtually this Fall! Have a great idea? We'd love to hear it!

**Submit a proposal by March 29th.**

[Click here for more details!](#)

## ACCESS IS BACK!

As museums and gardens reopen, so does our ACCESS Card! We put things on pause last March, but sales have opened back up. Have a disability or know someone who does? Get an Art-Reach ACCESS card to receive \$2 admission to 54 cultural sites.



[Click here to purchase!](#)

# STRATEGIC PLANNING

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This winter, Art-Reach began strategic planning for the next four years. Our process includes full participation from our staff, board, partners, and the people who fill our programs with their joy and excitement. I also want to hear from you and how you would like to see Art-Reach's work take shape. Just like in 2017 when we launched our Changing Perspectives plan, this plan will be innovative in its approach and defined by our communities. You are part of Art-Reach's story, and you can help determine where that story leads.

## FINANCIALS

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### FISCAL YEAR 2020

#### REVENUE

##### *Earned Revenue*

Membership: \$40,268  
Programming: \$51,103  
Consulting: \$17,144  
Investment: \$9,514

##### *Contributed Revenue*

Foundation: \$225,600  
Corporate: \$52,526  
Government: \$18,916  
Individuals: \$93,297  
Special Events: \$35,545  
In-Kind: \$470,186

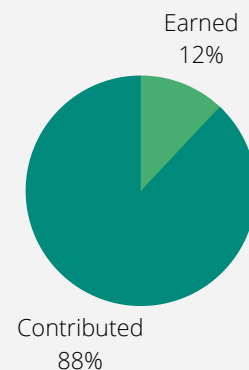
**Total Revenue: \$1,014,099**

#### EXPENSE

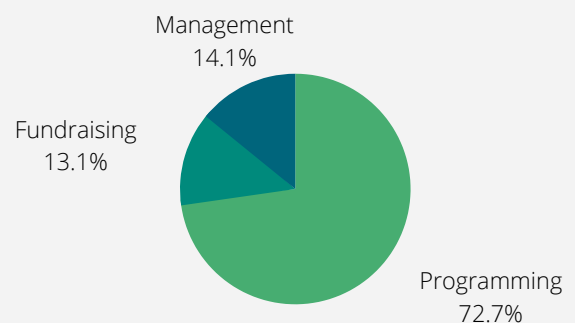
Program: \$733,921  
Management & General: \$146,298  
Fundraising: \$134,349

**Total Expense: \$1,014,568**

#### INCOME



#### EXPENSES



**SEE YOU NEXT TIME!**