



ARTS


OUR VISION
FOR THE FUTURE



ARTS lifts young people in the South County region of San Diego to become confident, compassionate, and courageous community builders through the transformative power of creativity.

www.areasontosurvive.org

OUR MISSION



To create a center for arts and culture in the borderland region that empowers individuals and families to build healthy, resilient, and equitable communities.

OUR VISION



2001

ARTS started in 2001, working with the Rady Childrens Hospital, where the focus was providing therapeutic arts to youth facing severe challenges.

2007

Pat D'Arrigo ARTS Center opens at Liberty Station, where the organization was able to offer arts education and support services for youth (elementary-high school) under the tag line "Heal. Inspire. Empower."

2012

ARTS moved into the 20,000 sq. ft. building in National city where we reside today.

2021

ARTS shifted from serving youth on clinical referral basis to a place-based focus on the South Bay, and, more specifically National City with a healing-centered approach to arts and design education for youth and young adults.



20 YEARS OF ARTS

COMMUNITY ARTS

12-week creative art and community design courses for youth in the South County region of San Diego, grades TK-12

SAN DIEGO PROMISE NEIGHBORHOOD

Multidisciplinary arts programming for youth grades TK-12, professional development for teachers/staff in Barrio Logan and San Ysidro

ARTS 4 JUSTICE

Integrated creative projects with a healing-centered engagement lens, for justice-impacted youth ages 14-19 (in partnership with the Juvenile Court and Community Schools district)

ARTS @ WORK

Internships and other work-based learning opportunities for youth ages 16-24 to explore careers, access job opportunities in the regional creative economy.

OUR PROGRAMS

22
POWERFUL
PARTNERSHIPS

- National School District
- Sweetwater Union High School District
- City of National City
- SDSU/ School of Art & Design
- Mesa College/ Museum Studies Program
- County of San Diego/ Health & Human Services Agency
- Community HousingWorks
- Comic-Con Museum
- Art of Elan
- Olivewood Gardens & Learning Center
- Balboa Art Conservation Center (BACC)
- Fleet Science Center
- 16 Weeks of STEAM (San Diego STEM Ecosystem)
- SD Promise Neighborhood
- Casa Familiar
- San Ysidro Health
- South Bay Community Services
- San Ysidro School District
- David's Harp Foundation
- SD Creative Youth Development Network
- LUX Art Insititute
- High Tech High, Chula Vista



585

HOURS OF VIRTUAL PROGRAMING



1279
ARTS CARE KITS
DISTRIBUTED



39
ARTS INTERNS,
VOLUNTEERS,
TEACHING ARTISTS &
ASSISTANTS



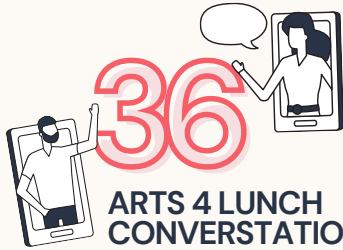
28%
EARNED REVENUE
(CONTRACTS, COMMISSIONS,
FEE-BASED SERVICES)



1283
STUDENTS
SERVED



36
ARTS 4 LUNCH
CONVERSTATIONS



ARTS@HOME



1400

WHITE RICE MEALS DISTRIBUTED

COMMUNITY IMPACT 20-21
A REASON TO SURVIVE



ARTS APPROACH TO CREATIVE YOUTH DEVELOPMENT

Arts Teaching Artists use the CYD framework to create course curriculum focused on hands-on artistic projects that provide youth with the ability to reflect and critically ask themselves the following questions:

WHAT CAN I DO?

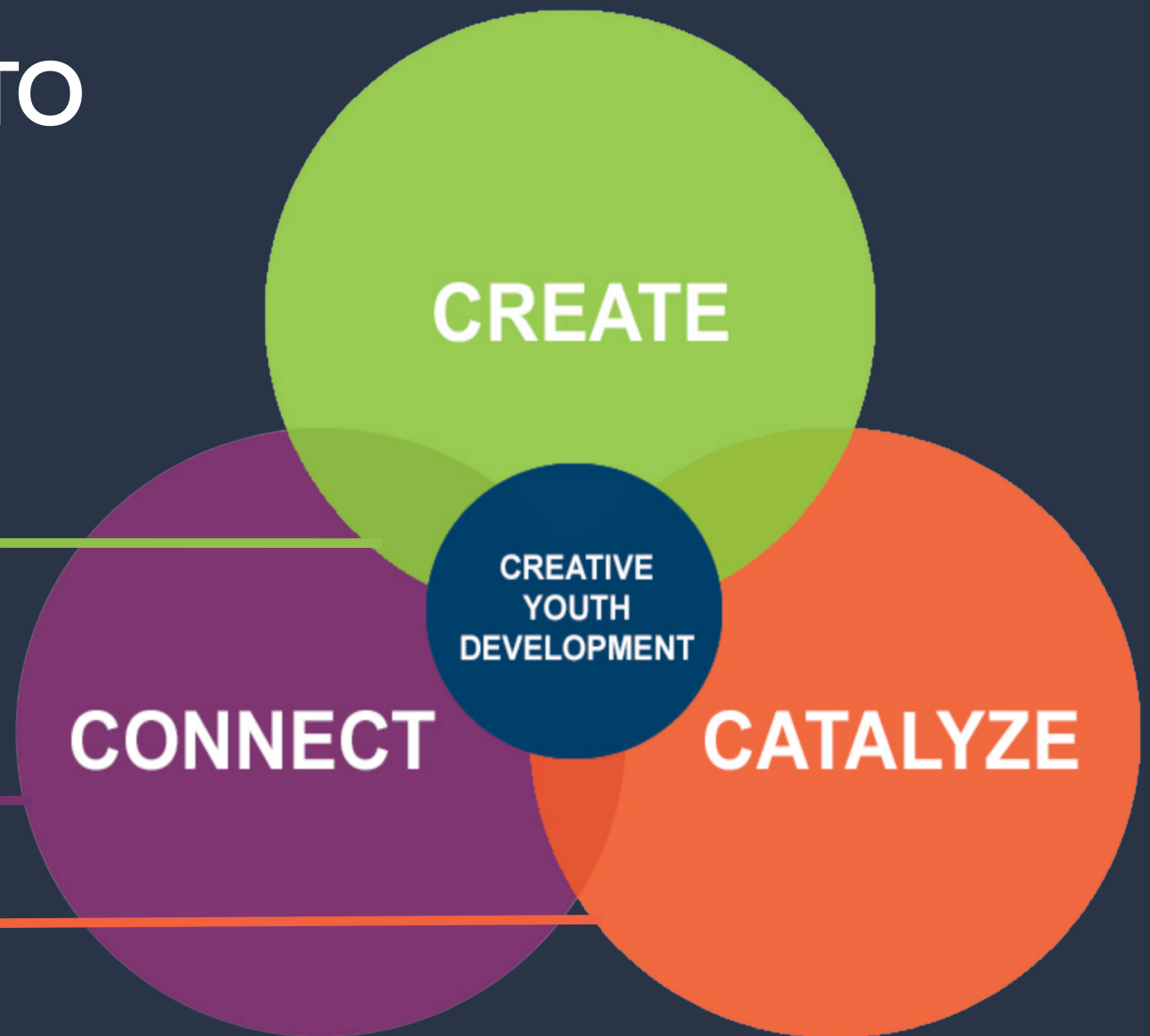
Young people develop their cognitive, creative, and artistic skills.

WHO AM I & WHERE DO I BELONG?

Young people explore and build a strong sense of self in relationship to others.

HOW CAN I CONTRIBUTE?

Young people develop their cognitive, creative, and artistic skills.



CREATIVE YOUTH DEVELOPMENT



BUILDING & CAPITAL

Engage youth, families, and community to create a community arts center that is a safe, accessible, and welcoming – ensure that the space both honors the organization’s past and looks to the future.



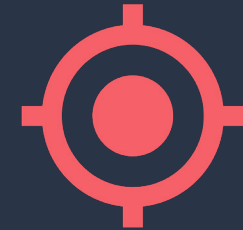
AUDIENCE & ENGAGEMENT

Become a trusted, reliable anchor institution for arts and culture for youth, families, and local stakeholders in National City and across the South County region – a champion of racial justice and equity, collective action, and amplifying youth voices.



FINANCIAL & FUNDRAISING

To support sustainable growth, transition to a financial model with 50% earned income and 50% contributed income by 2024.



PROGRAM ALIGNMENT WITH MISSION

Design and deliver high-quality, healing-centered programs and services that deepen ARTS’ commitment to creative youth development, and the organization’s engagement with the communities we serve across the South County region of San Diego.

GOALS FOR 2021 – 2024

OUR FUTURE

ARTS STAFF

CLAUDIA CENICEROS

Operations & Facilities Coordinator

CONNIE GARCIA

Communication & Design Specialist

JAMES HALLIDAY

Executive Director

YVETTE ROMAN

Lead Teaching Artist – Visual Arts

CHRIS SCHAIE

Lead Teaching Artist – Maker Workshop

NATALIA VALERDI-ROGERS

Creative Youth Development Manager

OLIMPIA VÁZQUEZ OJEDA

Program Coordinator

MARIE ZHIVAGO

Lead Teaching Artist – Media Arts

BOARD OF DIRECTORS

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Chef, Founder (Craft Meals SD, White Rice, Open Gym SD)

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CRIS SCORZA

Helena Rubenstein Chair of Education (Whitney Museum of American Art, New York)

PATRICK STEWART (TREASURER)

CEO (San Diego Public Library Foundation)

SPECIAL THANKS



ARTS 20TH ANNIVERSARY

We have a bold goal of raising \$50,000 through this campaign -- a goal we're well on our way to achieving!

Funds will go toward:

- Investing in creative arts programs for South County youth;
- Building our new Community of Care programs that integrate practices of self-care and community well-being into organizational culture and across our youth and family programs
- Revitalizing the incredible ARTS Center to transform it into center for arts and culture in the borderland region; and
- Growing our diverse, dynamic team of teaching artists and community-driven leaders.



 @areason2survive  @areason2survive

CONNECT WITH US

WWW.AREASONTOSURVIVE.ORG



**DONATE & HELP US
SPREAD THE WORD**

<https://gofund.me/d4934efa>

MESSAGE FROM OUR EXECUTIVE DIRECTOR

Founded in 2001, A Reason To Survive (ARTS) is a creative youth development nonprofit and community arts center located in National City. Our mission is to lift young people in the South County region of San Diego to become confident, compassionate, and courageous community builders through the transformative power of creativity.

Over the past two decades, ARTS has served thousands of young people through arts programming and healing-centered support services -- or as we say, meeting the needs of youth, families, and community at the intersection of creativity and care.

What do we mean by the "intersection of creativity of care"? Well, it means that our programs and services, our team and board, our approach to building partnerships and creating opportunities focus on meeting the needs of those we serve, while elevating community cohesion and well-being.

If creativity is the set of skills and interests, stories and backgrounds that we each possess, then caring is that set of qualities related to listening and noticing that connects us as a community. Where creativity and care intersect, culture lives, grows, and gets passed along. It's that rich, diverse culture that provides the foundation for health, safety, and resiliency in the community. Across all of our programs, we aspire to live at this intersection.

This year, ARTS is celebrating its 20th anniversary. We're honored and humbled at the role we've played in the lives of so many. And we're excited to see what the next twenty years has in store.

We look forward to the opportunity to work together!

Sincerely,
James Halliday



Executive Director, ARTS