



AMERICANS FOR THE ARTS

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. For more than 50 years, it has been dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Americans for the Arts is focused on four primary goals:

1. Lead and serve individuals and organizations to help build environments in which the arts and arts education thrive and contribute to more vibrant and creative communities.
2. Generate meaningful public and private sector policies and more leaders and resources for the arts and arts education.
3. Build individual awareness and appreciation of the value of the arts and arts education.
4. Ensure the operational stability of the organization and its ability to creatively respond to opportunities and challenges.

From offices in Washington, DC, and New York City, Americans for the Arts serves more than 150,000 organizational and individual members and stakeholders. Local arts agencies throughout the U.S comprise Americans for the Arts' core constituency. A variety of unique partner networks with particular interests such as public art, united arts fundraising, arts education and emerging arts leaders are also supported. Americans for the Arts also produces annual events that heighten national visibility for the arts, such as Arts Advocacy Day, the National Arts Awards, and BCA 10.

Americans for the Arts' 2010 Impact

Training arts leaders

- 1,463 practitioners from 44 states took advantage of training at Americans for the Arts' two 2010 national conferences: the Annual Convention in Baltimore, MD and the National Arts Marketing Project Conference in San Jose, CA.
- More than 540 people attended the 2010 Arts Advocacy Training.
- 1,884 leaders accessed Americans for the Arts' 19 webinars.

Information resources

- 125,729 people participated in Americans for the Arts' blog salons.
- 76,511 subscribers received Americans for the Arts' print and e-publications.
- 5,200 technical assistance requests fielded by staff for communities around the country.

Advocacy for arts support

- 51,723 messages sent by citizens for free through Americans for the Arts' Capwiz system to local, state and federal leaders.
- 73 State Arts Action partners hosted events to support arts and arts education funding in their area.
- 28 public and private leaders were recognized for their support of the arts through Americans for the Arts' Public Leadership in the Arts, National Arts Awards and BCA 10 programs.

Arts education reform

- 1,704 people downloaded Americans for the Arts' Arts Education toolkit to utilize in their community.
- 5,269 readers visited Americans for the Arts' Arts Education Blog Salon during September's Arts Education Week.
- 7.6 million households got the "Arts. Ask for More." message through Americans for the Arts' PSA campaign.

Research on arts impact

- More than 100 local communities helped us launch Americans for the Arts' newest research tool, The Local Arts Index. Findings from the Index will be released in 2012.