



AMERICAN CANYON ARTS FOUNDATION

Board of Director's Policy Manual

Mission, Vision and Values Policy

Adopted/Revised:
March 11, 2014

I. Purpose/Intent

Every organization needs to be clear regarding its mission, vision and values. These concepts define the organization and explain why that organization exists. The American Canyon Arts Foundation (ACAF) exists to support the arts and artists in American Canyon and the entire Bay Area.

II. Authority

The Board of Directors has the authority to establish policies under Article 12, Section 2 of the By-Laws, and approved/revised this policy by adopting Resolution 2014-02.

III. Policy

Section One: Mission Statement

As stated in our By-Laws, ACAF's Mission is set forth below.

The mission of ACAF shall be to maintain, enhance and support the role of the arts in American Canyon and the greater Bay Area; to familiarize the public with the recreational, cultural and economic significance of the arts; to encourage and promote local artists; and to provide financial and other assistance to the arts in our public schools.

Section Two: Vision Statement

The Vision of the American Canyon Arts Foundation is to become a vibrant, thriving art center that is self-sustaining, financially rewarding for artists and a cultural asset for the community.

Section Three: Values

The values of an organization define how that organization wants to conduct itself; they represent the principles that drive that organization. Subject to refinement by the Board, the following values are offered:

1. **Creativity:** As an organization dedicated to the arts and artists, creativity is an essential element. Creativity is needed to interpret the world around us and transfer it to a canvass, sculpture or photograph. Creativity distinguishes the arts from merely recording events and images.
2. **Collaboration:** ACAF understands that it cannot achieve its mission by itself. Rather, we must partner with civic and community groups, other art organizations and the general public if we are to be successful. Collaboration also means we learn from others, as well as use the strength and resources of others to succeed in our own endeavors. It also means we need to be prepared to extend a helping hand to our partners when they need that support.
3. **Dedication:** The history of ACAF is a story of constant struggle and perseverance. We have survived, not because we have a large following or patrons with deep pockets; rather, it has

been based on the hard work and sacrifice of our members. For years we have made it on very little, and now that we are becoming more organized and have a facility as a focal point, we need to remember that tenacity and dedication. We need to realize that dedication is a strength that will keep us in good times and bad.

4. **Service:** We are a support group for artists, but we are also a part of the community. We need to give back as much as we ask in support. Service is more than how we handle fellow artists and customers or patrons; rather, it should permeate the organization and be reflected in our dealings with other organizations and the community at large.

Section Four: Work Plan

The ACAF Board of Directors should develop a work plan that addresses our expectations over the next 2-5 years, in a number of areas, noted below. This work plan should be updated annually and reviewed on a regular basis.

1. **Governance:** This includes not only reviewing our By-Laws and Policies for any revisions or additions; but also our relationships with government, community groups and other art organizations. Governance also addresses board make-up and the mission of ACAF, and membership issues.
2. **Member Services:** This category is focused on how to make membership in ACAF appealing to artists and patrons alike. It includes the annual Open Studios program, the monthly newsletter and such services as field trips, paint-outs and art demonstrations.
3. **Community Support:** This involves our relationship with churches and community groups, the Chamber of Commerce, our public schools and the City. How we plan to work with and provide service to, the community. Specific programs include the Student Scholarship program, and working with the City's annual holiday events.
4. **Gallery Operations:** This relates to the Gallery's primary functions, such as the Fine Art Gallery, Classes, and Gift Shop. Specific issues include marketing the facility, internal operations and capital improvements.
5. **Fund Raising:** Fund raising is a critical aspect of any nonprofit. This area covers not only fund raising events (such as the Art Extravaganza or Winterfest), which may also serve to reinforce ACAF's mission, but also letter writing campaigns and the search for sponsorships. Fund raising can also include new forms of revenue, such as grants and new services that can contribute to ACAF's operations.