

“R.E.A.C.H. for Community”

Arts for Social Impact – Advocacy Framework

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The arts are desperately underutilized for social impact work -- a fact we aim to change with an advocacy framework similar to STEM, which transformed education priorities in the United States and around the world.

The R.E.A.C.H. acronym provides a simple frame to testify about power of the arts to "*Revitalize, Educate, Activate, Connect and Heal*" our communities. Please visit REACHforCommunity.org to help us tell this story.

REVITALIZE ⇒ ECONOMIC STIMULUS

Urban Development:

Artists are often the front lines of economic renaissance. A vibrant culture attracts tourism and developers, with benefits for all sectors. Artists in disinvested areas recognize both the power of the arts for urban revitalization, and the responsibility to ensure that the process is accomplished *with* local community stakeholders, rather than at the expense and displacement of them.

Creative Economy:

1 in 6 jobs in LA comes from the creative economy. This must be recognized and invested in, as seriously as any other sector of the economy. In addition to increased public funding, we envision the development of a permanent funding base for arts & culture: from social enterprises, and other community-oriented business.

EDUCATE ⇒ EMPOWERING EDUCATION

Arts Integration:

If we want to be effective educators, we need get the arts out of a disconnected silo in education. We need our schools to teach science, math, engineering, technology...with the toolbox artists bring to the table. We need to change STEM to STEAM.

Arts integration has been proven to raise academic standards, increasing retention of material, attendance, and enthusiasm for education. As initiatives like Turnaround Arts have proven, the arts dramatically reduce dropout rates and increase student success in any field by developing their creative capacities. It's time to turn the page and support pedagogy that works.

Arts Education:

By investing in the education of the next generation of arts practitioners, we ensure that every other social impact goal of this framework is possible. We also recognize that the arts are invaluable to developing the creativity and confidence crucial to any career our students pursue.

ACTIVATE ⇒ CIVIC ENGAGEMENT

The arts are uniquely effective at fostering dialogue, inspiring collective action and increasing civic responsibility. We aim to create vibrant, creative commons, which provoke democratic participation.

CONNECT ⇒ COMMUNITY BRIDGING

The arts can bond homogenous communities, but they can also purposefully build bridges between diverse communities - religious, ethnic, economic, and beyond. This is the impact of cultural exchange: events that celebrate divergent experiences and help us build safer, more compassionate cities.

HEAL ⇒ ARTS FOR RECOVERY

The arts are proven to be effective for recovery from abuse and trauma, for addiction treatment, to reduce crime and recidivism with diversion and reentry programs, to help dementia patients, autistic youth and for countless other applications. Mental and physical health benefits are myriad and substantial. They must be recognized and utilized.