

Molly Pierce

AAD 610

November 22, 2016

BuildaBridge Case Study Analysis

Part I – Environmental Scan

BuildaBridge (BB) is a non-profit 501(c)3 arts education and intervention organization whose mission and dedication is to engage creative people and the transformative power of art making to bring hope and healing to children, families, and communities in the contexts of crisis and poverty. These services take place in communities in the tough places of Philadelphia and the world through direct arts-integrated interventions and cross-cultural services.

I. Economic Scan

BuildaBridge was founded in 1997 and has grown in its support and partners. Nearly 1,700 arts and community workers have been trained through the Institute and 1,320 volunteers providing over 106,000 hours of service. BuildaBridge now partners with approximately 23 local, national and international organizations.

BuildaBridge receives more than \$400,000 in the budget years 2013-2014. Approximately \$15,000 comes from Foundations, \$13,000 from Corporations, Government Grants \$27,000, and church or other outside agencies, such as Unicef, nearly \$90,000.

BuildaBridge has a strong history for financial support. Their income to expenses ratio is 1:1. Reviewing the Financial snapshot for the last 7 years, shows a steady gain in revenue and jump in expenses from the year 2010 – 2011 with the expenses and revenue of approximately \$400,000 at it's peak in 2011 and slight decline for the following 3 years.

A percentage breakdown of revenue for the BuildaBridge organization is as follows:

• Contributions	9%
• Program Income	36%
• Trip Income	4%
• In-Kind Contributions	22%
• Grant Income	25%
• Registration/Rentals	4%
• Net assets released from restrictions	19%

II. Demographic Scan

BuildaBridge engages the arts to bridge barriers of race, class, and ethnicity and to impact a child's academic, social, artistic, and character development. BuildaBridge developed direct service programs that have made the arts accessible to underserved populations. There are 3 distinctive programs that BuildaBridge serves.

1. Community Programs - serves children and family members living in impoverished areas of the Philadelphia community by offering after school programs, evening classes, and summer camps. The focus of the Arts intervention program is to bring about healing and hope from trauma and abuse.
2. Institute – is a research and training academy to prepare artists, youth workers, community and congregational leaders, teachers, social service professionals who want to integrate the arts in community-based service. Professional leaders and volunteers come from around the world to gain knowledge and skills to develop this program in their communities.
3. International Program – organizes, leads, and provides overseas service opportunities for sustainable arts relief interventions and restoration/trainings for those communities affected by cultural and religious conflicts, environmental catastrophe, poverty, illness and social

injustice. International teams have served communities in Columbia, Dominican Republic, Kenya, Haiti and Nicaragua.

The per capita income for the city of Philadelphia was \$16,509. 22.9% of the population and 18.4% of families were below the poverty line. BuildaBridge provides their programs in collaborative partnering with those communities and schools servicing this population.

II. Cultural Scan

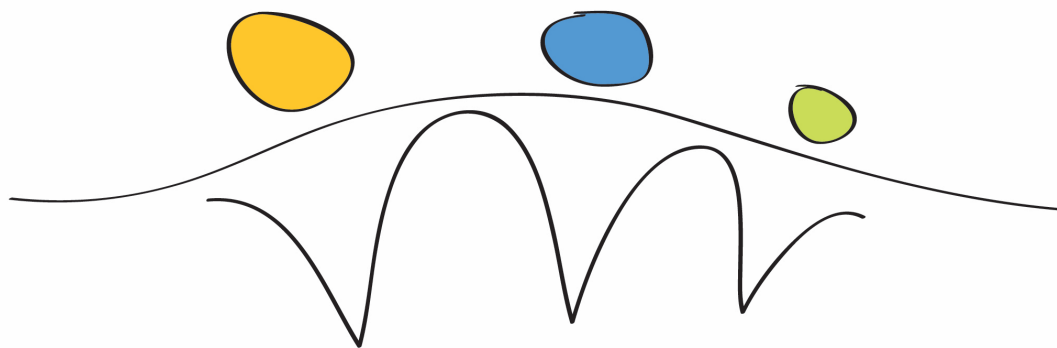
The co-founders purchased the Caroline Karsner Historic Mansion in February, 2003 to host the offices for BuildaBridge. It is located in the historic Germantown neighborhood of Philadelphia, 20 minutes from the city center. BuildaBridge has two full time staff members and 1 part-time staff member, 11 contracted part-time employees, several seasonal employees and 10 volunteers. Staff members consist of therapists, artists, counselors, and teachers. Volunteers are often Graduate students from Eastern University's Urban Studies Program. BuildaBridge has a 13-member board of diverse backgrounds plus the two founding directors who are university colleagues.

The social values of the organization are reflected in their mission "for bringing hope and healing to vulnerable children, families and communities in tough places of Philadelphia and the world through direct arts-integrated interventions and cross-cultural services". Their focus is to address the whole child, nurture the creative spirit of all individuals, and develop curiosity for learning and innovation. opportunities for volunteering and sacrifice, sustaining long term relationships, crossing boundaries to build communities, and speaking blessings to all participants. The organization's programs consist of these principals in all activities; child focused and arts integrated, relational, holistic and collaborative, purposeful and intentional, restorative, contextual, hope infused, and trauma informed. Their programs are primarily through the visual and performing arts using expression of these art forms for healing of trauma and stress, but also teaching the aesthetic and pleasing nature of the arts. BuildaBridge also works in collaboration with global communities teaching local staff to work with suffering populations within their communities. BuildaBridge has a website and blog.

III. Other Environmental Elements

BuildaBridge International is the third branch of the organization. BuildaBridge has grown and developed programs that organizes, leads, and provides overseas services and trainings for communities affected by cultural and religious conflicts, environmental catastrophe, poverty, illness and social injustice. Through the volunteer service programs and education through the Institute, BuildaBridge has developed international teams that serve their local communities in Columbia, Dominican Republic, Kenya, Haiti and Nicaragua.

Part II – SWOC Analysis



BuildaBridge

	Strengths	Weaknesses	Opportunities	Challenges
Cultural Product	BuildaBridge (BB) is a very strong charitable organization that has been around for nearly 20 years in Philadelphia	There is such a need and BB has grown substantially in past 7 years. A	Creating trainings and support for other cities within the	Finding individuals and organizations interested in

	and has expanded internationally to 6 countries. BB has developed several after school and summer camps of Art and Science learning with positive results of changing lives, improving knowledge, and self understanding of youths within Philadelphia.	weakness could be on efforts to reach out and create more trainings to empower communities in developing similar programs within the US.	United States to develop similar programs in their communities to empower children and healing through the arts.	developing similar arts-based trauma healing programs and spreading the invitation for training to other cities in the US.
Pricing	Pricing for participation in the Institute costs \$650 for all course work, textbooks and supplies for a 5-day intensive training. The money from the Institute trainings is part of the revenue funds for the BuildaBridge organization. The community programs cost to participate and scholarships are available to the participants.	The cost for a 4 week Artology class can run \$900-\$1200. BuildaBridge has substantial financial contributions from grants and individual donors that help with scholarships. The cost could discourage some families from looking into their programs.	Creates the motivation to seek ongoing donations and contributions to develop a scholarship program so not to turn any students away.	Having the funding for ongoing programs that show success in the impoverished population especially when economy falls.
Place (Access)	BuildaBridge partners with the community to provide space for programs within schools, shelters,	BuildaBridge provides the staff and supplies to these	Opportunities for creating access to BuildaBridge may be through	Challenges that may occur could be within the space, maybe

	transitional homes, religious congregations and community centers.	communities within their location. A challenge could be for advertising or having a physical space that lets the community know who they are.	creating posters or signs that can be put up within the community locations bringing awareness to the organization of BuildaBridge.	not a large enough space if classes grow.
Promotional Efforts	BuildaBridge partners with lots of local organizations within the community. Their main website gives lots of information about programs. They have a blog and Facebook that has information and links to all the programs.	There is only 3 paid staff members who oversee buildabridge. They have a lot of programs and outreach. The main source for promotional efforts is through partnerships and collaboration with other organizations. I had a hard time finding costs of programs within the blog.	Continued opportunities for promotional efforts within the use of technology and spreading the word. Lots of partnerships, internships and volunteer opportunities. BuildaBridge's founders work at a local University and have many Graduate Students learning and then able to spread the word of this program to their communities.	Growth and development of the organization has increased. It seems like a lot of work for promotion for BB's small paid staff.

Part III – Audience Analysis

BuildaBridge has grown over the past 20 years and expanded its areas of focus to include expanding its community programs to include refugee programs, Art and Science summer camps, afterschool trauma informed art making classes, and International relief arts programs. There is an ongoing audience that BuildaBridge serves being children and families in underserved populations of Philadelphia. Children from grades K-12 participate in age appropriate classes/camps. The Refugee programs are for children and families that have moved into the Philadelphia area and funding through Grants helps their efforts to support this new outreach program.

A thought I have to provide focus future efforts for BuildaBridge would be in their educational opportunities to teach leaders from other cities to bring back to their communities this successful program. For those participating, the annual Institution (in its 15th year) is an invaluable training experience for these leaders. They currently have attracted 85 professionals in this field and now have partnered with Urban Studies Department at Eastern University to offer a Master's Degree in Urban Studies: Community Arts Concentration. It seems that the success of BuildaBridge could then be expanded through trainings throughout the US with the help of the 85 professionals to spread the work to help our own in the US struggling with poverty and access to art and trauma healing programs.

Works Sited

<http://www.buildabridge.org>

<http://www.guidestar.org/buildabridge>

<https://www.facebook.com/HeyBuildaBridge/>