

THEORY OF CHANGE: ARTS PRESENTATION AND ART MAKING STRATEGY

Goal: Ensure people across the Philadelphia region benefit from high-quality, inclusive, and relevant arts and culture experiences that expand perspectives, cultivate joy, and build community and are created by a knowledgeable and innovative arts and culture sector.

WILLIAM PENN FOUNDATION ACTIVITIES

Programming

- Projects that create high-quality arts and culture experiences that are intentionally designed to engage and benefit a community or audience.

Strengthening the Sector

- Knowledge- and network-building work that strengthens and advocates for an arts and culture sector that is adept at using inclusive, equitable, community-informed programming practices.

[Click here](#) to review the Arts Presentation and Art Making Decision-Making Framework for selection criteria.

INTERMEDIATE OUTCOMES

For Project Participants

- Access to high-quality, inclusive, and relevant arts and culture experiences.
- Benefits such as:
 - » experiencing joy and beauty;
 - » affirming cultural or community identity;
 - » a deeper sense of belonging in the region;
 - » strengthened connections with others (including artists);
 - » a greater understanding of and appreciation for other cultural or community identities and experiences.

For Grantees

- Greater understanding of the communities they seek to engage — including their assets and challenges— and stronger connections with community leaders and members.
- Increased skills and knowledge of programming best practices to engage and build relationships with communities, with a focus on communities of color and/or economically vulnerable communities.

For Sector

- Research, evaluation, and data that help organizations of different sizes, disciplines, and histories and other stakeholders throughout the sector improve programming practices.
- Tools needed to communicate about the social impact of arts and culture.
- More inclusive and equitable job opportunities for artists and other creative workers, especially those from communities of color, economically vulnerable communities, and/or other historically marginalized groups.

LONG-TERM OUTCOMES

- Organizations and artists in the Philadelphia region adopt practices to regularly and consistently create programming that is accessible, welcoming, and relevant to the communities they hope to engage..
- Communities of color, economically vulnerable communities, and other historically marginalized groups feel that a wide range of high-quality arts and culture programming is accessible, welcoming, and reflective of their identities, experiences, and interests.
- People across the Philadelphia region come together to participate in the building of vibrant, creative, and just communities.
- Communities throughout the Philadelphia region see local arts and culture organizations as essential to their social, economic, and civic well-being.
- Work that benefits communities of color and economically vulnerable communities and/or organizations led by people of color receive an increased proportion of all arts and culture funding across the Philadelphia region.