

Mary Staplin- Calendar, Season Brochure, Project Overview/Budget

Yolanda Pauly- SWOT Analysis, Scholarly Article Summary, Capital Campaign Drive

Bailey Magnuson-Marketing Plan/Visual Material, Budget for a Fiscal Year, SWOT Analysis, Funding Strategy/Business Plan

Kathryn Fritz- Social Media Plan, Sample Website, Grant Proposal and Research, Acquiring Resources, and first Position on Salary

### The Phoenix Project

#### ***Organizational Overview:***

The Phoenix Project is an organization that supports women who have experienced traumatic events or moments of struggle through art. Our mission is to give women in need a creative outlet where they can build community, empower themselves, and express feelings in a healthy way. There are many negative effects and feelings of isolation that can result from situations such as sexual assault, homelessness, financial instability, and mental health issues. These women often do not have an outlet to express themselves and heal, especially if they lack financial resources, so this organization seeks to fill that hole, becoming the outlet for women in need.

Some short-term goals include engaging with three women's shelters, evaluating effectiveness through qualitative and quantitative assessments, gaining funding or grants, cementing a group of semi-permanent staff and volunteers who will run the organization, and putting on a successful, impactful, and quality annual sharing. We also want to advertise our organization to the general community so that those who would benefit from The Phoenix Project, but who may not be living at one of the shelters we engage with, can still know about, and come to the workshops held at the shelters. A goal that accompanies this would be

establishing a transportation system where volunteers give rides to those who need to get to the shelters.

For long-term goals, a smaller one includes expanding the reach of women who we can have a positive, lasting impact on by increasing the number of shelters we engage with to ten. The main long-term goal of our organization is to establish a physical location to house both administration and programming. Workshops where staff go to women's shelters would still be an aspect of programming to reach more people and involve them in a comfortable way, however the main programming would take place at the physical location where there would be even more spaces and opportunities for creativity. Although some workshops already take place at Cretin-Durham Hall who donate their space to us, having our own location is ideal. Other programs that may be added along with this physical location would be counseling groups and therapists, emergency beds and living spaces, and a 24/7 call system where women can call whenever they need community assistance. Adding a physical location would also entail establishing a transportation system to get women to the physical location.

Creativity and art are vital aspects of humanity and healing, yet they are often initially ignored in programs to help people out of traumatic events, mental health issues, and financial and housing insecurity. The Phoenix Project fills this current gap allowing people to experience healing, expression, and community through visual art, dance, music, and songwriting.

Mission Statement: At the Phoenix Project, we are devoted to giving women in need a creative outlet where they can build community, empower themselves, and express feelings in a healthy way.

## ***Funding Strategy/ Business Plan***

### **A) Company Profile/ Services Offered:**

We exist to offer artistic outlets for women struggling with trauma, current life crisis, mental health etc.. through dance, visual art, and music including songwriting, vocal, and instrumental as allowed by funding and available materials at Cretin-Derham Hall. We currently hold these workshops at three women's shelters, but looking forward to our long term goals we plan to obtain a home base eventually. In culmination of the workshops women take part in through the Phoenix Project, we have an annual sharing at Creator's Space in St. Paul to share the art, and raise awareness for the Phoenix Project. We also raise awareness for our mission via our Phoenix Project website. Our target audience for programming is disadvantaged women; sexual assault survivors, domestic violence survivors, and those struggling financially or with mental health issues.

Our target audience for funding however is middle aged women who would continue contributing for several years, and/or would connect with the artists, and anyone who comes to our performances, people who care about expression through art, and people who care about social issues. We also hope to find a political sponsor who advocates for women's wellbeing, affordable housing, mental health etc..

Our current resources include volunteers, who help us build momentum and bring energy and wider access to our organization in terms of women who find the Phoenix Project, and in terms of our connections with local businesses and partners, beyond what we could do on our

own. Also, our small group of dedicated staff, and contributed/discounted art materials, promotional efforts and spaces.

### *B) Acquiring Resources:*

Our main source of financial rewards will derive from grants and donations. The grant applied for was the Minnesota State Arts Board's Arts Access program, which we requested \$45,000 from. This grant will supply artistic supplies, allow for a transportation system, rentals of performance facilities, and compensation for artists. Some other grants that our organization is eligible for include the Andrew W. Mellon Foundation, which seeks to build communities through empowering arts organizations, and the Bernard Osher Foundation, which accepts applications from educational and social service arts organizations. Outlined in our social media plan, we plan on attaining donors through social platforms like Instagram, Facebook, Twitter, and YouTube. On our website, our audience can sign up to receive monthly newsletters (so engagement with our potential donors is perpetuated). In terms of earned income our website provides merchandise (sweatshirts, water bottles, and tote bags) that our participants and donors can purchase; all profit from the merchandise will be donated to the operations of the organization. Because our performances and sharings should serve as educational events and awareness, admission tickets will operate as "pay as you can."

For additional resources, we will collaborate with Cretin-Derham High School for borrowing space and materials for workshops (like the ceramics room and instruments). Our organization can also partner with the students in their National Honor Society to create supply drives for arts materials and instruments and pianos, drums/ percussion sets, electric guitars and microphones can be borrowed through the school. We could also reach out to Wet Paint, an art business in St. Paul, and negotiate discounts on orders of art supplies.



*C) First Position on Salary:*

The first position we plan on putting on salary is the executive director since they are leading the organization. The executive director for the Phoenix Project will oversee all operations of the project, communicate and initiate partnerships with women's shelters in St. Paul, and will work with the artistic director to develop new programs and carry out annual sharings. The executive director will also play a key role in managing the rest of the team, the board, employees, and volunteers. As the top position, it only makes sense that the ED is the first worker to be compensated.

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Additional Material and Information

***Sample Budget for Fiscal Year:***

[Phoenix Project Sample Budget for Fiscal Year - Google Sheets](#)

***Grant Proposal and Research:***

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74460- FY 2022 Arts Access  
Minnesota State Arts Board: Arts Access

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Applicant Information

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Primary Contact:

Legal Name:	Kathryn	Bruette	Fritz
	First Name	Middle Name	Last Name

City: St. Paul

Organization Information:

Legal Name: The Phoenix Project

City: St. Paul

## Introduction

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Applicant Organization or Individual: Arts Organization

Applicant or Project Classification: Education, Service, Outreach

Total Annual Operating Expenses: —

Enter total organizational staff full-time equivalents (FTE): —

Public Statement: The Phoenix Project partners with local women's shelters to provide individuals artistic outlets to promote healing and empowerment.

## Outcomes

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Outcomes for the: Arts Access Program

Applicant's Outcomes: Female survivors of sexual assault, domestic abuse, and other disadvantaged women will gain greater opportunity to artistic outlets and arts education.

How will the applicant's outcome be evaluated? A series of qualitative and quantitative surveys will be evaluated to analyze the success of the Phoenix Project's programs. Participants and arts educators will complete surveys prior to and post workshops conducted at the shelters to reflect on the therapeutic qualities of the organization.

Arts Board Program Outcome: The Minnesota State Arts Board will benefit from greater connections with arts organizations serving underserved communities as Minnesotans will feel they have authentic relations to the grantee.

## Narrative

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Applicant Background:

Dear Members of the Evaluating Committee,

Launched in 2022, the Phoenix Project is a nonprofit arts organization operating under 501(c)3 status. The Phoenix Project is devoted to providing artistic opportunities for women who are survivors of sexual assault, domestic abuse, and/or are living in women's shelters, and yielding a space for empowerment and emotional healing. The Phoenix Project supplies its services for individual's at women's shelters located in St. Paul.

We are greatly appreciative and inspired by the work of women's shelters in housing women in dangerous or disadvantaged situations and partner with them to elevate the experience in empowering them and assisting them in getting back on their feet. The effectiveness of arts therapy in facilitating recovery has been proven successful, especially with people that have (or are encountering) instances of sexual trauma. The arts can support participants in reconnecting with their bodies, as most victims of sexual trauma experience dissociative and personality splitting symptoms. This form of therapy can also help express anxieties, rage, and even minimize the effects of PTSD by relaxing the brain.

#### Project Description:

Each shelter we partner with will have a weekly workshop led by artists; these high quality workshops cover a multitude of artistic grounds including dance, music and songwriting, and other forms of visual arts. Because we believe in our participants paving their own paths towards healing and empowerment, as the year progresses, participants drawn to certain mediums can choose to anchor their creative needs in that area. Participants will have their work showcased in performances and fundraisers that advocate for sexual abuse education and how to detect the warning signs of abusive relationships. (Explained more thoroughly below) We are working to contrive a transportation service that allows women, not located at the shelters, to participate regardless.

#### Commitment To and From the Community

The National Domestic Violence Hotline says that 1 in 4 women ages 18+ in the US have been victims of "severe physical violence by an intimate partner in their lifetime" and every 68 seconds, someone in the US is sexually assaulted. Additionally, the risk for developing PTSD, depression, self-harm disorders, substance abuse disorders, and suicidal thoughts are significantly increased. The chances of being a victim of domestic violence or sexual assault are at an all time high, which make it critical to collaborate with individuals in womens shelters and support them during their journey in the reclamation of their lives.

A supply of 45,000 dollars will aid the Phoenix Project in attaining artistic supplies, transportation services, financial cushioning in performance centers, and compensation for artists. For our workshops to achieve their top performance, greater access to supplies is remarkably important as our number of participants grows. Artistic supplies would include, but

are not limited to, rentals for a variety of different instruments, paper, paints, pencils, canvases, etc. Furthermore, we understand that not all targets of our mission will be located at the women's shelters that we are partnering with, which is why it is one of our organizational goals to implement transportation services. Women who would like to take part in our workshops should be able to, regardless of their housing situation. Transportation services would consist of volunteer drivers who are able to pick up aspiring participants. Also, we believe that the dedication towards using the arts as a remedy for trauma should be showcased and can serve as excellent opportunities for sexual abuse education, however, this is not possible without a formal center to host the event. If we are fortunate enough to receive this grant, we will be capable of investing in this facility. Lastly, we ask for aid in supplying our artists with proper compensation for serving as mentors and educators towards the participants.

#### Project Administration

Mary Staplin: Executive Director/ Program Coordinator- oversees administrative decisions and general functions of the organization, communicates and collaborates with women's shelters in St. Paul. Yolanda Pauly: Participant Coordinator/ Artistic Director- takes head of artistic direction and works with participants in dance. Bailey Magnuson: Bookkeeper/ Board Treasurer/ Participant Coordinator- manages financial aspects of the organization and works with participants in theatrical/ musical areas. Kathryn Fritz: Marketing Coordinator/ Events Manager: facilitates marketing and advertorial facets of the mission.

The marketing team will advertise performances, dates of workshops, educational presentations, and additional meetings with women's shelters. Ads and flyers will be posted around the cities and in local businesses. Social media platforms such as Facebook, YouTube, Instagram, Twitter, and TikTok will be used to broadcast organizational announcements and important dates. Newsletters will be sent out monthly for participants who sign up for current news and information regarding the Phoenix Project. Founders and employees of the Program will be presented with business cards that they will be able to hand out.

The Executive Director and Treasurer have collaborated in the fabrication of the budget form to assuredly lay out the breakdown of expenses and income. Ticket sales, as well as, organizational merchandise will be sold and used as earned income.

#### Evaluation and Assessment

Qualitative and quantitative data will be used to evaluate the success of our program's mission through a series of surveys by participants and artists. These surveys will assess the number of participants and their participation throughout a fiscal year, participants will be led through a section of self-reflection to analyze the therapeutic qualities and new-found confidence fostered by the workshops, and general assessments of the program's structure and rigidity. The results of

these surveys will be used to better the program and anticipate future participation and progress of participants.

At the Phoenix Project, art is used to nurture a sense of empowerment and emotional restoration for individuals at women's shelters or victims of sexual trauma. Through one workshop at a time, our organization enables women to reconnect with their bodies and selves, much like the transformative nature and origin of the phoenix bird. A grant of 45,000 dollars will hasten the expedition of our mission by providing us with materials and resources that will enhance the experience of our workshops. Until then, we will be hopefully awaiting your decision,

Thank you for your time and consideration,

The Phoenix Project

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#### Grant Research:

The Minnesota State Arts Board is an organization that assists nonprofit arts organizations in carrying out their missions of using arts as a way to unify communities, brighten lives of Minnesotans, tell stories and illustrate narratives, and illuminate voices of creators. The MSAB supplies a variety of different grants that organizations or individual artists can apply for – the one chosen for the Phoenix Project was the “Arts Access”. The Arts Access projects gives grants to help nonprofit arts organizations serve historically deprived art communities and encourage engagement within these identified groups. Because many of the women we would be working with are in disadvantaged situations and are primarily living in women's shelters, they have little access to creative outlets and resources. At that point in their lives, these women are simply searching for a safe haven and a shield from their conflicts.

The Arts Access Project's grants range from 5,000-75,000 dollars, though we applied for 45,000. The website provides an outline of the steps when applying for the grant and examples of grant applications that have previously been accepted. The grant proposal above relatively replicates the format of those example grant applications, which is why the narrative is broken down into several different pieces (Ex: project description, Project Administration, Commitment to and from the Community, Evaluation and Assessment, etc).

The Eligibility document lists the following requirements: the organization must be “a section 501(c)(3) tax-exempt arts producing, arts presenting, or artist service organization, an affiliated arts presenting or producing organization, hosted within a Minnesota 501(c)(3) tax-exempt institution or public institution, that meets all requirements of an arts affiliate, [or] an unincorporated Minnesota arts producing, arts presenting, or artist service group that has

a written agreement with a Minnesota 501(c)(3) tax-exempt or governmental unit fiscal sponsor.” Additionally, the organization must be located in Minnesota and serve Minneostans, and have (at minimum) one paid employee.

<http://www.arts.state.mn.us/grants/machf-aa.htm>

### ***The Phoenix Project: Annual Sharing***

#### ***Project Overview:***

The Phoenix Project's Annual Sharing is meant to demonstrate the culmination of all the work and growth that has been done by the women involved in our programming. It always follows a specific theme that the art is shaped around and influenced by. This sharing also highlights collaboration between art forms; the choreography, music composition, and visual art all influence one another. For example, an artist may make a painting based off of the year's theme that influences the music, which then is the inspiration for choreography. The specifics and order of how these different elements affect and influence each other is not strictly defined in order to allow for true flexibility, creativity, and co-collaboration between the women. The work for these sharings is always created on Fridays with the guidance of one of the workshop leaders at Cretin-Durham Hall. This also helps to build further community, another aspect of the Phoenix Project's mission.

The sharing occurs in Creator's Space in St. Paul, Minnesota. The sharing will involve the display of visual art as well as dance and music performances done in collaboration with each other as well as separately. This venue has a gallery space where the art can be displayed, 'The Flow Studio' which provides good space for dance, and many other common spaces. In these other common spaces there are opportunities for education about some of the issues that the women in our programming face through informational talks and provided brochures. The common spaces could also be used for additional musical performances.

This project is a necessary part of our programming in order for The Phoenix Project to have the most possible impact. Although our regular workshops are extremely important and effective, creating something for a specific final event and audience can make the process so much more rewarding. Creation for the sake of creation is still highly valued and encouraged at the Phoenix Project, we just also recognize the sense of pride and value that comes from presenting a final piece of art, so we hold this sharing in the hopes that some of the women we serve can experience those feelings of accomplishment.

The focus of this sharing or project is on further supporting the women using our services, however it is another great outlet to fundraise, educate, and spread our mission and presence in the community. By having the option to donate at this event and 'pay as you can', we will be able to raise more funds that can be used to give women more opportunities for creative expression. Additionally, by having these events, our presence in the community will be stronger, and through having the organization more widely known, more women can come to us for

support and creative opportunities. We are able to significantly increase our impact on the community and the women we serve by having this annual sharing.

***Project Budget:***

Technology	Speakers and microphones for the musicians	215
Costumes	Clothing for the dancers to wear	115
Venue rental	Payment to use Creator's Space (discount given due to non-profit status)	200
Transportation	Covering gas costs for transporting the women to the venue	50
Printing and other general supplies	Printing for educational materials to be presented.	20
		600

***SWOT Analysis:***

Strengths

- The way of using art
- Non traditional approach
- The importance of the issue; what we are helping women come out from and find strength after
- Women's shelters and the way our organization lends itself to partnership with women's shelters,

Weaknesses

- No home base
- Smaller staff

Opportunities

- Connecting with shelters
- Inviting and connecting a variety, and potentially growing variety of artists to work in their craft in a meaningful, impactful way and environment
- Long term goals

- Opportunity to connect and bring people together, and help make a big impact on individuals as they find healing and strong growth

#### Threats

- Loss of funding over time, due to less opportunity to apply for new grants/funders, potential inability to reapply for previously awarded grants and keep our organization/project running, or due to federal and/or local economic challenge
- Politics

#### ***Calendar :***

#### Location Information:

Shelters: Eagle's Nest (Tuesday), Micah House (Wednesday), Women's Advocates (Thursday)

Meeting locations: Cretin-Derham Hall (can also serve as a place for workshops if special resources or space is needed)

Sharing location: Creator's Corner

**Note about weekly workshops:** The guest artists will lead the women through exercises and activities to teach them how to do a certain discipline, but also provide materials and guidance for more individual artistic endeavors (especially as the year progresses) **Weekly workshops are all 7:00pm-8:00pm**

**Base weekly schedule:** Monday: Staff Meeting, Tuesday: Eagle's Nest, Wednesday: Micah House, Thursday: Women's Advocates, Friday: Cretin-Durham Hall (free creative/collaboration time for annual sharing, starting February 17th).

- Week of August 8th-12th
  - August 8th: All staff meeting to lay out the general groundwork of the year and delegate tasks for initial set up of the season's activities.
  - Get in contact with shelters to confirm workshop times for the year
  - Buy starting materials for workshops (paints, paper, writing utensils, etc)
- August 13th: Volunteer meeting and training. Connect with all of the signed up volunteers to discuss possible jobs, communication, the sign up system, and how to best engage with the women participating in the workshops.
- August 15th: Staff meeting, confirm artist schedule for the workshops
- August 16th: One staff member and volunteers create and put up posters within shelters to advertise our services.
- August 22nd: Staff meeting (**these staff meetings continue weekly every monday unless stated otherwise-** for significant meetings they will be listed and relevant tasks for the meeting will be listed)
- August 29th: FINAL staff meeting before regular programming begins. This meeting also includes guest artists who will be leading workshops.
- Week of September 5th-9th: VISUAL ART (making collages)
  - Monday September 5th: No staff meeting (labor day)
- Week of September 12th-16th: DANCE(modern lesson)
- Week of September 19th-23rd: MUSIC (learning to read music )
- Week of September 26th-30th: VISUAL ART (making collages)
- Week of October 3rd-7th: DANCE (modern lesson)
  - Monday Staff Meeting: Discussions should be had with Creator's Space during this week to cement space rental (with a discount) for both the gala and annual sharing.
- Week of October 10th-14th: MUSIC (learning to read music)
- Week of October 17th-21th: VISUAL ART (drawing lesson)
- Week of October 24th-28th: DANCE (modern lesson)



- Week of October 31th-November 4th: MUSIC (singing lesson)
- Week of November 7th-11th: VISUAL ART (drawing lesson)
  - Tuesday November 8th: ELECTION DAY: Volunteers drive women to the polls if they are in need of transportation
- Week of November 14th-18th: DANCE (contemporary lesson)
- Week of November 21th-25th: NO PHOENIX PROJECT EVENTS: THANKSGIVING
- Week of November 28th-December 2st: VISUAL ART (painting)
- Week of December 5th-9th: DANCE (contemporary lesson)
- Week of December 12th-16th: MUSIC (singing lesson)
- Week of December 19th-23rd: VISUAL ART (painting)
- December 24th-January 5th: NO PHOENIX PROJECT MEETINGS OR WORKSHOPS
- Week of January 9th-13th: DANCE (guided improvisation)
  - Preparations should start to be made for catering, decorations, advertisements, and other miscellaneous tasks needed for the gala.
- Week of January 16th-20th: MUSIC (instrumentation basic lesson/experimentation at Cretin-Durham Hall)
- Week of January 23rd-27th: VISUAL ART (sculpting- at Cretin-Durham)
- Week of January 30th-February 3nd: DANCE (guided improvisation)
- Week of February 6th-10th: MUSIC (instrumentation basic lesson/experimentation at Cretin-Durham Hall)
- AFTER THIS POINT there will be general workshops for collaboration between the women from different shelters. Every Friday at the usual workshop time (7:00-8:00pm) there will be free time for the women from different shelters and who are focused on different creative disciplines to collaborate with the guidance of a workshop leader (this leader will rotate each week) with the goal of creating work for the final sharing. These workshops will be held at Cretin-Durham Hall; if needed volunteers will provide transportation.
- Week of February 13th-17th: VISUAL ART (prompt based drawing activity)
- Week of February 20th-24th: DANCE (introductory lesson to choreography)
  - Finalize preparations for the gala such as catering, decorations, space use, volunteer availability, etc. during this week. Discuss this during the staff meeting on Monday.
  - From this point until the gala special attention should be placed on advertising through social media, newsletters, etc.
- Week of February 27th-March 3rd: MUSIC (poetry writing- introduction to songwriting)
  - Monday Staff Meeting: Plan a detailed schedule for March 7th and all the preparations for the gala, as well as assigning tasks.
- Week of March 6th-10th: VISUAL ART (prompt based drawing activity)
  - Monday Staff Meeting: Review the schedule for the preparations and events for the Phoenix Rising Gala.
  - Tuesday March 7th: Phoenix Rising Gala (Count the number of attendees)
  - Wednesday March 8th: Send out a survey to those who attended the gala to collect qualitative data on the effectiveness of the event.
- Week of March 13th-17th: DANCE (introductory lesson to choreography)
  - Monday Staff Meeting: Evaluate the Gala's success and shortcomings, and how things could have been improved.
  - Friday: Have the artist leading the friday rehearsal time to ensure that distinct plans are in place for specific performances and art pieces in preparation for the
- Week of March 20th-24th: MUSIC (intro to songwriting, pairing poetry with notes and rhythms)
- March 25th- April 2nd: NO PHOENIX PROJECT WORKSHOPS OR STAFF MEETINGS
- April 3rd-April 7th: VISUAL ART (watercolor)
- April 10th-14th: DANCE (basic ballet technique class)
- April 17th-21st: MUSIC (experimenting with songwriting with instruments at Cretin-Durham Hall)
- April 24th-28th: VISUAL ART (watercolor)
- May 1st-5th: DANCE (basic ballet technique class)
  - Monday Staff Meeting: Start discussing details of annual sharing: advertisement, transportation for the women, decorations, supply ordering, checking in on location, catering, educational materials.
- May 8th-12th: MUSIC (experimenting with songwriting with instruments at Cretin-Durham Hall)

- Collect information on which women will require transportation to Creator's Space, and which volunteers would be willing to provide transportation (and any other volunteers that would be willing to help with the event)
- Put up posters and other advertisement materials
- May 15th-19th: VISUAL ART (multi-media art)
- June 3rd- August 7th: NO OFFICIAL PHOENIX PROJECT MEETINGS OR WORKSHOPS
  - Monday Staff Meeting: schedule and organize transportation schedule/system, confirm additional details, make a schedule and to-do list for the day of.
- May 22nd-26th: DANCE (hip hop/jazz funk lesson)
- May 29th-June 2nd: MUSIC (experimenting with songwriting with instruments at Cretin-Durham Hall/singing lesson)
  - Monday Staff Meeting: Review final plans for annual sharing
  - Throughout the week promote the event on social media pages
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### ***Social Media Plan:***

Social media goals: to foster deeper community engagement, provide awareness for sexual abuse and st. paul women's shelters, recruit volunteers and find/attain donors, and announce updates and upcoming events

Owned Media:

1. Facebook- can communicate with active audiences through chats, post pictures of brochures and signage for upcoming events, etc; since our target donors are middle aged women who have passion for helping women in need, Facebook and Instagram are the best platforms to grab the attention of these individuals
2. Twitter- update audiences or aspiring participants on events and how to get involved
3. Youtube: can be used to post annual sharing performances for those who were unable to attend, educational videos, and artist lessons
4. Instagram: weekly posts regarding any upcoming events, current and regular pictures of the workshops and events, participants can do instagram takeovers and show a day in their life with the Phoenix Project's events, instagram lives can broadcast performances or workshops, analytics feature can be used to track community engagement and identify what is working best to maximize the audience experience
5. Organizational Website: lists organizational missions, provides descriptions of services, weekly calendars and outlets for donations/ contact information for those who want to reach out and ask questions

-can use Facebook surveys, twitter polls, and Instagram Q&As to keep audience engaged

-maintain consistent themes, color schemes, and aesthetics that audiences can become familiar with and recognize as ours

-Instagram/ Twitter posts occur at least twice a week (Tuesday and Thursday), Facebook posts occur every Sunday

#### Earned Media:

1. Star Tribune: Contact Star Tribune and ask them to write a piece on the organization: builds a sense of trust and legitimacy with our target audience and potential donors
2. Minnesota Public Radio News: contact and request a quick segment on the launch of the organization/ its missions, and goals

#### Paid Media:

Pay for multimedia advertisements, billboards, pop-up ads, search results, etc/ used LinkedIn to promote our content

#### ***Marketing plan and Visual Material:***

<https://docs.google.com/document/d/1-16bZvmS5yPJvUov7gwSjjS9E20D455PDSd7PQReaRw/edit?usp=sharing>

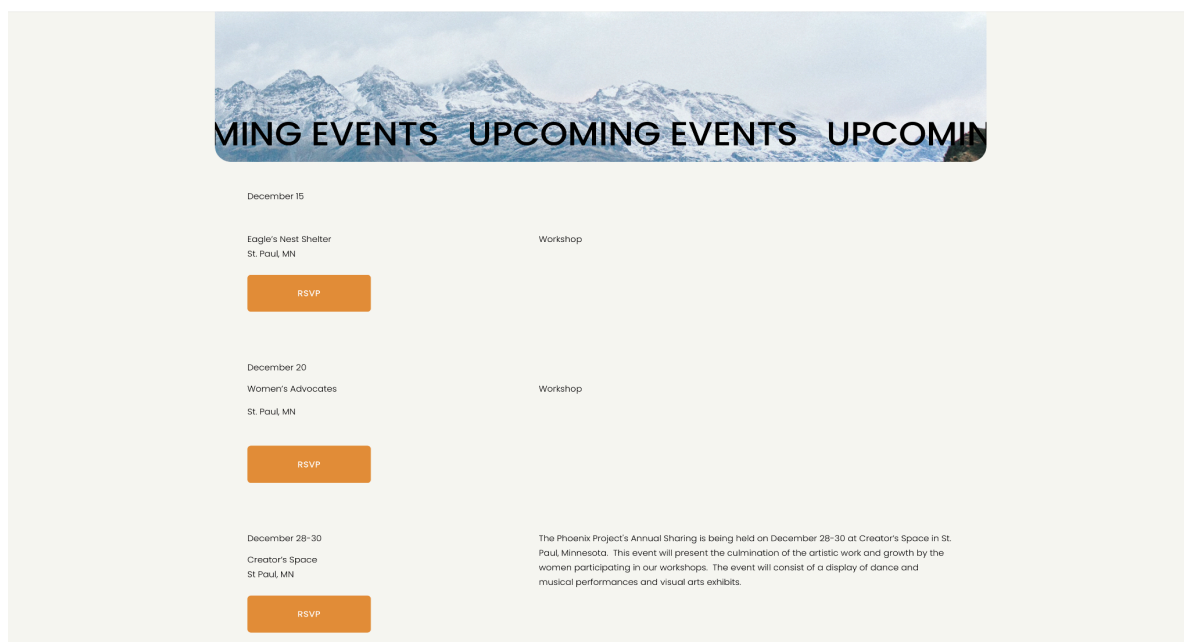
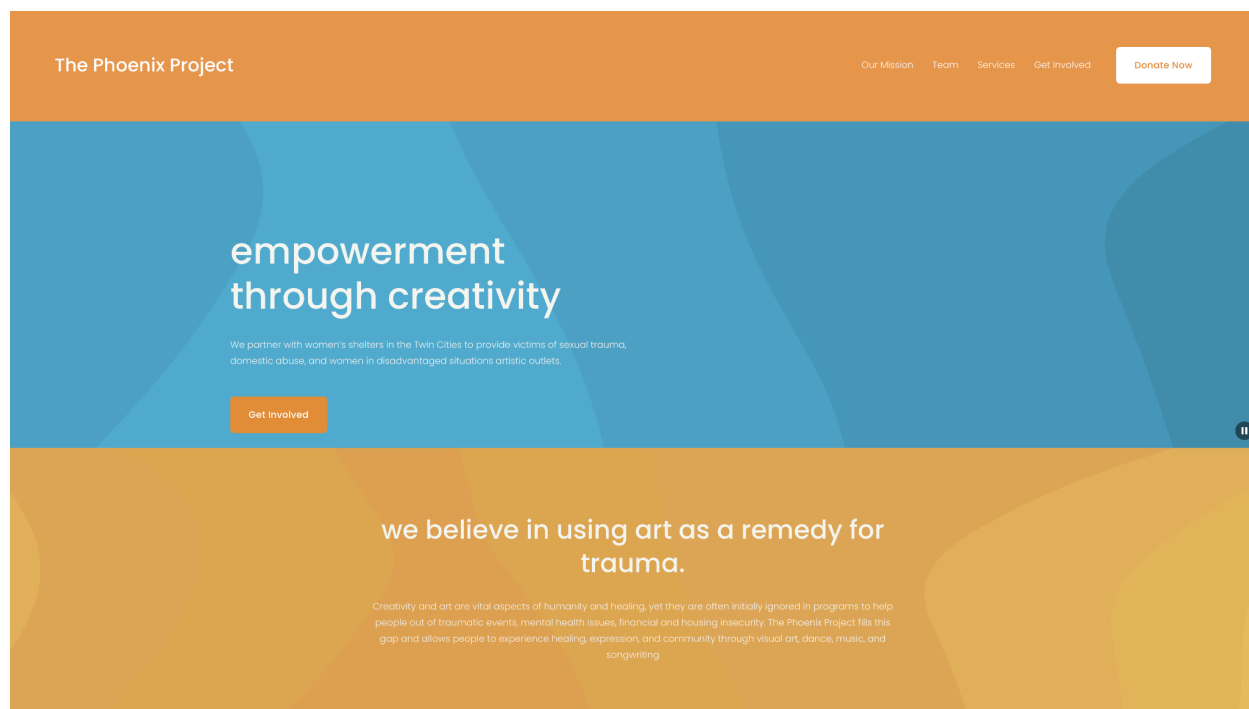
We will distribute this promotional flyer with the intention of reaching women who may want to try our creative arts programming , or people who may want to connect someone else to the project. We will distribute the flyer to public places, local businesses, offices and institutions, in women's public restrooms etc. We will seek endorsements, and work to connect with businesses and form partnerships, locally and non locally, with those who will want to promote for us. Additionally, we will market ourselves through our owned media; our website, and through social media. Throughout the year, advertising will extend to promote our large events such as the annual sharing, visual art gallery showing, and campaign drives such as the Gala, as well as our ongoing programming.

#### ***Seasonal Brochure:***

 ***Season/exhibition brochure***

#### ***Sample Website:***

Home Page:



*Mission Page*

## Why the Phoenix?

The Phoenix is a mythical creature which is rumored to have lived more than 500 years. In the original Greek tale, when the phoenix becomes tired, it travels from Arabia to the "City of the Sun" in Egypt. Upon arrival, the bird gathers a collection of cinnamon twigs and resin to construct a nest of spices atop the Temple of the Sun. The sun ignites the nest, setting it on fire, and the phoenix passes away in the flames. However, a new, young phoenix emerges from the ashes and flies back to Arabia to live another life cycle.

Through our organization, we hope the women we provide artistic and creative outlets for will encounter a similar transformative experience: one that crafts a story of renewal, rebirth, and hope as they transcend and find the power to pick themselves up from their ashes.

## Our Mission



The National Domestic Violence Hotline says that 1 in 4 women ages 18+ in the US have been victims of "severe physical violence by an intimate partner in their lifetime" and every 68 seconds, someone in the US is sexually assaulted. The risk for developing PTSD, depression, self-harm disorders, substance abuse disorders, and suicidal thoughts are significantly increased when becoming a victim sexual trauma, which make it critical to collaborate with individuals in women's shelters and support them during their journey in the reclamation of their lives.

The Phoenix Project is an organization that supports women who have experienced traumatic events or moments of struggle through art. Our mission is to give women in need a creative outlet where they can build a community, empower themselves, and express their emotions in a healthy way. The disheveling effects and isolation that can result from situations such as sexual assault, homelessness, financial instability, and mental health issues can be combatted when offered therapeutic substitutes and channels to release negative emotions. Reconnecting with themselves and their bodies, we lead participants from women's shelters through a variety of art mediums with dance, music, and visual arts in weekly workshops.

Service Page:

#### Our Services

### Express

We conduct weekly workshops at our partnered women's shelters where we allow participants to experiment with dance, music, and visual arts. We seek to foster a safe environment where no idea is too big or too small and where all emotions are accepted and used to create meaningful pieces of art. Women who are drawn to specific areas or mediums of art are allowed to pursue those paths fully, as they should be paving their own journey towards healing and restoration.

### Educate

Our work does not stop at women's shelters. At the Phoenix project, we believe it is our responsibility to educate the public about sexual abuse and the warning signs of abusive relationships. It is imperative to become proactive towards these injustices, so we can work together to create a happier and healthier community.

### Exhibit

The art and innovation that occurs at our workshops will be showcased and performed through performance facilities. These exhibits will serve as fundraisers to continue and better our mission of helping women in need heal and empower themselves through art and creative practices.

We'd Love to Have You.

[Get Involved](#)

### Merchandise:

## New collection.

We sell merchandise!

All profit is donated to the development and operations of our organization.



[Shop Now](#)

### Meet the Founders:



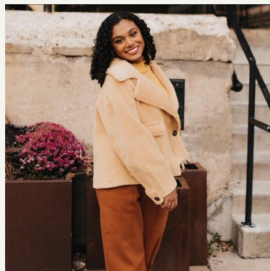
**Mary Staplin**

Executive Director and Program Coordinator



**Bailey Magnuson**

Bookkeeper/ Treasurer and Participant Coordinator



**Yolanda Pauly**

Artistic Director and Participant  
Coordinator- Dancer and



**Kathryn Fritz**

Marketing Coordinator and Events  
Manager

*How to Get Involved/ Donations Pages:*

## Get Involved

Questions or Interested in Volunteering?

[Contact us here!](#)

We are looking for volunteer drivers to assist us in carrying out our transportation services.

Name *		
First Name		Last Name
Email *		
Subject *		
Message *		
Submit		

Follow our journey.

[Donate Now](#)

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Donate



***Document related to Capital Campaign Drive:***





# The Phoenix Project

*Healing and empowerment through creation*

Phoenix Rising Gala

March 2023

The Creators Space

St. Paul, Minnesota

### ***Summary of articles related to one aspect of organization:***

Art is a creative outlet that allows for the mind to wander, and explore the emotional aspects of life. Art gives a voice to the voiceless. This article focused on the workshops provided to women who have survived domestic violence. Participants in the workshops were given the opportunity to talk through their art while they made it, and given the freedom to create art to any emotion of their choosing. Because survivors of domestic abuse often undergo the trauma many times during the investigative process, as well as in conversational therapy, art gives survivors permission to express and develop their emotions in a way that doesn't bring them through the trauma of the events. Through the workshops, the facilitators as well as the participants explored the ways of storytelling that were different from verbal communication. Without giving the participants the desire to create art that was "good" they made sure that they knew that the aesthetic of the work they created was not important, rather the relaxing feeling that comes with the creation of art.

### ***Capital Campaign Drive:***

The Capital Campaign Event for The Phoenix Project opens up the early months of the fiscal year with a large event that highlights the successes of the organization and features the women who have used their art to positively impact the life of another individual working through their first year at a shelter. The yearly holiday gala is held at The Creators Space in St. Paul, Minnesota. During the quiet phase of the campaign timeline, our organization works to build the event in collaboration with other organizations in Minnesota and businesses. At the event, we plan to host a silent auction that showcases the art that had been made during the fiscal year, to gather in more donations from our supporters and catch the attention of the more wealthy audience. This event is our biggest event and the Board plans to have this event be what brings

us the majority of our donations. In this event, there would be art that has been donated by supporters to be purchased by those attending the event. To keep our guests entertained, showings of dance and music would be performed in addition to various prizes that can be won in the auctions and bidding. Following a week of conversation with the Board and Staff members for ideas to what the year event could entail, organizations and businesses would be contacted to initiate contact with what could potentially be long term relationships and networking outlets. The event is centered around Individuals who reside or rely on in some capacity on the Women's Shelters around the Twin Cities. Our event is titled Phoenix Rising Gala and will be held during the month that celebrates women. This event allows the women in the shelters, as well as women who at some point have been in a shelter, a larger stage to showcase their work that they have done through the course of the year.