



artREACH @ CCA

Mission

artREACH @ CCA provides FREE access to CCA arts experience to those in New Mexico who live in limited circumstances – from economically disadvantaged, to physically and emotionally disabled, to socially challenged – those who could not otherwise participate in the enrichment of the arts. Bridging the region's intense cultural, ethnic, and socio-economic diversity, artREACH welcomes all communities to CCA.

Program

Free tickets for CCA's Visual, Performing, Cinema, and Arts Education programs are available to New Mexico social and human service agencies, Santa Fe County Title I schools, and Northern New Mexico Pueblos. These programs allow participants living in restricted circumstances — whether children, teens, adults, or seniors—to enjoy cultural arts activities including:

- Hands-on workshops like drawing and digital video production
- Art History classes, lectures, and seminars
- Independent films and film festivals
- Performances in dance, music, theater, and literature
- Lectures and forums about local artists and contemporary art

20% of tickets for each CCA event are reserved for artREACH participants, not “left-overs” available at the last moment. Participating agencies must call in their ticket requests on a first come, first served basis. Unclaimed artREACH tickets are available to the general public one half-hour before an event.

Tickets to artREACH events are distributed only to eligible organizations and schools. Individuals served by participating agencies and schools may secure tickets from these organizations, or they may reserve tickets directly from Sophie Perry, artREACH Coordinator.

To secure a scholarship, agency or school liaisons must call Sophie Perry, artREACH Coordinator, to discuss the applicant.

To secure tickets for films , forums, performances, or lectures, liaisons, agency clients, and students may reserve seats by contacting Sophie Perry. When agency clients or school students reserve tickets, they must identify themselves with their respective agency or school. When individuals pick-up tickets at CCA, they must show an ID card or a dated letter that verifies their affiliation with the artREACH member agency.

Eligibility

artREACH accepts applications from agencies on an on-going basis. Eligibility requirements for organizations and Title I schools include:

- Offer direct services through their organization to populations that are challenged economically, physically, mentally or developmentally, or are isolated from society.
- Have 501(c)(3) nonprofit status, be a government agency, or public or private school. Churches, temples, or other places of worship are not considered an eligible human service organization for membership. A religiously affiliated program, however, may be considered appropriate if that program is providing direct services to a special needs population as defined above and is open to any special needs person, whether or not the person is affiliated with a particular religious group.
- Organizations located in New Mexico.
- Serve the appropriate population: at-risk, underserved, challenged economically, physically, mentally or developmentally, or are isolated from society. If only one segment of an organization fits the definition of an appropriate client population, then only that segment is eligible for affiliation with artREACH.

Measurement

The success of artREACH will be measured by:

- Each CCA performance, film, workshop, and lecture audience including 20% artREACH patrons
- 46 eligible New Mexico social and human services agencies and twenty Santa Fe Title I schools participate in artREACH by September 2007
- Program evaluation forms returned by 50% of all patron and agency participants
- Funding from local and national individuals, businesses, government agencies, and foundations cover 100% of program costs

Partners

artREACH presently works to serve the following schools and agencies:

¡ADELANTE! Program for Homeless Students – Santa Fe Public Schools Office of Student Wellness, Big Brothers Big Sisters, Breakthrough Santa Fe, Catholic Charities, Creativity for Peace, Esperanza Shelter, Girls Inc., Intermountain Youth Centers, Monica Roybal Center, NM Suicide Intervention Project, Ohkay Owingeh Community School, Open Hands, PMS Teen Health Services, Santa Fe Boys and Girls Club, St. Elizabeth Shelter, The Life Link, VSA Arts New Mexico – North Fourth Arts Center, & Youth Shelters and Family Services

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