

Strategic Map 2016-2021

Mission Statement:

We build and exhibit aesthetically powerful art to educate a global audience about plastic pollution in oceans and waterways and to spark positive changes in consumer habits.



www.washedashore.org

Strategic Priorities	High Level Strategies
Board Development	Increase governance capacity of Board of Directors Increase engagement of governing board Increase financial contributions from governing board
Organization Development	Personnel recruitment, retention and training Organization structure development Long term financial transparency and modeling
Environmental Art Programs	Educate a global audience Create powerful artistic experiences Inspire changes in consumer habits
Diversified Stable Revenue	Organize and provide traveling exhibit & sales Create and sell commissioned sculptures HTEC Eco-Shift market Increase fundraising efforts Increase grant and philanthropy support
Marketing & Communications	Increase national visibility of project Increase reach of project Increase diversity of venues for exhibits Increase media reach of messaging



Organization Values:

- Environmental education through the arts
- Everyone working together can make big things happen
- Awareness brings positive change
- People protect what they love
- Quality of craftsmanship and design are essential
- Walk the talk
- A healthy organization is essential
- High impact environmental mission
- We can affect change
- We spark positive changes in consumer habits
- We teach every action counts
- Reaching children with our message is essential
- Marine debris is not the problem, it is a symptom of the problem
- We serve our community
- We reach a global audience with our mission
- Global impact begins with personal and local responsibility
- We use the power of the arts to move hearts and minds

Washed Ashore is a project of Artula Institute for Arts and Environmental Education