



THE UMBRELLASM
ARTS CENTER



Strategic Initiatives Campaign

Building the Foundation for the Future 2025 - 2030

40 Stow St, Concord MA, 01742 | 978.371.0820 | TheUmbrellaArts.org

Mission

The Umbrella Arts Center is an interdisciplinary creative hub where artists, learners, and audiences can connect, innovate, and thrive. Through welcoming spaces, cultural conversations, and opportunities for artistic expression and skill development, we support artists at every stage of their journey, strengthen communities, enrich lives, and shape the future through the arts.

Vision

A nationally recognized leader in interdisciplinary arts expanding the boundaries of arts curriculum, engagement, and opportunities



A destination where creatives and arts lovers thrive

A beacon of inclusivity and accessibility dedicated to making a positive impact through the arts



Values

Curiosity & Exploration • Human Connection
Intentional Leadership • Inclusion & Belonging

A Message from the Executive Director

The arts inspire creativity, strengthen communities, and help us imagine new possibilities. At The Umbrella, we see that impact every day—in our classrooms, studios, galleries, theaters, and gathering spaces.

Last year, our Board and staff developed and unanimously adopted a new strategic plan focused on three goals: serving our community, investing in the arts, and strengthening The Umbrella for the future.

A key part of that plan is investing in the tools and infrastructure needed to bring this vision to life. Through the Strategic Initiatives Campaign, we are raising funds for facility improvements, a redesigned website, and a refreshed brand identity.

Thanks to the generosity of early leadership donors, we are already well on our way toward our goal. With your support, we can complete these foundational investments and build the next chapter of The Umbrella.



Eileen Williston
Executive Director

Why Now?

The Umbrella serves more than **25,000** audience members, students, artists, and community participants each year. Demand continues to grow, particularly in ceramics, woodworking, and artist support programs.

Our strategic planning process identified targeted investments that can create lasting impact for artists, audiences, and our broader community. This campaign extends far beyond individual projects. By strengthening our organizational capacity, we can deepen our impact, expand access to the arts, and cultivate creativity throughout our region.



The strategic plan is our vision for the future.
The Strategic Initiatives Campaign provides the
foundational investments that will help make
that vision possible.

STRATEGIC INITIATIVES

Expanding Creative Space and Opportunity

At the heart of our strategic plan is a commitment to supporting artists at every stage of their journey. To realize that vision, we must invest in the spaces where artistic growth, collaboration, and community engagement happen.

Campaign support will help us:

- Expand our ceramics program to meet growing demand
- Create additional space for our growing woodworking program
- Expand the Artist-in-Residence Program to support emerging artists
- Establish a new Community Studio providing affordable access to shared creative space and equipment
- Improve the functionality and flexibility of artist workspaces and shared areas



These improvements are about more than facilities. They are about creating a stronger artistic ecosystem—one that empowers artists to create, experiment, collaborate, and thrive while welcoming more members of the community into creative practice.

By investing in these foundational improvements today, we are building the capacity to advance our strategic vision for years to come.

STRATEGIC INITIATIVES

Strengthening Our Digital Presence and Brand

A thriving arts organization needs tools that make it easy for people to discover, understand, and engage with its work.

Campaign support will fund:

- A redesigned website
- Improved user experiences for patrons, students, artists, and donors
- A refreshed brand identity that better reflects our interdisciplinary mission
- Stronger storytelling and program visibility
- Enhanced communications and digital marketing capabilities



Together, these investments will broaden awareness of The Umbrella, strengthen patron loyalty, and position the organization for future growth.





Thanks to the generosity of leadership donors who helped launch this effort, we have already achieved nearly 75% of our campaign goal.

Their early support has enabled us to move forward quickly to implement our plans. We are now inviting additional donors to help complete the campaign and bring these initiatives fully to life.

The Impact of Your Support

Your investment will help create:

- Expanded access to arts education and creative opportunities
- Enhanced facilities for artists and makers
- New opportunities for emerging and professional artists
- Stronger community engagement
- Increased visibility and awareness of The Umbrella
- A sustainable foundation for future growth

Together, we can ensure that The Umbrella remains a place where creativity thrives, artists flourish, and community is strengthened through the arts.

Join Us

The Strategic Initiatives Campaign is an investment in the future of The Umbrella and the artists, students, audiences, and community members we serve every day. **We invite you to help us build that future.**

To learn more and inquire about making a gift, please contact Director of Development Katie Cimet [Katie@TheUmbrellaArts.org]

ABOUT THE STRATEGIC PLAN

Shaping the Future Through the Arts



At The Umbrella, we believe the arts enrich lives, strengthen communities, and shape the future. Guided by our mission, we embarked on a comprehensive strategic planning process to better understand how we can serve artists, audiences, students, and our broader community in the years ahead.

Through community conversations, surveys, stakeholder interviews, and thoughtful reflection, we developed a roadmap for the future centered on three interconnected priorities: **Serving Our Community, Investing in the Arts, and Strengthening The Umbrella.**

While these priorities provide a framework for our work, they are deeply interconnected. Many initiatives advance multiple goals simultaneously, creating a dynamic ecosystem in which artists, learners, audiences, and the organization itself all thrive.

ABOUT THE STRATEGIC PLAN

Serving Our Community

Our community told us they value The Umbrella as a place for creativity, connection, and lifelong learning—and that they want more opportunities to engage.



In response, we are expanding high-demand programs such as ceramics and woodworking, creating more opportunities for intergenerational learning, increasing cross-disciplinary programming, exploring new possibilities in performing arts and our Black Box Theater, introducing ticket packages and sampler options, enhancing our customer experience, and activating our outdoor spaces and building in new ways.



ABOUT THE STRATEGIC PLAN

Investing in the Arts

As an interdisciplinary arts center, The Umbrella is uniquely positioned to support artists and learners at every stage of their creative journey. Key initiatives include:

Expanding the Artist-in-Residence Program from two artists before the launch of the plan, to our current class of five, to ten annual residents by 2030. Our program provides an artistic home, greater security, and professional support to artists at a critical moment in their careers.



Sayako Hiroi
Visual Arts



Ivo Makianich
Visual Arts



Katie Fee
Ceramics



Joe Juknievich
Performing Arts



Tom Flint
Arts Education



Creating a New Works Development Program that supports playwrights, composers, directors, dramaturgs, and theater-makers in bringing original stories to life.

Developing graduated coursework pathways that help learners build skills and confidence over time.

Launching a Community Studio that provides affordable, semester-based access to shared creative space and resources.

ABOUT THE STRATEGIC PLAN

Strengthening The Umbrella

To achieve these goals, we must also invest in the long-term strength and sustainability of the organization itself.

This work includes deepening engagement with patrons and supporters, creating new earned and contributed revenue opportunities, strengthening infrastructure, and building the systems and relationships needed to support long-term planning and growth.

A key part of this effort is broadening awareness of The Umbrella and strengthening how we tell our story. Through a refreshed brand identity, enhanced communications, and a redesigned website, we will better communicate the breadth of our impact, engage new audiences, attract new supporters, and deepen connections with the communities we serve.

Together, these efforts will create a stronger foundation for the future—one that enables The Umbrella to plan confidently, invest strategically, and maximize its impact as a leading center for arts, culture, and community.





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