



Q1 2026 Report

Laura Baum - Executive Director
Emily Burke - Marketing & PR Director
March 26, 2026



Agenda

| Financial Operations

| Tarrant County Expansion

| Marketing & Brand Management

| Grants & Fundraising

| Year Over Year Comparison

| Q2 Priorities



Financial Operations



Cancelled Platforms

- GiveWP: \$360.00/yr
- Zoom: \$2,160/yr
- SmartHost: \$420/yr

Website Hosting

- Previously \$420/yr
- Wix website hosting: \$200/yr
 - Discount for 3 years.

Total Savings for Q1

\$2,940

*These savings will be allocated to more frequently used platforms such as Microsoft 365

Tarrant County Expansion



Art Angel First Approach

- Recruiting Angels before adding facilities
 - Ensuring sustainability

Published Volunteer Postings

Tarrant County

- LinkedIn, Voly.Com, Idealist

Dallas County

- Voly.Com, Idealist

Collin County

- Voly.Com, Idealist

Baseline Goal: 3 Tarrant County Angels



Currently Training/Onboarding 1
Tarrant County Angel

Marketing & Brand Management





Recovered Accounts



SM Calendar



Website Updates



Tabling Event



Event Posters



Rebrand Launch Plan

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Emily Burke - Marketing & PR Director

March 26, 2026

Agenda

| Goals

| Visual Preview

| Scope & Timeline

| Key Roles

| Closing



Goals



Goal	How We'll Measure
Brand Clarity	Time on site, reduced confusion, user feedback
Increased Fundraising Support	Donation conversion, avg. gift, page engagement
Improved Credibility	Partner response & grant progress
Audience Growth	Website traffic & social media interaction,

Visual Preview





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[About](#)

[Events](#)

[Programs](#)

[Donate](#)

[Volunteer](#)

Bringing Art To Seniors With Limited Mobility

Social Post



— ” —
It brings art
alive for me.
There is so
much value!

BARBARA



BECOME AN ART ANGEL

- ✓ Support cognitive and mental health in seniors
- ✓ Listen with compassion and encourage storytelling
- ✓ Build meaningful relationships with seniors



OUR PURPOSE

For Love & Art believes that arts engagement inspires powerful, creative experiences, and sharing these experiences captures the essence of humanity.

OUR VISION

A world where every senior, regardless of ability or socio-economic status, can share their voice, feel valued, and experience connection and joy through curated arts engagement.



Brochure

Brochure



About Us

At Fair Love & Art, we believe in the power of art to bring people together and create a sense of community. Our programs are designed to help people of all ages and abilities to express themselves and connect with others. We offer a variety of art classes and workshops, including painting, drawing, and sculpture. Our goal is to provide a safe and supportive environment where everyone can enjoy the creative process and the joy of making art.

More Information

CALL US
800.555.1234
www.fairloveandart.org



 Fair Love & Art

LIVING LIFE'S MOMENTS AT A TIME

Brochure

BECOME AN ART ANGEL.

- ✓ Support cognitive and mental health in seniors
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Your support brings beauty, connection, and joy to seniors who need it most. Every dollar donated helps us deliver uplifting experiences that restore dignity, spark conversation, and brighten lives.



Scan To Donate

Scope





Presentations



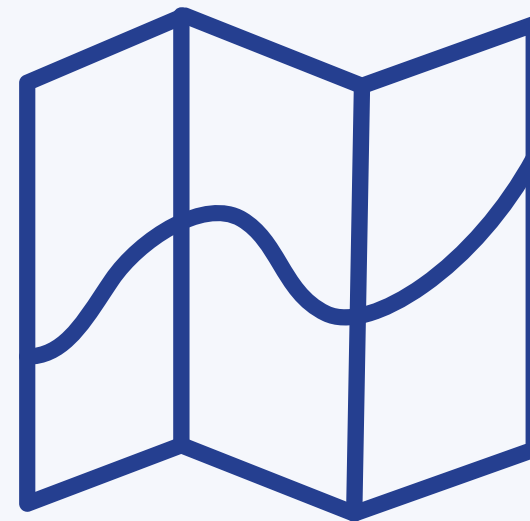
Internal Documents



Website



Emails & CRM



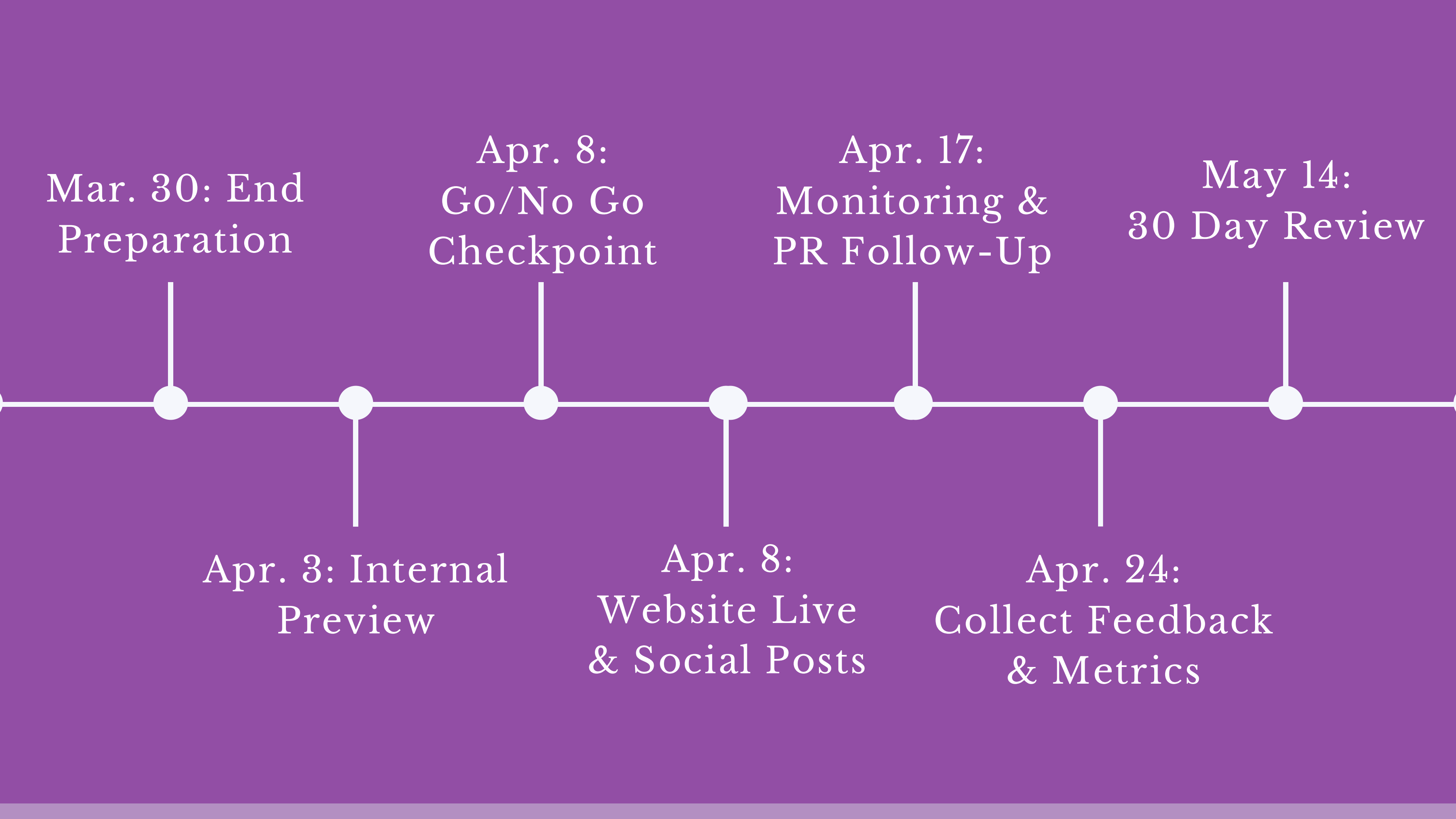
Print Materials



Social Media

Timeline





Roles



Executive Director

- Ensure alignment with mission, values, and long-term strategy
- Prepare partner materials
- Final quality assurance checks
- Collect metrics & feedback

Marketing & PR Director

- Create social assets
- Assist with website redesign
- Deliver internal branding materials
- Post social and email announcements

Board Role

- Share launch content (in accordance with timeline)
- Use updated material
- **Be ambassadors**

Budget & Resource Framing

A stylized, light purple floral graphic is positioned on the right side of the slide. It features a central vertical stem with several rounded, leaf-like shapes branching out, and a small circle at the top, resembling a flower bud or a decorative element.

What's Already Invested

- Logo Design - \$1,620
- Posters (2) - \$130

Total: \$1,750

What's Remaining

1. Wix website hosting: \$600 for 3 years
 - a. Currently paying \$420 per year
2. Name badges (Art Angels): ~\$150
3. Marketing materials: ~\$122 for 200 brochures
4. Business cards: ~\$125 (50 cards for 5 people)
5. 6ft table cover: ~\$168/cover
6. 10' Tent w/ back wall: ~\$1,040

Total: \$2,383

Cost Control Strategies

- 3-bid process
- Seek non-profit discounts
- Only purchase as needed
- Implement ROI analysis

Grants & Fundraising



I'm Still Here Foundation

- LOI submitted

AWARE Dallas

- Phase 1 submitted
- Phase 2 draft in progress

Year Over Year Comparison

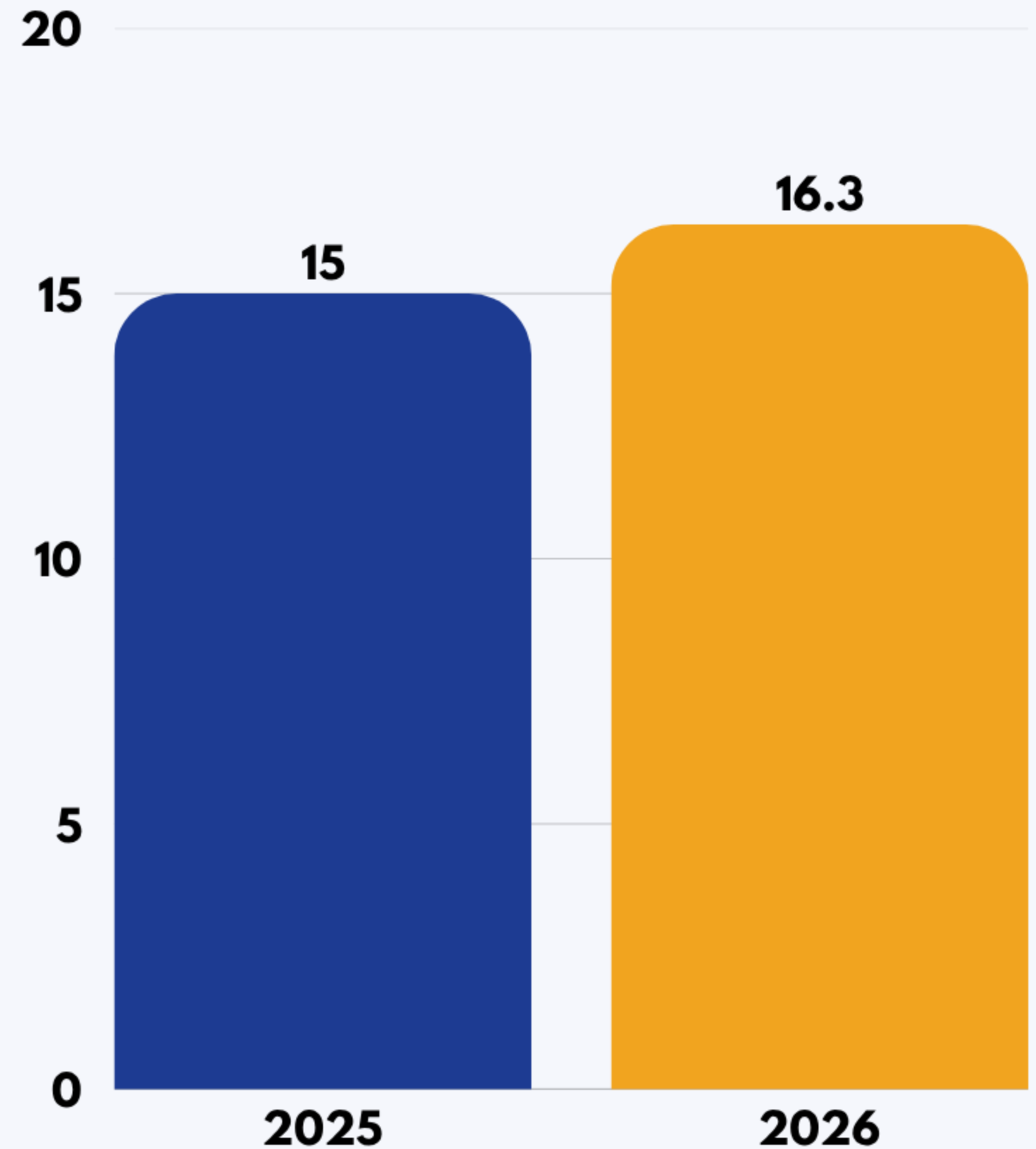


9% Increase in Audience

- 4 fewer sessions in Q1 2026

What Does This Mean?

- Net efficiency gain
- Stronger per session engagement
- Fewer sessions, more people



Q2 Priorities



| Expand Tarrant County recruitment

| Add Tarrant County facilities as Angel capacity increases

| Launch rebrand across platforms

| Advance grant submissions

Thank You!

