

For The Survival of Our Culture
For the Love of Our Community



American Indian Cultural Center San Francisco

FY20 Presentation

Program Highlights & Collaboration



Annual Programs: American Indian Heritage Night, Carnival AI Group, Advisory Committee End of Year Celebration

Upcoming Programs: AICC 501c3 Board Training, AICC

Kick-off Gala: Celebration Native Arts & Culture, Native Youth Tech Camp

Event & Artist Collaborations: Alcatraz Annual Celebrations, Ancestral Ink

Local Partnerships: Latinx Community, local supervisors, AI community organizations



Community Partnerships & Political Support

Fostering strong relationships with community allies, Native orgs., & political partners

Diversified & Steady Funding

Developing a diversified Fundraising & Marketing Plan, tribal outreach, & community partnerships & grant partnering with arts & cultural Initiatives

A Physical Space for AICC in the AI Cultural District

Working with the City and community to find and define a safe cultural space. Working with a designer to draw up Plans.

Fiscal Health

Current Funding Source	Total Allocation
SFAC Grants	\$70,000
Gov/Cultural Center	\$134,608
Funding Targets	Anticipates Funds
California Arts Council	\$1,00
Alliance for CA Traditional Arts	\$5,00
Seventh Generation Indigenous Funds	Up to \$25,000
Coca Cola/Walmart/Hewlett/Kellog	TBD
Local Tribal Organizations/Tribes	\$3,000
GoFundMe/Board Contributions	\$7,000

American Indian Cultural Center of San Francisco

2019 Fundraising Goals

Overall Fundraising Goal: TBD

STRATEGY FOCUS Growth through donor empowerment and retention, more diversified funding sources

FOCUS AREAS

OBSTACLES

TARGETS

Donor Acquisition

- Invest in Social Media ads to promote ongoing impact stories and events
- Create a "friends" program that invites current donors to leverage their networks to help us reach new donor audiences

ex. Budget limitations for ads and timely cash flow

- Increase social media reach by ___%
- Develop 3-5 new community partnerships/Fiscal Sponsors
- Reach out to Indian Media Network/NPR/Native Orgs

Donor Engagement

- Share impact stories- community engagement pieces with donors
- Run an event oriented campaign that invites current, past, and potential donors- doesn't have to be a fundraising effort
- Launch a donor thankyou and engagement event

- Small staff; time constraints
- Development team needed
- Lack of staff funding

- Increase the average giving per donor by 10%
- Recruit 10-15 donors to donor engagement event
- Raise > \$25-50 K through new donor thank you events

Donor Retention

- Move from reactive (i.e. thank you notes) to proactive donor retention programs (i.e. quarterly outreach with impact reports)
- Produce a monthly newsletter for donors (focused on impact; not an ask)
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- Need current processes
- Board involvement

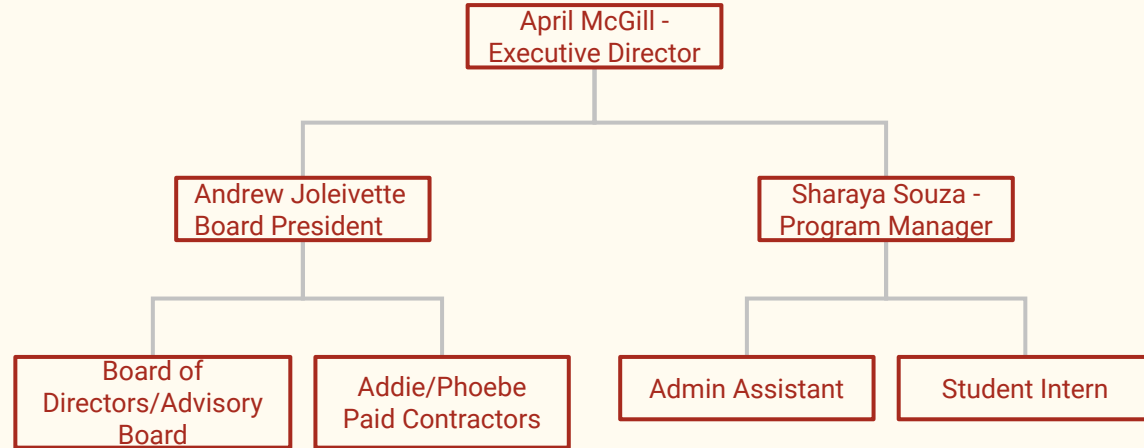
- Upgrade # of donors to recurring giving
- Increase of at least 10% from 2018 donors
- Create a donor follow-up to at least < 1 time every 2 weeks to 1 time per month (newsletter)??

Board Governance



- The Board of Directors organized in November 2017. They meet two times per month, and our Advisory Board meets monthly.
- Out Bylaws and Strategic Plan have been completed.
- The next phases of AICC planning are the Fiscal, Marketing, and Business Plans. These will be circulated to the Boards by September 30th to be voted on.
- We are also providing 501c3 training to our Board Members and conducting survey to leverage areas of expertise.

AICC San Francisco Staff Org Chart



Board Positions Executive Director - April McGill, Board President - Andrew Jolivette, Vice President- Seprieono Locario, Secretary- Petala Ironcloud, Treasurer - Jennifer Foerster

Current Advisory Board: Michelle Antone, Bismarck R. Delgado, Rodney Littlebird, Mary Jean Robertson, Debbie Santiago

Committees: Finance & Development (3), Marketing & Coms (5), Programs (8)

Future Vision: For The Youth, Elders, Community, For Everyone.

Our goal this year is to identify a site for our Cultural Center on the 16th Street corridor and have this area recognized as the American Indian Cultural District.



Our vision is to create a dynamic place of learning, culture, and community to foster American Indian heritage and culture, and to generate a sense of understanding about American Indians in the urban environment.

We are working to recreate a space that will provide culturally relevant education, art, information-sharing, and wellness programs in an inclusive “safe community space.” This space will be open for the American Indian community and everyone in the Bay to participate, connect, and grow.

Core focuses of the community space: arts, cultural preservation, health & wellness, community resources, traditional education, housing, and public awareness

“Native people’s history and vibrant culture deserves due acknowledgment in our city..”

~Mark Leno

Future Vision: Program Goals



“ My goal is to see a cultural center built before I die.” ~ Community Elder – Elizabeth Tom

Social services	Arts / cultural programs
<i>Identified in order of priority in 2008 by the San Francisco American Indian community</i>	<i>Identified in no order of priority in 2008 by the San Francisco American Indian community</i>
<ol style="list-style-type: none">1. Youth Services2. Mental Health3. Elders Services4. Violence Prevention5. Reconnection to the Community6. Homelessness7. Two-spirit/LGBT8. Unemployment9. Health/Wellness	<ol style="list-style-type: none">1. Funding for arts & culture2. Art business / Marketing classes3. Art classes4. Marketing & Presentation Opportunities

Thank You.

San Francisco American Indian Center



Help be the change

Create a meaningful partnership, help provide visibility, or donate to the AICCSF initiative.



Follow Our Vision

Keep in touch : AICCSF.ORG
(coming soon)

AICCSanFrancisco@gmail.com
Follow us on Facebook/Twitter

Celebrate with Us

AICCSF Kickoff **November 13th**
@ Annual American Indian
Heritage Celebration – San
Francisco City Hall

