**Business Proposal**

Addictive Art

Sunshine Hall

**Abstract**

Executive Summary (Statement of Purpose) To provide a service that is not being implemented in community based programs. The non-profit would provide a mobile art program that would bring classes and services to people in drug /alcohol programs or institutions. Addictive Art is a nonprofit agency providing mentoring programs for all at risk people who are seeking alternative methods and new approaches in a quest for a drug free life. The program will form partnerships with local school districts, rehabilitation facilities and the court system. Addictive Art’s goal is to foster a commitment to people that will promote pro-social friendships, strong interpersonal skills, art-based classes providing new skills or outlet, and reassert a sense of hope in the future. Only through personal relationships can a sense of individual responsibility be reestablished that will give people the commitment to follow through on path to non-addiction with a sense of pride and accomplishment. Through repeated failures in treatments and the development of destructive habits, at-risk people have lost faith in the possibilities that await them if they are successful in putting their lives together. To accomplish this goal, people must be in a caring, inclusive learning environment that promotes their best effort and reinforces personal respect. Addictive Art is a program that is in direct response to the growing number of people that are either falling through the cracks of programs that are already in place or are already entangled with the court system. The goal of the program is to identify people who are going to have a turbulent transition to health living and offer positive support system and alternative actives to avoid the pitfalls that can derail their lives. The focus to make positive changes in his/her life that also empowers them to find a different outlet rather then alcohol/drugs.

Name: Sunshine Hall

DAS 213 C

Business Practices

College for Creative Studies

Business Plan Worksheet

Name of Business

Addictive Art

Physical Location

Mobile

Values Statement

Helping people and providing art based services.

Vision Statement

Save lives with Art

Mission Statement

To help people who are burdened with addiction in their everyday life, to find a purpose, outlet, or simply a hobby by providing art based education; to help keep their minds and hands from being idle.

Goals

Teach all art related areas in order to provide a person or loved one (spouse, child, or family member) a positive outlet while in recovery, hopefully to take with them and implement into their lives. A bigger goal for this company would be to have multiple vehicles with a main center: Gallery and Teaching Establishment. The Gallery/Establishment would be able to give greater purpose to the business through fund raisers, community classes, information seminars and mentoring groups in addition to having highly trained art instructors, we would have addiction specialists on hand or be able to make the connections and provide information for help on an immediate and daily basis.

Description of services or goods

Highly skilled art educators providing art classes to people (and loved ones) dealing with addiction in every community by means of mobility.

Business environment & market trends

Following the crash of the auto industry and the real estate market, the Detroit job market and economy are finally on a path to recovery. However, because they fell so significantly during the recession, they have considerable ground to make up. Forecasts predict continued slow growth in small business and employment for the Motor City’s 2 million workers.

Client profile

Addiction is in every community and crosses into every family. I would like to serve all communities but with special emphasis on low income communities and groups in order to provide service to those who might not other wise find a program such as this.

Evaluation of your competition

There is no comparable competition located in this area.

Sustainable advantage

Mobility; ability to travel to areas in need of services

Marketing plan

To target counseling groups, in/out patient rehabs, medical facilities, community and governmental funded programs/ institutions including schools, hospitals, and prisons. Create a network of contacts with inpatient and outpatient and the county's court system. Then there is the recruiting and training of mentors and also development of fundraising strategies.

Operations plan

Addictive Art will run from Monday to Saturday at per-schedule appointment times. Having the ability to be mobile Addictive Art will be able to provide services to the tri-county area including Wayne, Oakland, and Macomb.

Human resources plan

Art Educators and Addiction Specialists on an expanding or declining basis

Technology and physical facilities plan

Initial start up plan entails one vehicle preferably a work/repair style truck or a haul-able enclosed trailer that have been converted into a portable art studio. A high quality; with built in route finder technology computer system (preferably MacBook), mobile phone lines.

Financial plan for the next 3 years

Per year with expected grown in all categories

|  |  |  |  |
| --- | --- | --- | --- |
| Private Donations | $Unknown | $43,163 | $46,616 |
| Federal/State Contracts | $Unknown | $93,568 | $98,246 |
| Private Foundations | $Unknown | $44,432 | $46,653 |
| School Districts  Rehab Facilities | $Unknown | $54,764 | $57,502 |
| Business Sponsors | $Unknown | $40,000 | $60,000 |
| Fundraising Campaign | $Unknown | $30,000 | $50,000 |
| **Total Funding** |  |  |  |