

CASE STUDY

# *Atma - Saturday Art Class*

A case study on Atma's 3 year Accelerator  
Partnership with Saturday Art Class

JULY 2022



# About Saturday Art class

Saturday Art Class is a school-based intervention working towards empowering children from low-income communities; by taking them through a process of creative exploration and expression as a means to facilitate Social and Emotional Learning integrated with Art. Social-Emotional Learning (SEL) is the process of developing the self-awareness, self-control, and interpersonal skills that are vital for school, work, and life success. People with strong social-emotional skills are better able to cope with everyday challenges and benefit academically, professionally, and socially.

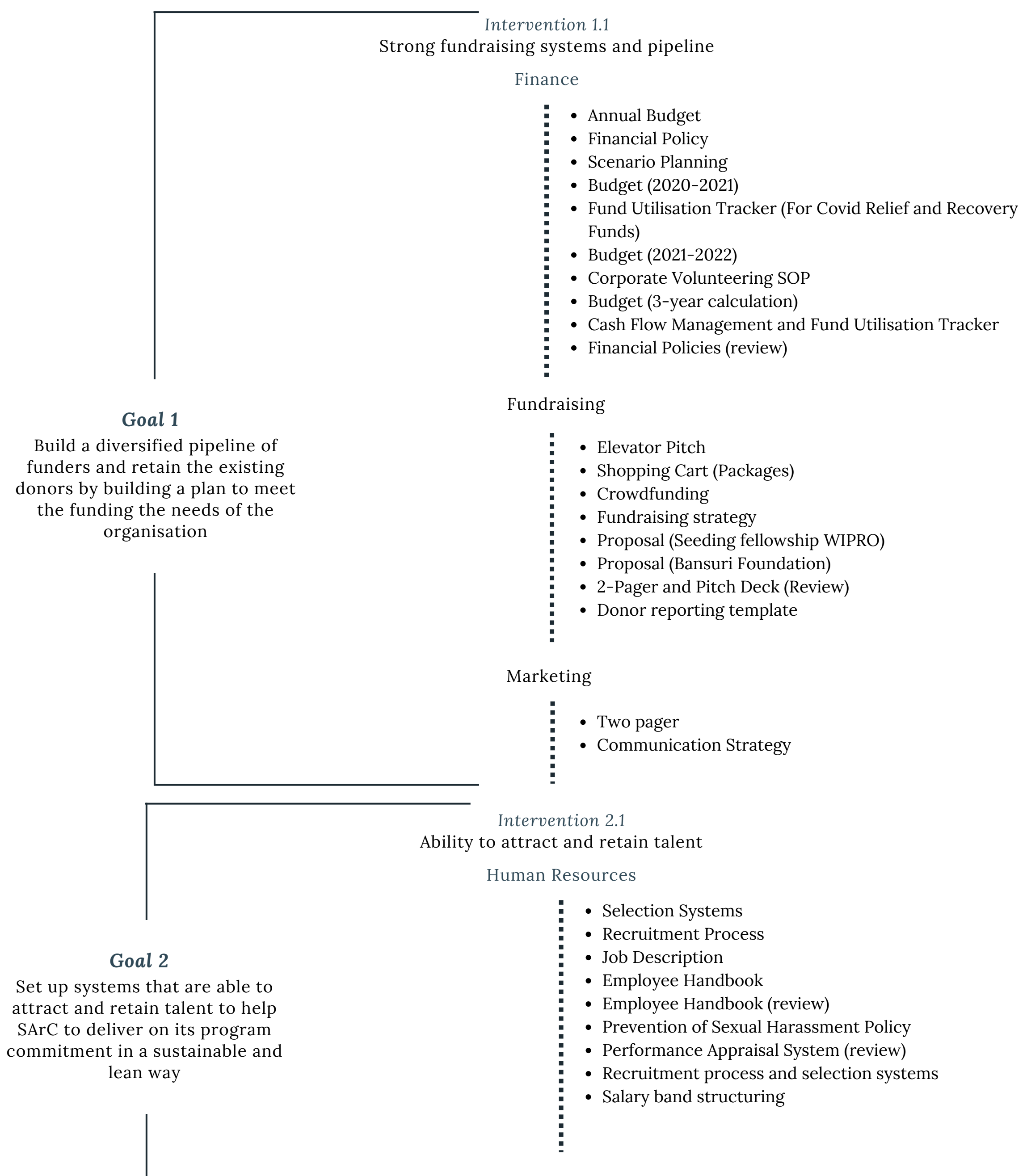
## Problems identified

SEL and Arts integrated learning are both growing movements within education and Saturday Art Class is among those spearheading them. When Saturday Art Class joined the Atma partnership, they were building a solid foundation for organisational growth and sustainability and putting key systems and processes in place. During the pandemic, Saturday Art Class demonstrated agility in responding to the needs of the situation with their COVID Relief (supplying dry rations to families in need) and Recovery (programmes for students rendered through digital platforms, designed to SEL and resilience) programmes. COVID-19, while being a challenge, allowed Saturday Art Class to reflect on the impact it would like to create and build readiness for scale.

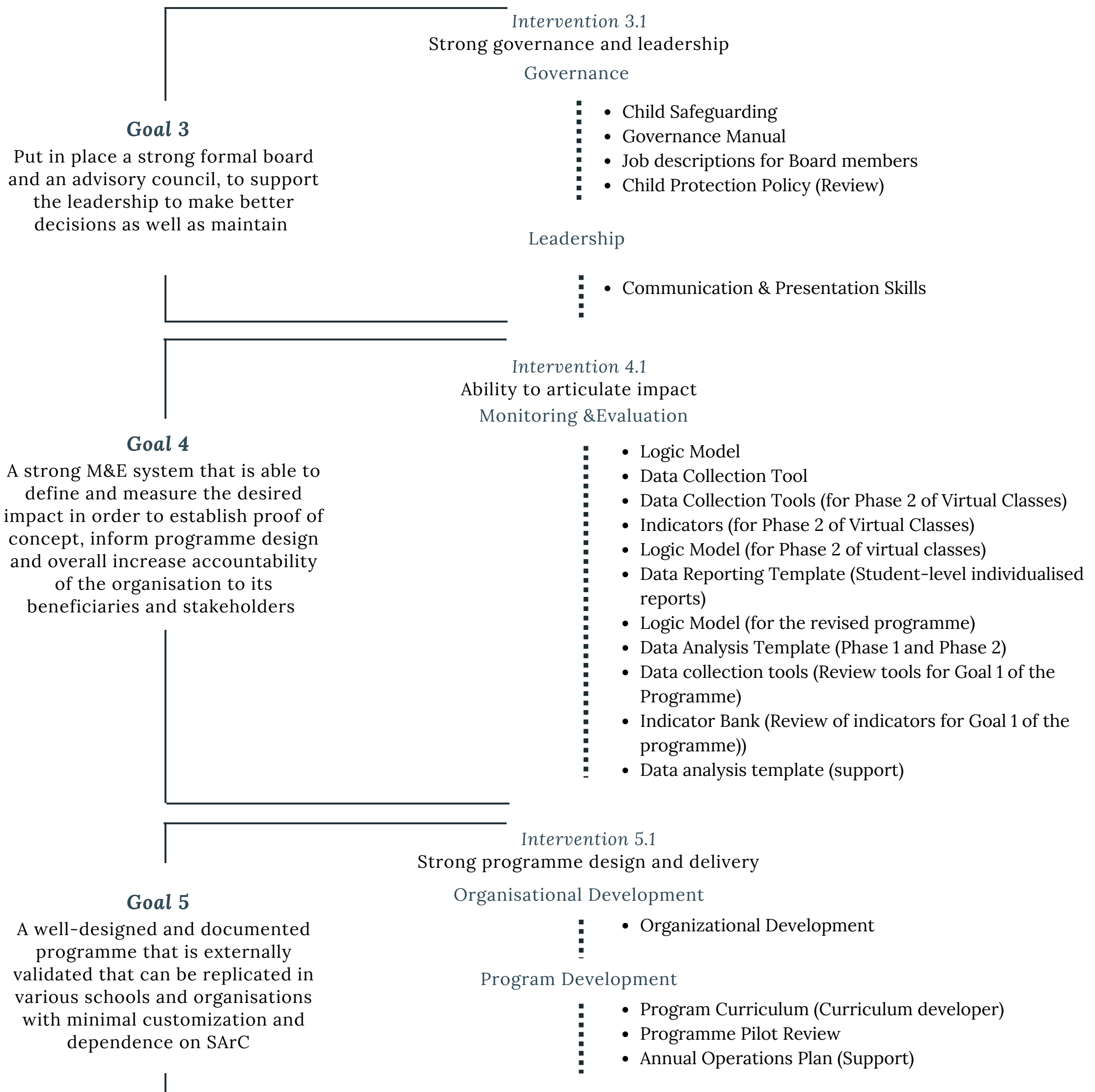
## Atma's Approach

Through the use of Atma's Life Stage Survey tool, Saturday Art Class was able to **assess its capacities across 9 different organisational development areas**. Separately, Atma also helped Saturday Art Class **articulate its long-term goals**. Using the assessment and the articulation of long-term goals, Atma helped Saturday Art Class **develop a blueprint of critical areas for capacity building for the 3 years of the partnership**. Due to externalities like COVID-19 and Saturday Art Class' own journey towards clarifying its vision for impact, the long-term goals of the partnership and the organisation were revisited year after year. Atma periodically revisited the partnership plan to make sure the work taken up during the partnership stayed relevant to the needs of Saturday Art Class.

## Solutions



# Solutions



## Saturday Art class Growth

### Stakeholders

2019-20	<b>917 children</b>
2020-21	<b>250</b> children through virtual classrooms <b>80791</b> users through digital interventions <b>15330</b> individuals through COVID relief work
2021-22	1-year training: <b>60</b> educators, serving <b>1459</b> students 3-month training: <b>20</b> educators, serving <b>400</b> students 1-day training: <b>963</b> educators. serving <b>38, 520</b> students <b>35000+</b> users through digital interventions

## Outcomes Achieved

Strong fundraising systems and pipeline	Saturday Art Class <b>raised ~INR 1.18 Crore</b> during the partnership period, showcasing an <b>income growth of 116%</b> from Year 1 to Year 2 and ~15% from Year 2 to Year 3 of the partnership
Ability to attract and retain talent	By instituting critical HR management practices, Saturday Art Class has built a strong foundation for scale-up. <b>Saturday Art Class has grown from a team of 2 co-founders at the beginning of the partnership to a team of 10 (including co-founders) at the end of Year 3 of the partnership.</b>
Strong governance and leadership	The founders have <b>built strong personal and organisational brands</b> and have <b>distinguished themselves with Fellowships, awards and features in leading publications.</b> Saturday Art Class has also built a foundation for working on their Governance structures over the next 2 years
Ability to articulate impact	Saturday Art Class has <b>developed a clearer outcomes orientation</b> and is better <b>able to showcase its impact to external audiences and use its data to reflect on programmatic and organisational decisions.</b>
Strong programme design and delivery	Saturday Art Class has <b>unlocked scale through their digital interventions and the Train the Educator model of intervention.</b> What was formerly a Mumbai-based programme, will now be available in 3 more cities.