



A REASON TO SURVIVE  
200 E 12<sup>th</sup> Street, National City, CA 91950  
areasontosurvive.org | (619) 297-ARTS (2787)

**I'm so grateful for the warm welcome I've received as the new CEO of A Reason To Survive (ARTS). Thank you for your support, and trust in me to lead this amazing organization, which Matt D'Arrigo founded and led for 15 years. Matt and I have been colleagues and friends for more than a decade, so this transition has been a rewarding experience.**

**I love youth development, and when I spoke with a few ARTS students on my first day in the office, I heard inspiring stories about the ways these young people are realizing their full potential through the arts and creativity. Listening to these students, and understanding the impact ARTS has had in their lives, I was reminded that **ARTS is so much more than any one person or leader, it's a community dedicated to connecting youth with the life-changing power of the arts.****

**Before coming to ARTS, I spent nearly 11 years as CEO at Pro Kids, The First Tee of San Diego, when it was at a similar point of growth as ARTS is today. In fact, I succeeded their founder, and worked with their team to grow their program model into a holistic educational approach with clear strategies of educational support, college scholarships, and career development opportunities for every student. Thanks to strong business practices, staff development, passionate donors, and program impact, Pro Kids saw great success during my time there.**

**I'm very excited to implement strategies that will realize similar growth at ARTS.**

**I recognize that change can create a sense of uncertainty, and know that Matt's departure is the greatest change ARTS has seen to date. But my experience with change is that it can, and should, inspire hope and renewal for the future.**

**The qualities I've seen in ARTS staff, students, volunteers, and donors, reassures my belief that our best is yet to come.**

At ARTS, our goal is not to simply train new generations of artists; but rather to inspire future generations of innovative, empathetic, and visionary creators who will reinvest in their communities and make the world a better place for all of us.

I'd love to talk with you more about the many exciting opportunities we have to get involved with ARTS. We're always seeking supporters to volunteer at our events, lend expertise to one of our committees, or serve as a mentor to ARTS youth. I value the chance to speak with you one on one about your connection to ARTS.

Please don't hesitate to connect with me at 619-297-2787 ext. 2001 or [mremmell@areasonotosurvive.org](mailto:mremmell@areasonotosurvive.org). Thank you!

Best regards,

A handwritten signature in blue ink, appearing to read 'Marty Rimmell', with a stylized flourish at the end.

Marty Rimmell  
CEO, A Reason To Survive