

INNOVATION THROUGH THE ARTS

THE SAN DIEGO FOUNDATION ARTS AND CULTURE GIVING INITIATIVE



Understanding
The San Diego Region

The San Diego Foundation

We must understand. Then we can act.



Courtesy of James Hubbell, photo by Graham Wilder

The San Diego Foundation envisions a region in which arts and culture are enjoyed in every city, in every neighborhood, by every person.

“Let art begin at home and let it spread through the children and their parents, and through the schools and the institutions and government. ... acceptance that the arts are important everywhere, that they can exist and flourish in small places as well as large, with money and without it ... Let us put firmly and permanently aside the cliché that the arts are a frill. Let us accept the goodness of art where we are now, and expand its worth in the places where people live.”

Robert Gard (1910 – 1992)
Pioneer Community Arts Movement

San Diegans value arts and culture as an essential factor in our quality of life. From the simplest celebration of ethnic traditions to Broadway-bound theatrical productions, everyone needs some creative opportunity with which to make a meaningful and fulfilling connection.

Take a moment to remember your first creative expression. That inspiration sparked an attempt to make a new sound, a movement or a mark that was uniquely yours. For many, these first encounters happened in the classroom, encouraged by teachers who knew that the arts were critical to every child's education. Others experienced creativity through the work of artists. Whether a performance in a concert hall, an exhibition in a museum, a poetry reading in a coffee house, or a community arts festival, artists lifted our spirits and inspired us to imagine new possibilities and rethink old ways.

The vitality of the arts in the San Diego region depends upon our ability to ensure that every student receives a high-quality K-12 arts education and our ability to develop a coherent strategy for celebrating and nourishing the talents of artists. If we believe that innovation is key to our growth as a region and that creativity is essential to innovation, then building capacities of the imagination rests primarily with an education in and through the arts. And artists - our most creative people - deserve our support *now more than ever*.

No single agency, organization or interest group alone can achieve the type of large-scale change necessary to make arts education and the support of artists a community priority. It will take today's leaders from all sectors and the next generation as well, to lay the path for this journey.

The San Diego Foundation invites you to join us as we launch a number of synergistic efforts that will drive our new initiative, *Innovation through the Arts*. We welcome your ideas, your energy and your creativity to ensure our unprecedented success.



A handwritten signature in black ink that reads "Bob Kelly".

Bob Kelly
*President & CEO,
The San Diego Foundation*



A handwritten signature in black ink that reads "Felicia W. Shaw".

Felicia W. Shaw
*Director, Arts & Culture program
The San Diego Foundation*



Mission

The mission of The San Diego Foundation is to improve the quality of life in all of our communities by providing leadership for effective philanthropy that builds enduring assets and by promoting community solutions through research, convenings, and actions that advance the common good.



San Diego Symphony courtesy of Ken Jacques

Where We Began

In 2003, The San Diego Foundation's Board of Governors approved arts and culture as a new discretionary funding priority for the institution, and established the Arts & Culture Working Group to advise in the development of programs that meet the needs of San Diegans throughout the region.

Over the past eight years, the measurable outcome of the Arts & Culture program can be found in the following achievements:

- Allocated more than \$1.5 million in discretionary funding to 48 diverse nonprofit arts and culture organizations;
- Commissioned research projects to better understand the strengths and weaknesses of San Diego's arts and culture community;
- Implemented professional development and leadership training programs for nonprofit arts administrators;
- Launched a region-wide arts marketing campaign; and,
- Serviced an impressive community of donors who provided an average of \$2.8 million in grants each year to dozens of worthy arts organizations through their own advised funds.



Lamb's Players Theatre courtesy of Ken Jacques

Where We Are Today

In 2010, The Working Group held a planning retreat which provided an opportunity to look back on its accomplishments and envision the future. Despite the downturn in the economy which saw nonprofit arts groups and artists alike tightening their belts like never before, San Diego's arts community survived and found itself inspired and excited by changes taking place in society. The "Great Recession" provided not only an opportunity but an imperative for abandoning old strategies and trying something new.

The Working Group members went on a listening campaign to learn what others were thinking about the state of the arts in San Diego, and this is what they heard:

- Cuts to arts education are undermining our ability to educate our children and new leadership must be developed to address this downward trend;
- While the need for innovation increases, creativity is decreasing, due in part to the lack of arts education in our schools;
- San Diego artists produce economic dividends for the region; yet, there is no coherent strategy for celebrating and nourishing their artistic talent;
- The leadership of our cultural institutions is aging and a new generation of arts leaders must be cultivated to advocate the value of the arts; and,
- Donors seek to become more engaged in arts philanthropy, wanting to be informed and active participants in helping to make a difference through their giving.

These opportunities and challenges, buttressed by a climate of change, informed and established a new agenda for the arts at The San Diego Foundation. And out of this thinking was born the *Innovation through the Arts* initiative.

Where are We Going? The 2015 Plan

Innovation through the Arts is a multi-faceted, multi-year initiative that will achieve the following results through three primary arts and culture programs:

Creativity in the Classroom – To ensure that every student, every day, in every K-12 classroom receives a high quality education in and through the arts.

Results

- Every child, every day will receive a well-rounded education by engaging in the arts - before, during or after school;
- A minimum of 42 schools - one in every school district - will utilize the arts to teach core subjects, i.e., science, math and social studies, in one or more classrooms;
- Every superintendent will adopt a plan to implement district-wide arts and arts integration programs into every school;

Creative Catalyst Fund: Individual Artist Fellowship Program – Provide opportunities that will advance the careers of San Diego-based professional artists.

Results

- San Diego artists will increase the percentage of income derived from the sale or commission of their work from 30% to 50%;
- San Diego artists will increase the percentage of income derived from public and private grants from 5% to 20%;

Business of the Arts – To enhance cultural patronage through increased ticket sales and charitable giving.

Results

- Paid admissions for nonprofit arts and culture organizations will increase from 3.3 million to 4 million in ticket sales;
- Annual grantmaking to nonprofit arts and culture organizations from The Foundation's donor advised funds will increase from \$2.8 million to \$4 million;
- Arts and culture volunteers across all arts and culture organizations will increase from 11,000 to 20,000.

Creativity in the Classroom

The *Creativity in the Classroom* program seeks to ensure that every child, in every school, every day has access to learning in and through the arts. The program is grounded in the belief that the arts are essential to a well-rounded education that prepares students to become competent, contributing citizens. By including the arts during school and outside of school, through stand-alone instruction and arts integration, overall student achievement is heightened providing the greatest opportunities for success.

Creativity in the Classroom seeks to achieve the following:

- **Assessment** - Document, assess and disseminate baseline information on current arts education assets and needs;
- **Research** - Determine best practices in arts education in San Diego and other communities and replicate them throughout the region;
- **Collaboration** - Develop community-wide collaborations that coordinate efforts and attract and leverage resources;
- **Advocacy** - Work to implement policies and legislation that increase support for arts education in every San Diego County school district.

For more information on how to help San Diego children learn, see page 12.





Courtesy of San Diego Union-Tribune, photo by Eduardo Contreras

Creative Catalyst Fund: Individual Artist Fellowship Program

The *Creative Catalyst Fund: Individual Artist Fellowship Program* helps advance the careers of selected San Diego artists of all disciplines by providing opportunities to develop new work in collaboration with sponsoring nonprofit arts and culture organizations. Artists at all stages of their careers – emerging, mid-career and established – will deepen their practice, experiment with new art forms, or work across disciplines – all in the spirit of creativity.

The *Creative Catalyst Fund* will support:

- **Individual Artist Fellowships** - Grant program to provide selected artists, working in all disciplines with the gift of time, space, mentorship, and community to create new work.
- **Professional Development** - Provide training for the fellows and the larger individual artist community to enhance their business knowledge and career prospects as creative entrepreneurs.
- **Creative Renewal** - A renewal opportunity similar to an academic sabbatical that will offer a select-few established artists with the rare opportunity to refresh their creativity through a one-year fellowship and a cash award.

For more information on how to help an artist create today, see page 12.

Business of the Arts Program

The *Business of the Arts* program will provide professional development, management and marketing training to arts administrators to ensure that they can meet the demands of the new global economy. A highly skilled and trained work force will build cultural institutions that are financially stable and artistically vibrant.

- **Rising Arts Leaders** - A professional development program for early career arts administrators that seeks to identify and cultivate the next generation of arts leaders in San Diego.
- **“Bang”** - By highlighting the value of the arts, this regional arts marketing project seeks to build audiences for the arts through outdoor signage, public relations and online campaigns.
- **Idea Lab** - The Idea Lab invests in the development and sharing of new tools, programs, and ideas that contribute to the growth of artists, nonprofits and the arts and culture field.

For more information on how to help San Diego nonprofits thrive, see page 12.





La Jolla Symphony & Chorus event: Alice DeCelles, Diana Weiss-Wisdom, Mark Applebaum (composer), Janie DeCelles and Denise Lew

pARTners in Philanthropy

Our donors want to be active participants in the support of artists and arts organizations, which is encouraging for the San Diego arts community. *pARTners in Philanthropy* provides exclusive opportunities to Foundation donors who seek to network with like-minded donors, learn more about the arts, and gain access to breaking news and advances in the cultural community – all to inform and inspire giving.

pARTners in Philanthropy offers invitations to:

- Exclusive performances
- Pre-concert/theatre receptions
- Lectures
- Ribbon-cuttings and media events
- Artist studio visits
- Behind-the-scenes tours
- Previews of research reports and other publications



The San Diego Foundation - Center for Community Engagement

The San Diego Foundation's Arts & Culture Working Group

The San Diego Foundation's Arts & Culture program is advised by the Arts & Culture Working Group, a culturally diverse team of community leaders who serve because of their extraordinary commitment to the arts. Hailing from all parts of San Diego county, with professional backgrounds in business, computer science, medicine, education, and government, they bring their unique perspectives and experiences to the job, working together to develop the most effective grantmaking strategies for the benefit of the region.

With your help, the Working Group can continue to lead, partnering with nonprofit organizations, identifying priority issues, and devising solutions that will make a lasting impact. Your investment will help us advance our grantmaking efforts and provide resources needed for ongoing support in our ever-changing world.



About The San Diego Foundation

Founded in 1975, The San Diego Foundation's purpose is to promote and increase effective and responsible charitable giving. The Foundation manages more than \$500 million in assets, almost half of which reside in permanent endowment funds that extend the impact of today's gifts to future generations. Since its inception, The Foundation has granted more than \$700 million to San Diego's nonprofit community.



Conductor Leading Orchestra

One of the many advantages of working with The San Diego Foundation is our flexibility. Most often, contributions are made with a gift of cash, real estate or stock. There are many convenient financial vehicles for making your gift to *Innovations through the Arts*. We will work with you to determine if there are income-generating planned giving vehicles that may meet your needs. These may include Charitable Remainder Trusts, Charitable Lead Trusts, Gift Annuities, and others.

We Offer

- **Results** - The Foundation has a 36-year history of developing programs that serve the common good and deliver lasting results.
- **Expertise** - We understand San Diego and the needs of the San Diego arts and culture sector. Therefore, we will connect you to the most efficient and effective nonprofit programs in the community.
- **Convenience, Service and Flexibility** - We provide the best features of a private family foundation without the legal and administrative burdens. We can simplify your giving process and will make no restrictions on the number of grants you can make.
- **Value** - Our charitable giving options provide maximum tax benefits at a competitive cost.



San Diego Musical Theatre courtesy of Ken Jacques

Introducing The Arts & Culture Giving Initiative

The San Diego Foundation has established the Arts & Culture Giving Initiative which will broaden and deepen the base of support for arts and culture and contribute to the vitality of the arts throughout the San Diego region.

Our goal is to raise \$10 million over the next ten years so that we can ensure that every day, people everywhere have access to high quality arts and culture experiences in all aspects of their lives.

There are three distinct ways to give:

- **The San Diego Foundation Endowment for the Arts** - is invested, and a portion of the interest earned will be used to support the nonprofit arts and culture community in perpetuity.
- **Designated Endowment Funds for the Arts** - Your contributions support your passion - dance, film, music, literary arts - and work to create opportunities for lifelong enjoyment of these artistic disciplines for years to come.
- **Direct Contributions to *Innovation through the Arts*** - Your donations will be directed to the programs of your choice where your investment will provide immediate solutions to immediate needs.

Your Gift Will...

Help San Diego Children Learn

A number of studies stress the importance of the arts in providing students with 21st century workforce skills such as problem-solving, critical thinking, entrepreneurship, and creativity. Yet, despite the fact that all students need these tools to be successful, access to arts learning is not the reality of every child - particularly those in low-income areas.

Your \$10,000 donation to the *Creativity in the Classroom* program will provide children in low-income San Diego neighborhoods with opportunities to learn in and through the arts, during *and* after school.

Help an Artist Create

San Diego artists produce economic dividends for the region. Working alone and with others, they contribute their skills to make San Diego a cultural destination, to help our children learn and to put our creative industries on the cutting edge of innovation. The vitality of our region is dependent upon the ability of artists to live here and pursue their creative practice.

Your \$5,000 donation to the *Creative Catalyst Fund* will help to advance the career of a San Diego emerging or mid-career artist for one year.

Help San Diego Nonprofits Thrive

The nonprofit arts and culture sector is an economic driver in our community – a growth industry that supports jobs, revitalizes neighborhoods and is the cornerstone of tourism. A thriving nonprofit arts and culture community means that it has all it needs to compete in a new global economy with a skilled workforce, adequate facilities and the innovation of today's creative entrepreneurs.

Your \$1,000 donation to *Business of the Arts* will contribute to an annual program of professional development and training accessible to over 200 nonprofit arts and culture organizations, their boards, staffs and volunteers.

Take the Next Step

To learn more about *Innovation through the Arts* or participate in the Arts & Culture Giving Initiative, contact Felicia Shaw at felicia@sdfoundation.org or Karen Begin at karen@sdfoundation.org or call 619-235-2300.



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