

BetterGiving Needs Assessment



Arts, Culture and Humanities



BetterGiving
The more you know, the better the gift.

The San Diego Foundation

Nonprofits are an essential part of San Diego. They cater to the ever-changing and unique needs of our community. The San Diego Foundation values our nonprofit sector, and the work of these organizations to enhance San Diego. We understand that a thriving nonprofit sector is important to the success of San Diego.

The 2010 Community Needs Report highlights the organizations that have portraits in BetterGiving (as of November 2010) and their most pressing needs whether they are volunteer needs or financial support for operations and/or specific programs. We encourage you to learn more about the organizations and their needs. The Community Needs Report is segmented into the different types of nonprofits that serve our community including: Animal Advocacy, Arts, Culture and Humanities, Community Improvement, Education, Environment, Health and Human Services, Public Safety and Disaster and Youth Development. All of the current needs listed come directly from the nonprofits in our community and are in their voice. Please support these organizations as they provide essential programs and services to our community.

The San Diego Foundation is committed to connecting donors' passion with nonprofit needs. BetterGiving, a new online resource, helps us do just that with its easy search capability and access to "portraits" of nearly 250 organizations that make our community a better place to live. A portrait contains information on the organization's leadership, programs, needs, accomplishments and financials.

To learn more about BetterGiving and/or research organizations that you are passionate about, please visit www.bettergivingsd.org or call (619) 235-2300 and ask to speak to a member of our BetterGiving team.

ArtReach



734 W Beech St Ste 100
San Diego, CA 92101
(619) 615-1090
www.artreachsandiego.org

Mission Statement

The mission of ArtReach is to take professional artists into elementary schools in the San Diego region to provide standards-based visual art programs that focus on collaboration, skill building, and creativity, and to partner with other non-profit arts organizations to make the public aware of arts education resources in the community.

Current Needs Include:

ArtReach needs funding in two main areas:

- Programming funds that support workshops for schools that have no art and no means to pay.
- Operational funds to support the staff that writes grants and creates sponsorships.

Balboa Park Cultural Partnership



1549 El Prado Ste 1
c/o House of Hospitality
San Diego, CA 92101
(619) 232-7502
www.bpcp.org

Mission Statement

To enrich the cultural life in and beyond San Diego by facilitating collaboration among Balboa Park's cultural institutions and with the community; to enable the cultural institutions to achieve their full and collective potential; and to preserve, enhance, and make accessible the arts, science, and cultural assets of Balboa Park for present and future generations.

Current Needs Include:

- Secure \$250,000 in cash support to fulfill the match requirement for our federal Institute of Museum and Library Services grant for the Balboa Park Learning Institute. The grant requires that we raise \$500,000 in matching funds. We will meet half of this commitment with in-kind support. The remaining amount needs to be raised from corporate, foundation, city, and individual support.
- Raise \$250,000 in operating support to fund collaboration, advocacy, education, sustainability, and collective business operations programs.
- Raise \$150,000 to fund special initiatives: 2015 Centennial planning, shared services feasibility planning, audience experience planning for the Park-wide membership project, and organizational effectiveness capacity building for Balboa Park cultural institutions.
- Recruit 50 volunteers to participate in the Balboa Park Learning Institute's audience evaluation project.

California Center for the Arts Escondido Foundation

340 N. Escondido Blvd
Escondido, CA 92025
(760) 839-4138
www.artcenter.org

Mission Statement

The mission of the California Center for the Arts, Escondido (The Center) is to enrich the lives of all within its reach through the Arts and their power for community building and enhancement by providing diverse artistic, cultural, educational, social, and entertainment opportunities of the highest quality.

Current Needs Include:

- Performing Arts Season Support: Giving Circles' are groups of people and foundations that love the performing arts and have a favorite genre that they would like to support (classical, jazz, dance, theater, etc.)
- Support for free community events.
- General Operations Staff Support: to re-instate previously cut positions to expand earned and contributed revenues.
- Infrastructure Support: to upgrade the Center's 16 year old information systems network (hardware and cabling).
- Museum Season Support: to sustain ongoing exhibitions and educational programs.

Cappella Gloriana, Inc.



67805 Garbino Rd
Cathedral City, CA 92234
(619) 291-3055
www.cappella-gloriana.org

Mission Statement

To perform and to record the world's finest choral music, to mentor younger singers in the choral arts and to advance the work of California choral composers.

Current Needs Include:

We need basic organizational support so that we can pay our music director a small honorarium each year. We did this in 2009 and 2010 with a grant from the Parker Foundation. We don't need grant support for 'made up' projects. We don't have the personnel, time, funds or energy to mount special projects outside our regular concert season and planned recordings. However we would welcome sponsorship for our concerts or recordings. Cappella is administered by volunteers and supported by grant funds, donations and gate receipts.

Coastal Communities Concert Band Foundation



1392 Peachwood Drive
Encinitas, CA 92024
(760) 942-3356
www.cccb.com

Mission Statement

The Coastal Communities Concert Band is committed to becoming one of the premier community bands in the nation.

Current Needs Include:

- Concert underwriting as external production costs continue to increase at San Diego County venues.
- Improve recordings of live musical performances through purchase or acquisition of professional recording equipment, audio engineering services, and licensing rights for distribution of recordings.
- Capacity building help with technology, office space and staffing for donor data base, ticket sales, web site and consolidation of corporate governance and operational materials.
- Funding for annual artist in residence.
- Scholarship fund for elementary school beginning band students.
- \$5000 for music outreach program scholarships or other general unrestricted needs.

Cygnnet Theatre Company



2410 Congress Street
San Diego, CA 92110
(619) 574-0059 113
www.cygnnettheatre.com

Mission Statement

Believing in the power of theatre to startle the soul, stir debate and embrace the wide diversity of the community it serves, Cygnnet Theatre Company is fearlessly committed to the dissection, examination and celebration of the human story through the medium of live theatre.

Current Needs Include:

In addition to a 3 month (\$500K) cash reserve, other infrastructure needed to support the companies skyrocketing growth include:

- A full-time Business Manager. (\$45,000)
- Part-time Costume/Props Coordinator. (\$20,000)
- Part-time Development Associate. (\$25,000)
- Rehearsal & Storage space. (\$40,000)
- New deck & fence on front of theatre. (\$25,000)

Escondido Childrens Museum, Inc.



380 N. Escondido Blvd.
Studio I
Escondido, CA 92025
(760) 233-7755 x1003
www.escondidochildrensmuseum.org

Mission Statement

The mission of the Escondido Children's Museum is to inspire children to learn about our world through exploration, imagination and experimentation.

Current Needs Include:

- School Group Visits: 23 K-8 schools serve approximately 18,500 students locally, four Title I (low-income) schools are in walking distance to ECM and 90% of the students are on free/reduced lunch plans. The cost per class is aprx \$370 w/transportation (transportation can often be 2/3 of the cost for some groups).
- Outreach Coordinator: This position will establish and strengthen programmatic partnerships throughout the community including schools, community organizations, government agencies, academic institutions and others working with low-income communities. The coordinator will promote awareness of ECM programming and the exciting opportunities for volunteers of all ages.
- Capital Campaign: Funding for the capital campaign will be used to hire a consultant to fulfill a recent feasibility study conducted on the organization. The campaign will raise funds for the new facility, operations, new exhibits and programs and a modest endowment. The estimated cost for implementation is \$250,000 - \$300-000. The estimated total for the campaign is \$5 million.

Escondido History Center

321 N Broadway
(all mail to PO Box 263, 92033)
Escondido, CA 92025
(760) 743-8207
www.escondidohistory.org

Mission Statement

The mission of the Escondido History Center is to collect, preserve, interpret and exhibit the history of our community. We also are the voice and steward of Grape Day Park.

Current Needs Include:

- Funding is our most pressing need. The City of Escondido has been over largest single funder for over 20 years. But over the past four fiscal years, due to the City's financial crisis, our funding has been cut again and again. It was cut 5% each year for two years, then an additional 7.5%, and for fiscal year 2010-11 it was cut 20%. From a high of \$92,000, our city funding for fiscal year 2010-11 is only \$56,000. During the same time period we have also incurred new city fees for annual events we organize that total thousands of dollars annually. Due to the financial climate other funding sources are also strained or reduced including membership, donations, sponsorships and event revenues.
- Volunteers are also a pressing need. The majority of our volunteers are senior citizens and we lose many because of health issues. It is hard to find younger volunteers, especially docents, who will commit to volunteering on a regular basis.

Eveoke Dance Theatre

2811-A University Ave
San Diego, CA 92104
(619) 283-1153
www.eveoke.org

Mission Statement

Eveoke Dance Theatre cultivates compassionate social action through evocative performance, arts education and community building. To that end we produce an annual season of original dance theatre works, operate an extensive arts education program aimed at long-term, quality interactions between students and teachers and provide unique experiences that increase visibility for dance and benefit our diverse San Diego community.

Current Needs Include:

- Performance sponsors at the \$2500, \$1000 and \$500 levels to support production of Eveoke's original dance theatre works.
- Tuition Assistance Program underwriting- \$1200 funds one year of dance education for one student.
- Competitive employment packages for teaching artists.
- Funding for capacity building and staff needs.
- Funding for facility upgrades.

La Jolla Music Society



7946 Ivanhoe Ave, Ste 309
La Jolla, CA 92037
(858) 459-3724
www.LaJollaMusicSociety.org

Mission Statement

Founded in 1968, La Jolla Music Society (LJMS) has become one of Southern California's leading presenters and producers of world-class performing arts. As a multi-disciplinary presenter of classical music, jazz, and dance our mission is to enhance the vitality and deepen the cultural life of San Diego by presenting and producing a dynamic range of performing arts for our increasingly diverse community.

Current Needs Include:

- Community Music Center - an education program which offers free instruments and free music lessons to students. (\$60,000)
- Dance Series - a presentation of three internationally renowned dance companies. The performances are primarily at the Birch North Park Theatre. (\$50,000)
- SummerFest Outdoor Concert - a free concert on the green lawns of the Scripps Park at the La Jolla Cove in August. (\$40,000)
- Jazz Series - a presentation of three acclaimed jazz artists. The performances are primarily at the Birch North Park Theatre. (\$25,000)
- Ticket Outreach Program - this program provides several hundred tickets to students throughout San Diego County. (\$25,000)

Mainly Mozart, Inc.



2802 Juan Street
Suite 29
San Diego, CA 92110
(619) 239-0100
www.mainlymozart.org

Mission Statement

Mainly Mozart's mission is to enrich the lives of today's and tomorrow's passionate music lovers by connecting them to the music of Mozart and the Masters, to world-class musicians, and to each other. Mainly Mozart has three core program areas: Mainly Mozart Festival, Spotlight Series and Outreach.

Current Needs Include:

- Funding for Strategic Plan/Strategic Development: This planning process should include: review of the organization's mission/vision statements, existing programs and infrastructure (including technology); and result in: prioritized goals and objectives, financial and fund-development plans, action plan with timelines for implementation and recommendations to increase staff and board capacity.
- Technology and Office Upgrades: The lack of working computers, phone units and scanners are all impediments Mainly Mozart encounters on a daily basis. Technology needs include: new computers, new server, upgraded phones, and a scanner for 12 employees.
- Board Development: Mainly Mozart also desires to strengthen its Board of Directors with members who are well connected and able to persuade. There is a need for an infusion of new members with fresh ideas, contacts and personal interest in rising to leadership positions within the organization.
- Staff Development: We are actively realigning current staff duties and would like to hire a Patron Relations/Box Office Manager this Fall who will cost the organization approximately \$15,000/year less annually and better serve our emerging needs. We would also like to hire a contracted consultant to develop, administer and analyze customer surveys and focus groups in order to deepen customer involvement.

Mingei International, Inc.



1439 El Prado
San Diego, CA 92101
(619) 239-0003
www.mingei.org

Mission Statement

Mingei International Museum is dedicated to fostering the understanding and appreciation of 'art of the people' (mingei) from all eras and cultures of the world. This art shares a direct simplicity and reflects a joy in making, by hand, useful objects of timeless beauty that are satisfying to the human spirit. The Museum collects, conserves and exhibits these arts of daily life - by unknown craftsmen of ancient times, from traditional cultures of past and present and by historical and contemporary designers.

Current Needs Include:

- Funding to organize and present at least four dynamic exhibitions of historical and contemporary folk art, craft and design that reveal similarities and distinctions of individuals and cultures in a broad diversity of media.
- Funding to enrich the community's understanding and appreciation of Mingei International exhibitions through an expanded program of educational offerings.

Moolelo Performing Arts Company



MO'OLELO
PERFORMING
ARTS COMPANY

PO Box 710564
San Diego, CA 92171
(619) 342-7395
www.moolelo.net

Mission Statement

CREATE Mo`olelo exists to uncover and research stories within different communities and bring them to life on stage.

PRODUCE Mo`olelo exists to produce original stories by contemporary playwrights and lesser-known stories by master playwrights.

EDUCATE Mo`olelo exists to educate youth in technical theatre and design, exposing them to potential careers, and grooming this new generation of theatre artists so they can tell stories on stage with integrity.

Current Needs Include:

- Seeking multi-year funding to support building staff from one to two.
- Re-design and upgrade website. (\$5,000 - 12,000)
- Two laptops.
- Multi-function, energy efficient, black/white/color printer, copier and scanning machine. (\$5,300 to purchase, \$109/month + tax to lease for 60 months)

Museum of Photographic Arts



1649 El Prado
San Diego, CA 92101
(619) 238-7559
www.mopa.org

Mission Statement

The Museum of Photographic Arts' mission is to inspire, educate, and engage the broadest possible audience through the presentation, interpretation, collection and preservation of photography, film, and video.

Current Needs Include:

- Youth Education: MoPA brings high quality arts education to low-income students and schools throughout San Diego free of charge. A donation of \$2,500 covers the costs of bringing Exposure, a 6-week artist-in-residency program, to 1 Title I classroom (currently, the program has a 2-year waiting list).
- Scholarship Fund and School Tours: MoPA is committed to making camps and Museum tours accessible to all children. A donation of \$1,000 will provide a scholarship for 5 children to a full week of photography or filmmaking camp at MoPA or bring 5 busloads of children from low-income schools to MoPA for docent-led tours.
- New Technology: MoPA is launching a new initiative to engage audiences using technologies such as the web, cell phone audio tours, videos and interactive gallery components. To support these technologies, the Museum needs a new server (\$4,000), storage drives for the digitized permanent collection (\$3,000), and WiFi wiring in the galleries (\$1,000). Donations to the initiative will be matched 1 to 1 by grants from the Institute for Museum and Library Services and/or the National Endowment for the Arts.
- Youth Exhibition: The needs for this exhibition include matting and framing (\$2,500), exhibition design and installation (\$5,000), and the opening reception (\$3,500).
- Joan and Irwin Jacobs Theater: The 226-seat theater, built in 2001, is in critical need of upgrades including replacement of the cinema projector (\$60,000), a multi-format signal processor (\$7500) and reupholstering of the theater seats (\$60,000). Donors may also sponsor a theater seat for \$2,500.

Musicians for Education, Inc. (dba Street of Dreams)



4215 Menlo Ave
San Diego, CA 92115
(619) 282-3355
musiciansforeducation.org

Mission Statement

Street of Dreams is dedicated to providing arts education for the children of urban San Diego, with emphasis on youth who are at the highest risk of going to prison due to the generational effects of drug addiction, alcoholism, and poverty.

Current Needs Include:

- Stipend for the Executive/ Artistic Director. (\$45,000)
- General office expenses. (\$15,000)
- Fund development, marketing, and outreach. (\$5000)
- Curriculum materials and classroom supplies. (\$5000)
- Music production costs. (\$5000)

NTC Foundation



2801 Rosecrans St
San Diego, CA 92106
(619) 573-9307
www.ntcfoundation.org

Mission Statement

To enrich the lives of San Diegans by renovating 26 historic buildings at the former Naval Training Center to create, facilitate and operate a broad-based complex focused on experiencing the arts, culture and creativity that are the hallmark of the San Diego region.

Current Needs Include:

- Phase II-Renovation of Seven Historic Barracks Buildings: Philanthropic dollars will support design, planning, capital equity and implementation. Philanthropic dollars will also allow the NTC Foundation to offer below market rates to nonprofit arts, cultural and civic organizations who make NTC Promenade their home. (\$5.9 million)
- Luce Auditorium Pre-development Work: Philanthropic dollars will support the architectural drawings that will allow us to bid on construction. (\$400,000)
- The Liberty School Program: Philanthropic dollars will allow 3rd grade students from Dewey Elementary (children of military families), 7th and 8th graders from ALBA (Alternative Learning, Behavior and Attitude), City Schools' alternative program for students who have been expelled from their regular school and three Juvenile Court and Community Schools (JCCS) classes to continue to participate during the 2010-2011 school year. Funds will also support the expansion of the program to include additional JCCS and ALBA classes. (\$176,064)

Old Globe Theatre



1363 Old Globe Way
San Diego, CA 92101
(619) 231-1941
www.TheOldGlobe.org

Mission Statement

The Old Globe's mission is to preserve, strengthen and advance American theatre by: creating theatrical experiences of the highest professional standards; producing and presenting works of exceptional merit designed to reach current and future audiences; ensuring diversity and balance in programming; and providing an environment for the growth and education of theatre professionals, audiences and the community at large.

Current Needs Include:

The Globe's many contributions to its field have established this theatre as a leading cultural institution not only in San Diego but also in the United States. At this pivotal moment in Globe history, the most pressing need is to secure funding that will directly support both artistic and education/community programs.

The Globe's artistic programs encompass the work of William Shakespeare and other classical playwrights; revivals and contemporary plays and musicals; and new works. The Globe's year-round production calendar of at least 15 productions, with more than 600 performances, is now rivaled by only a handful of other regional theatres. The Globe consistently produces high caliber work that represents virtually every style and genre.

The Globe's artistry is complemented by exemplary education and community programs, which have been a central facet of the Globe's mission since the late 1940s. Contributions from private sources help the Globe continue to provide these programs, particularly in underserved communities, as the theatre works with schools in the San Diego region to foster the growth of tomorrow's citizens, audiences, artists and innovators.

While the Globe has consistently balanced its budgets and has recently completed a Capital Campaign to build a new theatre and education center, the lingering effects of the recession have made it increasingly difficult to secure appropriate annual funds for the short-term and an adequate endowment for the long term.

Playwrights Project



2590 Truxtun Road
Suite 202
San Diego, CA 92106
(619) 239-8222
www.playwrightsproject.org

Mission Statement

Playwrights Project is a nonprofit corporation dedicated to arts education. Our mission is to advance literacy, creativity and communication by empowering individuals to voice their stories through playwriting programs and theatre productions.

Current Needs Include:

- Organizational Support -- A management assessment conducted prior to the economic downturn, recommended the addition of an Artistic Director, Development Director and administrative support. These positions have been put on hold, pending available funding and are still part of a long range plan. The immediate staffing need is a full time program coordinator (\$30,000/year) and a half time bookkeeper (\$16,000/year). These additional support positions would enable current staff to operate more efficiently and enable them to expand programs and increase the reach of the organization.
- Underwriting for our California Young Playwrights Contest. (\$25,000)
- A Major Sponsor for our Plays by Young Writers Festival. (\$50,000)
- Funding for full playwriting residency at a middle school, serving all students in a specific grade level. (\$10,000)

R B Chorale

819 W 9TH Ave
Escondido, CA 92025
(760) 839-9361
www.eccdc.com

Mission Statement

The RB Chorale is dedicated to:

Bringing the gift of song to our community. Lifting the spirits of our audiences and each other. Raising monies for graduating high school seniors who wish to continue their pursuit of a musical education at an academic institution of higher learning.

Current Needs Include:

- Recruit new volunteer members and refresh membership.
- Portable music system (lights, mics, keyboard, etc.) for outdoor concerts. (\$20,000)

Reuben H. Fleet Science Center



1875 El Prado
San Diego, CA 92101
(619) 685-5752
www.rhfleet.org

Mission Statement

The Reuben H. Fleet Science Center seeks to inspire life-long learning by furthering the public understanding and enjoyment of science and technology.

Current Needs Include:

- Increased unrestricted gifts for operating expenses.
- Increased endowment for long-term financial stability.
- Support to develop new exhibitions.
- Stable funding for the Fleet Inquiry Institute's professional development program for teachers in low-income and underserved schools.
- Additional school scholarship funding to provide free field trips, outreach programs, and Family Science Nights to low-income schools and neighborhoods.

San Diego Asian Film Foundation

7290 Engineer Rd
Ste A
San Diego, CA 92111
(858) 565-1264
www.sdaff.org

Mission Statement

The San Diego Asian Film Foundation (SDAFF) is a nonprofit organization dedicated to connecting audiences with the human experience through the Pan Asian media arts. The SDAFF aspires to improve the quality of life in the community by presenting film programs that inspire, educate and engage audiences in social discourse while supporting ethnic artists underrepresented. Through cultural literacy programs, we improve the quality of life in our community by presenting film programs that inspire, educate, and engage our patrons in social discourse while supporting ethnic artists whose voices are underrepresented in mainstream media.

Current Needs Include:

- Funding for our Reel Voices program. This is our digital storytelling 'bootcamp' for high school students. Up to 12 students are chosen for the 18-week program, during which they learn to critically watch and appreciate the documentary film genre, and create their own short films on the topic of identity. These films premiere at our festival and travel to festivals worldwide. The program costs \$15,000, which includes scholarships upon completion of the program.
- Development Associate Position. With generous support of the Parker Foundation, we created a database system to better serve our membership, track donors, and improve access to our extensive film archive. We would like to hire a development associate to help manage the database and better cultivate our members and donors. We need around \$35,000 for a development associate, plus health benefits.
- We need a new theater! In three years, our current theater venue (UltraStar Mission Valley) will be demolished to become a parking lot for a new condo project. Most other theaters in San Diego are too small, too inaccessible, or technically not equipped to work with film festivals. We are in the process of determining where we will move, but our operating costs will increase around \$100,000 a year. If we cannot close this gap, we will have to decrease the number of programs and number of people we serve and ultimately dramatically change how we fulfill our mission.

San Diego Chamber Orchestra dba Orchestra Nova San Diego

11772 Sorrento Valley Road
Suite 212
San Diego, CA 92121
(858) 350-0290
www.orchestranova.org

Mission Statement

Our mission is to unite families facing physical separation by facilitating the bonding experience of reading aloud together. Our vision is for all children to feel the security of caring family relationships and develop a love of reading through the read-aloud experience.

Current Needs Include:

- Expansion of the Board of Directors to 20 individuals with unique viewpoints and ability to support Orchestra Nova's vision through financial gifts and business/personal connections.
- Major and multi-year gifts to total \$150,000 - a major emphasis must be put on expanding our major and multi-year giving programs to give our budget more stability.
- Expansion of individual concert sponsorship to \$75,000 - each concert sponsored at the \$5,000 level with the incumbent benefits and exposure that sponsorship entails.
- Funding for online and televised presentations of concerts and segments of concerts to a wide and diverse audience to build up awareness about Orchestra Nova.

San Diego Children's Choir



6635 Flanders Dr
Ste H
San Diego, CA 92121
(858) 587-1087
www.sdccchoir.org

Mission Statement

San Diego Children's Choir provides the youth of San Diego with the highest quality choral music education and performance experience, fostering an awareness of culture diversity and inspiring a lifelong love of music. In addition, SDCC strives to enable its members to:

- Express themselves through a high standard of choral performance and artistic communication;
- Develop individual vocal, musical, aural and analytical skills, and benefit from age-appropriate training of the maturing voice as part of a comprehensive choral music education;
- Develop an appreciation for classical and traditional music from the world's cultures;
- Develop understanding and respect for others from different racial, religious, ethnic, and socio-economic backgrounds;
- Develop responsibility, self-confidence, and a love for singing;
- Understand the importance of their individual contribution to the success of the group;
- Participate in an organization that is an exemplary model for a community-based arts organization

Current Needs Include:

- Technology Support - Updating the website, installing payment and registration capability on the website.
- Marketing Plan Support - Expertise in mailing list scrubbing, mass mailing.
- Donor Support - Individual donors who care about building audiences for the future of performing arts.

San Diego Guild of Puppetry, Inc.



2203 Saratoga St
Oceanside, CA 92054
(800) 954-6696
www.sandiegoguildofpuppetry.org

Mission Statement

To introduce the magic of the puppet theatre experience to San Diego audiences; to develop and promote the art form through performances, educational programs and special events.

Current Needs Include:

- Board Development: attract new, interested and committed executive board members (especially those with accounting, fundraising, membership development and/or strategic/long range planning skills) to bring fresh approaches and increased expertise to our organization.
- Recruitment/retention/training: underwriting to provide appropriate compensation and fund training of performers, teaching artists, and administrative staff, thereby improving organization's sustainability.
- Development: increased donor and grant support are needed, especially to underwrite our programming in underserved schools. As education budgets continue to be cut, this is an ever more pressing need for keeping the arts in the schools. In 2011 we will be seeking additional support to underwrite performances of our K-6th anti-bullying show, currently in development.
- Media Expertise: low or no-cost media management to help maintain, regularly update and improve both our website and overall online presence.
- Volunteer coordinator: to recruit and nurture new volunteers and maintain a Volunteer data base.

Sun & Moon Vision Productions



970 W Valley Pkwy 257
Escondido, CA 92025
(760) 294-8965
www.sunandmoonvision.org

Mission Statement

The mission of SMVP is to produce documentaries, media art and events that educate, inspire change and advance a humanitarian vision.

Current Needs Include:

- Funding for full-time core staffing of 9 (Executive Director (\$65k), Development Director (\$55k), 2 Producers (\$60k ea), Program Manager/Volunteer Coordinator (\$45k), Production Assistant (\$30k), Editor (\$60k), Administrative Assistant (\$30k) PR/Marketing Director (\$55k) and Graphic Designer (print and web) (\$50k). (\$450,000)
- Additional Board Members with diverse backgrounds, successful fundraising expertise.
- Office space with production studio. (\$30,000 per year)
- Funding for equipment. (\$50,000)
- Sustainable program funding. (\$10,000 - \$75,000)

The San Diego Archaeological Center

16666 San Pasqual Valley Road
Escondido, CA 92027
(760) 291-0370
www.sandiegoarchaeology.org

Mission Statement

The mission of the San Diego Archaeological Center is to preserve archaeological collections and promote their educational, scientific and cultural use to benefit a diverse public.

Current Needs Include:

- General operating support during the current financial climate.
- Funding for Capital Campaign projects. (\$1.5 million)
- Funding for staff expansion. (\$250,000)
- Funding for program development. (\$100,000)



PO Box 12039
La Jolla, CA 92039
(858) 550-1070
lajollaplayhouse.org

Mission Statement

La Jolla Playhouse advances theatre as an art form and as a vital social, moral and political platform by providing unfettered creative opportunities for the leading artists of today and tomorrow. With our youthful spirit and eclectic, artist-driven approach we will continue to cultivate a local and national following with an insatiable appetite for audacious and diverse work.

In the future, San Diego's La Jolla Playhouse will be considered singularly indispensable to the worldwide theatre landscape as we become a permanent safe harbor for the unsafe and surprising. The day will come when it will be essential to enter the La Jolla Playhouse village in order to get a glimpse of what is about to happen in American theatre.

Current Needs Include:

- General Operating Support so that the Playhouse can continue to produce and present groundbreaking, innovative theatre.
- Funding for New Staff Training: The Playhouse has recently hired a new Managing Director, Development Director, Director of Planned Giving and Major Gifts, as well as several mid-level managers. Training for these new employees would prove very useful.
- Education and Outreach Programming support so that the Playhouse can reach an increasing number of children throughout the community each year.
- Contributions to our endowment fund.



The San Diego Foundation enhances our community by working with individuals, businesses and organizations to establish charitable funds. Grants from these funds support charitable groups and programs working to improve the quality of life in San Diego County and beyond.

With hundreds of philanthropic partners, The San Diego Foundation supports nonprofit organizations and public institutions in fields such as the environment, science and technology, the arts, civic engagement, education, health and human services, and other areas of need as diverse as the region.



Questions?

BetterGiving at The San Diego Foundation

Contact BetterGiving@sdfoundation.org or (619) 235-2300.

www.bettergivingsd.org