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San Diego Arts Scene Gets Boost From Renewed Philanthropic Commitment

*Funds Part of Statewide Effort to Increase Investment in the Arts;
Grants to The San Diego Foundation Total \$950,000*

San Diego, CA — The James Irvine Foundation today announced nearly \$3.2 million in grants to eight California community foundations that will support regional arts efforts as part of its Communities Advancing the Arts (CAA) initiative. The San Diego Foundation (TSDF) will receive \$450,000 to support local efforts to raise the visibility of and increase donor involvement in the arts.

This grant is the second of two CAA grants from Irvine and seeks to deepen earlier gains made in arts donor involvement since the program's launch in 2004, as well as provide re-granting support to local arts organizations. TSDF also received a \$500,000 grant in phase one of the program, which extended through 2007. It is among eight community foundations that will share \$3.15 million in grants approved by Irvine's Board of Directors on Wednesday.

"San Diego County residents are ready and able to invest in our local arts community," said TSDF President and CEO Bob Kelly. "These CAA funds have enabled The San Diego Foundation to launch a process of engagement around this important aspect of civic life."

As part of phase one of the CAA program, TSDF commissioned a research project to better understand local arts giving and donor perceptions entitled "pARTicipate San Diego: The Case for Increased Cultural Patronage." The project studied current levels of community involvement with arts and culture and the final report made a strong case for increased private donor support to sustain arts and culture activities throughout the San Diego region. Research for the project also revealed that two-thirds of San Diegans would be willing to pay more taxes to support arts and culture. TSDF has leveraged the CAA funds to raise awareness of the importance of the arts throughout the San Diego region.

TSDF also used the Irvine Foundation phase one CAA grant funds to sponsor San Diego Behind the Scenes, a series of events aimed at building relationships between donors and artists in the venues where performances and exhibits are held. The series was a collaboration between The San Diego Foundation and participating arts organizations, and events included special receptions, backstage tours, and up-close interactions between artists and patrons. Events ranged from a mingling with musicians before and after the Mainly Mozart festival to previewing the

Broadway-bound “Dirty Rotten Scoundrels” at the Old Globe Theater, with a reception, backstage tour, and meetings with several of the artists.

“Working with The San Diego Foundation to cultivate local interest in the arts has boosted our planning for long-term financial viability,” said CEO/Executive Producer Louis G. Spisto of the Old Globe Theater. “Although we have been an important part of the San Diego arts community for seventy years, we still rely on the generous patronage of individuals in our community to keep our programs solvent. The programs funded through these Irvine Foundation grants are helping us to strengthen relationships with local donors.”

TSDF will use the second phase of CAA funding to build on the successful Endow San Diego campaign by motivating donors to endow local arts organizations and will continue to reach out to individual donors to support the arts. The Foundation will also re-grant some of the \$450,000 from the Irvine Foundation to local arts organizations.

Public funding for the arts has reached new lows in recent years. The California Arts Council, which traditionally funded local arts programs throughout the state, has seen its budget slashed from \$31 million in 2000 to just \$5 million in 2007. Private donations have also dipped over the past 15 years, leaving many arts organizations struggling for survival. Irvine’s CAA initiative is intended to foster grantmaking and individual donor donations to arts organizations in targeted communities.

"The Irvine Foundation is committed to supporting vibrant artistic and cultural communities throughout California," said James E. Canales, President and CEO of the Irvine Foundation. "We are pleased that our support is enabling community foundations to foster sustainable funding streams for arts organizations in their communities."

About The San Diego Foundation

Founded in 1975, The San Diego Foundation is a broad-purpose community foundation helping individuals, families and organizations carry out their charitable plans, with the common goal of improving the quality of life in the greater San Diego region, now and for generations to come.

About The James Irvine Foundation

The James Irvine Foundation is a private, nonprofit grantmaking foundation dedicated to expanding opportunity for the people of California to participate in a vibrant, inclusive, and successful society. The Foundation’s grantmaking is organized around three program areas: Arts, Youth, and California Perspectives, which focuses on improving decision making on significant state issues. Since 1937 the Foundation has provided over \$1 billion in grants to more than 3,000 nonprofit organizations throughout California. With current assets of over \$1.8 billion, the Foundation expects to make grants of \$81 million in 2008 for the people of California.

For more information about the Irvine Foundation, please visit our Web site at www.irvine.org or call 415.777.2244.

FACT SHEET - THE IRVINE FOUNDATION'S COMMUNITIES ADVANCING THE ARTS INITIATIVE: ADVANCING THE ARTS IN SAN DIEGO COUNTY

Statewide Initiative to Increase Local Investment in the Arts Donates \$950,000 to The San Diego Foundation

San Diego Region Arts Grant from the James Irvine Foundation

- The Communities Advancing the Arts (CAA) initiative is a two-phase program. The San Diego Foundation (TSDf) received \$500,000 for its phase one work (2004-07) and will receive an additional \$450,000 toward local arts fundraising efforts in phase two (2008-11).
- TSDf is one of eight community foundations to receive funding from the Irvine Foundation in 2008. The community foundation will use the grant to challenge individual donors to increase their financial support of the arts.

Phase One (2004-07) - Communities Advancing the Arts in San Diego County

- \$200,000 in Irvine Foundation funding was regranted to 53 local arts organizations by TSDf. Recipient organizations included: Cygnet Theatre Company, Museum of Contemporary Art San Diego and Eveoke Dance Theatre.
- Phase One funds sponsored "Cultural Caravans" and "San Diego Behind the Scenes," events which provided individual donors with a greater understanding and appreciation of the region's cultural assets.
- TSDf also used CAA funding to commission the report "pARTicipate San Diego: The Case for Increased Cultural Patronage," which studied community involvement with, and interest in arts and culture throughout the region.

Phase Two (2008-11) Plans – Deepening Support for the Arts in San Diego County

- TSDf intends to strengthen its outreach to local donors by encouraging greater financial commitment to the arts in Phase Two. TSDf will build on its Endow San Diego campaign and motivate donors to support a new permanent fund for the arts at The Foundation; increase support for existing endowments within arts and culture organizations; and launch a new grantmaking program that will demonstrate the power of art and culture to create vibrant communities.
- Other goals in Phase Two include increasing public awareness and advocacy concerning arts and culture; increasing the capacity of arts and culture organizations to collaborate, innovate and serve new audiences.

San Diego County has an Active Arts Community

- San Diego County is home to nearly 300 nonprofit arts and culture organizations, ranging from community based organizations, such as the San Diego Guild of Puppetry to the nationally renown, such as The Old Globe;
- In 2007, TSDf donors directed grants totaling \$3.4 million to the arts;
- Donor advised endowment funds dedicated to the arts at TSDf total \$3.8 million.

About the Irvine Foundation Communities Advancing the Arts Initiative

- CAA is targeted at communities throughout California to increase individual giving to the arts. Grants were distributed through participating community foundations and are intended to challenge local donors to increase their support of community arts programs.
- Irvine Foundation invested \$4.75 million in phase one of the program (2004-07), and the thirteen participating community foundations mobilized nearly \$40 million in local assets for the arts. Irvine will distribute an additional \$3.75 million to eight community foundations in phase two (2008-11).

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