



CASE STATEMENT

Who We Are

The Palo Alto Art Center Foundation is a 501(c)3 nonprofit organization that operates with the Palo Alto Art Center in a public/private partnership. The Palo Alto Art Center is a program of the City of Palo Alto, Division of Arts and Sciences, Community Services Department.

Mission

The Palo Alto Art Center Foundation **expands the reach and impact of the Palo Alto Art Center through fundraising and advocacy.**

The mission of the Art Center is: **the Palo Alto Art Center is your place to discover art. See, make, and be inspired because everyone is an artist.**



Goals and Priorities

The Palo Alto Art Center Foundation's overriding purpose is to generate a healthy and ongoing flow of resources to ensure the stability and quality of the Palo Alto Art Center's programming.

The Foundation's primary goals are:

- To build a broad base of financial support from local residents and businesses.
- To advocate among community members and public officials for the value and enhancement of the Art Center.

The Foundation's Board of Directors have committed to the following priorities in support of its mission and goals:

- Maintain and build a robust membership program that connects people to Art Center activities and provides a steady base of annual funds.
- Actively steward our current and potential donors.
- Engage local corporations in the ongoing support and development of the Art Center.
- Advocate for the Art Center as a core community institution.
- Manage a revenue-generating retail shop of unique art and interesting branded materials that is integrated with art.



What We Support

The Foundation helps the Art Center's programs to reach larger audiences and to bring art to underserved youth and family populations through the following initiatives:

- **Children's Programs**—The Foundation financial support expands the impact of these programs, which provide valuable educational opportunities for children and teens:
 - **Project LOOK!**—The Art Center's school tour program provides interactive exhibition tours followed by related hands-on art activities for more than 5,000 schoolchildren every year with an interactive exhibition tour followed by a related hands-on art activity. **The Foundation supports the general operation of this program and offers free scholarships and transportation to schools in the Ravenswood City School District (East Palo Alto and East Menlo Park). This support allows hundreds of underserved children to participate in this valuable program.**

“Everything we experience is an opportunity to learn something new. What we learn at Project LOOK! helps the kids to experience something they don't see every day.” --2nd Grade Teacher
 - **Family Programs**—The Art Center offers enriching art experiences for children and meaningful experiences for parents through a variety of free family programs that serve more than 1,200 people each year. **The Foundation funds artists' fees and art materials for the popular free Family Days and for Art Truck outreach events throughout the community.**
 - **Cultural Kaleidoscope**—This unique artists-in-the-schools program links the neighboring and diverse communities of Palo Alto, East Palo Alto, and East Menlo Park by building bridges through the arts. For some participating schools in the Ravenswood City School District, Cultural Kaleidoscope has historically provided the only arts education in their classrooms throughout the year. **The Foundation supports the general operation of this program and directly funds all of the teaching artists, art supplies, and student transportation.**
 - **Children's Fine Art**—The Art Center's class and workshop program helps children and teens develop skills in the arts, experience the power of creative expression, build confidence and explore their interests in a fun and supportive environment. This program serves 2,000 children and teens every year with programs in a wide range of media. **The Foundation provides operational support to this program and helps to purchase equipment and supplies for the Art & Technology program.**
- **Exhibitions**—The Foundation's support allows the Art Center to maintain free admission to its exhibition program. Serving tens of thousands of visitors every year, Art Center exhibitions bring the work of both world-renowned and emerging artists to the community. **The Foundation supports the general operations of these exhibitions and the production of catalogues and exhibition tours that significantly expand the Art Center's audience.**

- **Adult Studios**—A community hub for creative exploration, the Adult Studio program serves more than 2,000 people annually through classes, workshops, and drop-in programs. **The Foundation funds studio materials and supplies, enhancing the studios’ environment and functionality for the community.**
- **Volunteers**—The Art Center provides meaningful volunteer opportunities to more than 500 adults and teens every year. These volunteers assist in all areas of Art Center operations—from assisting with art activities at Family Days to helping customers in the Gallery Shop. **The Foundation supports materials and supplies that make the volunteers productive in their work at the Art Center.**



History and Achievements

The Foundation was established in 1973 as the Palo Alto Cultural Center Guild, just two years after the opening of the Palo Alto Community Cultural Center (now the Art Center). The Art Center was established by and for the community after intense lobbying to transform its current building (the former City Hall) into a center for art. Originally founded and staffed by volunteers, the Foundation has professionalized its operations and staffing.

“The museum and its facilities are a perfect gathering place for the community (especially, but not only kids) to focus on creativity together.”--First-time Art Center visitor

For more than 40 years, the Foundation has significantly expanded the impact and reach of the Art Center in the community, spearheading new programs (such as Cultural Kaleidoscope) and providing seed funds so that the Art Center could initiate programs for new audiences in the community.

The Foundation’s most dramatic achievement is the successful \$4.7 million capital campaign to help renovate the Art Center facility. Completed in October 2012, the renovation represented a landmark public/private partnership among the Foundation, the City of Palo Alto, and community members.

Structure

The Foundation is housed at the Art Center and is governed by a volunteer Board of Directors composed of a diverse range of community members. Staffing for the Foundation includes:

- Art Center Director*
- Development Director
- Manager of Donor and Retail Services
- Gallery Shop Sales Associates
- Grant writer (contractor)

The Board of Directors maintains several standing committees and task forces, including: Executive Committee, Governance Committee, Membership Committee, and Gallery Shop Task Force.



Fundraising Plan

The Palo Alto Art Center Foundation raises support through the following approaches:

- **Foundations**—The Foundation currently receives operating support from foundations such as the David and Lucile Packard Foundation, the William and Flora Hewlett Foundation, and the California Arts Council.
- **Individual support**—The Foundation also receives generous support from individuals in the community, primarily through its annual appeal, and its campaigns for Project LOOK! and Cultural Kaleidoscope.
- **Membership**—The Foundation maintains an active membership program that generates revenue throughout the year. Attractive membership benefits are provided all donation levels.
- **The Gallery Shop**—Featuring a variety of unique, regional handcrafted items, this retail operation in the Art Center lobby now represents the only local art-related gift shop in the Palo Alto and provides an ongoing source of revenue to the Foundation.
- **Corporate Support**— The Foundation receives corporate support from companies such as Wells Fargo Foundation and Dreyfus Sotheby's International Realty.
- **Special Events**—The Foundation's signature event—The Great Glass Pumpkin Patch—is an annual showcase and sale of thousands of glass pumpkins. Proceeds from the sales at the immensely popular event benefit participating artists, the Foundation, and partner organization, the Bay Area Glass Institute.

What Your Investment Supports

With your help, the Foundation provides the opportunity for more than 90,000 people annually to see, create, and be inspired. Our partnership with the City of Palo Alto ensures that your contributions are **leveraged** by City funds to provide meaningful arts programs for the entire community. Thanks to the support of the City of Palo Alto, your contributions will go to making programs available to community members, rather than towards facility maintenance or utilities.

Cultural Kaleidoscope

- **\$10,000** provides the opportunity for two paired classrooms to participate in the program
- **\$5,000** supports one classroom's entire participation in Cultural Kaleidoscope
- **\$1,000** funds one artist's fees to teach in one classroom
- **\$500** supports art materials for two classrooms
- **\$250** allows one child to participate in Cultural Kaleidoscope
- **\$50** provides art materials for five children

Project LOOK!

- **\$2,000** supports one Family Day
- **\$1,000** covers scholarships for 10 classes from Ravenswood
- **\$1,000** covers bussing for eight Ravenswood classes (\$250 per bus)
- **\$100** funds one scholarship for one Ravenswood classroom
- **\$200** provides an honorarium to a lecturer in our new Coffee Talks program series
- **\$40** provides art supplies for two classrooms

“I don’t know of any other museum in the country that so enthusiastically and consistently engages with relevant and significant community issues.”-- Palo Alto High School Teacher

Children’s Fine Art

- The Foundation contributes **\$5.50** for every child and teen participating in class programs to enhance their experience.

Exhibitions

- The Foundation provides **\$9,000** for each Art Center exhibition, covering artist honoraria for site-specific installations, shipping expenses, and materials.

Volunteers

- The Foundation provides approximately **\$6** per volunteer. The Art Center’s 800 community volunteers (half of which are teens) provide valuable support for all our programs, and receive important professional training in return.

Studios

- The Foundation bolsters this program at the level of approximately **\$2.50** per workshop and class-taker, contributing to materials and equipment in our ceramics, jewelry, and painting/drawing studios.