

INITIATIVE OVERVIEW

Advancing the Arts in Silicon Valley

A vital asset in a vibrant community

Community Foundation Silicon Valley believes arts and culture are essential to a healthy, vital community. We envision a Silicon Valley in which the arts engage all types of people, build community and provide diverse cultural experiences. Creative expression and imagination will help our region continue to flourish.



Why support the arts? Consider these three reasons...

It feels good. Art has a personal—and positive—effect on individuals. It surfaces emotions, sparks imagination, and uncovers possibilities. Ask people why they love art—chances are you’ll hear that it astonishes, energizes, empowers, inspires, motivates, surprises and teaches. Art touches lives for the better.

It does good. The value of art goes beyond its beauty and power to move individuals. Art has societal benefits as well. Research shows that art fuels local economic growth—contributing jobs, advancing tourism, and nurturing the creativity that is a hallmark of our region. Arts education helps kids succeed in school because it improves their ability to learn in other subject areas and increases their self esteem. And art brings people together—fostering social connections, bridging cultural differences, promoting deeper understanding of others, and encouraging civic engagement. Add it all up, and it is clear that art strengthens community.

It’s time now. State art funding is at an all-time low. California now provides just three cents per person per year, which places our state below almost all in the nation. The decline in arts funding has been dramatic and rapid:

Arts funding in California

2001/02	2002/03	2004/05
\$32 million	\$18.5 million	\$2 million

The loss of funding directly affects artists and arts organizations in our area. This loss in revenue cannot be offset by ticket prices alone—which account for less than half of the actual costs of operating most arts organizations. It’s up to us to stand up for arts in our community.

“Every night when a curtain rises in Silicon Valley, an audience of strangers becomes a community as they watch a unique, once-in-a-lifetime happening... I hear others sigh, laugh, sniff, and gasp; and I know we are all connected in a special way.”

EDDIE REYNOLDS
LOCAL ARTS DONOR



Our arts ecosystem

Silicon Valley contains:

- 600 nonprofit arts organizations—ranging from Joe’s Art Garage (a new community gallery for emerging artists) to the San Jose Symphony (a nationally recognized arts institution)
- Three million consumers: area residents who are exposed to arts—both formally and informally, both public and private art
- Hundreds of thousands of ticket holders—people who make paid admissions to arts events each year
- Thousands of donors who support the arts with gifts large and small—ranging from capital campaign donations to bequest gifts intended to sustain arts organizations
- Arts Santa Clara County: a coordinating council where business, government, nonprofits, donors and artists come together to advance the arts

Helping donors do more for the arts

Community Foundation Silicon Valley is in the business of philanthropy—we help donors create highly effective, personally rewarding ways to advance the arts.

Our planned giving staff provides individual consultation and expert giving advice. We can help you understand the advantages of many giving alternatives, including:

The Community Investment Fund—an endowment for our region

Donor Advised Funds—personal giving made easy through a fund created in your name and managed with your guidance

Corporate Advised Funds—the strategic, simple way for business to invest in community

Reaching youth through arts: one donor’s approach



Katharine Gin studied the visual arts in school and piano at the San Francisco Conservatory of Music. “I was lucky to have wonderful experiences in the arts as a child, both as a participant and observer,” she says.

She realized that many children don’t have these opportunities, so as an undergraduate at Yale University, Katharine created a photography program that served more than 350 low-income children who lived in housing projects throughout Connecticut. Since then, she has built her career around teaching at-risk youth how to use cameras and the written word as weapons of expression and empowerment, most recently as an artist-in-residence with San Francisco WritersCorps and as a photography instructor at Log Cabin Ranch, a detention center for male juveniles.

“I see tremendous potential in Silicon Valley’s diverse ethnic communities,” Katharine says. “I believe we must continue to nurture grassroots agencies which address the specific needs of these diverse communities, while simultaneously enabling communication and collaboration across boundaries.”

The arts provide one way to build such bridges, and as an advisor to the Nelson Fund at Community Foundation Silicon Valley, Katharine supports a wide array of arts education programs. “Equal access to the arts is essential to a healthy democracy,” she says. “Through my work with CFSV, I’ve been able to expand opportunities for strong Bay Area arts agencies which share this vision.”



Art is part of our vibrant community.
Make it part of your community giving.
For ideas and information, visit
www.cfsv.org/arts or call 408-278-2200



w h y

support a r t s ?

here are three good reasons...

it *feels* good

art astonishes, energizes, empowers, inspires, teaches, and touches people

it *does* good

art fuels economic growth, helps kids succeed in school, and brings people together

it's *time* now

state art funding is at just 3¢ per person per year; local arts need local donors



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person per year; ticket prices alone
don't pay the bills—donors are vital
to the arts.

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