



Huntington Beach Academy for the Performing Arts Foundation

2010 Community Campaign

**HBAPAF
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Huntington Beach Academy for the Performing Arts Foundation

The Huntington Beach Academy for the Performing Arts Foundation is a 501 (c) (3) non-profit organization dedicated to expanding the resources available for arts education in Huntington Beach and surrounding communities.

Mission

Our mission is to promote creative arts education and pre-professional training by raising awareness and providing financial support to the Huntington Beach Academy for the Performing Arts.

Huntington Beach Academy for the Performing Arts

Founded in 1993, the Academy for the Performing Arts has been the most decorated “arts school” in Southern California and for the past five years has been ranked as a top International Star School. Nine disciplines are taught at the Academy for the Performing Arts—dance, music, media & entertainment technology, acting, dramatic production, costume design, orchestra, musical theater, and technical theater. Graduates from the academy go directly into the industry or to prestigious colleges and universities with many receiving performance and academic scholarships. The Academy for the Performing Arts has been selected as an Apple Exemplary Program for the 2009-2010 school year for illustrating “best practice” qualities of a 21st century learning environment by Apple Inc. Most recently, Academy for the Performing Arts students performing in Los Angeles and New York have received awards for their performance in dance and musical theater. All classes meet the graduation requirements of the University of California.

HBAPA Foundation Initiatives

Over the last year, the HBUHSD and HBAPA Foundation have worked together to determine the future needs of the APA program. Collaborating with faculty, students, and professionals, we completed a thorough examination of the program that suggested improvements and additions that fit the strategic plans of the district and foundation. We call this effort the 2009-2010 APA Needs List.

Renovation of the auditorium and bell tower was a huge achievement and created an exceptional teaching and performance stage for APA. We want to build upon this tremendous platform in a manner that benefits the learning and performance environment for the students. We want to extend these benefits throughout the school district, other educational programs, and the community. These are our initiatives that are in progress this year:

- Administrative Support
- Communications and Marketing

- Storage Facility for Sets and Costumes
- M-Building Renovation
- APA Counselor
- Teacher Support and Education
- Scholarships and Stipends
- Black Box Update
- Instrument Specialists
- Sheet Music
- Sets and Costumes to include Second Stage Performances
- Dance Specialists
- Adding to APA Curriculum
- Second Stage Musical Support
- Digital Production Studio

HBAPAF Support

We must continue to keep moving forward in our quest towards becoming the one of the best performing arts institutions in the country. In order to achieve this goal, a greater focus must be placed on fundraising. HBAPA Foundation has worked closely with the Huntington Beach Union High School District to initiate programs that are educationally necessary and maintain high standards. HBAPA is educating tomorrow's artistic leaders and building on its foundation of excellence.

The foundation is focusing its efforts on cooperative arrangements with the community, charities, alumni, and businesses providing the funds necessary for 1) capital improvement projects, 2) programs and equipment, 3) scholarships, and 4) establishing an endowment. Our fundraising efforts throughout this campaign will provide APA students and teachers with the tools necessary to succeed and compete at the highest level possible.

Annual Fund-raising Strategy

The HBAPA Foundation fundraising is a critical component for our annual plans. In the face of escalating scholarship and operating costs, APA's reliance on public and private support increases each year. Annual gifts to the HBAPA Foundation play a critical role in the success of the school. These funds are used to assist with APA needs including scholarships, program operation needs, capital improvements. The future of APA will increasingly rely on the Foundation's efforts to fundraise through support from the community, major grants from private and public charities, sponsorship by businesses, and an endowment.

Fund-raising Programs

- Family Pledge—student families to annually contribute \$575 to the operations of APA.
- Chair Donors—individuals, families, businesses are eligible to buy a seat in the theater for \$300 and have a brass plate with an inscription put on the seat. Approximately 350 of the 650 seats are available.
- Sponsors—the entire season plus 10 main stage events are available for sponsorship by businesses and corporations. Their name will be placed at the event and in the playbill.
- Community Campaign—each student will participate in a campaign to identify community members to support APA donations of at least \$100.
- Individual Donations—individuals and alumni donate to the program.
- Grants—foundations and agencies grant money to fund specific APA projects.

- Matching Gifts—employees can pledge donations to APA that are matched by their employer.
- Charity—families, businesses and foundations provide funds for APA.
- eScript—families are able to designate APA to receive a percentage of sale from participating businesses.
- United Way—employees can designate APA to receive a portion of each paycheck through United Way.
- Estate Planning—estates can include APA in their estate plans.

Community Campaign

The Community Campaign was established in conjunction with the 2009-2010 APA Needs List as part of a larger Foundation obligation to support APA. The Needs List was designed to enhance the capacity of APA to offer a great performing arts program.

The Foundation has committed to financial stability through a series of fund-raising activities over the next two years. The Foundation will reach a significant number of community members and corporate sponsors who will make donations to the APA program and attend APA events through regular communications and marketing.

This year, the major spotlights of the Community Campaign are:

1. Donations--Identify 6,000 of the best community members who are most likely to make donations of at least \$100.
2. Sponsors--Identify 600 corporate sponsors for Main Stage performances, find sponsorships of at least \$10,000 per performance.

The Community Campaign has been organized by APA and the Foundation so that each APA student will create a list of 10 names who they think are most likely to donate and want to receive information about APA and 1 business name contact that would provide major support for one of the 10 Main Stage performances. The student will prepare an oral introduction about APA to the community member using this information package. The student will collect the donations and contact information and return them to the Foundation. The Foundation will deposit the donations, enter the contact information into a Donor Management System, and send out a formal Thank You Letter that can be used for tax purposes.

Former events, Walk for the Arts and the Foundation Season Opener, will be incorporated into the Community Campaign as a way to celebrate APA and bring students and community members together.

The Foundation website will have information and downloadable forms supporting the Community Campaign.

Each year, APA and the Foundation will organize a Community Campaign that adds to the contact list (new students) and reinforces the relationship we have with community members already entered into the system (returning students). In this manner, the donor base and potential to increase the total donations grows every year.

Outline of Community Campaign

Community Campaign

The Community Campaign will reach out to about 6,000 community members who will donate to APA and receive regular communications about APA performances and 600 business names that may become Corporate Sponsors of APA Main Stage Events. Our goal is to raise over \$600,000 from *community donations* and about \$100,000 from *corporate sponsors*.

Organization and Management

The Foundation will establish an ad-hoc committee to organize and manage the campaign. The committee will be made up of community leaders including Huntington Beach Union High School District Board members. Community Campaign tasks will be divided up among the members.

Student Responsibilities

Students will be asked to contact 10 community members mostly likely to donate at least \$100 and provide the name of 1 Corporate Sponsor. Contact information will be entered into our Donor Management System to track and communicate.

Community Members

Each community member will donate at least \$100 and provide contact information necessary for us to track their donation. They will be entered into the Donor Management System and receive timely announcements on upcoming APA performances and events.

Corporate Sponsors

Corporate Sponsors will donate at least \$10,000 for each of the 10 Main Stage Events scheduled in the theater during the school year. The Foundation will collect 600 corporate names from the students that may be capable to sponsoring APA events. The ad-hoc committee will review the names and determine the best approach to successfully approach the business and enlist their support. Sponsors will receive recognition on bill boards at the performance, playbill and website. Businesses who are not capable of at least \$10,000 but who would still like to contribute will be assigned Minor Sponsorship recognition.

Events Associated with the Community Campaign

Community Campaign Walk for the Arts will continue as a gathering for the students to celebrate the beginning to the school year and success of the campaign. During their celebration, we will hold a raffle for various prizes.

HBAPA Foundation Season Opener will celebrate the finale of the Community Campaign. It will take place on the weekend of October 17, 2010 and include entertainment, tours of the APA campus, and special performance of a musical in the theater.