



# YOUTH ARTVANTAGE INITIATIVE

A PROMISE TO PROTECT OUR  
REGION'S ARTISTIC FUTURE

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Sierra Arts Foundation  
Nevada Fine Arts

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Art is a promise. We must deliver on this promise for our students and for our future as a community.

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## THE PANDEMIC HAS IMMEDIATE AND FUTURE EFFECTS.

Mature artists felt the ramifications of the pandemic almost immediately. Gigs were cancelled, art shows were halted, and gathering facilities were shut down in the interest of public safety as the novel coronavirus, COVID-19, began sweeping through our community.

The financial impact was immediate and devastating. But in the same way that our community could be faced with a second wave of the pandemic, the arts could also see a second wave of devastation: in a disruption to our art education pipeline. Nearly 2470 students in the Washoe County School District system would have stepped into the classroom this fall and been provided with art materials for classes that help students explore multiple artistic concepts and pursuits.

But as COVID-19 has caused the district to rethink what is possible, normal fees that are collected in order to provide for these materials and therefore for this new wave of potential artists have been shuttered. In a collaborative effort, Sierra Arts Foundation and the Washoe County School District are partnering with Nevada Fine Arts to raise funding that will underwrite art kits for students who no longer have the opportunity to receive these materials because of a pandemic wholly out of their control.

This coalition is encouraging individuals and businesses to consider supporting in increments as low as \$20 and as high as \$10,000 to help provide kits to the students in our region.

# WHY SUPPORT THE YOUTH ARTVANTAGE INITIATIVE?

Outside of the fact that these students have done nothing wrong and still been robbed of so much in the year 2020, the arts have a clear and demonstrable economic impact in our region.

According to the National Endowment for the Arts, arts and cultural production contributed an estimated \$877.8 billion to the U.S. economy in 2017. In Reno, we spend on average \$89 million for the arts, which help employ 2,658, placing the arts industry as the fourth largest employer in Washoe County. As a result of the myriad investments our economy makes in the arts, it generates an estimated \$7.9 million back to the state, more than 385% in return on investment for the region. Perhaps more importantly at this immediate juncture, research championed by Americans for the Arts proves that creative arts can have a marked impact on wellness, including increased self-esteem and reductions in stress and reduced levels of depression and improvements in quality of life. Given the depression and anxiety that COVID-19 circumstances can breed, it seems keeping art is a coping mechanism we cannot afford to keep from our children.

Donating to the Youth ARTvantage Initiative provides immediate therapeutic opportunity for students in our region while also protecting the economic pipeline the art industry represents for our community.

## DONATIONS

To provide materials to those in our community who are losing the opportunity to discover their artistic talents requires a financial goal of \$50,000. We are soliciting dollars from three primary audiences: individuals and families in the Truckee Meadows, businesses in the Reno and Sparks region, and foundations appropriately aligned with the advancement of the arts. Donations will be on boarded by fiscal agent and nonprofit, Sierra Arts Foundation, which has a track record of advocating for arts and artists in northern Nevada for more than 50 years. Nevada Fine Arts will be responsible for soliciting materials at an affordable price point and compiling kits as per Washoe County School District art teachers' volunteered requirements.

Each \$20 donation represents one student's collection of materials, which can be picked up at Nevada Fine Arts. Kits will include a sketchbook or drawing pad, colored pencils, a watercolor set with brushes, sharpie, eraser, pencil and sharpener, ruler and scissors.





# SUPPORT LEVELS

**LEONARDO DAVINCI**  
**PATRON (3)**  
**\$10,000**  
(\$9,500 tax deductible)

Brand inclusion in all outbound communications: Digital newsletters, press releases, website promotion.  
Reference in social media promotions  
Literature inclusion in Kits

**FRIDA KAHLO**  
**PATRON (2)**  
**\$5,000**  
(\$4,500 tax deductible)

Brand inclusion in all outbound communications: Digital newsletters, press releases, website promotion.  
Reference in social media promotions

**JACOB LAWRENCE**  
**PATRON (2)**  
**\$2,500**  
(\$2,200 tax deductible)

Brand inclusion in all outbound communications: Digital newsletters, press releases, website promotion.  
Reference in social media promotions

**ANDY WARHOL**  
**PATRON (6)**  
**\$1,000**  
(\$700 tax deductible)

Brand inclusion in all outbound communications: Digital newsletters, press releases, website promotion.  
Inclusion in digital marquee signage (GSR, Peppermill, Atlantis)  
Reference in social media promotions



# CREATIVE PLEDGES

## FRIENDLY RIVAL PLEDGE

Invite a friendly competitor to donate or raise at least **\$1,000** (or an amount you want them to match) to pair with your contribution in a very public competition.

Inclusion/tracking on SAF website

Social media promotion (1-2) with tags per entity

## COMMUNITY BUILDER BUSINESS PLEDGE

\$500 donation.  
(\$440 tax deductible)

Inclusion on SAF website

Social media promotion (1-2) with tags per entity

# READY TO JOIN?

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NAME

PHONE

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EMAIL

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COMPANY

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SPONSORSHIP LEVEL

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CARD NUMBER

EXPIRATION

CCV

MAIL CHECKS TO:

17 S. VIRGINIA STREET, RENO, NEVADA 89502

# SIERRA ARTS FOUNDATION



Since 1970, Sierra Arts Foundation has worked to provide educational opportunities for artists of all ages. In addition, the team has been responsible for offering development, training, financial support and the types of promotional and marketing assistance that can help artists to be more self-sufficient and economically viable.

For 50 years, the nonprofit has attracted a wealth of donors, grant dollars and support in order to develop and improve its offerings. Programs offered include Arts Integration, Teen Empowerment through Art Integration, Sierra Arts Academy, Artist Grants, Gallery Exhibitions, Elder Care Concert Series, Healing Arts and a membership platform designed to encourage the production and development of work our artists engage in.

In the midst of a global pandemic that is cutting deeply into the diverse fabric of our community, Sierra Arts Foundation is working to ensure it protects the future of this robust tapestry of talent and invites you to join the cause.

## NEVADA FINE ARTS

For over forty-five years, Nevada Fine Arts (NFA) has been northern Nevada's largest independent art and framing supply store. We also stock photography paper, drafting supplies, as well as books and unique gifts.

But beyond the quality and value of the area's best selection, our customers keep coming back for other reasons, too. They like the fact that we are a family-owned and operated business, committed to this community. They value our knowledge and personal attention. They appreciate the other services we provide like custom framing, art classes, and free demos.

Most of all, they know NFA as a place where the creative spirit is celebrated and stimulated.

