



# HELP US BUILD THE BRIDGE TO THE FUTURE



Over the last 24 years New Village Arts has provided adventurous artistic experiences for the North County San Diego community and played a key role in the revitalization of Carlsbad Village. With the opening of the Dea Hurston New Village Arts Center in 2023, a new era was born for the arts in Carlsbad and throughout North County.

Recognizing the important place New Village Arts holds in North County, in the Fall of 2024 Prebys Foundation generously created the opportunity to secure our future for generations to come. We need your help to **BUILD THE BRIDGE** to the future and protect adventurous artistic experiences for our community.



NEW  
VILLAGE  
ARTS



PREBYS  
FOUNDATION



## THE PREBYS CHALLENGE GRANT

In October of 2024, Prebys Foundation made a strategic investment in New Village Arts which includes:

**\$125,000** to support the NVA staff and the **Build the Bridge Campaign**

**\$625,000** as a **CHALLENGE GRANT** to complete the investment in the building

To succeed with the **CHALLENGE GRANT**, NVA must raise \$625,000 to be matched dollar-for-dollar by Prebys Foundation with the following goals:

>\$125,000 by December 31, 2024: **ACHIEVED!!**

>\$250,000 by June 30, 2025: **ACHIEVED!!**

>\$250,000 by December 31, 2025

Once this **CHALLENGE GRANT** is complete, the **BRIDGE TO THE FUTURE** will be built and New Village Arts will enter a new era of financial security. NVA already does incredible work on the Ray Charles Stage, in the schools, with our actors with neurodiversity and with local senior citizens. Together, we can build a sustainable future where adventurous arts experiences are available for all members of our community. Please help us surpass this **CHALLENGE GRANT** and **BUILD THE BRIDGE!**

Performing and visual arts are essential to a community because they improve mental health, strengthen the economy and bring people together.



**Below are some of the ways the Dea Hurston New Village Arts Center makes a substantial difference in the lives of people of all ages:**

## **ECONOMIC IMPACT**

- NVA brings over 30,000 people to Carlsbad Village annually, creating over \$1.2 million in economic impact to our community
- NVA provides employment for artists, educators, event coordinators, and staff
- The Dea Hurston New Village Arts Center is the only arts center of its kind in North County, attracting audiences and families to Carlsbad Village



## **EDUCATION AND INNOVATION**

- Over 25,000 students have participated in NVA's arts education programs
- NVA has a thriving arts education program with groundbreaking work with teens and young adults with neurodiversity as well as senior citizens
- NVA motivates students to stay engaged in school, reducing dropout rates, while helping young people express emotions, develop empathy and build self-confidence



## **RECOGNITION**

- NVA's 20 plus years of ground-breaking arts programs have been recognized nationally by the Theatre Communications Group and Ebony Magazine
- NVA's is consistently awarded for its theatrical productions from organizations like the San Diego Theatre Critics Circle and Broadway San Diego
- NVA encourages civic engagement through public art, festivals and performances
- NVA is recognized as a truly diverse arts organization in San Diego County, celebrating diversity and fostering mutual respect and understanding



## **COMMUNITY CONNECTION**

- NVA creates community connections by utilizing artistic experiences in creative activities such as theater, painting, dance and music
- NVA's programs encourage people to come together, reducing isolation and improving well-being
- NVA's professional theatre experiences on the Ray Charles Stage inspire deeper thinking and empathy by inspiring patrons to think creatively and imagine new possibilities

New Village Arts must raise \$1.5 million in 2025: \$500,000 for the **Build the Bridge** Campaign and \$1 million for general operating expenses and program/staff support.



## ABOUT PREBYS FOUNDATION

Prebys Foundation is the largest nonprofit funding Foundation in the San Diego area. They are passionate about driving excellence and creating shared opportunities by investing in groundbreaking institutions, innovative ideas and inspiring people. Prebys Foundation fosters uplifting and connected communities, where institutions and systems provide fair access to opportunities for all. Their investments shine in visual and performing art, medical research, healthcare and youth success.

## MAJOR DONORS TO NVA'S BUILD THE BRIDGE CAMPAIGN

- The Myers Family Trust
- Conan Construction
- 5 North Media
- Mary & Jack Kerr
- Bridge Philanthropic Consulting
- Patrick Farley
- Peggy Maher
- K.A. Keller





## Investing in the Performing and Visual Arts is an investment in your community.

With nearly a quarter of a century of creating art, the history of New Village Arts is impressive. NVA started in a converted chicken coop (literally), moved over to the corporate headquarters of Jazzercise, and has spent the last 18 years in the heart of Carlsbad Village. Since first leasing the building from the City of Carlsbad at 2787 State Street in 2007, New Village Arts has continuously presented seasons of award-winning plays and musicals, attracting over 30,000 visitors per year to Carlsbad Village to not only discover wonderful theatre, but also to frequent nearby restaurants and shops. Through outreach and education programs NVA has brought the arts into the lives of youth and seniors throughout Carlsbad, enriching lives and creating a deep sense of community.



November 2001, Magee Park, Carlsbad



2002-2007, the corporate headquarters of Jazzercise, Inc.



2007-2023 (pre-renovation), 2787 State Street, Carlsbad Village



## THERE ARE MANY WAYS TO MAKE A GIFT

- MAIL A CHECK to New Village Arts, 2787 State Street, Carlsbad, CA 92008
- VISIT THE WEBSITE at [newvillagearts.org/donate](https://newvillagearts.org/donate)
- Consider becoming a MONTHLY DONOR and GIVING YEAR-ROUND!
- ATTEND A FUNDRAISING EVENT
- DONATE STOCK (NVA has an account with Charles Schwab)
- If you are at least age 70 1/2, you may DONATE YOUR IRA, 401K OR 403B required minimum distribution (RMD) directly to NVA and avoid federal income taxes on your gift
- REACH OUT to Founder and Executive Artistic Director Kristianne Kurner at 760-845-8020 or [kristianne@newvillagearts.org](mailto:kristianne@newvillagearts.org). She's happy to meet and discuss the best options for your giving!

## YOU CAN MAKE A DIFFERENCE

**This is a big year for New Village Arts, and your consideration of two gifts:**

One to support our operating expenses and one to be matched by the Prebys Foundation to complete the investment in the building, is greatly appreciated.

New Village Arts has created a village of caring, generous, and forward-thinking people over the years and we are honored to have YOU as a crucial part of that Village.

**WITH YOUR SUPPORT,  
YOUR NAME WILL BE  
ADDED TO OUR BRIDGE!**

