

**FD7429 – SC Johnson Giving, Inc.**

**Organization Information**

**Organization Name**

Carver Community Cultural Center

**Address**

226 North Hackberry

**City**

San Antonio

**State**

Texas

**Zip Code + 4**

78202-2853

**Phone**

(210) 207-7211

**Organization Email Address**

Yonnie.Blanchette@sanantonio.gov

**Tax ID Number or EIN**

74-6002070

**Organization Website**

<http://www.theCarver.org>

**Organization General Information**

Annual Budget

\$1,024,596

**Mission Statement**

**In 50 words or less, please provide your mission statement.**

The mission of the Carver Community Cultural Center is to celebrate the diverse cultures of our world, nation, and community, with emphasis on its African and African-American heritage, by providing challenging artistic presentations, community outreach activities and educational programs.

**Organization Type**

Arts, Culture & Humanities

## **Contact Information for Organization**

### **Primary Contact for Your Organization**

**Prefix**

Ms.

**First Name**

Yonnie

**Last Name**

Blanchette

**Title**

Executive Director

**Office Address**

226 North Hackberry

**Office City**

San Antonio

**Office State**

Texas

**Office Zip Code + 4**

78202-2853

**Office Phone**

(210) 207-7211

**Mobile Phone**

N/A

**Office Email**

Yonnie.Blanchette@sanantonio.gov

### **Primary Contact for this Request**

**Prefix**

Ms.

**First Name**

LaTanya

**Last Name**

Logan

**Title**

Grants Management Officer

**Office Address**

226 North Hackberry

**Office City**

San Antonio

**Office State**

Texas

**Office Zip Code + 4**

78202-2853

**Office Phone**

(210) 207-2715

**Mobile Phone**

N/A

**E-mail**

LaTanya.Logan@sanantonio.gov

**Program/Project Abstract**

*NOTE: SC Johnson focuses most of its charitable giving on the communities in which we have major operations. Organizations outside of these communities are invited to submit a program/project abstract that provides details about the support you are seeking. Should SC Johnson be interested in learning more about your proposal, you will be invited to submit detailed information.*

*In all cases, applicants will be advised of the status of their request within 60 days of submission.*

**General Funding Information****Program/Project Title**

Carver Community Cultural Center Marketing Outreach

**Funding Focus Area**

Arts, Culture & Humanities

**Geographical Area Served**

Other – U.S.

**What specific geographic area(s) will your program / project serve?**

San Antonio, Texas

**Request Amount**

\$65,000

**Total Project Budget**

\$77,000

**Funding Category**

General Operating Support

**Program/Project Detail****Program/Project Abstract**

*Please provide an overview of the program or project for which you are seeking funding (500 words or less).*

The Carver Community Cultural Center (“the Carver”) is a multicultural and multi-disciplinary performing and visual arts center located in San Antonio’s historical Dignowity Hill neighborhood, just east of the downtown area. Named in honor of George Washington Carver, the Carver has sought to celebrate the diverse cultures of our world by presenting local, national and international performing and visual artists with an emphasis on the contributions of African-American artists for decades. Our season of programming includes performing arts presentations, visual arts exhibits, artist residencies, master classes and other arts education programming on a year-round basis. The Carver strives to work extensively with the city’s surrounding east side neighborhood, however all programs are available to the larger San Antonio community and beyond. We are currently seeking funding to improve our marketing efforts locally, regionally, and nationally.

Through our programming, the Carver endeavors to preserve, celebrate and foster the creative expression of the African-American culture, and also to serve as an agent of cross-cultural awareness, exchange and tolerance. The Carver’s complex houses a 650-seat proscenium theatre, a smaller black-box performance space, dressing rooms, scene shop, dance studio, art studio, gallery and offices. The performance season runs annually from October through June, with educational arts programming offered year-round.

The Carver’s immediate service area has sub-standard services and low economic opportunities. According to the Dignowity Hill Neighborhood Plan prepared by the City of San Antonio Planning and Community Development Department, reported incomes in the Dignowity Hill neighborhood are very low compared to San Antonio overall. The per capita income is approximately \$9,480 which is less than half of the city’s per capita income of \$20,517. Approximately 40% of families in Dignowity Hill are living below poverty. 62% are Hispanic, 17% are African-American, 7% are white, and 1% other. 30% of the residents that make up this neighborhood are children. As one of the number one goals detailed in the plan is to increase the usage of neighborhood facilities by residents, it is important to us that residents in the neighborhood are aware of the Carver’s offerings.

It is also important to note that the Carver is a part of the Eastside Promise Neighborhood which is a component of the federal Promise Zone Initiative, which exists to work strategically with local leaders to boost economic activity and job growth, improve educational opportunities, reduce crime and leverage private investment to improve the quality of life in these vulnerable areas.

The Carver is a thriving hub for educational, social and multicultural services. However due to increased costs associated with current methods of marketing it is difficult to reach audiences that would appreciate the programming that the Carver brings to San Antonio. Some methods of marketing the Carver currently uses include radio spots, local newspaper advertisements, and social media sites to include Facebook, Twitter, Instagram, and YouTube.

Although ownership and management of the Carver is assumed by the City of San Antonio, we have realized that a need exists to seek outside sources to fund projects that are beyond the general funds provided by the City. As a result, we are hopeful that SC Johnson Giving, Incorporated will consider funding the Carver’s 2017-2018 Marketing Strategy in the amount of \$65,000.00. A snapshot of the budget that awarded monies would be utilized for is attached.

**Document Attachments**

*Please Note:*

*We can only accept the following types of files - Word, Excel, PowerPoint, PDF.*

*Combined size of all uploads cannot exceed 25 MB*

**Proposed Budget:**

<b>PERFORMANCE SEASON</b>	
<b>ADVERTISING</b>	
<b>Item</b>	<b>Cost</b>
Print Media (Newspapers and Magazines)	\$ 10,000
Radio Advertisements	\$ 10,000
Digital Billboards	\$ 20,000
Television Advertisements	\$ 25,000
<b>Subtotal</b>	<b>\$ 65,000</b>
<b>GRAND TOTAL</b>	<b>\$ 65,000</b>