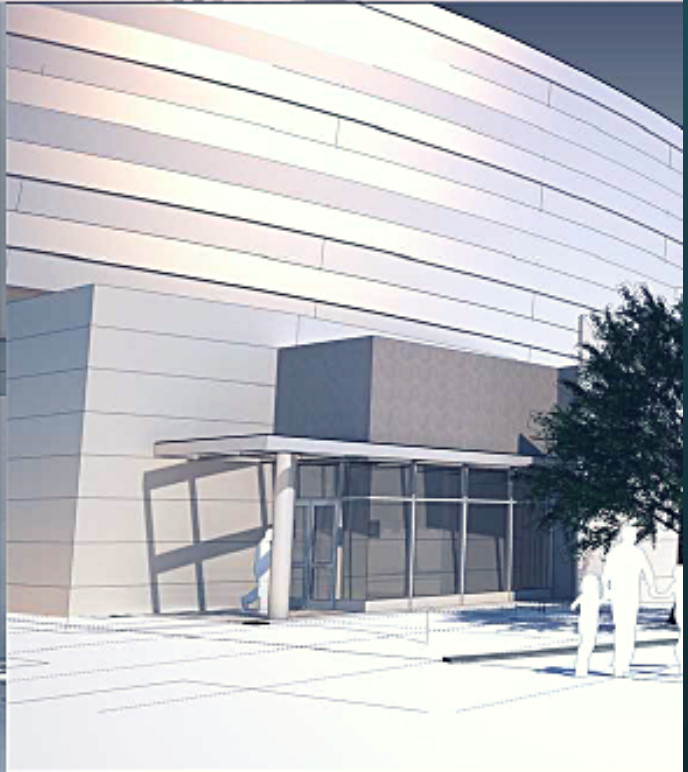
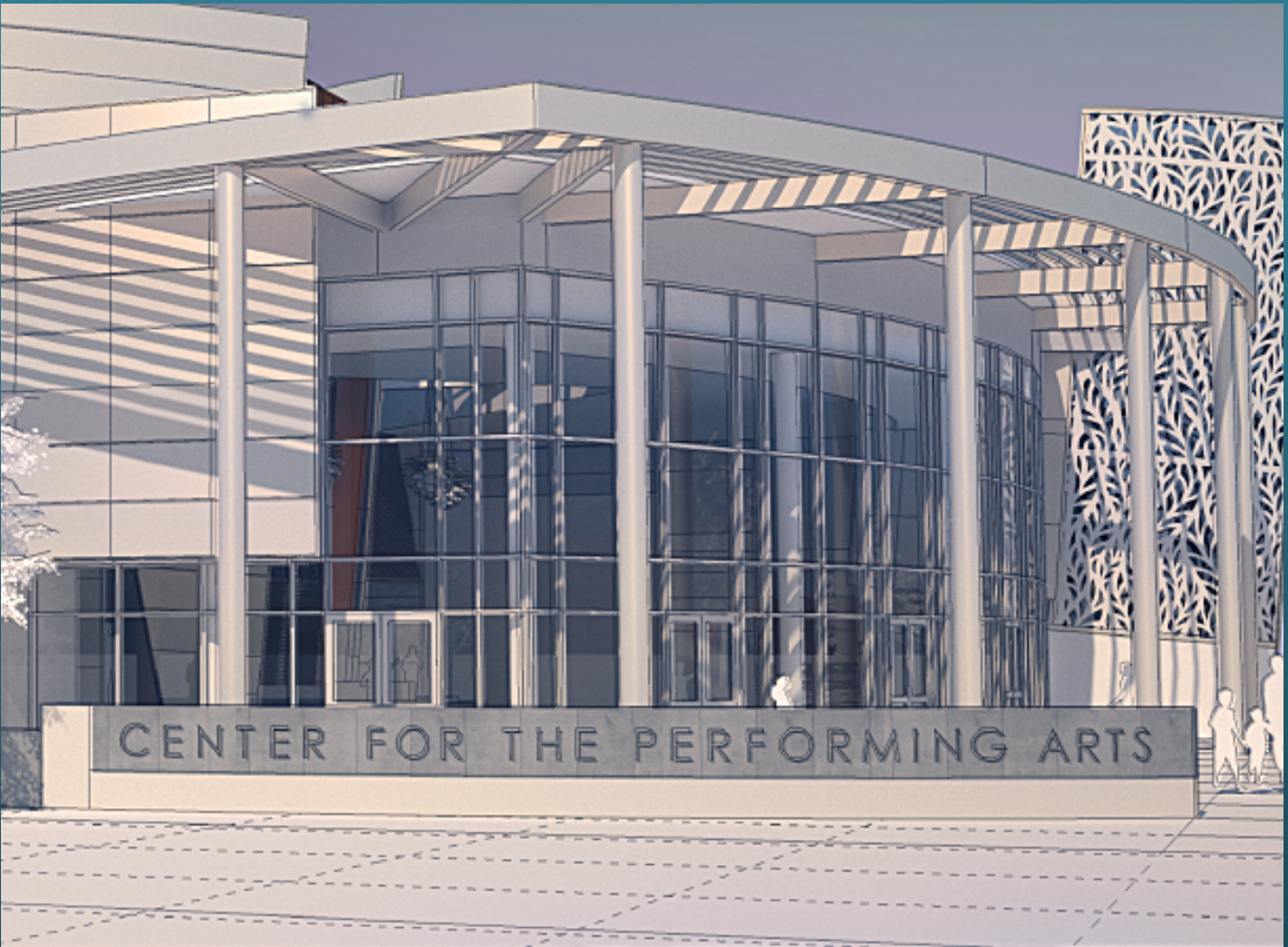


fine & performing arts

INVEST IN YOUR COMMUNITY



REEDLEY COLLEGE

reedley college overview



COLLEGE MISSION

Reedley College motivates and empowers students to be successful by providing high-quality, innovative educational opportunities. We inspire a passion for learning to meet the academic and workforce goals of our diverse communities. Our associate degree programs, career technical education, transfer level, and basic skills courses are offered in an accessible and safe learning environment.

Reedley College is located in Reedley, California, in the thriving agricultural region of California's San Joaquin Valley. The campus community enjoys the unique combination of urban sophistication and rural values. As a residential campus with active student activities and athletics, Reedley College provides a comprehensive collegiate experience that is both affordable and accessible. The campus encompasses 420 acres, including the school's 300 acre farm adjacent to the main campus.

Reedley College provides day and evening classes. Operated on an 18-week semester system, the college offers a fall and spring term, as well as six, eight and 10-week summer sessions. Courses are offered at the main campus in Reedley and at the Madera and Oakhurst Community College Centers.

Reedley College and its Centers are part of State Center Community College District which covers an area of 5,500 square miles in the Central Valley. The District serves a population area of one point seven million residents. State Center Community College District currently serves more than 49,000 students on its many campuses. The District includes Reedley College, Fresno City College, Clovis Community College, Madera Community College Center, Oakhurst Community College Center, and the Career Technology Center. Classes are also offered at additional satellite campuses in Kerman, Selma, Sanger and Easton.

letter from the president

Dear Patrons—

Reedley College seeks to create a Center for the Fine and Performing Arts. It has been almost 90 years in the making and Reedley College has had the center on the planning books since 1975. Now is the time to act and bring the Center for the Fine and Performing Arts to reality.

Reedley College serves a large rural area and studies clearly show the positive impact of including the arts in educational programs. Further, the cultural enrichment from the arts creates a better quality of life and stronger community for the citizens. Research indicates that providing intentional and equitable access to the arts in rural, high minority areas results in better educational attainment and better regional economic vitality.

From the college's beginning in 1926 through the mid-1970s, vocal, theatrical and instrumental music groups performed for students and the public. Unfortunately, the lack of adequate facilities led to a disinvestment in these programs. Continuing funding challenges led to even further reduction in the arts until by 2012, there were only art classes and instrumental music classes with little ability to formally display art or publicly perform. Local service-area high schools have excellent arts programs with large bands and choral groups; however, with limited opportunity at Reedley College, local students must go elsewhere to continue their passion for the arts. Reedley College has a rich history in the arts and it is critical to the college and communities that these programs come back into the classrooms.

With new energy and distinct and overwhelming support of the public, Reedley College is re-investing in its educational programs and facilities. As a college dedicated to the sciences, agriculture, and business, the arts play a critical role in elevating the impact. Now, the College needs a top notch arts facility to bring it to life.

The Center for the Fine and Performing Arts will provide students with advanced tools to prepare them for a world where the performing arts intersects with technology. This proposed facility will meet modern-day curriculum demands and serve as a visual showcase of student and community work.

Join me in this effort and be a part of History.



Sincerely,

DR. SANDRA CALDWELL

Reedley College President

benefits of the arts

1

Provide new performance spaces with year-round programming of both non-professional and professional performers

2

Attract, serve and entertain thousands of local and regional visitors annually to the new center

3

Provide vital training for approximately 500 students majoring in performing arts at Reedley College

4

Provide Performing Arts scholarships for future students

5

Partner with local businesses to increase economic impact by attracting visitors to work, live and play in the area

6

Engage hundreds of local actors, instructors, designers, directors and creators as resources

7

Provide affordable ticket prices for community inclusiveness

"Art is a critical component in a well rounded education. Art is the level playing field - no matter how rich or poor, tall or short, pretty or ugly to the bone, if you can draw, you can find personal fulfillment and build self-confidence. Art is the highest achievement of mankind. And, when art is suppressed, so is the civilization that suppresses it." -Lynda Resnick



about the project



▼ Ground Breaking

As fundraising efforts continue, conceptual drawings will be developed into construction documents for review by the California Division of the State Architect for agency approval. Our efforts are expected to come to fruition allowing construction to begin in late 2019.

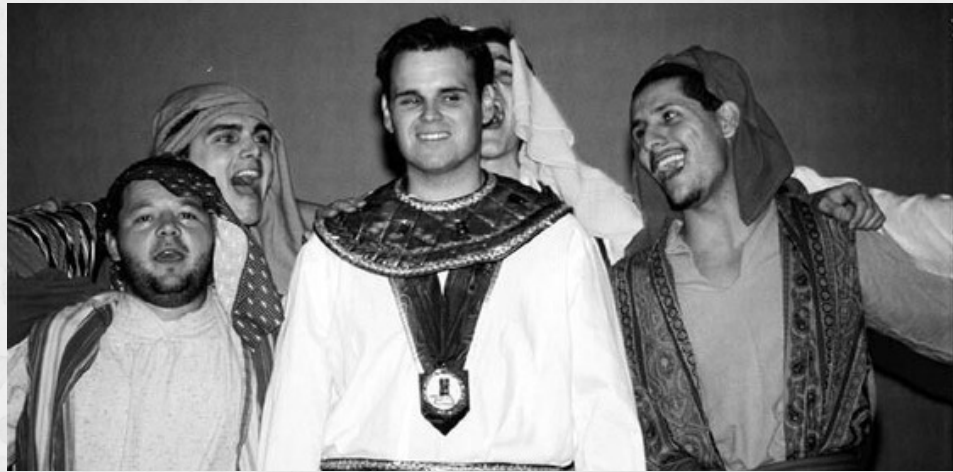


▼ Cost

The Center for Fine & Performing Arts is planned to seat 650-750 people for performances, with a gallery and an event gathering space. The new performing arts facility is estimated to cost \$20-30 million.

▼ Location

The new performing arts facility at the Reedley College campus will be located adjacent to Reed Avenue near the Forum Hall and Library buildings. The new facility will be easily accessible and near ample covered parking for the enjoyment of students, staff, faculty, and visitors from all over the state.



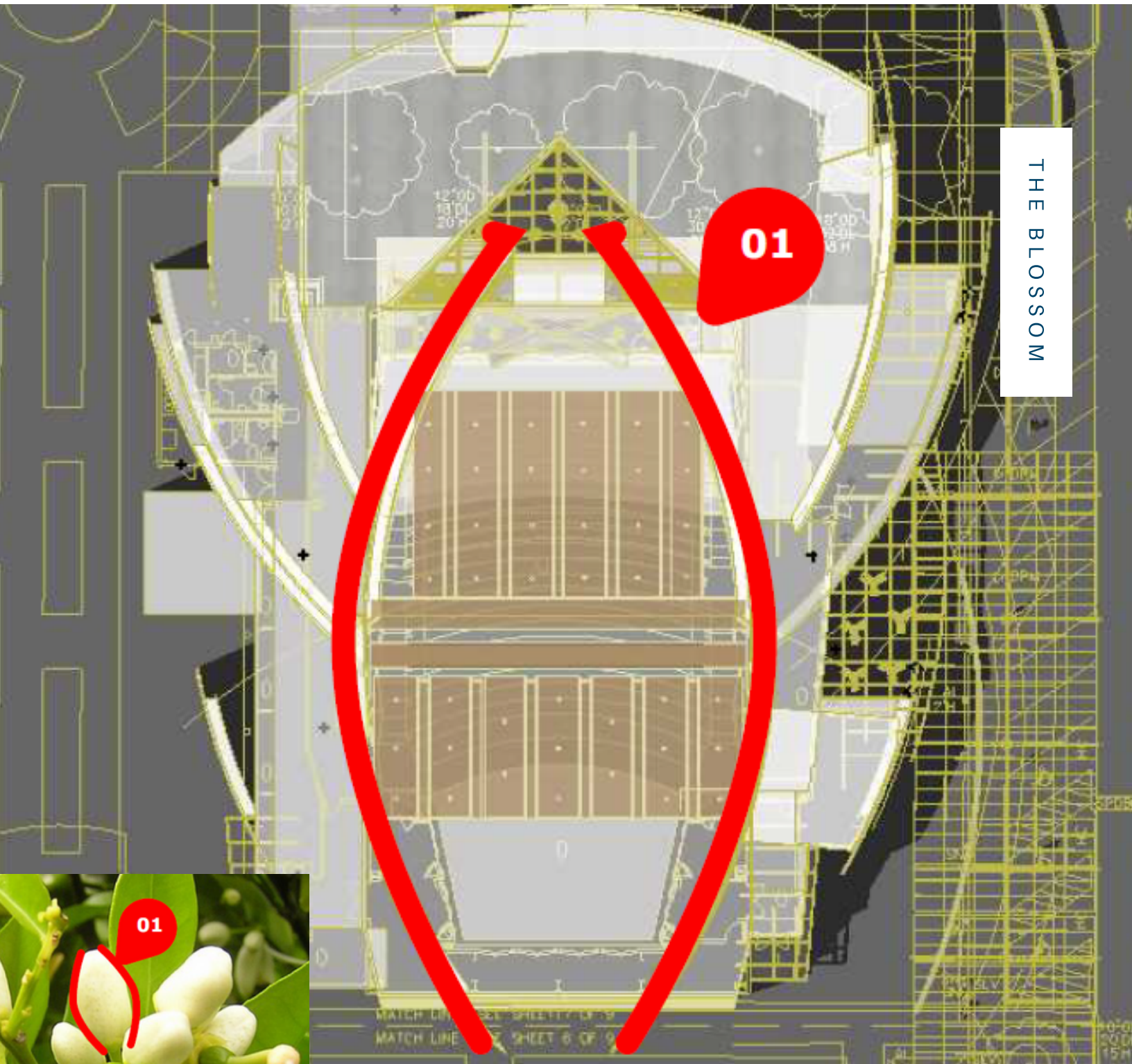
▼ Community Benefit

Reedley and its neighboring communities are home to some of the most talented artists and this will be a venue to showcase their work. Visual and performing arts is one of the best ways to educate people about different cultures. As Reedley College and the community continues to grow in population and diversity, the Fine & Performing Arts Center will become the perfect venue to teach one another about culture, heritage, traditions and legacies.

Every community, including rural communities, should be afforded access to the arts. The Fine & Performing Arts Center will be transformational for generations of students who will be able to study, perform and enjoy the arts at Reedley College. This state of the art center will serve as a central location for the performing arts on campus and for the community.



concepts



THE BLOSSOM



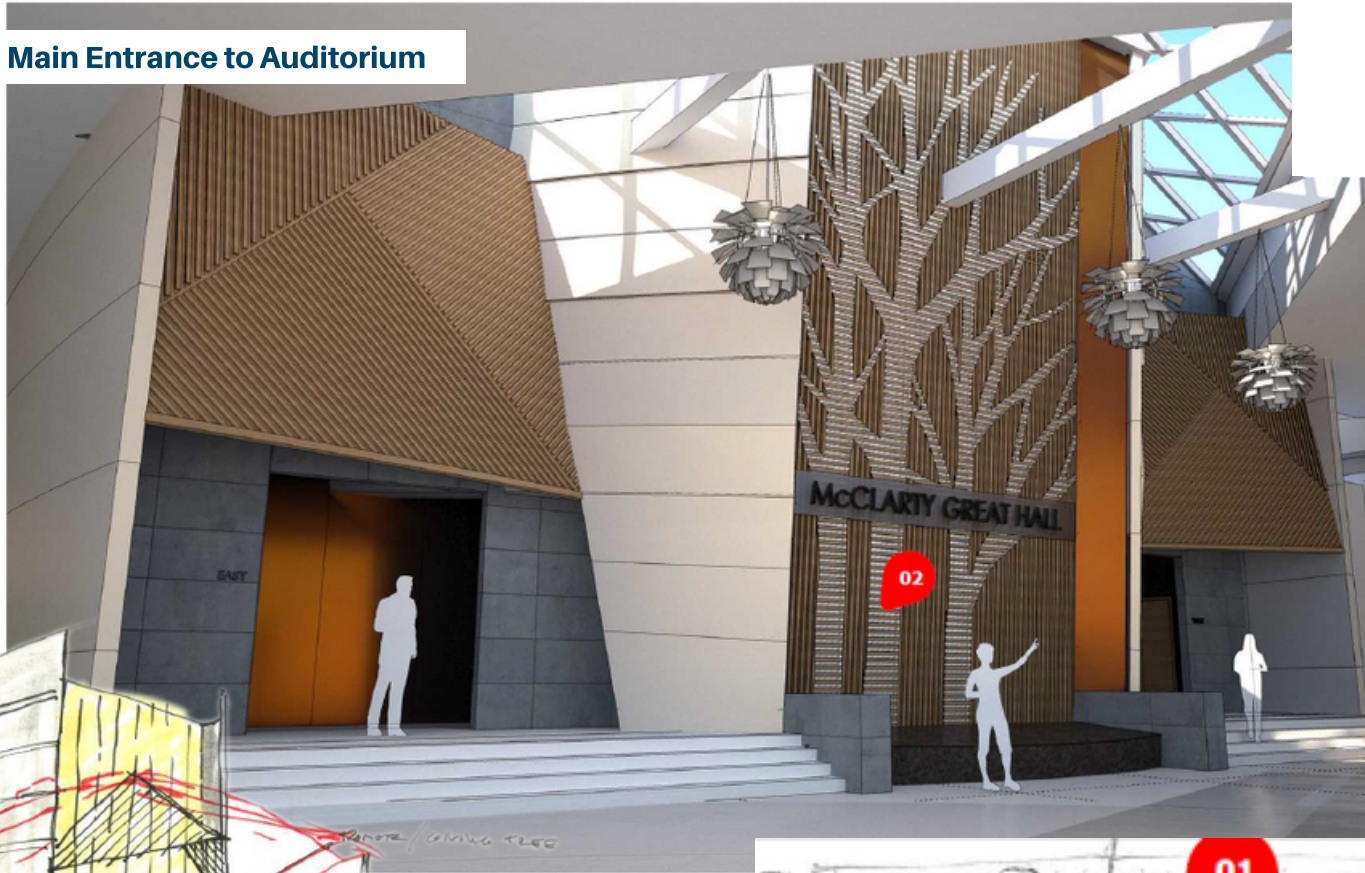
At Reedley's core is the agrarian context. We moved to pull inspiration from the organic versus the existing built environment for the direction of the Performing Arts building. Specifically, the mandarin blossom was studied, both for color and shape. The result is a striking building that speaks to the arts.

arden
architects

concepts

01

Foyer and Main Entrance to Auditorium

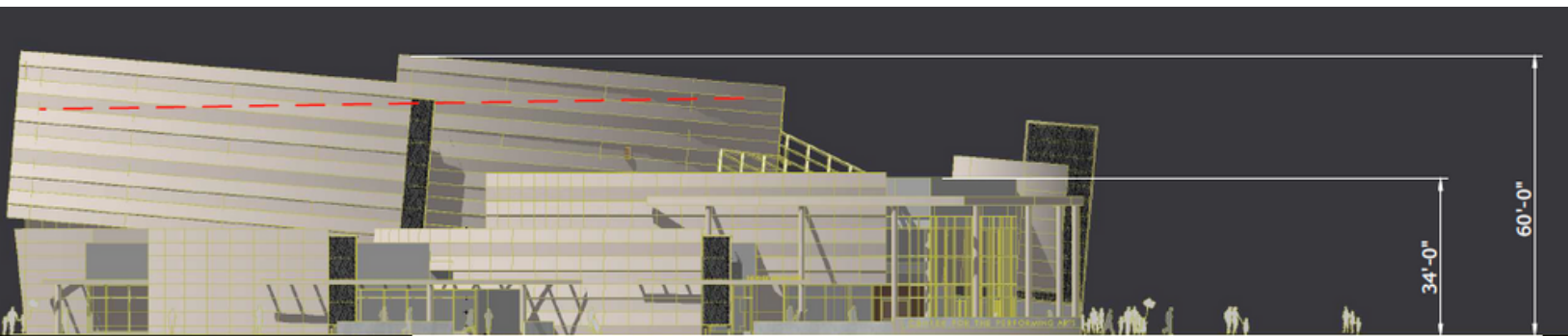
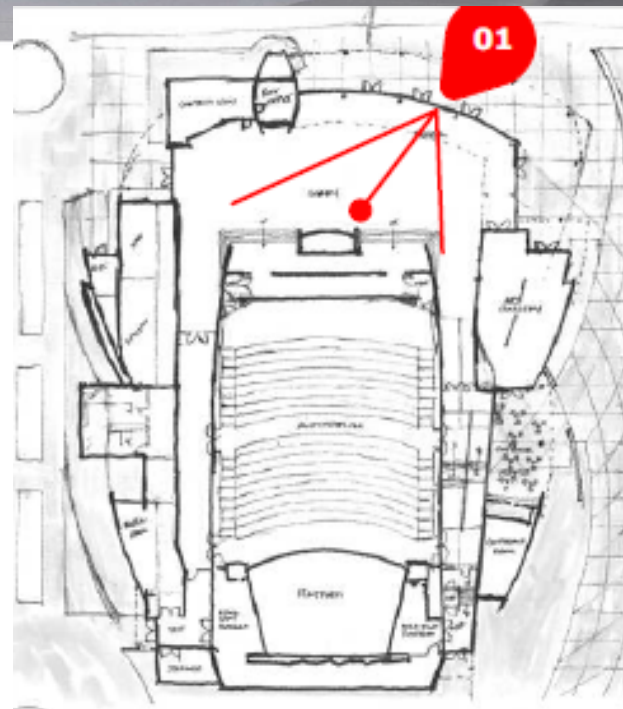


Concept Sketch

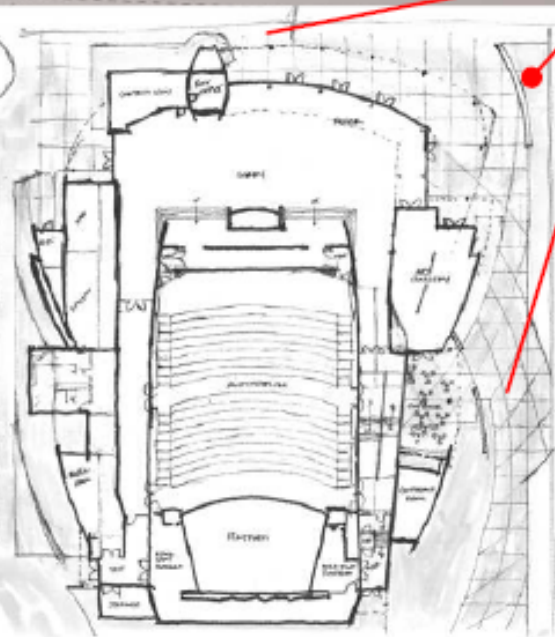
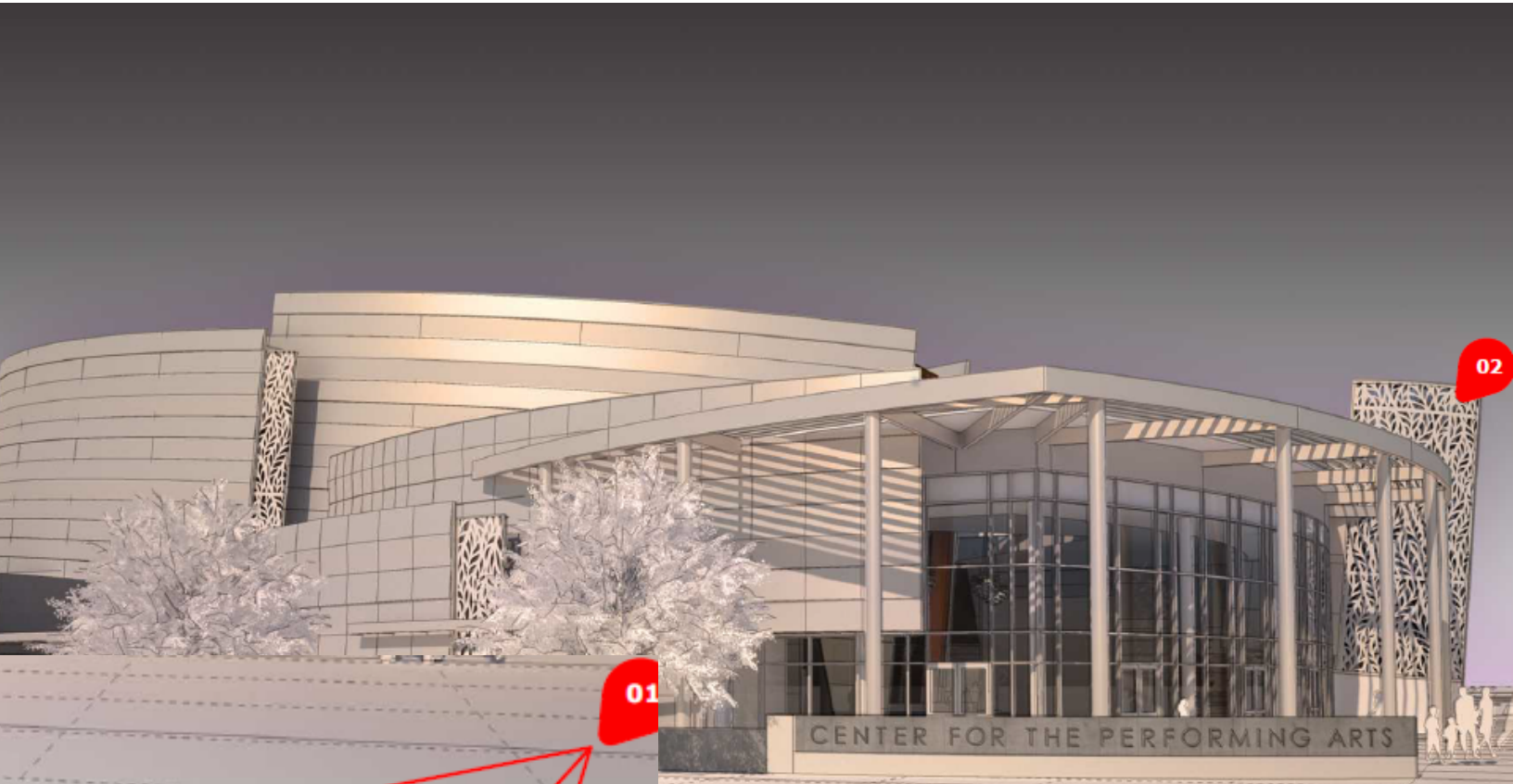
02

By playfully changing the direction of the vertical wood slats the idea of the "donor tree" comes to life. Names can be engraved on the horizontal pieces as well as on the lower granite slab pictured in black.

This gives flexibility in order to establish donor levels.



concepts

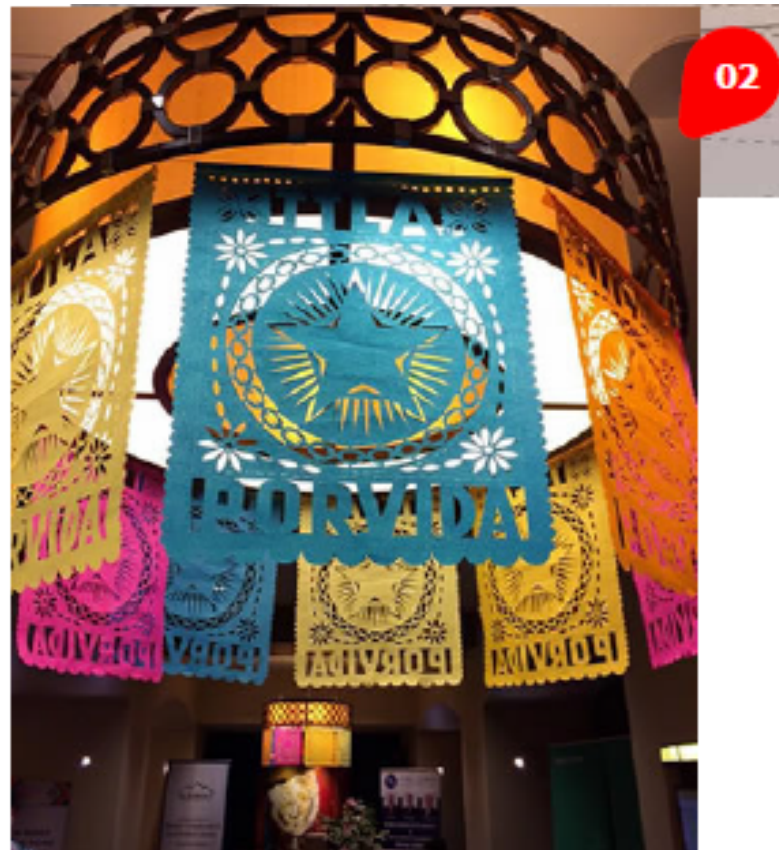


Papel Picado

("perforated paper", literally "pecked paper") is a decorative craft made out of paper cut into beautiful and elaborate designs. It is considered a Mexican folk art. The designs are commonly cut from coloured tissue paper.

The idea is to use this as a way to create a story telling opportunity that will capture the history of Reedley and Reedley College. Instead of cut paper we will use cut steel.

It becomes a creative way to tie in the community heritage and a place to display Public Art.



why donate

McClarty Family



HAROLD AND HIS WIFE DEBBIE MCCLARTY RESIDE IN REEDLEY, AND OWN HMC FARMS IN KINGSBURG. MCCLARTY WHO IS A FOURTH-GENERATION FARMER, HOPES TO SEE HIS GRANDCHILDREN CARRY ON THE FAMILY BUSINESS INTO ITS SIXTH GENERATION. HAROLD GREW UP IN PARLIER AND SELMA, AND GRADUATED FROM REEDLEY COLLEGE. THE MCCLARTY'S BELIEVE IN COMMUNITY BUILDING AND IN PHILANTHROPY. THEY HAVE BEEN TRYING TO DECIDE WHAT THEY COULD DO TO HELP THE COLLEGE. HE REMEMBERS LISTENING TO AUTHORS AND ATTENDING MANY OTHER PRESENTATIONS AT THE COLLEGE. THEY CHOSE TO "KICK OFF" THE CAMPAIGN TO BUILD THE CENTER FOR FINE AND PERFORMING ARTS. THEY WANTED TO MAKE SURE THE CURRICULUM INCLUDES A FULL COMPREHENSIVE EDUCATIONAL EXPERIENCE AND PROVIDES AN OPPORTUNITY FOR STUDENTS TO HAVE CONTACT WITH THE ARTS.

We have an opportunity to contribute to our community doing something that will truly affect the lives of children for generations. It is not often we are presented with a situation where the people of the community can do something that will make Reedley and the surrounding communities a better place to live.

To stand up for the arts and education is an important part of a full and meaningful life. Unfortunately today, there is little money allocated, at the local level, for the humanities. Art does create culture. Completing and contributing to the Center for the Fine and Performing Arts will generate a sense of pride for our communities, long after we are gone. We have an opportunity to deliver an experience at this level, that would enlighten all of us. There is a whole other world outside of our daily lives waiting to be explored and enriched.

Take this opportunity to do something for our community. Contributions are important, but involvement in making our communities a better and more meaningful place to live should be our goal. Art is, after all, an expression of our triumph's and flaws. It is what makes us human.

Sincerely,
HAROLD MCCLARTY

inspire. support. donate.



Lifetime Orchestra seats (2) recognizing donor with small plaque



Lifetime Orchestra seats (4) recognizing donor with small plaque



Lifetime Orchestra seats (6) recognizing donor with small plaque

All Donors of \$10,000 or more will receive the following benefits

- Permanent recognition on donor wall in the new CFPA facility
- Recognition at Ground Breaking of CFPA
- Recognition in materials related to the CFPA from date of commitment through ribbon cutting, examples include: flyers, community and college presentations
- Pre- Opening Tour
- Exclusive Opening Night Celebration
- Recognition in Opening Night Program at CFPA
- Recognition in all event programs each season
- Invitation to "President's" CFPA Annual Reception
- Lifetime Orchestra seats recognizing donor with small plaque
- Advanced ticket purchases (as needed)
- Notification in the Reedley College Annual Report



Lifetime Orchestra seats (8) recognizing donor with small plaque



Half -page ad in Opening Night Program at CFPA

Lifetime Orchestra seats (10) recognizing donor with small plaque



$\frac{3}{4}$ page ad in Opening Night Program at CFPA

Lifetime Orchestra seats (12) recognizing donor with small plaque



Full-color page ad in Opening Night Program at CFPA

Lifetime Orchestra seats (16) recognizing donor with small plaque

naming rights

Reedley College Center For Fine & Performing Arts Capital Campaign

Center for Fine & Performing Arts Building	5,000,000
Art Gallery	1,000,000
Auditorium	1,000,000
Donor Wall	1,000,000
Lobby	250,000
Stage	250,000
Lobby Concession	150,000
Green Room	150,000
Dressing Room (2)	75,000
Conference Room (2)	75,000
Art Gallery Courtyard	50,000
Hearing Loop System	50,000
Cabaret Tables	25,000
Sculpture / Art Cases	25,000
Park Benches inside Art Gallery Courtyard	10,000
Orchestra Seats	1,500
Floor Seats	500
Walkway Bricks / Tiles (Personalized)	100

• Naming Opportunities require State Center Community College District Board of Trustees Approval

state center community college district



*Dr. Paul Parnell
Chancellor*



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SCCC Foundation Mission Statement

THE MISSION OF THE STATE CENTER COMMUNITY COLLEGE FOUNDATION IS TO ENCOURAGE PHILANTHROPIC GIFTS THAT DIRECTLY ENHANCE THE ACCESS TO AND QUALITY OF COMMUNITY EDUCATION FOR THE STUDENTS AND FACULTY OF THE STATE CENTER COMMUNITY COLLEGE DISTRICT.

FOUNDATION

HONOR THE PAST. AFFIRM THE PRESENT.
EMBRACE THE FUTURE.

For two decades, the State Center Community College Foundation has done just that. Through endowed scholarships for students provided by generous families to memorialize their loved ones, through planned gifts made that will sustain through perpetuity by members of our Heritage Society, and through membership in the Chancellors Circle which provides much needed unrestricted funds, friends of the Foundation have honored the past and helped ensure a bright future.

The SCCC Foundation is a private, non-profit 501(c)(3) organization that is designated to receive gifts to any division of the District from private sources such as individuals, foundations, and corporations. The mission of the SCCC Foundation is to encourage philanthropic gifts that directly enhance the access to and quality of community education for the students and faculty of State Center Community College District. The Foundation is compliant with donor restrictions for use of their gifts, timely distribution of funds to students, judicious investment of funds, reporting to the community, external auditing of all financial records, and sound fiscal management.



*Gina Cuttone
State Center Community College
Foundation Board President*

giving form

Reedley College Center for Fine & Performing Arts Capital Campaign



Donor Name:	
Mailing Address:	
City, State, Zip	
Phone Numbers:	Office / Cell / Home:
Email Address:	
College Alumni:	<input type="checkbox"/> Reedley College <input type="checkbox"/> Fresno City College <input type="checkbox"/> Clovis Community College

METHOD FOR CONTRIBUTING

I will make a one-time gift of \$_____.

I will pledge a total gift amount of \$_____.

Payment will be sent: Annually Semi-Annually Quarterly Monthly

Payments of \$_____ will begin on _____, 20____ and continue for _____ months

I want to join annually the Reedley Friends of the Arts at _____ level

METHOD OF PAYMENT:

Check (make payment to SCCCCF – Center for Fine & Performing Arts)

Credit Card: Amex Discover MasterCard VISA

Card No.: _____ Exp.: _____ 3 or 4-digit code _____

Cardholder Printed Name:	
Cardholder's Signature	Date:

❖ You may call the office to provide credit card information

I want my gift to support the following Naming Opportunity (see back of this form for naming list):

Gift is made in in honor of in memory of: _____
(Name)

Please send acknowledgement to (if different from donor):

Name:	
Mailing Address:	
City, State, Zip	

For additional information please contact Valerie Pieroni at (559) 797-5621
or State Center Community College Foundation at (559) 324-6484.

naming opportunities

Center for Fine & Performing Arts Building *	5,000,000
Art Gallery *	1,000,000
Auditorium *	1,000,000
Donor Wall *	1,000,000
Lobby **	250,000
Stage **	250,000
Lobby Concession **	150,000
Green Room **	150,000
Dressing Room (2) **	75,000
Conference Room (2) **	75,000
Art Gallery Courtyard **	50,000
Hearing Loop System **	50,000
Cabaret Tables **	25,000
Sculpture / Art Cases **	25,000
Park Benches inside Art Gallery Courtyard **	10,000
Orchestra Seat (Individual) ***	1,500
Floor Seat (Individual) ***	500
Walkway Bricks / Tiles (Personalized) ***	100

* Naming Opportunities require State Center Community College District Board of Trustees Approval

** A plaque will be placed in your honor

*** Personalization will be limited to space

Do you wish to be listed in our Center for Fine and Performing Arts publications?

Yes Donor's Name for publications: _____

No thank you. I wish to donate anonymously

Return completed form with payment to:

State Center Community College Foundation
390 W. Fir Avenue, Suite 300, Clovis, CA 93611
Phone: (559) 324-6484 • Fax: (559) 499-6018

www.scccd.edu/donate

friends of reedley arts

You can ensure the vitality of the performing arts by joining the Friends of Reedley Arts. Gifts support the program and facility in perpetuity. Your annual gift of \$50.00 or more helps to provide stimulating academic options for students in the performing arts and a rich cultural environment for the broader community.

As a Friend, you provide programmatic funding for a broad spectrum of disciplines in music, lecture and art. You may designate your gift to a particular area of interest, including scholarship and fellowship assistance. Gifts of cash, securities, endowed gifts, planned gifts or employer matching gifts count toward membership. Multiple levels of funding opportunities are available annually:

Annual Gifts

Every day, gifts from alumni, parents and friends make a critical difference in the quality of education for the Reedley College Center for Fine & Performing Arts. Gifts to the College's annual fund provide the departments the greatest flexibility to direct funding where it is needed most.

Endowed Gifts

An endowment is a permanent legacy reflecting a donor's generosity. It's a gift that continues to give. Endowment gifts are invested to generate a steady stream of income to support programs, art displays, lectures, procuring of equipment and many other purposes. Donors may also create unrestricted endowments, which produce resources that can be used where the need is greatest.

Matching Gifts

Matching gifts can double or triple your investment in the Center for Fine & Performing Arts. If you or your spouse/partner is affiliated with a company that has a matching gift program, obtain a matching gift form from the human resources office where you work. Include the completed form with your donation.

In appreciation, Friends may be invited to performances; receptions with the artists; and lectures and exhibits. Friends enjoy special privileges such as reserved-row seating for performances, recognition in all event programs for each season; advanced notice and pre-sale ticket opportunities added throughout the year; opportunity to purchase Center for Fine & Performing Arts tickets before general public; annual private & group tours of the theater, backstage and art gallery; and invitations to Annual Friends of Reedley Arts reception.



FRIENDS OF REEDLEY ARTS LEVELS

Norman Zech Society \$50 - \$99

Patron \$100 - \$249

Champion \$250 - \$499

Star \$500 - \$999

Director \$1,000- \$4,999

Benefactor \$5,000 – and above

to all of our generous donors

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thank you for your support!