



Los Angeles Center of Photography's
6th Annual Fundraising Gala
“2021: The Year of Gratitude and Hope”
Saturday, October 2nd, 5:00 PM, PST, 2021
(An online virtual fundraiser)

2021: THE YEAR OF GRATITUDE AND HOPE

Our motto at the Los Angeles Center of Photography during this challenging year has been “Survive to Thrive,” and we have, so far, thanks to our board of directors, grants, donors, members, friends, and a now our fully-developed online program. Like everyone, we’ve learned many lessons that only a pandemic could teach us. Thanks to today’s technology, which saved us and many others, we learned that we can communicate around the world in the universal language of images. Over the past year, we have had people from afar take online classes, teach for us, present guest lectures, produce webinars, take part in our virtual exhibits and in panel discussions on important social topics.

We will be holding our 6th Annual fundraiser online on October 2nd to raise money so that LACP can continue to inspire our community through excellent programming and events. This virtual Gala will honor acclaimed photographer Mona Kuhn and LACP will auction numerous outstanding photographs from award-winning photographers and galleries online via Artsy. In the weeks leading up to and during the event, world-famous photographers will give you an inside look at their work and lives. For VIPs and sponsors there will be special access, walkthroughs and events.

We hope you can join us October 2nd as we reflect back, with gratitude, and look ahead, with hope.



Recipient of the 2021 Stieglitz Award



Mona Kuhn is best known for her large-scale photographs of the human form. Acclaimed for her contemporary depictions, Kuhn is considered a leading artist in the world of figurative discourse. An underlying current among Kuhn's works is her reflection on humanity's longing for spiritual connection and solidarity. As a result, her approach is unusual in that she develops close relationships with her subjects, resulting in images of remarkable intimacy, and creating the effect of people naked but comfortable in their own skin. In addition, Kuhn's playful combination of visual strategies, such as translucency explores our connectedness with the environment. A sublime sense of comfort and intelligence permeates her works, showing the human body in its most natural state as the artist continues to question the role of representation in photography.

Kuhn's work is in private and public collections worldwide, including The J. Paul Getty Museum, Los Angeles County Museum of Art, The Hammer Museum, Perez Art Museum Miami, Museum of Fine Arts, Houston, and the Kiyosato Museum in Japan. Her work has been exhibited at The Louvre Museum and Le Bal in Paris; The Whitechapel Gallery and Royal Academy of Arts in London; Musée de l'Elysée in Switzerland; Leopold Museum in Vienna Austria, The Polygon Gallery in Vancouver Canada, Taipei Fine Arts Museum in Taiwan and Australian Centre for Photography. Kuhn lives and works in Los Angeles.

THE STIEGLITZ AWARD

The Stieglitz Award is a new award given to one photographer annually by the Los Angeles Center of Photography. It is meant to honor an extremely accomplished member of the photographic community—someone who continually gives back to the community, to emerging photographers, to students, and to LACP.

“We chose the name, ‘The Stieglitz Award,’ because Alfred Stieglitz, who was born in 1864, is perhaps the most important figure in the history of visual arts in America. Through his many roles — as a photographer, as a discoverer and promoter of photographers, and as a publisher, patron, and collector — he had a greater impact on American photography than any other person has had.”

— JULIA DEAN, *LACP Executive Director*

Past recipients of the Stieglitz Award have been Douglas and Francoise Kirkland (2020) and Art Streiber (2019).



OUR MISSION

For 21 years the Los Angeles Center of Photography has strived to build a community of dedicated photographers and to strengthen the importance of photography as an art form by providing classes and workshops (including online learning options), exhibitions, portfolio reviews, mentorships, lectures and events for photographers of all ages, interests and skill levels. LACP also offers public programs focused on youth and low-income families, including free photography instruction for the Boys & Girls Clubs in and around Los Angeles county. Until the pandemic hit this spring, LACP taught photography to over 100 underserved Los Angeles children through its Boys & Girls Club after-school programs.

LACP seeks to both educate and elevate the Los Angeles-based photography community with a reach that embraces a wide spectrum, from low-income families and their children, to beginning and emerging photographers, to the highest levels of commercial photographers, renowned photographic artists, and the leading galleries and art institutions of Los Angeles.

LACP maintains ongoing relationships with the curators of photography from prestigious Los Angeles museums, including The Getty Center, the Los Angeles County Museum of Art (LACMA), and the Hammer Museum, as well as ties to prominent Los Angeles photography galleries, such as Fahey/Klein and Peter Fetterman.



HISTORY & OUR NEW SPACE

LACP is celebrating 22 years of business (eight years as a non-profit) and thanks to its Members, Donors and Board of Trustees, the organization was able to move two years ago into a beautiful new facility, located in the Mid-City/West Adams area of Los Angeles, just east of Culver City. With this incredible new Center, LACP had plans to increase classes, exhibitions, lectures, portfolio reviews, community events, and outreach to local schools in Los Angeles Unified School District. While in-person classes were suspended from March, 2020 until recently due to the pandemic, LACP transitioned classes and workshops to an online platform. This allowed LACP to continue its programming while expanding our reach globally. LACP has already seen the positive impact of online programming and is committed to continuing to offer virtual programming as well as in-person classes in the future.

However, LACP's programming only covers about half of its operational costs. The rest comes from individuals, sponsors, grants and donations. Your support will help invest in a vibrant community of photographers in Los Angeles and keep LACP growing and thriving. In addition, you'll also be supporting our efforts to bring the gift of photography to underserved kids through our free programs at many Boys & Girls Clubs across Los Angeles County.



SUPPORTING BOYS & GIRLS CLUBS

The Los Angeles Center of Photography engages with the Boys & Girls Clubs of Los Angeles County, serving students who live in areas throughout the region that are often recognized as high-risk and low-income. The programs offered are entirely free and all cameras and equipment are provided complimentary for the students.

For youth, particularly those in schools and neighborhoods that lack adequate, or even basic funding for the arts, LACP introduces them to one of the most single popular art forms, in what should be an obvious avenue—photography. LACP inspires students to advance in their interest in photography and engage in community involvement through this wonderful art form. Through these efforts, LACP is enriching inner-city youth by teaching them artistic skills and fostering their own creativity and imagination.



WHO ARE WE?

- Southern California's premiere photo center and the area's leading resource for all things photography.
- A community of dedicated photographers of all ages and backgrounds devoted to strengthening, enhancing and enriching the photographic arts.
- An organization focused on ethnic diversity that includes our Board of Directors, Board of Advisors, staff, and faculty.
- An art school with a dynamic educational curriculum that includes both online and in-person learning classes, workshops, webinars and artist talks.
- An ever expanding collective of Members, numbering nearly 1,300 to date.
- A proud diverse group of faculty members that features some of the biggest and most noteworthy names in photography.
- A largely affluent group of Members and Supporters committed to keeping the photographic arts alive and thriving.
- A 501c3 non-profit with a strong donor base willing and able to provide financial support.
- A sponsor of underserved kids that includes provides free classes for students enrolled in Los Angeles County Boys and Girls Clubs.
- A supporter of other non-profit organizations that includes Hollywood Heart, Pablove Shutterbug, Sandpipers, and the Spark Program, ASMP, APA.



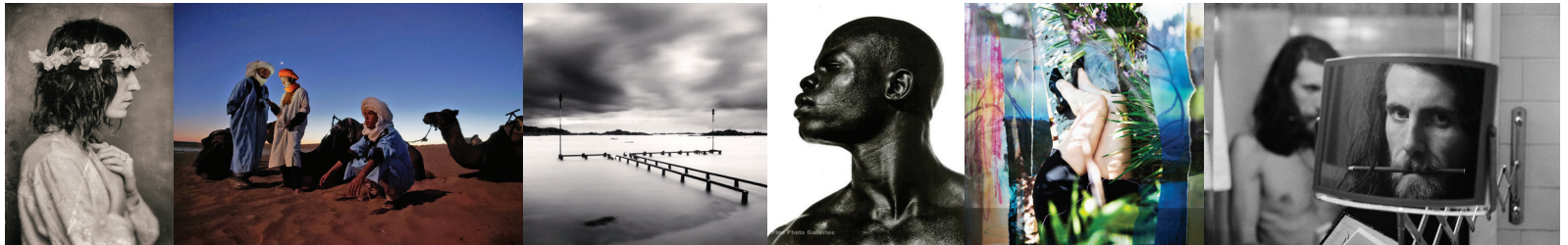
2021 FUNDRAISING GOALS

Total Targeted Amount: \$250,000

Event Budget: \$65,000

Target Net Amount: \$185,000

Many prominent photographers donate work to LACP's Artsy fundraising auction each year including: Douglas Kirkland, the Herb Ritts Foundation, Mona Kuhn, Michael Kenna, Renee Jacobs, Sam Abell, Matthew Rolston, Sylvia Plachy, Susan Spiritus Gallery, Greg Gorman, Susan Meiselas, Michael Grecco, Graham Nash, Aline Smithson, Art Streiber, and Rania Matar.



OUR REACH & GALA IMPACT

MAILCHIMP NEWSLETTER

- 12,200 Contacts
- 1,200 Dedicated Members

FACEBOOK

- 28,000 Monthly Post Reach
- 8,664 Post Engagements
- 8,000 Followers
- 7,600 Likes

INSTAGRAM

- 10,800 Followers
- 28,505 Impressions

TWITTER

- 2,000 Followers

YOUTUBE CHANNEL

- 4,000 Views

* Gala Event will be recorded and promoted via YouTube.

DEMOGRAPHIC

- Ages 14-75
- Female 55%, Male 45%

EXPECTED GALA ATTENDEES

- Over 500

EXPECTED GALA IMPRESSIONS

- Over 10,000

ARTSY LISTING

- September 20- October 4, 2021
- Over 1 Million Viewers in Instagram
- Over 5,000 Impressions Expected

PLATINUM *Title Sponsor (One company only)* \$30,000



- One dedicated e-blast in LACP's MailChimp newsletter feed (reach 12,000 subscribers)
- Two-page spread ad in LACP's next two educational catalogs in digital format (reach 30,000 impressions each season)
- 10 exclusive social media postings across all of our platforms (reach 20,000 followers)
- Prominent recognition and logo placement in multiple press releases and LACP MailChimp newsletters as Title Sponsor
- National press coverage and inclusion in all media outreach
- One minute pre-recorded ad placement during virtual Gala
- "Thank you" acknowledgement during virtual Gala
- Featured logo placement in virtual Gala's opening credit roll
- Invitation to attend a live, in-person VIP event with Stieglitz Award-Winner Mona Kuhn on October 2, 2021
- Invitation to speak during VIP event (about one to two minutes)
- Custom product placement at VIP event
- Logo placement and recognition at VIP event
- 20 tickets to VIP event

GOLD *Sustaining Sponsor* **\$15,000**



- One-page spread ad in LACP's next two educational catalogs in digital format (reach 30,000 impressions each season)
- 8 exclusive social media postings across all of our platforms (reach 20,000 followers)
- Prominent recognition and logo placement in multiple press releases and LACP MailChimp newsletters as Title Sponsor
- National press coverage and inclusion in all media outreach
- "Thank you" acknowledgement during virtual Gala
- Featured logo placement in virtual Gala's opening credit roll
- Invitation to attend a live, in-person VIP event with Stieglitz Award-Winner Mona Kuhn on October 2, 2021
- Logo placement and recognition at VIP event
- 15 tickets to VIP event

SILVER *Supporting Sponsor* \$10,000



- 6 exclusive social media postings across all of our platforms (reach 20,000 followers)
- Prominent recognition and logo placement in multiple press releases and LACP MailChimp newsletters as Title Sponsor
- National press coverage and inclusion in all media outreach
- “Thank you” acknowledgement during virtual Gala
- Featured logo placement in virtual Gala’s opening credit roll
- Invitation to attend a live, in-person VIP event with Stieglitz Award-Winner Mona Kuhn on October 2, 2021
- Logo placement and recognition at VIP event
- 10 tickets to VIP event

BRONZE *Contributing Sponsor* \$7,500



- 4 exclusive social media postings across all of our platforms (reach 20,000 followers)
- Prominent recognition and logo placement in multiple press releases and LACP MailChimp newsletters as Title Sponsor
- National press coverage and inclusion in all media outreach
- “Thank you” acknowledgement during virtual Gala
- Featured logo placement in virtual Gala’s opening credit roll
- Invitation to attend a live, in-person VIP event with Stieglitz Award-Winner Mona Kuhn on October 2, 2021
- Logo placement and recognition at VIP event
- 5 tickets to VIP event

WHERE DOES YOUR MONEY GO?

Each Year the Los Angeles Center of Photography:

PROVIDES	Free Education to 100 Kids in the Boys & Girls Clubs of Los Angeles County
CREATES	Over \$200,000 in Jobs for Working Artists
OFFERS	Over 150 Workshops and Classes, Many with Master Photographers
EXHIBITS	Over 300 Photographers in Gallery Exhibitions
WELCOMES	5,000 Visitors to Our Center
OFFERS	Discounts, Art Fair Opportunities and Special Events for Over 1,100 Members
HOSTS	Over 50 Lectures, Portfolio Reviews, Artist Talks, Panels and Networking Events
PROGRAMS	Approximately 20 Classes for Middle and High School Students

LACP BOARD OF DIRECTORS



Tracy Albert, *Retired Former Head of Investment Banking for Deloitte Touché, Philanthropist, Photographer*

Sherrie Berger, *Photography Consultant*

William Broder, *CPA PFS, Business and Wealth Manager and Photographer*

Julia Dean, *LACP Founder and Executive Director*

Ken Deemer, *Private investor, Philanthropist, Social Entrepreneur*

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Eric Joseph, *Senior V.P. of Business & Product Development for Freestyle Photographic Supplies / Photographer / Educator*

Negin Nazemi, *Attorney at Gibson, Dunn & Crutcher LLP*

Lori Ordovery, *Fine Art Photographer*

Aline Smithson, *Fine Art Photographer/Founder, Editor, Lenscratch*

LACP BOARD OF ADVISORS



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Bernd Reinhardt

Fredric Roberts

Marissa Roth

Joel Sartore

Allen Schaben

Art Streiber

Lee Varis

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