



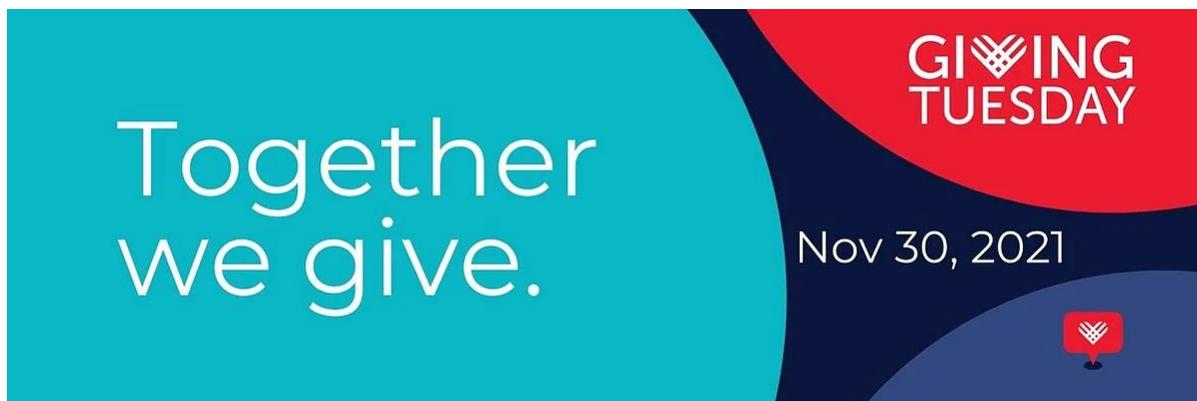
CURRENTS | November 2021

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### In this issue:

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- **Our Work:** Grants | Arts Education
- **Featured Posts:** Creative Calendar | Opportunities

## OUR TOP STORY



### **Giving Tuesday is especially important this year!**

Giving Tuesday was established in 2012 to "unleash the power of radical generosity and acts of kindness" and has grown to a global movement. This year, in the second year of the pandemic, our organizations, small businesses, schools and greater community are in special need of that generosity.

In our recently completed [Sonoma County Arts + Culture Study \(Covid Impact Edition\)](#), Creative Sonoma found that in addition to declining earned and donated revenue, study respondents reported:

- 21% downsized their space or broke a lease
- 18% decrease in full-time and part-time jobs
- 92% received some amount of crisis funding – and are concerned about what happens when those sources dry up

### HOW TO PARTICIPATE

**Individuals:** Buy local or give gifts of tickets or memberships to arts and culture organizations. Give time or money to your favorite organization. And if you already give and can give a little bit more, please consider doing so.

**Organizations:** Use our data from the Arts + Culture Study and your own stories to share what kind of support you need this year.

**Support Arts Education:** Fewer donations of time and money are also reported in our schools. In addition to financial support for arts education activities, schools need VOLUNTEERS now more than ever. Consider reaching out to arts teachers and learn how you can help by volunteering!

Giving Tuesday provides [free graphics](#), [participation ideas](#), and [toolkits](#) for Individuals, Nonprofits + Community Organizations, Small Businesses, Schools, and more. **Get inspired for radical generosity!**

[Learn More](#)

## OUR WORK



## Arts Impact Grants for Organizations

Creative Sonoma's **Arts Impact Grants for Organizations (AIGO)** are designed to help sustain Sonoma County's creative and cultural nonprofits, and to demonstrate the power of the arts to contribute to the social cohesion of our communities.

Sonoma County-based nonprofit arts and culture organizations, and culturally-specific organizations that produce arts and culture programs and services, are invited to apply.

- **Application DEADLINE: December 2, 2021 11:59pm PT**
- Funding Notification: Mid-December 2021
- Funding Period: January – December 2022 (12 months)

[Learn More](#)

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## Arts Education

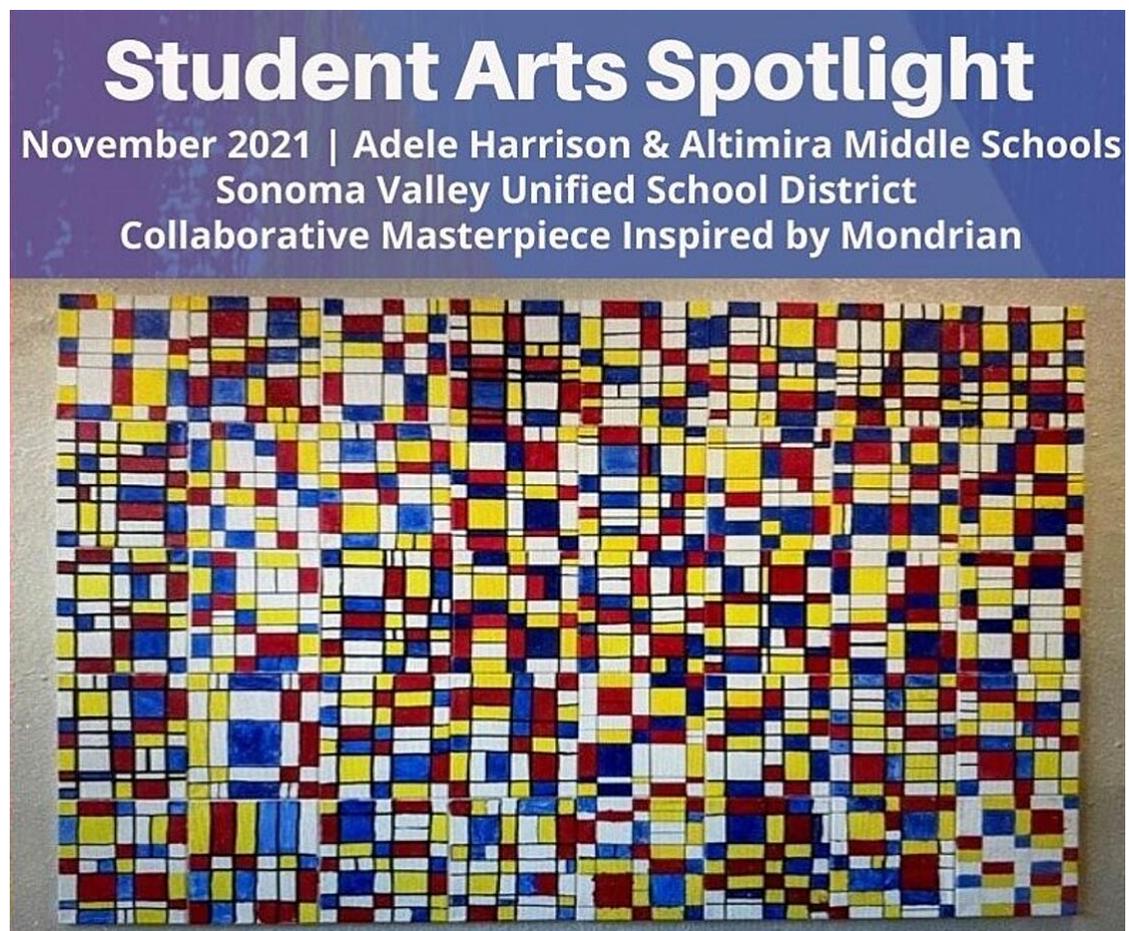
### Parent Ambassadors for the Arts

**Sonoma County Parent Ambassadors for the Arts/Los Padres Embajadores de las Artes** takes place this **Wednesday, November 10, 2021, 7pm.** *(Presented in English with simulcast Spanish interpretation.)*

The Arts Education Alliance shares tools and continues the conversation for how to make a difference in your school. All parents welcome!

[Learn More & Register](#)

### November 2021 ArtsEd Blog



The Arts Education Alliance's Student Arts Spotlight shares the good news of the arts making a difference in a monthly feature. Share your school or district's accomplishments! Visit the blog for more on how to contribute to the Spotlight this school year, and for links to other timely arts education resources.

[Read the Blog](#)

## CREATIVE CALENDAR & OPPORTUNITIES



### From our Creative Calendar:

**Left Edge Theatre** presents "How to Transcend a Happy Marriage" by award-winning playwright Sarah Ruhl. November 12-21, 2021.

### MORE Events



### From our Opportunities:

**California Venues Grant Program** will support eligible independent live events venues affected by COVID-19. Apply by November 19, 2021.

### MORE Opportunities



Sonoma County Economic Development Board, 141 Stony Circle, Suite 130, Santa Rosa, CA 95401,  
United States, 7075657221

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