At the University of California San Diego, challenging convention is our most cherished tradition. Through the Campaign for UC San Diego — our university-wide comprehensive fundraising effort concluding June 30, 2022 — we are enhancing student support, ensuring student success, transforming our campus, connecting our community, and redefining medicine and health care on a global scale.

ArtPower at UC San Diego

Fostering Innovation and Personal Growth

ArtPower captivates UC San Diego students, the community and arts patrons with world-class performances in music and dance. UC San Diego is the artists’ enclave for reimagining and remaking. Where a feast for eyes and ears opens our students’ hearts and minds. Where captivating moments presented onstage motivate lifetime patrons of the genre. And where imagination meets ArtPower’s mission: to illuminate and inspire our region through art and culture. We spark creative advancement locally and beyond, celebrating the beauty of the arts with more than 60,000 patrons since its inception in 2003.

Our vision is to extend ArtPower’s reach for the next generation of artists — and art lovers. For UC San Diego and K–12 students who delight in immersing themselves in the power of performance. For the societal dialogue that makes us think, feel and act. And for the collective worldview that widens through artistic expression, cultivating space for empathy, compassion and understanding.

Making an impression on stage means investing in opportunities to broaden our audience — and our offerings. We seek support for annual programming that will unleash heightened learning between artists and students, and for subsidies that will guarantee UC San Diego students free access to ArtPower performances in perpetuity.

30,000+
Students have attended an ArtPower performance since discounted tickets were introduced in 2009

More than 100
Public performances and student engagement events every year, featuring chamber music, dance, global music, contemporary music, and jazz

20 percent
Increase in attendance attributable to Student Marketing Team messaging from 2015 to 2019

200+
UC San Diego students employed by ArtPower as marketing interns since 2003
ArtPower at UC San Diego

Priorities

Strengthening ArtPower

» **Annual gifts** to ArtPower underwrite performances, back student-engagement sessions, and provide UC San Diego students with access to ArtPower performances. Philanthropy plays a crucial role, funding 50 percent of ArtPower’s annual operating budget. Join us in supporting the Campaign for UC San Diego with an annual gift up to $25,000 to fund one of our ArtPower programmatic activities:

- Underwrite a public performance with a gift starting at $10,000
- Underwrite a UC San Diego master class with a gift starting at $5,000
- Sponsor a K-12 artist matinee with a gift starting at $2,500

Our Campus and Community

» The **ArtPower Program Endowment** enables us to commission new work, lengthen residencies and increase K-12 student engagement activities. A gift of $15 million will expand annual programming — from performances to master classes, dynamic workshops, panels and demonstrations — and reach more students of all ages and backgrounds, providing a valuable stepping-stone on the path to becoming well-rounded adults who seek, enjoy and appreciate the arts for the rest of their lives.

Student Support and Success

» As we continue to build our pipeline of arts leaders and activists, we are launching a targeted fundraising effort to raise $250,000 by June 2022 to support the **Marketing and Production Program** in perpetuity. And thanks to a generous $25,000 match challenge from the Weil Family Foundation, we have the opportunity to come together and double our impact for our students.

Help us continue the nontradition.

With your help, ArtPower at UC San Diego can continue to challenge convention through the performing arts. Together with your philanthropic support of the **Campaign for UC San Diego**, we can invigorate audiences, embolden artists and amplify appreciation for the beauty of human expression.

With contributions from like-minded alumni, students, parents and friends, we empower our community to appreciate and create boundary-breaking art here on campus, throughout San Diego, and around the globe.

Make your gift of any amount between $250 and $25,000 today.

Learn more at campaign.ucsd.edu.