

Give and Get a Better World

What Matters Programming How to Donate

What Matters has reached thousands of everyday people from all walks of life, creating opportunities for expression and connection through the arts. We are fundraising for six free workshops in the literary and performing arts inviting people of all ages and cultures to share “*What Matters?*”. We have received a grant of 20K from the **National Endowment of the Arts**. We need to raise an additional 40K through June 2017 to match the grant to offer these socially impactful, creative experiences for the community.

To make these programs possible, please make a tax-deductible donation to our sponsor, the **Hudson Valley Center for Contemporary Art**, a 501(c)(3) non-profit arts and education organization. Please mail your check to **Livia Straus at 1701 Main Street PO Box 209, Peekskill, NY 10566**. Please note “*What Matters?*” on the memo line of your check so that your funds will go towards supporting these programs.

For more information about the specific programs and sponsorships please contact:

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Livia Staus
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Expressing What Matters using recycled materials to express our values and also create environmental awareness among children.



Over 25 interactive events and classes have engaged diverse populations of all backgrounds to share their thoughts with one another.



88 participants paint the words of What Matters by the community. See the mural on the James St. Garage on Park Street in downtown, Peekskill, New York. Erected October 2014.

What Matters Programs

The National Endowment of the Arts is providing a grant to the Hudson Valley Center for Contemporary Art to create literary and performing art responses to the question: What Matters? Workshops designed in partnership with community and cultural organizations will invite participants to use word, music, movement and drama to create shared public performances.

Free innovative workshops taught by professional artists, writers and performers include: **1) A Writing Circle for Seniors at the Peekskill's Field Library.** Seniors in their 50's-90's created rich memoir pieces inspired by prompts such as "What mattered to me when I was six?", "A conversation I wish to remember" and other provocative starters to exploring what matters. A reading by our "elders" share their voices with the larger community. **2) Family Theater Workshop, New Era Creative Space.** Through improvisation, families will create performance pieces about the relationship between parents and children (ages 11-14) at a period of increasing independence, communication challenges and vulnerability. **3) Inter-Cultural Connections: Bilingual English-Spanish Theater, Embark Peekskill.** Participants will share What Matters to them in their lives, community, culture and family, exploring their differences and similarities with the goal of mutual respect and understanding. We will reach out to both Spanish speaking and English dominant adults from various corners of our community. **4) Maiden, Mother, Matriarch – Performance Art, Embark Peekskill.** A diverse community of women will examine: What matters in the past, present, future through a woman's eyes. Performances will coincide with Women's History Month in March 2017. **5) Penpal Project: What Matters to Kids in Peekskill and Elsewhere, Embark Peekskill.** Children ages 6-14 will be connected to a penpal to use words and pictures to tell each other about What Matters in their lives. A book of letters, a mural or a reading will share this project. **6) Performance Art in front of the What Matters Mural.** A performance piece of writers and actors from the community will create a performance inspired by the What Matters Mural directed by Mara Mills. Audience participation will be encouraged, asking the community to also share their voices.

Funding Goal

This project was awarded a grant in June 2015 from the NEA. We need to raise an additional \$40,000 to create these worthy public programs. We are actively seeking sponsors and donors. If you would like to give or know someone who would, please reach out to Livia Staus, co-founder and director of the Hudson Valley Center for Contemporary Art, located in Peekskill, NY. **HVCCA** is a 501(c)(3) non-profit arts and education organization dedicated to the development and presentation of exhibitions and interdisciplinary programs that enrich our understanding of contemporary art, its contexts, and its relationship to social issues. **Please mail your check to Livia Straus at 1701 Main Street PO Box 209, Peekskill, NY 10566. Please note "What Matters?" on the memo line of your check so your funds will go towards supporting these programs.**

Contact

Information about What Matters programs and how you can get involved as a participant, volunteer or audience member: artist/project director, Lana Yu, www.lanayu.net, art@lanayu.net or 914-737-1141

Sponsorships and donating to one or more of these programs: co-founder and director of HVCCA, Livia Straus, www.hvcca.org, liviastraus@hvcca.org or 914-924-7465. Sponsorships include naming you and/or your organization on all media including all our program materials to the participants and general public, including all print pieces, social media, Web, radio and newspaper announcements and content.