

LUNA DANCE INSTITUTE



\$2.5 MILLION

**CAPITAL
CAMPAIGN**



EXECUTIVE SUMMARY

SECURE LUNA'S LAUNCHING PAD TO SOAR INTO THE FUTURE

Luna was founded in 1992 to serve as a home for dance teachers displaced by the Loma Prieta earthquake. Three decades later, Luna has grown from a local dance studio to a nationally-recognized, innovative teaching and learning center supporting 300+ artists and educators to bring the transformative power of dance to tens of thousands of children each and every year.

As the San Francisco Bay Area emerges from the devastation of COVID-19 on its arts ecosystems, Luna continues its commitment to serving community through the art of dance. Like many nimble arts and education organizations, Luna pivoted to online programming in March 2020. Because it was not practical nor financially prudent to maintain a lease when we could not meet our clients in person, we relinquished our dance studio and administrative offices in West Berkeley. This unplanned closure marked the ninth time in 30 years that our mission to bring dance to all children was disrupted because of the instability of the expensive and competitive Bay Area real estate rental market.

Luna turns 30 soon, and we enter our fourth decade with a focus on securing resources for the next generation of Luna leaders to grow our future. Controlling our own space is a pillar of our legacy strategy. To achieve this goal, we are accelerating our **LEAP LAND SOAR Capital Campaign** to raise a minimum of \$2.5 million toward purchasing a building and customizing it to stabilize our ongoing work as a local cultural asset and dance education trailblazer.

When Luna was founded, Bay Area dance teachers and artists joined together to create a place to create, perform, and connect. Their efforts were supported by many people and organizations. Now, we need those who believe in the arts as a life-giving force to help us create a permanent home for dance. Please consider a generous gift to propel our vision to **LEAP** to new heights, **LAND** in a new space of our own, and **SOAR** into the future, together.

A permanent home will be a game-changer for Luna's life-changing dance programs. Circumstances beyond our control forced us to leave our rented Berkeley studio in 2020. This was the 9th time in our 30-year history that we were forced to move. Now is the time to secure the launching pad—the position of financial stability—that is vital to Luna's future.

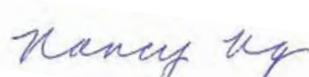
— DENISE OLDHAM
LUNA BOARD PRESIDENT

Patricia Reedy



Executive Director,
Creativity & Pedagogy

Nancy Ng



Executive Director,
Creativity & Policy



LUNA DANCE INSTITUTE

Bringing creativity, equity, and community to every child's life through the art of dance.



LUNA'S PLACE AS A LAUNCHING PAD FOR SOCIAL CHANGE

Dance educators and artists come together at Luna to shape and give voice to collectively emerging questions about the power of dance to create more healing, more inclusivity, and more freedom for children everywhere. New questions lead to new awareness, discovery, and possibility.

Luna's [Theory of Change](#) is guided by inquiry, an ongoing questioning of assumptions and investigation of possibilities. We are dedicated to defending and furthering children's freedom by challenging inequitable practices and policies in dance and education. All children are born into this world with an innate curiosity to discover, create, and connect through their moving body. Yet systemic educational and economic structures reinforce exclusivity, and limits access to dance experiences.

Our inquiry-driven organizational culture centers artists and teachers as powerful agents of change,

uniquely equipped to reveal what equity in dance looks like. These leaders create ripple effects of change that extend from our dance institute in Berkeley, California to their classrooms, studios, neighborhoods, and communities everywhere.

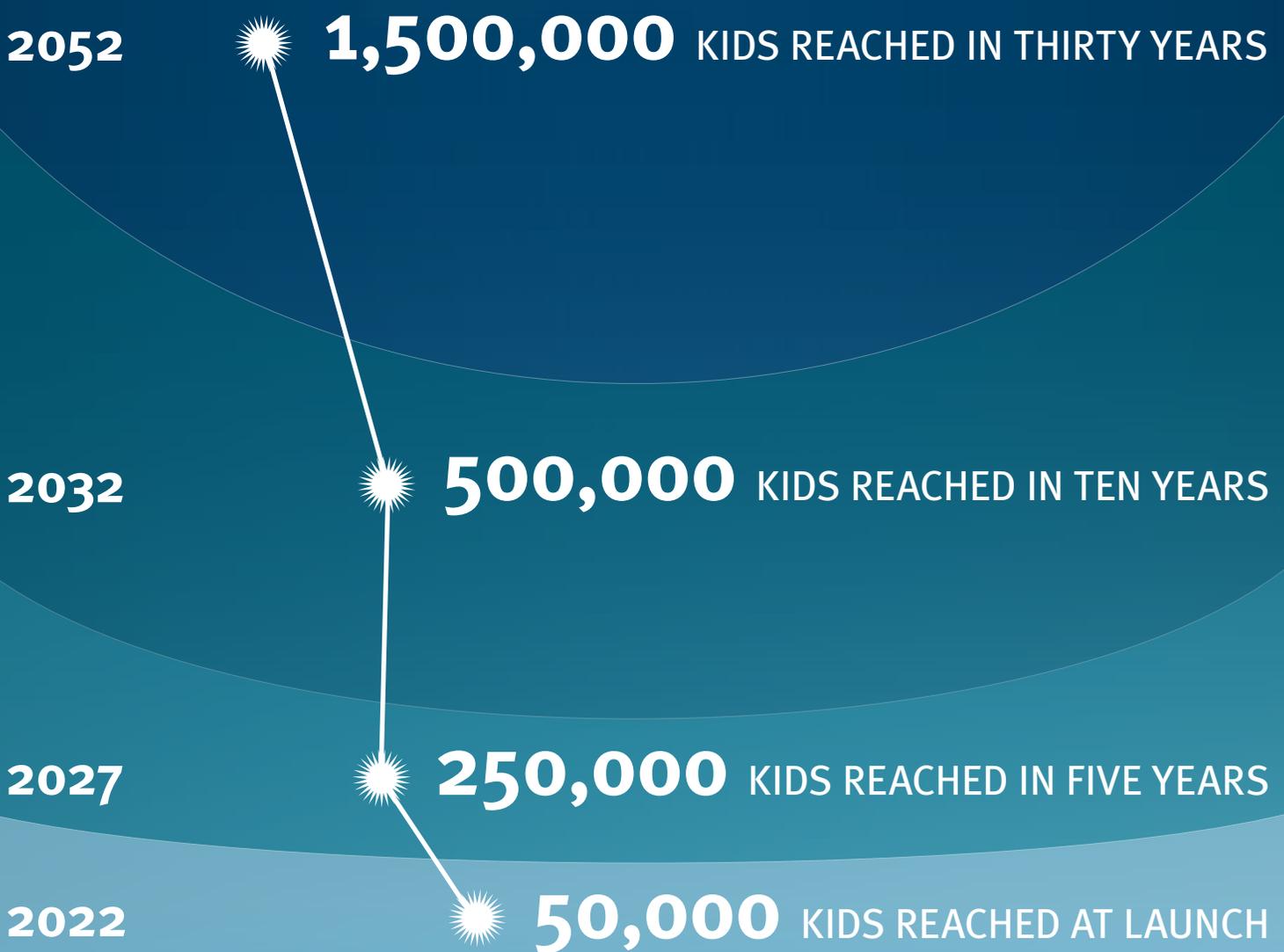
Throughout recorded history, the wondrous spirit of human creativity, including its expression through the arts, has preceded and shaped societal progress. We believe that gifting future generations of children the freedom to dance has the power to reveal a new era of human actualization and empathy-rooted interconnection.

Because to dance is to fly, and when we fly, we can soar. When we soar, we are free. A stable and sustainable space for Luna is essential to unleashing the full potential of dance to help children everywhere experience liberation.

LUNA'S REACH

OUR VISION FOR THE NEXT THIRTY YEARS

EACH YEAR, LUNA DANCE INSTITUTE TEACHERS
REACH **50,000** KIDS



Artists and teachers at Luna bring dance to students in public schools, social service agencies, libraries, Head Start programs, and many other environments, making dance accessible to children who might be excluded because of socio-economic, language, or special education barriers. Since 1992, Luna has already reached 300,000+ kids.



LEAP LAND SOAR

space for dance education

THE LEAP LAND SOAR CAPITAL CAMPAIGN WILL BUILD AN ENDURING HOME FOR DANCE EDUCATION

Dance is integral to a holistic education that supports children’s physical and cognitive development, health and well-being, and creative expression. With the reinstatement of the California dance teaching credential, after a 50-year demise of dance in schools, now is the time to restore access to high-quality dance education for all children. Luna has a unique and distinct role to fulfill to support dance educators.

— TOM DECAIGNY
EXECUTIVE DIRECTOR, CREATE CA
STATEWIDE ARTS EDUCATION ADVOCACY
AND POLICY ORGANIZATION



When children are dancing, they are home

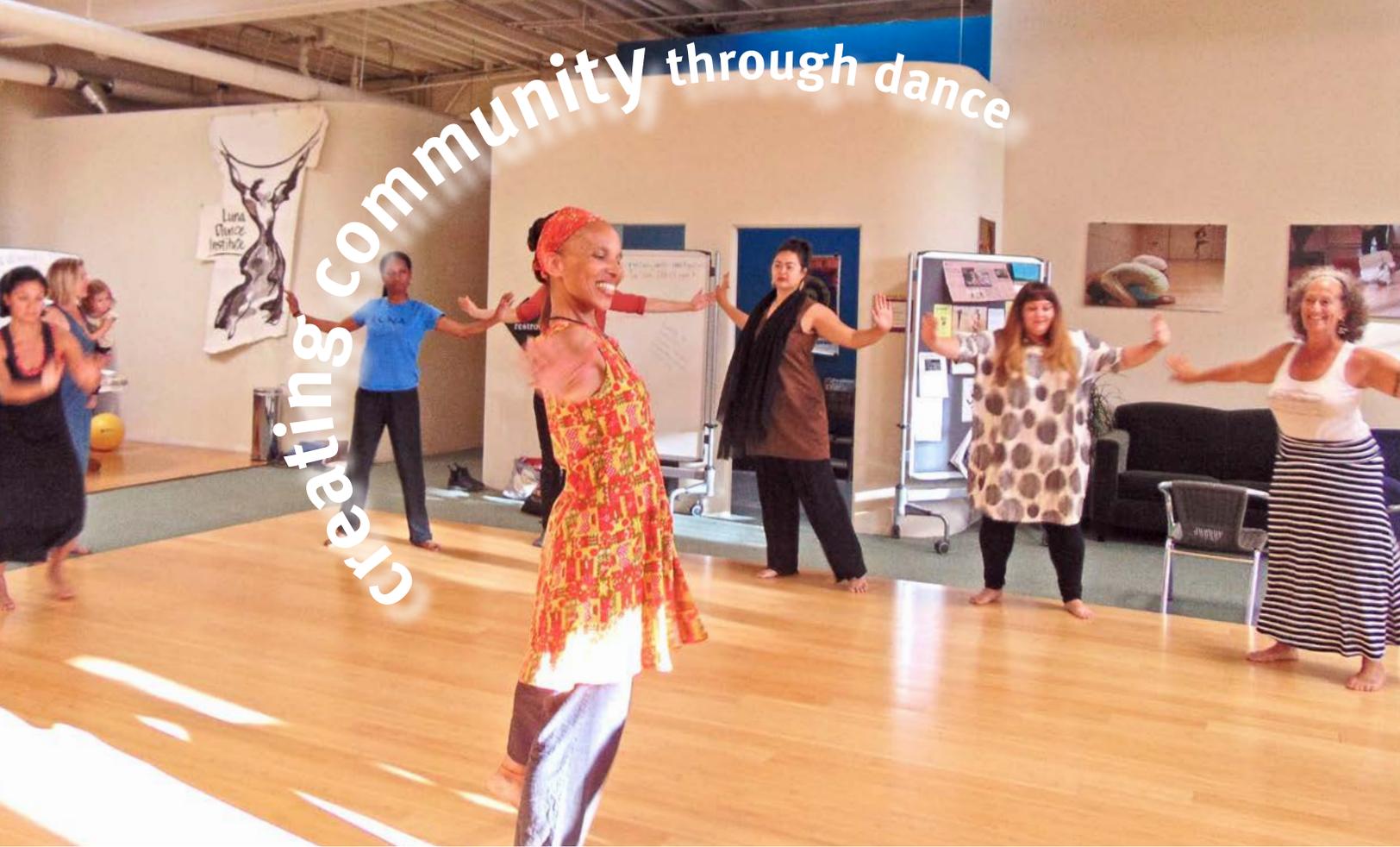
LEAP . . . LIFTING DANCE UP



Over three decades, Luna Dance Institute has grown from a local dance studio to a nationally recognized dance education leader. Luna's programs work together with equity and policy initiatives to expand dance education for children.

Luna's Professional Learning department offers a creative haven for artists, teachers, and practitioners to investigate their practice, improve their teaching, and grow as leaders and change agents. They return to their communities

and schools as innovators, generating greater access to creative, high-quality dance education for all children. Luna's community of teachers successfully advocated to reinstate California's dance teaching credential through the 2017 Theatre and Dance Act (TADA!). Stabilizing Luna's operating capacity with a permanent, dedicated space for dance teachers provides a foundation for collaboration as they collectively continue to advocate for dance at local, regional, and national levels.



LAND . . . CREATING A PERMANENT HOME

To thrive and grow, Luna Dance Institute must secure a permanent space to:

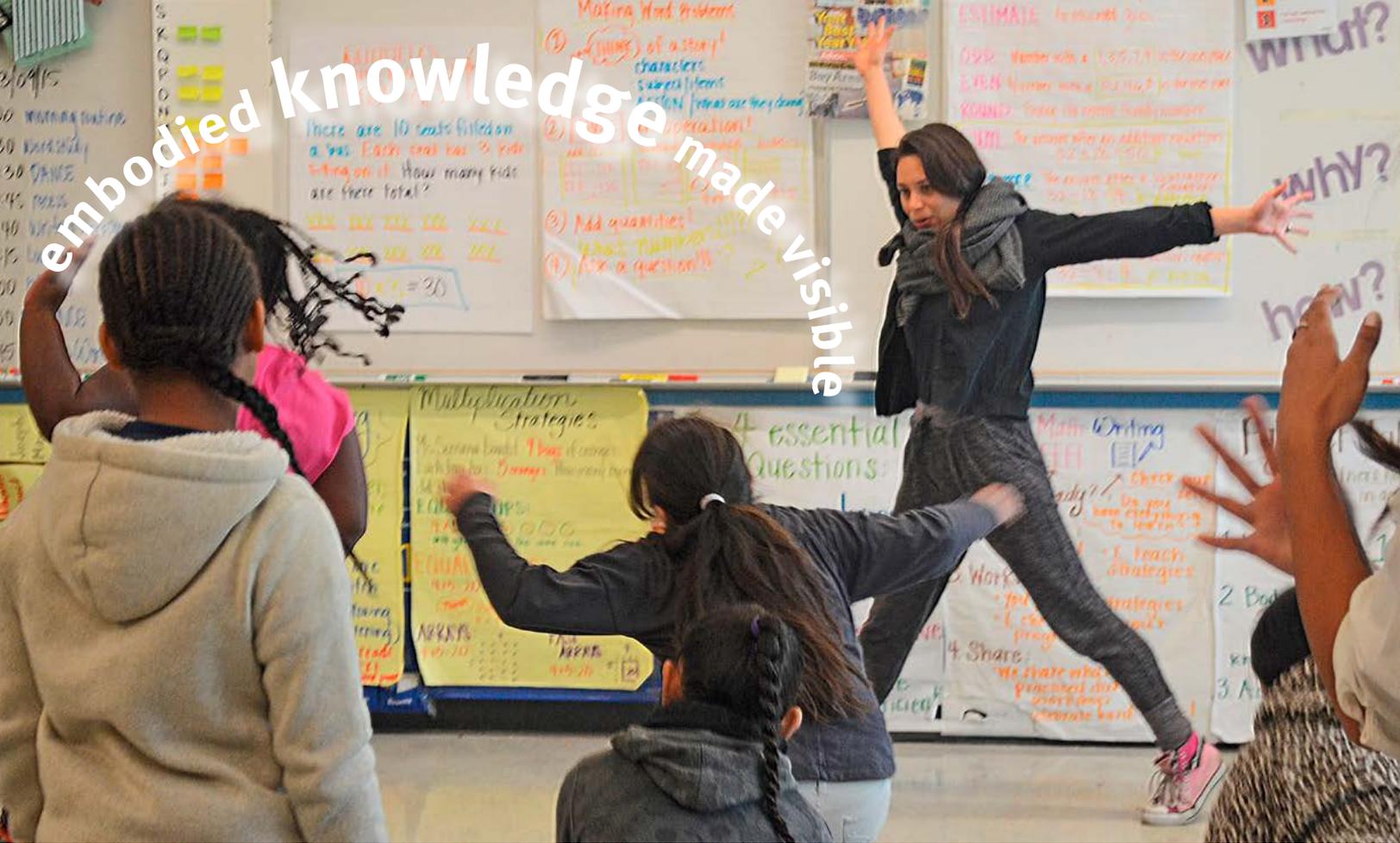
STRENGTHEN & STABILIZE PROGRAMS

- Restart our temporarily-paused in-person programming
- Expand opportunities for teaching artists and educators to develop as leaders and researchers
- Raise the profile of dance by bringing children, families, artists, and teachers together to learn, dance, and grow in community



CREATE A NEW COMMUNITY ASSET

- Support Luna's future leaders to continue its mission of access and equity in dance
- Embed Luna's excellent creative programs and research in a region that prides itself as a leader in arts and culture
- Host collaborative ventures as part of the greater Berkeley arts ecosystem
- Increase the number of local studio spaces designed for dance-making, learning, and performing



SOAR . . . LAUNCHING OUR FUTURE



In a permanent Berkeley location, Luna will SOAR into our next phase as an organization that is a vital cultural asset to the San Francisco Bay arts ecosystem. With a stable home, Luna will provide local services to diverse children, families, artists, and teachers as it continues to strategically participate in state and national arts education policy initiatives that affect our region

and ripple throughout California. Luna's current and future leaders will explore new ideas and develop programs to meet the evolving needs in arts education. A successful LEAP LAND SOAR Capital Campaign propels us into the future—positioning us to lead excellence in dance education. Now is the time to take a giant leap forward and secure a long-term space for Luna Dance Institute.

TOGETHER CHANGING THE WORLD



Luna gives dance educators a home and community. In a profession where many dance educators are isolated, Luna gives them a place to connect and to grow.
— SUMMER INSTITUTE PARTICIPANT



Luna's Professional Learning and Community Programs work are intertwined – internships, seminars, and extended Institutes help Luna reach more children and families. The field research of Luna's community of artists and teachers show policymakers what is possible in dance education.



LUNA DANCE INSTITUTE'S EVOLVING PROGRAMS AND SERVICES

PROFESSIONAL LEARNING

California's only arts resource solely focused on supporting dance educators teaching youth ages 0-17. Educators maximize creativity in all dance curricula, establish collegial communities, research their practice through seminars, internships, and fellowships, and become change agents in the fields of dance and education. As they become confident leaders in their communities, they create a ripple effect that fulfills Luna's mission to bring all children to dance.

[Read More...](#)

I have known Luna since I was pregnant with my son Schuyler. First, as a teacher and dancer accessing their professional resources, then as the parent of a child and pre-teen taking classes at their studio, and also as a board volunteer. My son is 15 now, and Luna continues to be a shining resource for the community and all who believe in the power of dance to change lives.

— HEIDI SAWICKI
EAST BAY TEACHER AND PARENT

COMMUNITY PROGRAMS

School & Community Alliances Luna builds high-quality, standards-based dance programs as core educational experiences for all children through partnerships with schools and districts.

Moving Parents & Children Together (MPACT) family dance and embodied parent education classes support parents and children in the child welfare system who are in the process of reunification, including incarcerated women, women living in domestic violence or homeless shelters, women in residential treatment facilities, and immigrant families.

Studio Lab is the first and the only dance program on the west coast that focuses solely on building the dance-making skills of young choreographers, ages 5-17. Students discover the elements of dance — the body moving in space, energy, and time — as they create and perform their own choreography.

Early Childhood Education A cornerstone of Luna's work, children 0-5 dance through Studio Lab, MPACT, and partners that include California Head Start centers. We provide professional development to Early Childhood Education teachers using our unique Love, Move, Play framework.

[Read More...](#)



freedom in new and unpredictable ways

PROPOSED CAPITAL IMPROVEMENTS

We envision a light-filled accessible space where artists, educators, children, and families will create a community through dance. Dance is a live embodied art form to be experienced in-person. These vital features are needed for Luna's permanent Berkeley home:

DEDICATED SPACES TO DANCE, LEARN & SHARE

2 Dance Studios

Parent Area

Library

Research & Resource Centers

Capacity for Audience Seating

FACILITY & OPERATION

7600 square feet with space to grow

ADA-Compliant Access

Efficient HVAC

Technology for In-Person & Virtual Learning

ORGANIZATIONAL STABILITY & SELF SUFFICIENCY

Shareable Community Asset

Accumulation of Financial Equity

Earned Income Potential

For nearly 30 years, through the power of community, Luna has reached tens of thousands of children, their teachers, and their families. A home base gives all of them a creative space of belonging to move out from and return to.

— PATRICIA REEDY
FOUNDER

LEAP LAND SOAR

HELP LAUNCH OUR FUTURE THROUGH YOUR INVESTMENT



After leaving our last studio as a result of the pandemic, we searched for a new space to resume our in-person work to bring dance to all children. In February 2022, we entered into contract on a space with all the potential described above. Your investment in the LEAP LAND SOAR Capital Campaign will turn this building into a permanent home for Luna Dance Institute.

Your support centers Luna within Berkeley's community of arts organizations and helps to continue innovative programs in dance pedagogy. Rising dance educator leaders will have the collegial space and the resources they need to serve hundreds of thousands of children.



WAYS TO SUPPORT

All contributions make a difference, and there are many ways to support LEAP LAND SOAR. Learn more about how you can help our capital campaign [here](#).

GET IN TOUCH

Nancy Ng, Co-Executive Director, welcomes the opportunity to meet with you and share our commitment to creativity, equity and community through the art of dance. To schedule a meeting, contact nng@lunadanceinstitute.org.



LUNA DANCE INSTITUTE

I supported Luna Dance Institute after seeing the power of embodied dance to bring parents and young children together in the MPACT program. I'm committed to helping Luna find a permanent home to expand its programs to bring the joy of dance and movement to all children.

— KAREN BANKS
BANKS FAMILY FOUNDATION
CAPITAL CAMPAIGN LEAD DONOR