Annual Report 2020
Dear Friends and Supporters of CSMA,

As I write to you, I am reflecting on the extraordinary period covered in this report, July 2019 through June 2020. It was certainly a time like no other in the School’s 50+ year history.

At the beginning of the fiscal year, CSMA was fortunate to be in an overall strong position: enrollment in several of our programs was at an all-time high; we were financially healthy; and, we were finalizing the resources needed to construct the Roy and Ruth Rogers Wing. Finn Center, Tateuchi Hall and Mohr Gallery were all at full tilt with wonderful music and art, drawing together the people who create, study and enjoy them.

When the pandemic struck late in the third quarter, so much changed overnight, but we had a head start. Staff were already working to adapt our programs to online platforms, modifying curriculum, planning teacher trainings and identifying needed equipment. In a very short period of time, we transitioned the majority of our programs to online and found new ways to work with our school partners. Live concerts evolved into livestream events on YouTube. We took a long and hard look at operating costs and cut all but expenditures essential to continuing programs. This was difficult work.

The death of George Floyd was another terrible event of 2020 and led to worldwide protests against racial injustice. From its first days in 1968, CSMA has lived by its founders’ belief that the arts belong to everyone in the community—not just the privileged. CSMA is proud of its long history of providing access to the arts in many forms—through financial aid, free concerts and gallery exhibitions, and program subsidies for under-resourced schools, preschool and special needs students. Still we ask how we can do more and have begun to lay the groundwork to build inclusion in all that we do.

We have much to be grateful for as we navigate these choppy waters: the steadfast and generous support of our Board and donors; the creativity and strong teamwork of staff; the commitment and resourcefulness of our faculty; and, the loyalty and encouragement of our students and partners. We continue to hold high the torch of arts for all and look forward to the year ahead.

Sincerely yours,

Vickie Scott Grove, Executive Director
89% of every dollar CSMA receives is spent on programs

Management & General 6%
Fundraising 5%
All Programs 89%

Support and Revenue* $6,540,995
Net Investment Income 32,319
Total Support and Revenue 6,573,314
Expenses (6,541,610)
Change in Net Assets $31,704

*includes donor bequest
Art4Schools and Music4Schools

CSMA’s Art4Schools and Music4Schools provide an in-depth, skill-building, sequential curriculum that meets the California State Visual and Performing Arts Standards. Art and music are taught during the regular school day by the programs’ teaching artists and musicians. Projects echo the classroom’s core content to become an integral part of each student’s education.

In FY20, the programs served over 20,000 students in over 50 schools in Santa Clara and San Mateo Counties. Over 40% of our schools qualified for our financial support. After the shelter-in-place order, the programs successfully transitioned to online lessons, and our teachers finished the school year with over 25% of our schools despite the challenges they faced.

“Art is my favorite subject. I look forward to Friday art class all week. I like how my art teacher tells stories about the history of art while she teaches. She’s a great teacher, who knows a lot about art and all the things behind it.”

- Gabriela Mistral Elementary 4th-grader Nicolas

50+ Schools

> 20,000 Students

40% Received Financial Support
Community Concerts at Tateuchi Hall

Free Community Concerts at Tateuchi Hall are at the heart of CSMA’s mission to provide access to the arts for all and to serve as a vital community arts center.
CSMA presented 14 in-person concerts in FY20, featuring diverse musicians, genres and traditions. Showcased artists included CSMA faculty, students and well known artists, including Juanito Pascual Trio, John Daversa, Kaki King and Tiffany Austin.
When the concert hall closed in March due to COVID, CSMA invested in technology to present livestream concerts via the CSMA Youtube Channel. To date, those concerts have attracted thousands of viewers and kept this vital community program available for all.
CSMA offers a supportive visual arts program for students of all ages and abilities. Classes are offered in a broad range of media, and the School is equipped for a full ceramics program. The preschool offers age-appropriate, sequential classes in art and music informed by the Reggio Emilia approach. CSMA is proud to subsidize an off-campus preschool program serving over 200 largely low income families in the local community. School vacation and summer camps are popular and beloved by our families, and financial aid is available to protect access. The pandemic did not stop us from being creative! Nearly 75 virtual camps and online classes were offered during the summer months of shelter-in-place.

Both kids had a blast. Wonderful teachers and staff. We can’t thank you enough.
- Online camp parent

CSMA ensures that the arts are accessible to all, including special-needs participants in its Artistic Intelligence program, which has served students for over a decade. More than 100 youth and adults from our nonprofit partners take weekly dance, music and art classes at CSMA. Students come to CSMA with a range of strengths and challenges, and the curriculum is designed to support their development, no matter what their starting point. Students and their families look forward to the annual end-of-the-year art shows and performances. During the pandemic, lessons shifted seamlessly to an online format with even more students able to participate. CSMA is proud to provide this program at minimum cost to our partners.
CSMA’s Corporate Arts program offers a state-of-the-art benefit to corporate employees and their families during and after the work day. Our art and music faculty provide a broad array of art and music offerings, including classes, private lessons and workshops at corporate campuses across the Bay Area, enhancing employee satisfaction, retention and productivity. The program has grown steadily over the last five years, and in FY20, CSMA transitioned the program to an online format and served over 1,300 students across 23 states and 5 countries.

Music School

"Our teacher has made the transition to online lessons seamless. My wife and I are extremely pleased with the continuity and excellent quality of the music education of our son. Piano lessons offer emotional support every week that our son is looks forward to, while the world has shut down."
- Private lesson parent

CSMA’s Music School gives students access to a complete, comprehensive music education. The program offers private lessons in over 20 instruments and voice and provides students with the opportunity to perform in recitals, take theory and composition classes, play in ensembles and participate in a variety of faculty-led workshops. CSMA has a distinguished faculty of internationally-recognized professional musicians and educators. Our significant financial aid program supports students of very low, low and moderate income families. In FY20, over 1,000 students were enrolled, and over $160,000 was awarded in tuition support for this highly sought after program. 90% of our students transitioned to online lessons after COVID.
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The compilers have carefully reviewed our donors’ names for the fiscal year (July 1, 2019 - June 30, 2020). If you find an error, please accept our apologies and contact the Development Office so we may correct our records.