



PASADENA
SHOWCASE
H O U S E
for the Arts

NEWS RELEASE

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For immediate release.

PASADENA SHOWCASE HOUSE FOR THE ARTS NOW ACCEPTING APPLICATIONS FOR 2024/2025 GIFTS AND GRANTS

**ANNUAL GRANT AWARDS SUPPORT MUSIC EDUCATION, SCHOLARSHIPS,
CONCERTS AND MUSIC THERAPY**

APPLICATIONS ARE DUE NOVEMBER 15, 2024

(October 28, 2024) Pasadena, California. Pasadena Showcase House for the Arts has announced the launch of its 2024/25 Gifts & Grants program. The cornerstone of the organization's philanthropic mission, each year Gifts & Grants distributes hundreds of thousands of dollars to local nonprofit organizations to support music and arts programs including underwriting community performances, academy and conservatory scholarships, music therapy, and music education. During the 2023/24 program year, \$1 million was distributed to 90 nonprofit organizations; the largest grant package in the organization's 76-year history. To date, Pasadena Showcase has contributed more than \$26 million to local nonprofit organizations.

The application period is now open and will close on November 15, 2024. Awardees will be advised in April, 2025. Applications are encouraged from qualifying nonprofit organizations and local schools whose programs are administered and conducted in Los Angeles County, with special consideration given to the greater Pasadena area. For more information and application guidelines, visit pasadenashowcase.org/gifts.

Lisa Loeffler, 2024/25 Gifts & Grants Chair, is returning to lead the selection committee for a second year, citing her enjoyment in the position and the relationships she's built with local arts organizations. "Through our Gifts & Grants program, we provide essential funding for local music and arts programs that are such a vital part of the community," she says. "Without this funding, many of these programs wouldn't be able to happen so I find the committee's work very rewarding."

Funds for the Gifts & Grants program are derived from the organization's annual benefit, the Pasadena Showcase House of Design, now entering its 60th year. Matt McIntyre, president of Pasadena Showcase House for the Arts, says he believes the 60th Showcase House will be an extraordinary event and raise significant funding for the Gifts & Grants program. "It's a very special year for us and it's important that our visitors know how they support the community when they purchase a ticket, shop, and dine at the event," he says. "Their attendance is what allows us to continue the Gifts & Grants program."

Applications are due November 15.

Pasadena Showcase House for the Arts, an all-volunteer nonprofit organization, has supported local music and arts programs since 1948. With the hard work and dedication of its 240 members, the organization raises funds from its major benefit, the Pasadena Showcase House of Design—one of the oldest, largest, and most successful home and garden tours in the country. Throughout its history, Pasadena Showcase has given more than \$26 million to nonprofit organizations, particularly through its **Gifts & Grants** program, in support of music education, scholarships, concerts, and music therapy, while continuing to support the LA Phil and its learning programs for which the organization was first founded. Pasadena Showcase also nurtures the study and appreciation of music among young people with its three annual music programs: the **Music Mobile™**, which has introduced orchestral instruments to more than 130,000 third grade students; the **Instrumental Competition**, which has awarded more than \$700,000 in monetary prizes for exceptionally talented young musicians; and the **Youth Concert**, which has brought nearly 260,000 fourth graders to Walt Disney Concert Hall for exuberant performances presented by the LA Phil.

For more information and photos, please visit pasadenashowcase.org.

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