

# 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 from the **National Endowment of the Arts**. To meet our funding goals we need to match funding to provide these socially impactful, creative experiences for the community.

To make these programs possible, please make a tax-deductible donation to our fiscal sponsor, the Hudson Valley Center for Contemporary Art, a 501(c)(3) non-profit arts and education organization. Please mail your **check payable to HVCCA, Attn: The What Matters Project, HVCCA, 1701 Main Street PO Box 209, Peekskill, NY 10566. Donate online by following the link at [www.lanayu.net](http://www.lanayu.net)**. Your gift goes 100% toward paying teaching artists and program costs.

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**Creative partners include:**  
[www.hvcca.org](http://www.hvcca.org)  
[www.embarkpeekskill.org](http://www.embarkpeekskill.org)  
[www.necspace.com](http://www.necspace.com)



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** has awarded 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.** 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 at New Era Creative Space.** Families and best friends express through music and drama what matters to them. The final presentation includes a co-created blues song and drama skits playing out the themes of life. **3) I Am Here. I Belong. Produced by Embark Peekskill.** Participants 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. Dozens of immigrants from all over, first, second generation and beyond gather to discuss issues of identity and home. We reach out to both Spanish speaking and English dominant adults and youths from various corners of our community. **4) Maiden, Mother, Matriarch – Performance Art Workshop. Produced by Embark Peekskill.** A diverse community of women will examine: What matters in the past, present, future through a woman's eyes. Performances coincide with Women's History Month through Spring 2017. Concurrently, Marcy B. Freedman held six lively discussions engaging over 60 women from their 50's to 90's culminating in a one woman show entitled **Women Rising, Scars and All.** In collaboration with Skin Against Metal, a unique soundtrack and musical presentation accompanies the show. **5) Penpal/Mail Art Project: The Power of Handwritten Connections. Produced by Embark Peekskill.** Children ages 6-14 are connected to a penpal to use words and pictures to tell each other about What Matters in their lives. Select postcards have been donated to the Art for Aleppo cause raising funds for the refugee children of Syria. **6) Interviews in front of the What Matters mural.** Street interviews will ask everyday folks to share their views of "what matters" giving voice to a diversity of people. A record of responses to be reflected back to the public in a Youtube video to invite further inquiry.

## Funding Goal

This project is supported in part by an award from the National Endowment of the Arts in collaboration with the Hudson Valley Center for Contemporary Art. To receive funding we must match the grant. Most of our match is given as "in-kind" donations by generous members of our communities including, artists, organizers and others, yet we still need cash funds to pay our teaching artists and cover program expenses.

**Donate by check: Make check payable to HVCCA, Attn: The What Matters Project, HVCCA, 1701 Main Street PO Box 209, Peekskill, NY 10566. Donate online: Follow the link at [www.lanayu.net](http://www.lanayu.net)**

Your tax-deductible gift goes 100% toward this worthy social and artistic cause.

## 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](http://www.lanayu.net), [lanacyu@gmail.com](mailto:lanacyu@gmail.com) or 914-737-1141**