

gg GoggleWorks Center for the Arts



GoggleWorks launches Emergency Fund for arts and culture

Art center targets \$50,000 for pandemic relief

FOR IMMEDIATE RELEASE

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READING, PA – October 21, 2020 – GoggleWorks Center for the Arts

(GoggleWorks) announced the launch of an Emergency Fund designed to alleviate the impact of COVID-19. Instead of a 15th anniversary celebration, the downtown Reading, Pennsylvania art center is planning to raise money focused on affected artists, teachers, students, and arts organizations.

“Simply put, our community is struggling,” said Levi Landis, GoggleWorks Executive Director. “In the creative community that means that artists are out of work and organizations are fighting to serve their mission or simply survive the turmoil.” The economic toll of the pandemic from the arts nonprofit industry amounts to \$14B nationwide, [according to Americans for the Arts](#). “Here in Berks County, reports reveal tens of millions of dollars in economic injury by the pandemic’s ravage on the arts. That’s just accounting for nonprofits and these figures don’t factor in the impact on access, equity, and service,” Landis explained.

Nevertheless, GoggleWorks leaders said a network of supporters is allowing the art center to meet challenges head on. “Throughout the year, our supporters kept asking: ‘How can I help?’,” said Landis. “Their generosity has allowed for studios to stay open, students to access arts, artists to be paid, and organizations to stay afloat.” The continued support from donors, members, and foundations encouraged leaders to consider the launch of a relief fund instead of a typical fundraising campaign.

“We were planning a big 15th anniversary celebration for this time of year,” said Gust Zogas, Board Chair. “Obviously, that was cancelled foremost for safety reasons, but we also decided that right now we need to focus on people.” Leaders designed the campaign to raise funds for relief initiatives rather than campus buildings or the typical overhead.

Landis recalled he was initially concerned about the perceptions of yet another assistance fund, “I asked one of our Trustees, ‘Do you think people are exhausted by so many relief efforts? For so many types of businesses, on such a large scale?’ Her response: ‘This is how we make it through’.”

Emergency Fund Details

Leaders said the fund will support key areas, which include:

- Direct support for art workers and teachers
- Cost-free programs that offer access to art and education
- Initiatives that increase opportunity, equity, and inclusion for people of color and marginalized groups

- Select relief from rental expenses for artists and arts organizations
- Relief for costs of direct expenses for pandemic response

Gifts are tax deductible and can be made online at www.GoggleWorks.org or via check mailed to GoggleWorks at 201 Washington St, Reading, PA 19601.

About GoggleWorks Center for the Arts

Located in downtown Reading, PA, GoggleWorks operates in a former goggle factory and is composed of 145,000 square feet of creative space. GoggleWorks offers year round arts education, including workshops, classes, and visiting artists; community outreach programs; a summer residency; youth programs and camps; 35 on-site studio artists; Albert and Eunice Boscov film theatre; three galleries for exhibitions; the Berks Launchbox maker space; and eight communal studios-hot glass, wood, printmaking, warm glass, metals, ceramics, photography and virtual reality. There are over three dozen dynamic arts partners located on GoggleWorks' campus. www.GoggleWorks.org

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