

# **Herb Alpert Foundation**

## **Vision**

The Herb Alpert Foundation envisions a world where all young people are blessed with opportunities that allow them to reach their potential and lead productive and fulfilling lives.

## **Foundation Overview**

Herb Alpert has often said that one of the greatest satisfactions of his success has been the opportunity to give back and serve others. Feeling that he had been “blessed beyond his dreams”, the establishment of The Herb Alpert Foundation in the early 1980’s provided the formal means to provide funding to select charitable organizations and institutions. From the start, the Foundation sought to identify programs that were creatively conceived and run, and considered the full spectrum of program types, from small grassroots community efforts to programs operating on a national level.

Herb Alpert has also said that one of the joys of his music-making through the years has been the opportunity to bring uplifting and joyous music to his audiences—he often sees it as a way to bring more light into people’s lives. Likewise, in his philanthropy Mr. Alpert and his wife Lani Hall support areas which they believe have great potential for bringing young people the tools and wisdom to develop their potential and lead positive, fulfilling lives, filled with light and love.

Herb Alpert began his life long passion for music the first time he picked up a trumpet during an elementary school music class. The many ways in which music subsequently impacted his life led Mr. Alpert to focus a great deal of his philanthropic support on the arts and arts education. Many of his significant programs reflect this commitment, including The Alpert Award in the Arts, unrestricted grants given annually to five mid-career artists, administered by California Institute of the Arts and the Emerging Young Artists Awards, scholarships given to four college-bound students, administered by the California Alliance For Arts Education. Most recently with The Lawndale School District Arts Education Initiative, five years of weekly skills-based and sequential arts classes will be provided for the district’s more than 5,000 elementary students.

Also, given his lifelong involvement and passion for jazz, much of Herb Alpert’s funding to the arts has focused on nurturing and strengthening this unique art form. In support of Jazz performance and education, he has established a variety of programs across the nation, and in many of these gifts Mr. Alpert has specifically honored the great jazz artists whose legacies he hopes to preserve for future generations. Those honored include Paul Desmond, Dizzy Gillespie, Stan Getz, Charlie Parker, Clifford Brown, Louis Armstrong, and Gil Evans, whose names now grace a myriad of “named” fellowships, scholarships, endowments, prizes, a library and a recording studio at institutions such as

the Berkeley College of Music, CalArts, The Dave Brubeck Institute, the International Alliance of Jazz Educators, and the National Foundation for Advancement in the Arts.

Compassion and well-being is another area of great interest to the Foundation. UC Berkeley's Greater Good Science Center, the Shoah Foundation, and Public Television, specifically in support of the work of Bill Moyers, provide a few examples of this category of funding.

A significant venture for the Herb Alpert Foundation, one that umbrellas all of the areas mentioned above, is the Herb Alpert Education Village, to be built in Santa Monica, California. This project, developed in collaboration with the New Visions Foundation, will bring together the three campuses of the New Roads Schools, a Leadership Center to incubate innovative ideas and export them into areas of need, and a headquarters for nonprofits to come together and generate new programs. It will focus on at-risk youth, including incarcerated juveniles, foster children and special needs students. In this very special and innovative Village, programs supporting arts education, youth development and those exploring compassion, well-being and tolerance will be integrated and synergistic.

The Herb Alpert Foundation has been active in its philanthropic work for more than 20 years. Historically the Foundation's grantees have run the gamut from small organizations working at the local level, perhaps in the earliest stages of their development, to larger and more mature organizations that may have a regional or even a national scope and perspective. Often its support takes the form of seed monies to move innovative founders forward in their work, or as incremental support to a more established organization that is ready to take on activities at a new level of complexity or commitment.

Over the past few years the Foundation has focused on The Arts --- a broad category which includes arts education, a focus on jazz, and support to professionals. Programs in this area also help at-risk youth develop the skills and resources they need to cope with difficult life circumstances and help to enable them to become successful adults. Another area termed "Compassion and Well-Being" celebrates the positive aspects of human psychology and seeks to bring more compassion and compassionate behavior to our society.

### **Mission**

- to create and/or support the mechanisms and means through which young people can discover, harness and fully develop their unique creative energies and their special talents,
- to prepare young people to live free from prejudice so that they can be enriched through incorporating diverse people and perspectives in to their worldview and life experience,

- to nurture in young people a capacity for empathy and compassion so that relationships developed through their lives are based on mutual respect, tolerance and kindness

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