



**T**HE LA25 Foundation for the Arts is a nonprofit, volunteer organization created by the networking group TheLA25 to support arts programs for children in Los Angeles County. TheLA25 is comprised of entrepreneurial, respected professionals from various industries who have been invited for membership in the group based on their spirit of altruism and history of giving back to the community.

**What motivated you to start a kid-focused organization?**

“The budget cutbacks in the arts in many of our schools is a sad expression of the lack of understanding of what it takes to create a ‘whole person education.’ Recent studies suggest the practice of creating art and interacting with other artists invites a sense of socialization and empathy. That may be the single most important dimension of human development we need to support in this modern world!”

**What would you like kids and parents to know about your group?**

“The LA25 Foundation for the Arts is dedicated

**THE LA25 FOUNDATION FOR THE ARTS**

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**FAST FACT**

TheLA25 has been raising money for the community since it was established in 2011 through its annual Art Auction: ART90266. The group received IRS approval of its 501(c)(3) as The LA25 Foundation for the Arts in 2014.

to working with local organizations and artists to bring the arts to the children of our communities. We are open to a variety of creative methodologies, including working with schools, facilitating trips to museums, theaters or music halls, or creating independent workshops or

artist-in-residency programs. For the past two years we have sent roughly 1,400 children ages 7 and 8 to LACMA for the day. Some of those children are the subjects of our documentary short entitled *Room 19*. That 20-minute film is winning awards across the U.S. in various film festivals and is available on our website.”

**What are the most important skills [for people who want to work successfully with children?**

“The ability to give children credit for having legitimate ideas of their own. Yes they need guidance and feedback, but adults need to listen—to allow the children’s sense of reality and possibilities to be recognized and expressed. Anyone with experience in Maria Montessori’s methodologies can speak to this.”

**Tell us about your team.**

“We are 25 of the most dedicated professionals in the South Bay. Each member operates with the highest regard for ethics and has been recognized by clients and peers as a leader in their profession. We work hard for our clients and also find time to give back to the community.”

PHOTOGRAPHED BY PETER COOPER