

SFJAZZ: IMPACT OF COVID-19

COVID-19 has had an immediate impact on SFJAZZ, the artists we present, and the students we serve. The effects will reverberate throughout the remainder of 2020 and beyond.

SFJAZZ took this opportunity to reskill, upskill, and deploy staff across the organization to work on new or re-prioritized initiatives such as *Fridays at Five*, SFJAZZ Education Online, and projects to strengthen operations for when we reopen.

SFJAZZ will need ongoing financial support to continue these efforts and to plan for our reopening.

SFJAZZ is directly supporting artists in three ways: *Fridays at Five*, Tip Jar, and Ticket Donations

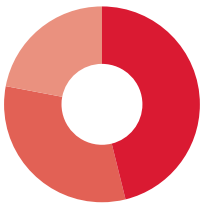
▶ FRIDAYS AT FIVE

New online concert series featuring classic concerts in our archives where our community comes together to celebrate the music and raise funds for our artists.

- \$5 Digital Memberships
- Connects members and musicians
- Viewers provide additional support to the artists by making gifts to the Tip Jar
- Over \$250,000 raised in the Tip Jar

▶ [SFJAZZ.ORG/WATCH](https://sfjazz.org/watch)

▶ OVER 7,000 NEW DIGITAL MEMBERS



46.3% OUTSIDE OF BAY AREA

32% SAN FRANCISCO

21.7% OUTSIDE OF CA

▶ EDUCATION

SFJAZZ Education has expanded its digital curriculum to students, teachers, and families across the nation for free.

- School Day Concerts
- Family Matinees
- Curriculum Guides
- Jazz in the Middle
- Jazz in Session
- Masterclasses
- Digital Lab Tutorials
- Webinar Series: "The Breakdown"

▶ [SFJAZZ.ORG/ONLINEEDUCATION](https://sfjazz.org/onlineeducation)



CANCELED PROGRAMS

47% Of shows scheduled from September 2019–August 2020

OVER 1/3 Of scheduled public school programming for the 2019–2020 school year



IMPACT ON FINANCIAL HEALTH

March 11–August 30, 2020

\$6M Expenses during closure

\$3.6M Lost ticket revenue

\$1M Loan received through Federal CARES Act Paycheck Protection Program

"Whatever I can do to support SFJAZZ right now I will do to the best of my ability. This unexpected curveball to my beloved organization and staff makes my commitment even more complete."

–Donna H., Leaders Circle Member



HOW CAN I SUPPORT SFJAZZ?

Join or renew your Membership
▶ [SFJAZZ.ORG/MEMBERSHIP](https://sfjazz.org/membership)

Donate your tickets for canceled shows
▶ [SFJAZZ.ORG/DONATETIX](https://sfjazz.org/donatetix)

Make a 100% tax deductible gift
▶ [SFJAZZ.ORG/DONATE](https://sfjazz.org/donate)

Leave a tip in the *Fridays at Five* Tip Jar
▶ [SFJAZZ.ORG/WATCH](https://sfjazz.org/watch)



The SFJAZZ Center is a LEED Gold-Certified building.

SFJAZZ.ORG