



# 2022

ANNUAL  
FUND

THE CAMPAIGN FOR YOUNG TEXAS ARTISTS



Young Texas Artists  
INSPIRING EXCELLENCE



## THE CAMPAIGN FOR YOUNG TEXAS ARTISTS 2022 ANNUAL FUND

### *New Beginnings*

*Last year*, our inaugural annual fund, The Campaign for Young Texas Artists, was created as an additional program-related giving opportunity and became the main source of 2021 funding. It replaced our Covid-cancelled 2021 benefit gala to “keep the lights on,” also enabling our 2022 comeback and doubling the YTA Competition’s cash awards to \$40,000.

*This year*, our annual fund is a shorter-term campaign supplementing 2022 gala revenue to meet budget objectives and initiate expansion of the YTA Career Development Program. The need for career preparation and jobs has been made even more urgent-to-dire by the pandemic. Young artists want to be self-sufficient, and we want them not only to survive but to thrive!

### **\$25,000 FOUNDER’S CHALLENGE GRANT DOUBLES YOUR GIFT BY JUNE 30!**

*To launch the 2022 Campaign*, YTA Founder James A. Pokorski has generously committed \$25,000 to match dollar-for-dollar all Campaign gifts made by June 30 (end of YTA’s fiscal year). YTA could receive \$50,000 from the \$25,000 matching grant plus the \$25,000 it raises. This would allow important career development programming to be planned very soon and begin in the fall.

*Donor recognition:* All campaign donors will be recognized on the website, in the newsletter and in next year’s campaign materials as well as the printed program for the Finalists’ Concert and Awards. Donors of \$250 and above will be honored guests at Classics at the Glade, YTA’s “supper club” party and performances this fall. Sponsors (\$2,500 and above) also will be honored guests and recognized at that event, in the invitation, publicity and social media.

### **SPECIAL THANKS**

To an anonymous donor for kindly underwriting these annual fund materials.



# ACCEPT THE CHALLENGE — HELP DEVELOP YOUNG TEXAS ARTISTS!



*Michael Mayes, international opera star and 2002 YTA Gold Medalist, with YTA President/CEO Susie Pokorski and winners of the 37th Annual Young Texas Artists Music Competition.*



## SPEAKING FROM EXPERIENCE . . .

**MICHAEL MAYES — From Cut and Shoot, Texas to the world opera stage, Michael Mayes knows what it takes. As our 2022 Guest of Honor, he performed on-stage — and at the Bach, Beethoven & Barbecue gala — to standing ovations and also shared challenges facing young classical musicians:** “It takes a lot of support to embark on the classical music theater route. Organizations like this make it possible for many folks who may not otherwise have the chance to pursue that life, and I was one of those people. Once they leave college, all the voice or instrument lessons and coachings are no longer ‘free.’ To fly across the country, get hotel or motel rooms to take auditions in New York, San Francisco, Berlin, London — that’s on the artist. It’s through support from organizations like this and all of you that a young artist can do that without having three or four jobs, spending more time to earn money at menial jobs than in the practice room.”

**JADE SIMMONS — Acclaimed concert pianist, brand development specialist and transformational leadership lecturer, also directs the YTA Career Development Program with first-hand knowledge of what emerging artists need:** “Most schools and other music competitions do not offer career development to the extent of the YTA model. We focus more on a business mindset – training young artists to think more like business owners than free-lance artists. In addition to the YTA Competition’s cash awards, performance prizes and post-event coaching for Finalists, the Career Development Program can help young artists become a more compelling product, create a distinctive artistic brand, be open to possibilities based on goals, and stay grounded by addressing widely prevalent mental and physical wellness issues. We want to serve emerging artists in a more holistic manner, offering career development as a free service to YTA alumni and other young Texas artists starting out.”

## YTA CAREER DEVELOPMENT PROGRAM — Immediate Goals

### **Career Development Seminar (Fall 2022) (note informational video—[youngtexasartists.com/careerdevelopment](http://youngtexasartists.com/careerdevelopment))**

- Jade Simmons, Host and a workshop speaker
- Free to young Texas artists in performing and creative arts, college age or early careers
- High-level workshops by prominent professionals in financial management, auditions & bookings, artist branding & promotion, wellness and more
- In-person and/or selected streaming platforms

### **Paid Performance Appearances & Exposure for YTA Alumni (Fall 2022)**

- 2022 medalist to perform with Texas Medical Center Orchestra
- 2022 medalists/other alumni to star in YTA donor appreciation event, Classics at the Glade
- Alumni stories in YTA newsletter, publicity and social media

### **Awards at the Young Texas Artists Music Competition (Spring 2023)**

- Cash Awards – maintain 2022 increase to \$40,000
- Performance Prizes – add important Texas opportunities
- Professional Coaching – one-on-one sessions for Finalists
- Professional Photos – for artist promotion

*Please make a gift or pledge today!*





## OUR MOST GRATEFUL APPRECIATION

**YOUNG TEXAS ARTISTS (YTA) is a one-of-a-kind nonprofit presenter of music competitions and events, career development programs and cultural enrichment outreach. We educate, inspire, and build audiences for classical music and the other fine arts. YTA has been inspiring excellence in Texas since 1983.**

**YOUNG TEXAS ARTISTS** has helped to launch careers of nearly 3,000 classical musicians and enrich the cultural quality of our communities. YTA also is becoming a cultural jewel of Texas with national and international recognition. These achievements have been possible only with support of our exceptional and donors and volunteers.

Emerging Texas artists have seen dreams come true. YTA alumni include a Grammy winner and two nominees, leading singers at the Metropolitan Opera, a 2017 silver medalist in the famed Van Cliburn International Piano Competition, and others performing or teaching at major orchestras, opera companies, conservatories and institutions throughout the world.

Two cornerstones of YTA are the acclaimed **Young Texas Artists Music Competition** and the **Career Development Program**. They provide important professional guidance, including valued critiques from esteemed Competition judges, and performance opportunities vital to progress and jobs.

An Official Music Competition of the State of Texas, the YTA contest is unique. It is open to classical artists, ages 18-32, who are Texas residents or affiliated with a Texas music school. It is also the only competition in Texas with four divisions: Voice; Piano; Strings; and Orchestral Instruments. Judges are distinguished professionals from leading orchestras, operas and music conservatories.

Thanks to loyal supporters, YTA was able to weather the pandemic and stage a major comeback this spring — **The YTA Fine Arts Weekend**. Featured were the 37th annual music competition and benefit gala & concert along with three events to showcase young Texas artists in dance, visual and literary fine arts.

**YOUNG TEXAS ARTISTS, INC.** is a 501(c)(3) nonprofit organization founded and headquartered in Conroe, Montgomery County, Texas.

**OUR MISSION IS TO ENCOURAGE EXCELLENCE  
IN YOUNG TEXAS MUSICIANS, INSPIRE THEIR AUDIENCES  
AND ENRICH THE CULTURAL LIFE OF OUR STATE.**