



**KERN***Dance*  
ALLIANCE

April 9, 2021

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Dear Friend of KDA,

2021 is here, and we are feeling optimistic that the arts will thrive again--studios will be filled, performances will thrill audiences, and community programs will be back to MOVE US ALL!

We are hopeful that we will soon return to an increased confidence in public life, which will allow KDA to relaunch our face-to-face programs.

**Until then, we are ramping up our digital presence to reach even more people, and we need YOUR HELP to make more of our services available.**

We can't help but reflect on all that we learned in 2020. In a year like no other, KDA chose to pivot. We harnessed the power of teleconferencing software and hosted our programs digitally. As a result, KDA not only served Kern County, but we found people participating in our programs from all over the world!

In 2019, we reached 12,333 community members. In 2020, that number almost **DOUBLED** to 23,129. We believe our programs provided hope and social interaction for those in quarantine potentially feeling disconnected from their communities. The feedback we have received from KDA program participants motivates us to continue to put our mission in motion!

*"I have felt so alone. But, TODAY, I tried dancing in my living room via Zoom with people I have never met before. I felt alive and hopeful for the first time in a long time. Thank you KDA!"*

*— JUST DANCE: Digital Dance Class Series Participant*

KDA is preparing to launch new initiatives aimed at mitigating feelings of isolation, depression, and anxiety felt from the pandemic, and because of all that we learned in 2020, we realize we need more support to invest in digital technology. We need your help funding our virtual programs that will require enhanced digital software, film and production services, website enhancements, and social media integrations.

KDA programs are essential because of the impact they have had on so many lives. **Our services provide social, emotional, and physical support** for a variety of demographics including families with special needs; cancer victims and survivors; the elderly; at-risk youth; Alzheimer's, dementia, and pediatrics patients; creatives; and the general public. We are using dance and movement for important community issues like solving children's illiteracy and helping young girls find increased confidence by exploring STEM careers. KDA is hopeful that you will choose to invest in enhancing our digital imprint so that we may continue to impact our community in the best way possible.

Step by step we are committed to serving you throughout our recovery; we are in this together. The arts are impactful and the power of movement is palpable. We invite you to review our 2021 brochure and discover all of the ways you can **JOIN our MOVEMENT**. We rely on people like you to help us make a difference, and we hope you will invest in our cause.

*In the spirit of dance . . .*

Andrea Hansen, M.F.A.  
President, Kern Dance Alliance