

**FOR IMMEDIATE RELEASE**

**Museum of the African Diaspora (MoAD) in San Francisco  
receives significant Museum Grant for African American History and Culture  
from the Institute of Museum and Library Services**

**San Francisco, CA, July 23, 2019** — The Museum of the African Diaspora (MoAD) in San Francisco has been awarded one of only fourteen annual Museum Grants for African American History and Culture from the Institute of Museum and Library Services (IMLS).

The award of almost \$250,000 supports the expansion of MoAD’s educational outreach program, MoAD in the Classroom (MIC). MIC, now in its sixth year, is a visual literacy and arts program developed collaboratively with public school classroom teachers and MIC Teaching Artists that highlights themes of the African Diaspora through art and culture.

MIC targets third-grade classrooms in low-income, underserved communities of the San Francisco Bay Area, including Oakland, Berkeley, Emeryville, San Francisco, and South San Francisco. With the support of IMLS, MoAD will be able to offer the program to 1,250 Bay Area third-graders in the first year and increase to another 1,500 students in the second year, as well as providing free professional development workshops for area teachers.

The grant also allows MoAD to reach beyond the local region through the development of an accessible, online curriculum, which will include lesson plans developed over the past three years along with instructional videos and podcasts enabling teachers located anywhere in the world to access the resources and replicate the program for their students.

“We know from a 2012 study by the National Endowment for the Arts that students at schools in lower income communities benefit the most from arts education, but budget cuts here in California have taken their toll and only 10-25% of all the state’s students engage in any sort of arts education,” says Demetri Broxton, Senior Director of Education, MoAD. “There just aren’t many art teachers left in the schools, particularly in the schools that low-income students attend. California is trying to address that with new mandates to incorporate art into core subjects, but that can be daunting for a teacher without training in the arts, and then further, trying to make that experience culturally relevant for all students. Programs like MoAD in the Classroom are urgently needed right now, and as one of the only museums in the world that exclusively celebrates the art and history of the African Diaspora, we can create a unique opportunity for students to make connections to their personal histories through art.”

“The 2019 African American History and Culture grants program continues significant levels of federal investment to communities throughout the country,” said IMLS Director Dr. Kathryn K. Matthew. “This year's awards will further the important work that museums undertake to preserve, share, and interpret the rich tapestry of African American history, heritage, and cultural narratives.”

## **ABOUT MoAD**

Opened in 2005 in San Francisco’s Yerba Buena arts district, MoAD, a contemporary art museum, celebrates Black cultures, ignites challenging conversations, and inspires learning through the global lens of the African Diaspora.

## **About the Institute of Museum and Library Services**

The Institute of Museum and Library Services is the primary source of federal support for the nation's libraries and museums. We advance, support, and empower America’s museums, libraries, and related organizations through grantmaking, research, and policy development. Our vision is a nation where museums and libraries work together to transform the lives of individuals and communities. To learn more, visit [www.ims.gov](http://www.ims.gov) and follow us on [Facebook](#) and [Twitter](#).

For more information about MoAD, visit The Museum’s website at [moadsf.org](http://moadsf.org).

### **For media information or visuals visit our online press gallery or contact:**

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