

**FOR IMMEDIATE RELEASE**

## **Museum of the African Diaspora (MoAD) launches Future Forward: Centering Black Art and Culture**

**A critically important fundraising campaign to secure the future  
of this incubator for Black art, culture, and creative expression**

**San Francisco, CA, July 13, 2020** — The Museum of the African Diaspora (MoAD) in San Francisco announces the start of an ambitious online fundraising campaign entitled Future Forward: Centering Black Art and Culture. Due to the ongoing COVID-19 pandemic, MoAD will not be hosting its annual Afropolitan Ball this fall, an essential fundraiser for the Museum that raises more than \$1.5 million each year.

“The Afropolitan Ball has long been the premiere event and example of Black joy in a city that needs it more than ever,” says Monetta White, Executive Director, MoAD. “But as the whole world grapples with unforeseen and unprecedented shifts, the Museum has had to pivot very quickly to meet the new demands of an increasingly digital world, moving swiftly from on-site to online. As a result, we are launching the Future Forward Annual Fund campaign, a virtual fundraising platform that will enable us to continue to do the important work that is needed, especially now, to amplify the voices of Black creatives.”

In the last few months, MoAD has vastly increased its online programming, developing a new and exciting digital voice and connecting the Museum to virtual audiences worldwide. Event participation is up by almost 270%. Its innovative line up of online offerings includes the new *Conversations Across the Diaspora* series hosted by author Sarah Ladipo Manyika; *Open Mic Thursdays*; *Choppin’ It Up with MoAD*, a weekly IG live series with MoAD’s Chef-in-Residence Bryant Terry; *In the Artist’s Studio*; *Community Resilience*, a series that highlights important issues of the day and the work being done to keep the community resilient in a time of upheaval and uncertainty; the upcoming *BLATANT*, an artist as first responder; an ongoing African Book Club; an African Diaspora Film Club; virtual tours of past exhibitions; art making workshops for ages 7 and up; and more.

Future Forward looks to raise \$1.7 million to support MoAD’s impressive global virtual expansion and digital programming, as well as its ongoing Emerging Artists Program, its curatorial work, and its award-winning education and youth engagement programs.

The campaign engages the community widely with an array of interactive options to support the Museum including creating personal fundraising pages, sharing, and adding images, videos, and inspiring stories, as well as giving directly. The campaign landing page at [moadsf.org/futureforward](https://moadsf.org/futureforward) features exciting artwork by Prince Gyasi and Kiini Ibura Salaam.

## **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.

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:**

Nina Sazevich

Public Relations

415.752.2483

[nina@sazevichpr.com](mailto:nina@sazevichpr.com)

Mark Sabb

Director of Marketing and Communications

415.318.7148

[msabb@moadsf.org](mailto:msabb@moadsf.org)

**Online** [moadsf.org/press-center/](http://moadsf.org/press-center/)

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