

**For Immediate Release:  
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World Day for  
Audiovisual Heritage



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In celebration of World Day for Audiovisual Heritage 2010, AudioVisual Preservation Solutions, in collaboration with the Association of Moving Image Archivists is pleased to announce the YADA! Scholarships for Education in Fundraising. Three annual scholarships will be funded by AVPS and awarded through the AMIA Awards Committee aimed at providing moving image and sound archivists with opportunities for education in fundraising.

**Background:**

On World Day for Audiovisual Heritage 2009, AVPS announced the Your Archive Deserves Advocacy! initiative (<http://www.avpreserve.com/avpsresources/about-yada/>), an effort focused on promoting the people and stories behind archives as well as providing resources that support advocacy. As part of the YADA! initiative, and in celebration of World Day for Audiovisual Heritage 2010, AVPS is funding three separate scholarship awards to help offset the cost of attending Foundation Center training classes. The Foundation Center is a national nonprofit service organization whose mission is to strengthen the nonprofit sector by providing information and resources that enable improved knowledge and access to philanthropic organizations. Their in-person and web-based workshops offer guidance and resources to help organizations obtain grants and other funding opportunities. The Foundation Center has regional centers for resources and training in Atlanta, Cleveland, New York, San Francisco, and Washington DC. For more information on the Foundation Center and the classes they offer, visit [foundationcenter.org](http://foundationcenter.org).

**How does Fundraising Relate to Advocacy?**

The activities involved in caring for audiovisual collections extend well beyond daily efforts such as arrangement, cataloging, reformatting, and providing access. These other activities involve an equally extensive set of endeavors that can roughly be defined as advocacy, including:

- acquisition of funding
- communication with administration and other organizational departments
- public promotion and outreach
- planning
- community involvement, and more

Becoming an effective advocate for archival collections means becoming a proactive participant in the management and planning of all aspects of their preservation and long-term maintenance. This includes the ability to articulate the importance, needs, and goals of the collection to a broad audience, including potential funders.

**The Scholarship:**

Three applicants per year will receive registration to onsite or online Foundation Center classes plus actual travel cost reimbursement, up to \$1000 total combined per award. Calls for submissions will take place in the spring through the auspices of the AMIA Awards and Scholarship Committee and awards will be announced in the fall.

Look for the announcement in the spring, and thank you to the AMIA Awards and Scholarship Committee and the AMIA Board for their help in this and continued support of education in archiving and preservation.