

## AUTOMOTIVE

# Genesis pledges \$3M to support art education in America

April 30, 2024



The Genesis Inspiration Foundation will distribute \$3 million in grants to 50 organizations nationwide this year. Image credit: Genesis USA

By LUXURY DAILY NEWS SERVICE

South Korean automaker Genesis is committing to charitable causes that increase children's access to creative outlets.

Announcing its plan on April 15, 2024, donations totaling \$3 million will reach groups supporting youth arts education in America throughout the year. The Genesis Inspiration Foundation plans to distribute these grants to 50 organizations nationwide.

"At Genesis, creativity is fundamental to exceeding customer needs and expectations for our world-class vehicles and the Genesis brand," said Claudia Marquez, chief operating officer of **Genesis Motor North America**, in a statement.

"Genesis is proud to support the Genesis Inspiration Foundation which reflects our collective commitment to investing in the next generation of creatives and making a positive impact in our communities."

## Genesis gives back

According to a statement, a complete list of grant recipients will be announced later this year, though Genesis has already begun making art accessible to all in 2024.

Its foundation presented the Young At Art Museum, a nationally recognized children's art museum and nonprofit cultural organization in the greater Miami area, with a \$50,000 check last month. On April 24, the foundation's leaders uplifted the Boys & Girls Clubs of Central Florida, handing the local chapter \$10,000 during a ceremony in Clermont, Florida the philanthropic tour will continue through December.

"Genesis Inspiration Foundation is committed to bringing the arts to children from all backgrounds," said Walter Dawson, board chair at Genesis Inspiration Foundation, in a statement.

"We recognize how transformative art education is at a young age, so we are thrilled to provide funding to 50 organizations this year and continue to increase accessibility to the arts, especially for children and families in need."





*The 501(c)(3) is funded by Genesis Motor America and U.S.-based Genesis retailers. Image credit: Genesis*

Since its founding in 2018, the Genesis Inspiration Foundation has given away \$7 million to school and community-based nonprofits, aiming to supplement art education, as these programs are increasingly cut from public school budgets.

Backing organizations that benefit children from underserved areas and communities, including those with disabilities, the 501(c)(3) is funded by Genesis Motor America and Genesis retailers based in the region.

In 2023, Genesis Inspiration Foundation donated \$2.8 million to 48 youth arts organizations nationwide. With this latest annual commitment, the foundation's lifetime donation amount will reach \$10 million by the end of the year.

"Art is so many things to a child it unleashes creativity, ignites critical thinking, instills confidence, and creates a safe space for expression and imagination," said John Guastaferrro, executive director at Genesis Inspiration Foundation, in a statement.

"At the Genesis Inspiration Foundation, we believe every child deserves an education in the arts, and since 2018, we have been working with nonprofit partners across the nation to turn that vision into a reality."

The brand continues to use philanthropy to connect with consumers ([see story](#)) as it expands its business in the Americas ([see story](#)).

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