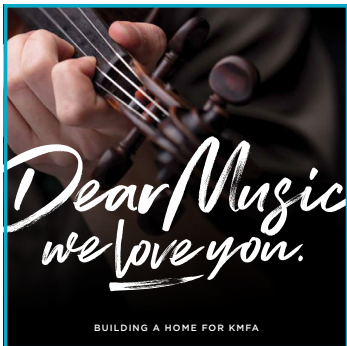


# Generosity REPORT

## ➤ A Home for the Music: How KMFA Turned Vision into Venue [KMFA]

IKMFA, Austin's beloved classical station since 1967, knew it was time to evolve beyond its airwaves. The station launched the **Dear Music, We Love You campaign** with a bold vision: to create a 21st-century destination for classical music. This vision wasn't just about a building; it was about building belonging.



With clarity of purpose, aligned leadership, and community trust, KMFA transformed its dream into reality: a 17,000-square-foot media and performance hub on the shores of Lady Bird Lake. The new facility boasts four state-of-the-art studios (up from three makeshift ones) and a 300-seat gathering space (compared to the previous capacity of ten).

This new home is more than a broadcast center; it's a cultural anchor and one of only a handful in the nation. It's a space where Austinites and visitors outside the city can connect, share music, and nurture the future of classical music in Austin.

KMFA's journey is a testament to what's possible when an organization lays the groundwork, aligns around a vision, and embraces the momentum that comes with true readiness.