

1949

The first Festival fundraising organization was known as "Friends of Ojai" with committees in Los Angeles, San Francisco, and Ventura County. Each committee raised \$5000 to make it possible to present the 1949 Festival without a deficit.



1953-1990s

For forty years, the Women's Committee operated the Ojai Festival Thrift Shop, providing dependable funding for the Music Festival. A long-time manager said, "The fastest mover at the Festival Thrift Shop is Levis, or any kind of demins... and obviously, men's hats move fast, fast, fast. If we could get more men's hats in here, we could fund another Festival."



1960s-1980s

For many years, a major fundraiser was an annual ball first held at the Ojai Valley Inn and later at the "new" Soule Park Golf Course. Events included dinner, dancing, a silent auction, and a raffle with the grand prize a cruise to Mexico.

In 1986, to commemorate the Festival's 40th anniversary, a dinner-dance entitled "Forty and Fabulous" was held at the Sheraton Grand Hotel in Los Angeles. Honorary co-chairs for this event were Pierre Boulez and Aaron Copland.

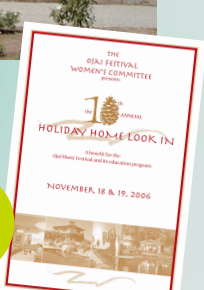


1970s-2000s

For many years, the Ojai Festival Women's Committee (no longer "Junior") sponsored bus trips to a variety of places including the Hollywood Bowl, the Santa Anita Racetrack, the Huntington Gardens, the Walt Disney Concert Hall, and the Palm Springs Art Museum.

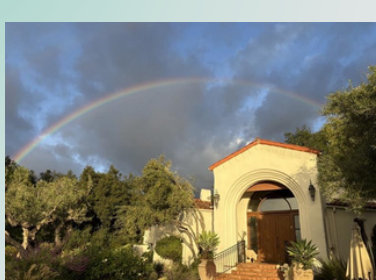


Holiday Home Look In



1996-Present

In 1996, the Women's Committee inaugurated the annual Holiday Home Look-In (now called the Holiday Home Tour and Marketplace). For one weekend in November, some of Ojai's most beautiful homes are opened to the public as a fundraiser for the Festival and its educational programs. In the 1990's, the Marketplace was a modest "Boutique," then in the 2000's, the Marketplace grew to an event of over 70 curated vendors offering a variety of goods for sale.



Ojai HOLIDAY HOME TOUR & MARKET

OJAI FESTIVAL WOMEN'S COMMITTEE



Early 1950s

Sometime in the early 1950's the Ojai Music Festival Junior Women's Committee was formed. The committee established the Fifty-Dollar Brigade in which each member pledged to earn (not give) fifty dollars to the Festival. Some of the methods employed: hosting TV dinner parties, packaging glazed nuts, giving bridge lessons, weaving baby blankets in the colors of Ojai Valley sunsets, refinishing tables, and giving cooking classes.



Mid 1950s

Benefit Teas were held at the Ojai Valley Inn. The 1953 tea was attended by 600 persons. Entertainment included Hoagy Carmichael. A door prize for the event included a Siamese kitten raised by a co-chair of the event.



1960s-1990s

Another fundraiser was the annual fashion show at the Ojai Valley Inn. On April 15, 1973, Jane Wyatt (a faithful attendee of the Music Festival) was the guest of honor. Music was provided by the Nordhoff Gold 'n' Blue Singers.



OJAI MUSIC FESTIVAL BRAVO

Education and Community Programs



1990s-Present

In the early 1990's, the educational outreach aspect of the Women's Committee was re-invigorated with the creation of what has become known as BRAVO! This program has blossomed into an ambitious, award winning, music education program that serves Ojai Valley school children.

2010s

Throughout the 2010's, the OFWC Holiday Fundraiser sold poinsettias, ivy baskets, cyberdiums and locally, handmade chocolates to raise funds for the Festival.



October 2025

At the 2025 Fall Mixer, members voted to change the organization's name from "Ojai Festival Women's Committee" to "Ojai Music Festival Friends," with a vision statement of: "Supporting the heart of the Ojai Music Festival on the stage, in the classroom, and throughout the community."



Today

OJAI MUSIC FESTIVAL FRIENDS