# Grantmakers in the Arts GIA2016 annual report

Supporting a Creative America



# 2016 Annual Report

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Noah Barnes Membership Manager

SuJ'n Chon Program Manager

**Steve Cline** Web & Knowledge Manager

Monica Thomas Communications & Publications Manager

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## **About Grantmakers in the Arts**

A national network of private, public, and corporate arts funders, Grantmakers in the Arts provides leadership and service that advances the use of philanthropic and governmental resources to support the growth of arts and culture. Through conferences, workshops, and webinars; publications including the GIA *Reader*; research and policy work across the field of philanthropy; and communication tools on our website; we strive to better inform philanthropic practice and more effectively address the urgent needs facing artists, arts organizations, and arts educators in communities across America.

With a diverse member base including private, family, community, and corporate foundations; national, state, and local governmental agencies; and nonprofit national, regional, and local funders, GIA is the only national association of private and public funders that make grants to artists and arts organizations in America.









Dear GIA members and colleagues,

2016 was a banner year for Grantmakers in the Arts. Our conference in Saint Paul set a record for attendance and GIA's membership has never been higher. One of the reasons for this success is GIA's increased focus on communication, technology, and information.

GIA members told us that communication and information were their most valuable benefit of GIA's programming. With that in mind, we conducted an audit of our communications activities which led the board of directors to approve a communication staff position.

Monica Thomas was hired in early 2016 as GIA's first communications and publications manager. She refined our social media output, developed communication plans and policies, and helped us begin a new website design. Program Manager SuJ'n Chon developed a new podcast series and bolstered GIA's webinar offerings. Steve Cline, GIA's web and knowledge manager, made this possible through his work behind the scenes to improve our technological capacities. All of this was under the leadership of Jim McDonald, GIA's deputy director and director of programs. The result has been an unprecedented increase in GIA's reach through social media, news, and Reader articles, boosting member and nonmember participation online.

Meanwhile Kathy Lindenmayer, director of development and membership, and Noah Barnes, membership manager, remain responsible for member services and generating resources to serve our members and the field. Jan Bailie, director of finance and operations, provides sound financial management. I'm often asked how GIA "does it all" with only a professional staff of 8. The truth is that this all takes a village.

From our work in federal education policy and our workshops on capitalization, to our research and programs in racial equity in arts philanthropy, GIA aims to impact the field of arts philanthropy. None of these programs could be accomplished without our funding partners, members who provide programmatic and general operating support beyond their regular dues. An enlightened and engaged board of directors keeps the organization grounded in the real issues facing artists and arts organizations and the funders who support them.

We are grateful to our members, our funding partners, our board of directors, and the incredible team at GIA for a great 2016. Thank you.

Janet Brown Robert Booker Chair

President & CEO





# 2016 Annual Report



# The 2016 Conference: A Confluence of People, Cultures, and Ideas

Grantmakers in the Arts' (GIA) annual national conference provides the only opportunity for arts grantmakers from across the country to come together to share knowledge and ideas, to develop collective strategies, and to learn about the latest initiatives in grantmaking. The 2016 GIA Conference took place October 16–19 in Saint Paul, Minnesota. Preconferences on support for individual artists and arts education as well as a Twin Cities cultural and community tour preceded the main conference. The conference saw record breaking attendance with 560 participants in total. Conference sessions addressed many pertinent issues of the arts philanthropic sector including racial equity, arts education, funder collaboration, arts research, and many more. A diverse group of local artists and innovators presented the IDEA LAB plenary sessions, and stimulating keynote presentations were presented by Rev. Starsky Wilson, Kevin Kling, and The Steeles. The final evening of the conference was a special reception on the shore of the Mississippi River celebrating local Native American arts and culture.

## **Research and Publications**

2016 marked the 27th year of the *Reader*, GIA's thrice yearly journal on arts philanthropy. Both print and online readership remained high, with 128,747 articles viewed or downloaded in 2016. Website data show that many *Reader* articles maintain popularity and relevance long after their publication date. Contributing authors in 2016 included Cara Mertes, Edwin Torres, Emiko Ono, Eric Booth, Alexis Frasz, Jen Gilligan Cole, and Simon Brault, among others.

Continuting GIA's long-term commitment to research, the "Foundation Grants to Arts and Culture, 2013" report was published in the Winter 2016 issue of the *Reader* with research by Foundation Center. The report offers a snapshot of national arts funding data in 2013, examining trends by grant size, foundation type, and support strategy.

## **National Capitalization Project**

With the addition of grantee workshops, GIA has seen continued interest from the sector in its Conversations on Capitalization and Community workshops. In 2016, GIA held seven workshops in four cities — Menlo Park, San Francisco, Oakland, and Denver — with specialized workshops held separately for arts funders and their grantees. Formed in response to the observation that it has been the norm for the nonprofit arts sector to be poorly capitalized, GIA launched the National Capitalization Project in January 2010. Since its launch, GIA has provided conference sessions, publications, and workshops in 22 cities across the country.

## **Arts Education Funders Coalition**

In 2012, GIA organized the Arts Education Funders Coalition (AEFC), a group of arts and education grantmakers, to research and identify federal policy opportunities that promote equitable access to arts education. GIA engaged the services of the Penn Hill Group, a Washington, DC, policy firm to keep the Coalition informed of the latest policy news and research.





In late 2015 Congress passed, and the President signed into law, the Every Student Succeeds Act (ESSA), which reauthorizes the Elementary and Secondary Education Act (ESEA) and replaces No Child Left Behind. The ESEA is the federal law that provides over \$20 billion in funding to states, school districts, and schools to improve academic achievement and improve teacher and principal training and quality. The AEFC worked over the past four years to ensure that arts education was preserved and enhanced within ESEA.

In 2016, GIA successfully lobbied that the arts be included in the US Department of Education regulations for ESEA, which had omitted "the arts." The AEFC also worked to inform arts funders on ways to support states and school districts in advocating for arts education to be included in local implementation of the law.

The coalition currently has 145 members, representing 121 organizations in 34 states, the District of Columbia, and Ontario, Canada, who receive ongoing updates on GIA's work in Washington, DC, as well as news related to federal education policy.

## Racial Equity in Arts Philanthropy

GIA is committed to addressing structural inequities and increasing arts funding for African, Latino/a, Asian, Arab, and Native American (ALAANA) artists, arts organizations, and communities. In early 2016, GIA worked with a consultant to conduct an internal audit of its policies and practices with a racial equity lens. An internal survey of GIA members was conducted to learn about the racial equity practices of arts funders across the country. GIA will use the results of the survey to develop a racial equity workshop for funders in 2017.

Also in 2016, GIA updated its Racial Equity in Arts Philanthropy Statement of Purpose to add recommendations, definitions, and resources for arts funders to engage in racial equity at the individual and institutional levels. The document continues to be updated as GIA builds its knowledge of practical applications to assist institutional funders in achieving this goal.

## **Online Learning**

In 2016, GIA presented 11 web conferences serving a record number of 1,609 registered participants. Topics covered included art and environment, arts education, capitalization, and philanthropy in native and tribal communities. GIA also presented a four-part series of web conferences on racial equity practices throughout the grant cycle, with garnered a total of 319 participants registering for one or more sessions. Web conferences are presented by distinguished funders and thought leaders and designed for their colleagues at all stages of their careers in arts philanthropy. Sessions are free to any staff and board members of GIA member organizations.

New in 2016 was the GIA Podcast, a program of short audio interviews featuring leaders in the field of arts philanthropy. Topics covered on the podcast included arts fellowship programs, creative aging, funding rural communities, and the field of teaching artistry.

## **Communications**

GIA improved upon its work to curate and share timely and relevant information to members through the GIA website, news feed, Members Bulletin, Weekly News Digest, and social media. Feedback from GIA members indicated communication as one of the most valued of GIA's current offerings, reflecting a growing need for access to news and information relevant to the field.

In early 2016, GIA hired its first communications manager and over the course of the year saw significant growth in the effectiveness, reach, and audience engagement of its communications efforts, particularly via social media, web, and email. Due to these efforts, GIA's social media efforts in 2016 drove twice as much traffic to its website than in 2015, and GIA's Facebook page saw audience engagement increase by 31 percent.

## 2016 by the Numbers

#### **GIA Funding Partners 2016**

#### **Donors Providing Multi-Year Grants**

**Barr Foundation** The Cleveland Foundation The Heinz Endowments Hemera Foundation The William and Flora Hewlett Foundation Jerome Foundation The Kresge Foundation The John D. and Catherine T. MacArthur Foundation

The Andrew W. Mellon Foundation M. J. Murdock Charitable Trust Rosenthal Family Foundation **Emily Hall Tremaine Foundation** The Wallace Foundation Windgate Charitable Foundation

#### Leadership Circle

#### \$100,000 and up Ford Foundation

#### \$50,000 - \$99,999

ArtPlace America Barr Foundation **Bush Foundation** Margaret A. Cargill Philanthropies Hemera Foundation The William and Flora Hewlett Foundation The Reva and David Logan Foundation The McKnight Foundation M. J. Murdock Charitable Trust Rosenthal Family Foundation Target The Wallace Foundation

#### \$25,000 - \$49,999

Aroha Philanthropies Bloomberg Philanthropies The Nathan Cummings Foundation The Heinz Endowments The James Irvine Foundation The Joyce Foundation John S. and James L. Knight Foundation The Kresge Foundation The John D. and Catherine T. MacArthur Foundation The Andrew W. Mellon Foundation

William Penn Foundation The Rockefeller Foundation Windgate Charitable Foundation

#### \$10,000 - \$24,999

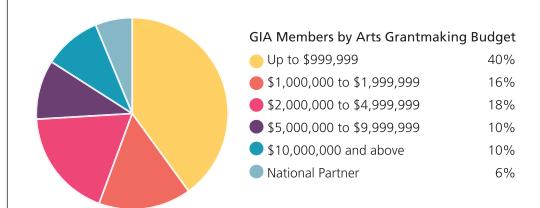
The Herb Alpert Foundation Americans for the Arts F. R. Bigelow Foundation Bonfils-Stanton Foundation The Morris & Gwendolyn Cafritz Foundation The Geraldine R. Dodge Foundation Doris Duke Charitable Foundation The Getty Foundation The Howard Gilman Foundation Jerome Foundation Lambent Foundation Fund of Tides Foundation Mortimer & Mimi Levitt Foundation Minnesota State Arts Board Kenneth Rainin Foundation The Saint Paul Foundation

## 2016 Membership

GIA membership continued to expand in 2016, with a total of 320 organizational members across the US and Canada, reflecting steady growth of 3% over 2015. Within those organizations, GIA served 1,750 individual member participants, an increase of 26% over 2015.

Nonmember participation in GIA's activities held steady or increased in 2016, setting the stage for future membership growth. Nonmember subscriptions to GIA's weekly news digest increased by 40% and nonmember participation in GIA webinars increased by 273% in 2016.





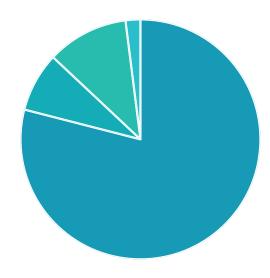


### **2016 Financial Position**

Grantmakers in the Arts operates on a January-December calendar fiscal year. Income designated for 2016 totaled \$2,178,822 and expenses were \$1,837,153, leaving a net revenue of \$339,669. These funds were placed in the cash reserve, as mandated by the board of directors. The income graph below includes restricted income of \$912,500 received in previous years for use in 2016 and does not include monies received in 2016 but restricted for use in future years.

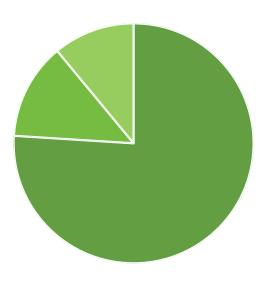
#### 2016 Total Income: \$2,176,822

- Contributions \$1,721,918 (79%)
- Membership Dues \$163,096 (8%)
- Conference Fees \$238,650 (11%)
- Interest & Misc. \$53,158 2%



#### 2016 Total Expenses: \$1,837,153

- Programs \$1,406,208 (76%)
- Administration \$226,852 (13%)
- Fundraising \$204,093 (11%)



#### **Donors**

#### \$5,000 - \$9,999

The Cleveland Foundation Denver Arts & Venues Forum of Regional Arts Councils of Minnesota

Rosemary and David Good Family Foundation The George Gund Foundation City of Los Angeles Department of Cultural

Affairs
MAHADH Fund of HRK Foundation
Northwest Area Foundation
Sewell Family Foundation

Emily Hall Tremaine Foundation
The Andy Warhol Foundation for the Visual
Arts

#### Up to \$4,999

Polk Bros. Foundation Sony Pictures Entertainment Zellerbach Family Foundation

3Arts, Inc. The Arthur M. Blank Family Foundation The Chicago Community Trust The Columbus Foundation CrossCurrents Foundation The Richard H. Driehaus Foundation The Durfee Foundation Fred A. and Barbara M. Erb Family Foundation Fleishhacker Foundation The Fan Fox and Leslie R. Samuels Foundation Irving S. Gilmore Foundation John H. & Wilhelmina D. Harland Charitable Foundation, Inc. Clarence E. Heller Charitable Foundation Kentucky Foundation for Women Linde Family Foundation Mertz Gilmore Foundation Joan Mitchell Foundation

Funding Partner contributors are members who choose to make contributions above the amount required by the GIA dues structure. Funding Partner gifts assist GIA with general operating support as well as designated programs, including the annual conference, the Arts Education Funders Coalition, and information and communications services.

The Leadership Circle is made up of funders making gifts of \$10,000 and above.

GIA especially acknowledges Funding Partners making multi-year grants. These contributors are essential to the development and sustainability of programs over time.

## 2016 GIA Members

3Arts, Inc. 4Culture The Actors Fund The Ahmanson Foundation Alaska State Council on the Arts City of Alexandria - Office of the Arts Alliance for California Traditional Arts Alliance of Artists Communities The Herb Alpert Foundation Alphawood Foundation Altman Foundation American Composers Forum Americans for the Arts Annenberg Foundation Anonymous Was a Woman Arizona Commission on the Arts Arizona Community Foundation Arlington Cultural Affairs Aroha Philanthropies Arrowhead Regional Arts Council Art Matters Artadia Artist Trust Artists' Legacy Foundation ArtPlace America Arts & Humanities Council of Montgomery County
Arts & Science Council of Charlotte-Arts & Science Council of Charlor Mecklenburg, Inc.
Arts Council Napa Valley
Arts Council of Fairfax County
Arts Council of Indianapolis, Inc.
Arts Council New Orleans
Arts Council Santa Cruz County
Arts Foundation for Tucson and Southern Arizona Arts Midwest The Arts Partnership of Greater Spartanburg ArtsFund ArtsKC - Regional Arts Council ArtsWave Association of Arts Administration Educators Association of Performing Arts Professionals City of Atlanta, Mayor's Office of Cultural Affairs
City of Austin Cultural Arts Division
The William G. Baker, Jr. Memorial Fund
Baltimore Community Foundation
Baltimore Office of Promotion and the Arts Barr Foundation Stockton Rush Bartol Foundation BeFoundation Behnke Foundation Berkshire Taconic Community Foundation
The Philip and Muriel Berman
Foundation
The Arthur M. Blank Family Foundation Bloomberg Philanthropies The Boeing Company Boettcher Foundation Bohemian Foundation
City of Boise, Department of Arts &
History
Bonfils-Stanton Foundation
Booth Ferris Foundation The Boston Foundation Mayor's Office of Arts, Tourism & Special Events, City of Boston Boulder Office of Arts + Culture Bravo Greater Des Moines Bronx Council on the Arts Broward Cultural Division The Frank H. & Eva B. Buck Foundation **Bush Foundation** The Morris & Gwendolyn Cafritz Foundation
Calgary Arts Development
California Arts Council
California Community Foundation
California Humanities
The Canada Council for the Arts Margaret A. Cargill Philanthropies Center for Cultural Innovation Chamber Music America
The Chicago Community Trust
City of Chicago Department of Cultural
Affairs and Special Events

The Dale & Leslie Chihuly Foundation The Children's Theatre Foundation of America Chorus America
The Cleveland Foundation The Coby Foundation Colburn Foundation Colorado Creative Industries
The Columbus Foundation
Common Sense Fund
Community Foundation for Greater Atlanta Community Foundation for Southeast Michigan Connecticut Dept. of Economic & Community Development
Creative Capital Foundation
Creative Sonoma CrossCurrents Foundation Cultural Council of Palm Beach County The Nathan Cummings Foundation Cuyahoga Arts & Culture City of Dallas Office of Cultural Affairs Dance/USA DataArts DC Commission on the Arts and Humanities Denver Arts & Venues Robert W. Deutsch Foundation
The Geraldine R. Dodge Foundation
Gaylord and Dorothy Donnelley Foundation
The Richard H. Driehaus Foundation
Doris Duke Charitable Foundation
The Durfee Foundation EdVestors Embrey Family Foundation EmcArts
Fred A. and Barbara M. Erb Family Foundation
Fenwick Foundation
The Field Foundation of Illinois
The Fine Foundation First Peoples Fund Fleishhacker Foundation Ford Foundation Forum of Regional Arts Councils of Minnesota
Foundation for Contemporary Arts
The Fan Fox and Leslie R. Samuels
Foundation
Fractured Atlas
Francis Family Foundation
Helen Frankenthaler Foundation Frey Foundation Frey Foundation
Lloyd A. Fry Foundation
Fund for the Arts, Inc.
Georgia Council for the Arts
The Getty Foundation
The Howard Gilman Foundation
Irving S. Gilmore Foundation Gobioff Foundation John & Marcia Goldman Foundation Rosemary and David Good Family Foundation Graham Foundation for Advanced Studies in the Fine Arts The GRAMMY Foundation/MusiCares Grants for the Arts Greater Baltimore Cultural Alliance Greater Columbus Arts Council Greater Philadelphia Cultural Alliance Greater Philadelphia Cultural Allianc Greater Pittsburgh Arts Council The George Gund Foundation Walter & Elise Haas Fund Diane & Bruce Halle Foundation The Harkness Foundation for Dance John H. & Wilhelmina D. Harland Charitable Foundation, Inc. Merrill G. & Emita E. Hastings Foundation
The Heinz Endowments
Clarence E. Heller Charitable Foundation Hemera Foundation The Richard and Ethel Herzfeld Foundation The William and Flora Hewlett Foundation Houston Arts Alliance Houston Endowment Inc. Idaho Commission on the Arts Illinois Arts Council Agency

Mike Kelley Foundation for the Arts
Thomas S. Kenan Institute for the Arts
Kentucky Foundation for Women
The Kimball Foundation
Kindle Project Kirkpatrick Family Fund Kite Foundation Fund
The Klarman Family Foundation
John S. and James L. Knight Foundation The Kresge Arts in Detroit
The Kresge Foundation
Laird Norton Family Foundation
Lambent Foundation Fund of Tides Foundation League of American Orchestras Leeway Foundation Mortimer & Mimi Levitt Foundation The Reva and David Logan Foundation
Los Angeles County Arts Commission
City of Los Angeles Department of Cultural Affairs Louisiana Division of the Arts Lower Manhattan Cultural Council The Henry Luce Foundation The John D. and Catherine T. MacArthur Foundation
MAHADH Fund of HRK Foundation Maine Arts Commission
Marin Community Foundation
Massachusetts Cultural Council The Pierre & Tana Matisse Foundation The McKnight Foundation Robert B. McMillen Foundation Media Democracy Fund
The Andrew W. Mellon Foundation
Mertz Gilmore Foundation
George Cedric Metcalf Charitable Foundation Metro Nashville Arts Commission Metropolitan Regional Arts Council Michigan Council for Arts and Cultural Affairs
Mid-America Arts Alliance
Mid Atlantic Arts Foundation
James F. and Marion L. Miller Foundation Minnesota Humanities Center Minnesota State Arts Board Mississippi Arts Commission Missouri Arts Council
Joan Mitchell Foundation
Montana Arts Council
David and Leni Moore Family Foundation M. J. Murdock Charitable Trust Musicians Foundation, Inc. National Assembly of State Arts National Association of Latino Arts and Cultures
National Center for Creative Aging National Endowment for the Arts National Guild for Community Arts National Performance Network Native Arts and Cultures Foundation Nebraska Arts Council
Network of Ensemble Theaters
Nevada Arts Council
New England Foundation for the Arts New Mexico Arts New York City Department of Cultural The New York Community Trust New York Foundation for the Arts, Inc.
Nonprofit Finance Fund
Nonprofits Assistance Fund
North Dakota Council on the Arts
Northwest Area Foundation The O'Grady Foundation Ohio Arts Council Ontario Arts Council Open Society Foundations Oregon Arts Commission/Oregon Cultural Trust The Oregon Community Foundation

Ingenuity International Music and Art Foundation

Iowa Arts Council

Jerome Foundation

The Joyce Foundation

The James Irvine Foundation

The Pabst Charitable Foundation for the Arts The David and Lucile Packard Foundation Panta Rhea Foundation Paramount Pictures **PBS Foundation** The Peck Foundation William Penn Foundation william Penn Foundation
Pennsylvania Council on the Arts
The Pew Center for Arts & Heritage
The Pew Charitable Trusts
Phoenix Office of Arts and Culture
Virginia G. Piper Charitable Trust
Polk Bros. Foundation The Pollock-Krasner Foundation Potlatch Fund Prince Charitable Trusts Queens Council on the Arts Quixote Foundation Renneth Rainin Foundation
City of Raleigh Office of Raleigh Arts
Rasmuson Foundation
Robert Rauschenberg Foundation
Ruth & Joseph C. Reed Foundation for the Arts Regional Arts & Culture Council Regional Arts Commission of St. Louis Rhode Island Foundation Richmond Memorial Health Foundation Rockefeller Brothers Fund The Rockefeller Foundation
Rockefeller Philanthropy Advisors
The David Rockefeller Fund
Rosenthal Family Foundation Rozsa Foundation Sacatar Foundation Sacramento Metropolitan Arts Commission
The Saint Paul Foundation Commission for Arts and Culture, City of San Diego San Francisco Arts Commission The San Francisco Foundation
City of San Jose, Office of Cultural Affairs
City of Santa Monica Cultural Affairs
Division Saskatchewan Arts Board The Scherman Foundation, Inc. Seattle Office of Arts & Culture Sewell Family Foundation Silicon Valley Creates
The Todd & Betiana Simon Foundation Ine load & Betlana Simon Foundation May & Stanley Smith Charitable Trust Sony Pictures Entertainment South Arts South Carolina Arts Commission Sphinx Organization St. Johns Cultural Council Staten Island Arts Still Water Foundation Suffolk County Office of Film and Cultural Affáirs Surdna Foundation Sustainable Arts Foundation Swanson Foundation T. Rowe Price Foundation Tanne Foundation
Target Terra Foundation for American Art Texas Women for the Arts Theatre Communications Group Emily Hall Tremaine Foundation Trusť for Mutual Understanding Unbound Philanthropy United States Artists
Upper Manhattan Empowerment Zone
Vermont Arts Council
The Vilcek Foundation
Vulcan Philanthropy
The Wallace Foundation
The Andy Warhol Foundation for the
Visual Arts
Washington State Arts Commission Washington State Arts Commission Weingart Foundation Westchester Arts Council Inc. Whitaker Foundation
Whiting Foundation
Windgate Charitable Foundation
Wyncote Foundation
Zellerbach Family Foundation