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VOLUME XVI, NO. 1, WINTER 2010

State of the Art

JAMES F. TUNE
PRESIDENT AND CEO



The lead article in our Fall 2009 Newsletter addressed the many program services ArtsFund provides to promote organizational excellence among arts groups and to support the cause of the arts in the public arena. These services are hugely important, but our primary mission remains raising and responsibly allocating funds to arts organizations for general operating support. You may ask, "Why general operating support?" This article tackles that question.

Ben Cameron of the Doris Duke Charitable Foundation (formerly of the Theatre Communications Group) provided a concise answer in a speech he gave at the Greater Tacoma Community Foundation's 2005 annual meeting:

"No corporation could really function if every stock buyer specified how the

corporation could use the money—that my money can only go to developing shaving cream, while mine can only go to toothpaste, especially if no one wanted to pay to turn on the lights or pay the plumbing bill...[General operating support] is fundamentally flexible working capital—money that can be used as opportunity arises... The organization without access to such capital ... misses the opportunity and quite possibly cannot survive."

Funders around the country are beginning to recognize that general operating support provided to nonprofits after careful evaluation of their business operations has renewed importance. In a recent article in the Wall Street Journal, Palo Eisenberg, senior fellow at the Center for Public and Nonprofit Leadership at Georgetown University, questioned whether current charitable giving meets the needs of nonprofit organizations or addresses some of our most urgent public needs. Among Mr. Eisenberg's top recommendations (the second, in fact) is that funders should increase general operating support (i.e. grants not earmarked for specific purposes). Eisenberg presses the point that unrestricted funds provide organizations the flexibility to engage in new directions and opportunities. He notes an increase in conversations on the virtues of operating support, perhaps spurred at least in part by the struggles many nonprofits are facing during these times.

After our allocations process this past summer, we decided it would be a good idea to ask the arts organizations who applied for funding from ArtsFund what they think about our allocations process and how it might be improved. Among the questions asked was "Should ArtsFund maintain the purpose of its grants as general operating support as opposed to funding for specific programs?" Fortyfour arts groups specifically responded; of that number 43 responded vigorously "yes;" one responded "maybe both;" none responded "no." The 23 written comments repeated over and over how difficult it is to obtain operating

So, at ArtsFund we will continue to evaluate carefully all applicants for grants and then permit those who are eligible and qualified to determine how best to use the funds.

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CAMPAIGN 2010

ARTSFUND'S ASSOCIATES PROGRAM: STRENGTH IN NUMBERS

ArtsFund is very proud of our volunteer group, the Associates, and how the program has continued to strengthen and grow each year. In October, we completed recruitment for Campaign 2010 and saw the greatest example of this yet: a 40% increase in the number of participants! With 137 volunteers, representing 70 companies, the program got off to a tremendous start with a Kick Off Event at ACT Theatre on November 17th. The evening included hilarious entertainment from Aubrey Manning of Sister's Christmas Catechism. Associate Board chair, Sandy Walsh, did an excellent job of motivating the volunteers who are excited to work toward their goal of raising \$647,000 for the arts in Campaign 2010.

CAMPAIGN 2010 LAUNCHES WITH STRONG COMMUNITY LEADERSHIP

ArtsFund's Campaign 2010 is more important than ever in helping arts groups continue to serve the widest possible audience with high-quality arts activities. Two leaders with deep passion for the arts and for our community have stepped up to lead the charge.

Stephen P. Reynolds, President and CEO of Puget Energy, Inc., and Puget Sound Energy, and Richard E. Wirthlin, President, Seattle-Cascades, KeyBank, will co-chair ArtsFund's Campaign 2010.

Steve Reynolds' enjoyment of the arts has led him to serve on the Board of The 5th Avenue Theatre and to actively support PSE's annual ArtsFund workplace giving drive. Puget Sound Energy employees generously donated over \$56,000 during Campaign 2009, in addition to the company's grant of \$20,000. "One might not think of a utility as a likely partner with the arts," Reynolds explains, "but for Puget Sound Energy, hosting an ArtsFund workplace giving campaign was a natural for us. Our employees understand the power of the arts to inspire, teach and enliven every aspect of our lives. ArtsFund made it easy for us to support the arts in King and Pierce counties, where many of our employees and customers live and work. Our employees really embraced the opportunity and we're ready to do it again this year!"

Relatively newer to the Puget Sound region, having arrived as KeyBank's Seattle-Cascades President in 2007, Rick Wirthlin brings to his Campaign Co-chairmanship role prior involvement with the Cincinnati Fine Arts Fund. One of the country's largest and most successful united arts funds, Cincinnati residents and



New and returning volunteers gathered at ACT Theatre to kick-off Campaign 2010's Associates Program.



A team of Associates discusses upcoming Campaign 2010. A record number of 137 Associates are volunteering for ArtsFund this year!



Seattle-Cascades, KeyBank



Stephen P. Reynolds, President and CEO, Puget Energy, Inc., Puget Sound Energy

businesses contributed \$11 million in 2009, half through workplace-based giving drives. "Cincinnati has a head start over Seattle," Wirthlin says, "having been conducting workplace giving programs for 80 years since their founding. ArtsFund has been recruiting workplace giving hosts only one quarter of our 40 years. But Puget Sound residents value their arts just as much and it's Steve's and my job to help translate people's appreciation for the arts into active support through ArtsFund." KeyBank has supported King and Pierce County arts through ArtsFund since 1972, most recently with a grant of \$25,000 in Campaign 2009.

STARBUCKS' NAUSIN LEADS 2010 KING COUNTY ALLOCATIONS

Among the early great news for ArtsFund's 2010 campaign is that Starbucks, one of ArtsFund's top donors for many years, has boosted its grant by \$10,000, to a total of \$60,000. Starbucks' corporate contribution is just one of the ways the company supports the arts through ArtsFund. Chris Bruzzo, Starbucks Vice President, Marketing, is an active and effective member of the ArtsFund



Joelle Skaga Nausin, Senior Specialist, Community Investments, Starbucks Coffee Company

board. And Joelle Skaga Nausin, chair of ArtsFund's 2010 Allocations Committee, works very hard to ensure ArtsFund dollars are well invested.

Nausin began both her ArtsFund and Starbucks grant-making work in 2005. In 2010, Nausin will focus her specialized knowledge and experience on leading the committee, composed of fellow corporate giving officers and other community and business representatives, through the application review and interview process. Altogether, committee members invest around 90 hours in the process, assuring their review is comprehensive and fair.

"Starbucks appreciates seeing first hand the different approaches arts organizations take in fulfilling their missions," explains Nausin in answer to why participating in ArtsFund's process is part of her job as Senior Community Investments Specialist at Starbucks. "I take back to Starbucks what I learn from the ArtsFund applications and interviews. Our community investments team can't possibly meet with all the different groups that apply for support. But through ArtsFund, I am familiar with groups we would not otherwise have known."

Starbucks includes the arts in their community philanthropy here in their hometown, Nausin explains, because "we feel it's important that we support facets of the community that make the Seattle area a wonderful place to live for our employees and customers."

HOLIDAY PARTY



Newlyweds Glenna Olson, U.S. Bank, ArtsFund Trustee, and Conrad Wouters (left) requested that donations be made to their favorite non-profits, including ArtsFund, in lieu of wedding gifts. They enjoyed ArtsFund's holiday party alongside Paul Heppner, Encore Media Group, ArtsFund Trustee, and Toni Heppner (right).

Smiles were plentiful at ArtsFund's annual holiday party. From left, Paula Selis; Jon Fine, United Way of King County; Bill Neukom, San Francisco Giants, ArtsFund Trustee; James Raisbeck, Raisbeck Engineering, ArtsFund Trustee.



New Board Members



Michael P. Bentley Partner, Ernst & Young LLP



Elizabeth Coppinger Vice President, Media Services, RealNetworks Inc.



Ken GrantPartner and Strategist, EXCLAIM LLC



Stellman KeehnelPartner, DLA Piper LLP (US)



Sandy Walsh Realtor, RE/MAX Metro Realty Inc. ArtsFund Associates Board Chair 2010



WHAT'S HAPPENING?
Find out at TakePartInArt.org!

With just a few clicks, you can tap the schedules of more than 150 nonprofit arts groups serving King and Pierce Counties. Check out opera, theater, dance and everything in-between at www.takepartinart.org.

40th Annual Meeting Celebrates ĀrtsFund's 40 Years

On Friday, October 23, ArtsFund held its Annual Meeting, marking ArtsFund's fortieth anniversary, at the new Hyatt at Olive 8 hotel. Thank you to Dick and Betty Hedreen and the R.C. Hedreen Company for hosting ArtsFund. Along with thanking outgoing Board Chair Judi Beck and welcoming new Chair Scott Redman and the rest of the 2010 officers, ArtsFund elected five new trustees (see photos on page 3) and re-elected twelve trustees for new terms.

Taproot Theatre performed an excerpt from Enchanted April. This was particularly generous of them since a fire had damaged their theater the night before. Our thanks to Taproot and to all who attended and helped us celebrate.

ArtsFund Board of Trustees 2010 Officers

Scott Redman, Sellen Construction, Chair Jim Duncan, Sparling, Chair-Elect

Ray Heacox, KING-5, KONG 6/16 and Northwest Cable News, Vice Chair

Pete Rose, Expeditors International of Washington, Vice Chair Kim Anderson, Secretary

Paul Ficca, FTI Consulting, Treasurer Judi Beck, Immediate Past Chair James F. Tune, President & CEO

Local Cultural Organizations Prepare

FLU, FLOOD, SNOW CAN ALL POSE OPERATIONAL THREATS

Some 50 cultural organizations are now better prepared to contend with emergencies ranging from earthquakes and snow storms to an H1N1 outbreak.

In October, ArtsFund convened 4Culture, The Mayor's Office of Arts and Culture, Public Health—Seattle & King

County and the Seattle Office of Emergency Management to help groups start - or refine - their emergency management procedures. Seattle University's MFA in Arts Leadership program managed the training which drew 100 attendees. Topics included how to be personally prepared so that you can focus on work preparedness, how to communicate with constituents and how to stay healthy

during flu season. Pacific Northwest Ballet described its new emergency preparedness plan. Participants received solid information and templates to help jumpstart their own preparedness plans.



From left, ArtsFund new Board Chair Scott Redman, Sellen Construction; outgoing Board Chair Judi Beck: and Jim Tune, ArtsFund, celebrate ArtsFund's 40 years.

ArtsFund's founder and present leader fittingly share ArtsFund's 40th anniversary cake. Ed and Vicki Rauscher (L) and Jim Tune.



"Why is general operating support from ArtsFund important to you?"

"General operating support is essential to the long-term health of nonprofit organizations. In the case of the CD Forum, a large percentage of our support is in the form of project grants. While these grants enable us to present excellent programs, often a significant portion of these dollars cannot be allocated to our operation. Supporters like ArtsFund provide the much needed financial underpinning to guarantee that the CD Forum also has the human and technological capital to execute an innovative array of programs for the Seattle region."

Kumani Gantt, Executive Director, Central District Forum for Arts & Ideas

ARE YOU READY?

Emergency Preparedness Seminar 10.21.2009



Public Health

Follow-up surveys indicate that the majority of participants appreciated the seminar and would recommend a similar event in the future. Organizations reported that they have already taken steps towards starting or enhancing their own preparedness plans.

Cultural organizations (from arts to zoos) serve more than 14 million visitors

a year in King County alone. By being prepared, these groups are in a stronger position to run their own operations and to serve their patrons safely.

ArtsFund's Board Leadership Training as Valuable as Ever

Training current and future board members

Nothing helps a nonprofit organization succeed like a well-trained and effective board of directors. Now in its tenth year, ArtsFund offers two sessions of highly regarded training, each serving more than 30 current and future board members. The 2009-10 sessions are supported by a generous grant from The Boeing Company.



Recent BLT participants discuss board responsibilities. The Boeing Company is generous sponsor of both Campaign 2010 sessions.

Participants receive 10 hours of classroom instruction covering fiscal and

legal responsibilities, fundraising, strategic planning and best governance practices. ArtsFund Associates gain experience as board interns with ArtsFund's beneficiary organizations. Eleven such internships were set up this fall.

"The Board Leadership Training was immensely valuable to me because it helped me understand the expectations and responsibilities of being a board member. The speakers and colleagues from the training served as a tremendous asset and network for all of us. The knowledge that I have gained through the program and internship will allow me to serve on any board. This is one of the most useful leadership trainings that I have done in years. I would recommend this to all ArtsFund Associates. BRAVO ARTSFUND!"

Ben Lee, The Boeing Company, recent BLT graduate and current ArtsFund Associate

VIEW ARTSFUND'S 2009 ANNUAL REPORT

ArtsFund's 2009 annual report can be found at http://www.artsfund.org/About-ArtsFund.aspx. It's a summary of ArtsFund's 40th year in 2009.

Thank you to everyone who completed ArtsFund's newsletter survey. Your feedback was insightful and valued. In appreciation, a winner has been selected who will have the complimentary opportunity to enjoy our region's arts.

"Why is general operating support from ArtsFund important to you?"

"General operating support is among the most valued and vital of SAM's needs. In recent years, the museum has been highly successful at building new facilities and engaging a broad constituency. Meanwhile, costs of operating our facilities, implementing programs, and caring for our collection have all risen, so I am truly grateful for ArtsFund's rigorous process and the flexibility of their philanthropy."

Derrick Cartwright, Illsley Ball Nordstrom Director, Seattle Art Museum

2009 ARTSFUND BENEFICIARY GRANT BREAKDOWN

DANCE = \$236,554

Pacific Northwest Ballet Spectrum Dance Theater Velocity Dance Center

FILM & MEDIA ARTS = \$24,142

Grand Cinema Northwest Film Forum Three Dollar Bill Cinema

LITERARY ARTS = \$21,567

Richard Hugo House Seattle Arts & Lectures

MULTIDISCIPLINARY = \$196,483

Artist Trust

ArtsWest Playhouse & Gallery Broadway Center for the Performing Arts Central District Forum for Arts & Ideas Experience Music Project | Science Fiction Museum

and Hall of Fame Jack Straw Productions

Langston Hughes Performing Arts Center On the Boards

Nordic Heritage Museum

Giant Magnet (formerly Seattle International

Children's Festival) Seattle Theatre Group

Town Hall Association UW World Series at Meany Hall

Vashon Allied Arts

MUSIC = \$605,625

Auburn Symphony Orchestra Early Music Guild Earshot Jazz Society of Seattle Northwest Sinfonietta

Seattle Baroque Orchestra

Seattle Chamber Music Society Seattle Choral Company

Seattle Men's Chorus/Seattle Women's Chorus

Seattle Men's Choru Seattle Opera

Seattle Pro Musica

Seattle Repertory Jazz Orchestra

Seattle Symphony

Seattle Youth Symphony Orchestras

Tacoma Opera

Tacoma Philharmonic

Tacoma Symphony

Tacoma Youth Symphony

THEATER = \$708,166

5th Avenue Theatre

ACT Theatre

Book-It Repertory Theatre

Intiman Theatre

Northwest Puppet Center

Seattle Children's Theatre

Seattle Public Theater

Seattle Repertory Theatre

Seattle Shakespeare Company

Tacoma Musical Playhouse

Taproot Theatre Company

Village Theatre

VISUAL ART = \$431,043

Bellevue Arts Museum Henry Art Gallery Kirkland Arts Center Museum of Glass Pratt Fine Arts Center Seattle Art Museum Tacoma Art Museum Wing Luke Asian Museum

DESIGNATED WORKPLACE GIFTS (NON-BENEFICIARIES) = \$3,447

TOTAL 2009 ARTSFUND GRANTS = \$2,227,027

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Save the Date: A Celebration of the Arts Luncheon May 12, 2010, Sponsored by The Boeing Company



Michael Kaiser, President, John F. Kennedy Center for the Performing Arts, will be ArtsFund's 2010 luncheon keynote speaker.

Following extensive national coverage about his work helping arts organizations across the country thrive in economic crisis, Kennedy Center President Michael Kaiser's short visit to Seattle last fall drew rapt attention from arts workers. A much broader audience will have the chance to hear his highly regarded and sometimes-provocative thoughts at ArtsFund's 22nd annual *A Celebration of the Arts* luncheon on Wednesday, May 12, 2010 at the Westin Seattle. Registration will open mid-February 2010. Mark your calendar! ArtsFund is grateful to The Boeing Company for sponsoring our 2010 gathering.

Mr. Kaiser has been President of the Kennedy Center since

January 2001. In February 2009, he created "Arts in Crisis: A Kennedy Center Initiative," a program to provide free arts management consulting to non-profit performing arts organizations around the United States.

"Why is general operating support from ArtsFund important to you?"

"ArtsFund understands that making art requires more — more people than you see onstage, more people than you hear in the orchestra pit, more people than you see in the box office. Support from ArtsFund enables The 5th Avenue Theatre to do all the work you don't see, all the work that makes what you do see the masterpiece."

Bernadine Griffin, Managing Director, 5th Avenue Theatre

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