



ARTSFUND

**For immediate release**  
October 2, 2012

Information: Sarah Sidman | 206.788.3051 | sarahsidman@artsfund.org  
ArtsFund, Director of Strategic Initiatives & Communications

**power2give.org/PugetSound LAUNCH YIELDS NEARLY \$43,000 FOR REGIONAL ARTS PROJECTS**

Seattle, WA – ArtsFund announced today that with 121 donors contributing \$18,898, and adding the 1:1 match (\$18,898 in matching funds), the first 24 hours of power2give/PugetSound brought \$37,796 in new funds to the region’s arts and culture sector. By the 29<sup>th</sup> hour, the total reached \$42,928 and continued to rise.

power2give/PugetSound, presented by ArtsFund, launched at 10am on 10/1/2013 with a dynamic roster of 36 arts and culture groups. Within 24 hours, two projects reached their funding goals (SIFF and Jet City Improv) with two more at 85% or higher of their project totals (Seattle Repertory Jazz Orchestra and Seattle JazzED).

The most frequent gift made through the site was \$100, followed by \$50, \$10 and \$25 contributions; a number of gifts above \$500 were also made. All donations made were matched 100%, thanks to the Raynier Institute & Foundation (founding matching sponsor and inaugural lead partner of power2give/PugetSound), as well as matches made by Amazon and by anonymous donors. Building upon these matching sponsorships, ArtsFund has committed to a 100% match for the first \$100,000 in donations made through the site, and will continue to raise and release matching funds on an ongoing basis.

Mari Horita, ArtsFund President & CEO, stated, “Our thanks go to all the arts groups for their enthusiasm, and for bringing attention not only to the depth and breadth of their own work in our region, but also to the collective spirit and impact of our arts sector. This is an exciting opportunity to celebrate and support the broad reach of arts and culture in our community, and we are grateful to all the individual contributors whose kickoff donations have launched power2give/PugetSound with such success.”

power2give/PugetSound is a year-round site enabling invited arts organizations to post and promote projects in need of funding (up to \$7500), and inviting donors to contribute to those projects most intriguing to them. All donations are tax deductible. Launch project postings included: youth-based programs and outreach; free or reduced access; community programs and outreach; arts education programs, supplies and transportation; equipment and facilities improvements; production costs; original programming; and artist support and commissions. Projects are listed on the site for a maximum of 90 days, or until they meet their financial goals. ArtsFund further incentivizes individual donors to contribute by providing matching funds and leveraging their donations.

Horita continued, “The Raynier Institute & Foundation and The Boeing Company have been great partners in helping ArtsFund bring this important new initiative to the Puget Sound region, and we look forward to expanding its scope and deepening its impact in the months and years to come.”

# # #

Start-up and administrative sponsorship is by **The Boeing Company**, providing funds covering the launch and implementation of power2give/PugetSound.

The **Raynier Institute & Foundation** is the founding matching sponsor and inaugural lead partner of power2give/PugetSound. Additional matching funds have been provided by other local companies and individuals.

power2give.org was created by the **Arts & Science Council (ASC)** of Charlotte, North Carolina.

**ArtsFund's Mission:** ArtsFund strengthens the community by supporting the arts through leadership, advocacy and grant making.

**ArtsFund's Vision:** A community with a dynamic and world-class arts and cultural sector where the arts are accessible to all and valued as a central and critical component to a healthy society.

