



ARTSFUND

Embargo
For Release: October 1, 2013

Information: Sarah Sidman | 206-788-3051 | sarahsidman@artsfund.org
ArtsFund, Director of Strategic Initiatives & Communications

ARTSFUND LAUNCHES REGIONAL ARTS CROWD-FUNDING WEBSITE **Introducing power2give.org/PugetSound**

Seattle, WA – ArtsFund President & CEO Mari Horita announced today that on October 1, 2013, ArtsFund is launching power2give/PugetSound, an online cultural marketplace utilizing technology to create a direct connection between donors and projects about which they are passionate.

power2give/PugetSound, presented by ArtsFund, will include project postings from a wide range of multi-disciplinary arts and culture groups in King, Kitsap, Pierce and Snohomish Counties. Posted projects will represent the broad scope of the regional arts sector.

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. 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. All donations are tax deductible.

“The provision of matching funds enables ArtsFund to help arts groups reach thousands of new donors, generate a new stream of revenue for the local arts sector, increase the organizational capacity of arts organizations, reach out to underserved communities and new organizations and help arts groups better tell their own stories. We are deeply grateful to our matching fund sponsors for their inaugural and catalytic investment,” stated Horita.

Thanks to the contribution of the Raynier Institute & Foundation, as well as other matching sponsors, ArtsFund will make a minimum of \$100,000 available in matching funds on the October 1 launch date. An additional \$100,000 in matching funds will be released over the first 18 months following the launch, with supplemental matches being distributed on an ongoing basis as available. Matching funds are applied on a first-come, first served basis. When a match is available, specifics are highlighted in the project posting, and the matching dollars are credited immediately as online donations are made. A project does not need to receive full funding in order to receive the match.

Horita continued, “ArtsFund’s commitment to general operating support through our grant allocations process has not changed, but we know that in order to continue to grow support for the arts, we must expand our reach and scope and create new opportunities. Based on a crowd-funding model, power2give can adapt to evolving trends in fundraising and make giving to the arts more accessible.”

Ray Heacox, President and General Manager, KING Broadcasting and ArtsFund Board Chair, said, “The future health of the nonprofit arts sector depends on generating increased funding for the region’s arts groups and also engaging the next generation of arts donors and champions. Of significance, power2give has been successful nationwide in reaching and mobilizing new donors; approximately 46% of the individuals contributing on this site are first time donors to the posting arts organization.”

Ruth Dickey, Executive Director, Seattle Arts & Lectures, stated, “I had the great fortune to participate in the power2give launch in Cincinnati. p2g was a great platform - it allowed us to leverage a very tangible project to get new community members engaged in our work and generated a feeling of excitement and immediacy.”

Aimee Collins, Associate Director of Development, Broadway Center for the Performing Arts, added, “power2give could not come at a more opportune time. We all know that donor acquisition is a costly endeavor—sometimes costing as much as .50 per dollar raised. power2give is an opportunity to acquire donors in a dynamic, cutting edge fashion at .07 on the dollar—all with an initial 1:1 match, helping us work strategically and smartly!!”

David Wagner, Executive Director, Seattle Choral Company, echoed, “As the director of a small non-profit performing arts organization, power2give is a huge boost in helping to fund projects that otherwise would not be possible.”

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. ArtsFund will continue to raise and release matching funds on an ongoing basis.

power2give.org was created by the **Arts & Science Council** (ASC) of Charlotte, North Carolina. Since its launch in August 2011, the site has grown and is now operational in 18 communities, and has raised over \$3.3 million in support, posted nearly 1500 projects and received more than 14,500 donations.

The site will go live at 10am PST, October 1, 2013. <http://www.power2give.org/PugetSound>

For FAQs and more information: <http://www.artsfund.org/Programs/Program-Services/power2give.aspx>



#

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.