

# 50 years of ARTSFUND

Looking back and looking forward



**“Art is vital in an engaged and healthy society, and supporting ArtsFund is a way to benefit the cultural community as a whole.”**

*ArtsFund Donor*



## LOOKING BACK ON 50 YEARS OF ARTSFUND

### 1969

The United Arts Council of Puget Sound (today, ArtsFund) is formed with a \$25,000 grant from Patrons of Northwest Civic, Cultural, and Charitable Organizations (PONCHO).



Ed Rauscher, President of the Board of Trustees, hires Robert E. Gustavson as the Executive Director.



**“The CCA’s goal is to make sure that our fine arts organizations prosper and grow...The cultural future of our community will be affected by decisions we make now.”**

# OUR STORY

For 50 years, ArtsFund has been strengthening the arts and cultural sector in the Central Puget Sound region. Prompted by the 1962 World's Fair in Seattle, corporate and civic leaders recognized the critical role arts and culture could play in developing and sustaining a creative and thriving region. Through a \$25,000 grant from the Patrons of Northwest Civic, Cultural, and Charitable Organizations (PONCHO), ArtsFund was founded in 1969 as the United Arts Council of Puget Sound to help establish, grow and sustain our region's arts and cultural institutions.

Half-century later, across numerous name changes, ArtsFund is one of the nation's leading United Arts Funds. Thanks to thousands of supporters and partners across the decades and the vision of our staff and board leaders, our programs are working to ensure arts are accessible to all and valued as central and critical to a healthy society. Research and advocacy like our Economic and Social Impact Studies, leadership programs like our Board Leadership Training, and our unrestricted operating support grants contribute to a sustainable, collaborative, informed, and inclusive future for the arts.

The first fundraising campaign completes, with grants awarded totaling \$190,000. The six primary beneficiary organizations are: ACT, Pacific Northwest Ballet, Seattle Art Museum, Seattle Opera, Seattle Rep, and the Seattle Symphony.

## 1975

Our name changes to Corporate Council for the Arts (CCA) to reflect corporate funding as the main funding source for the organization.



## 1988

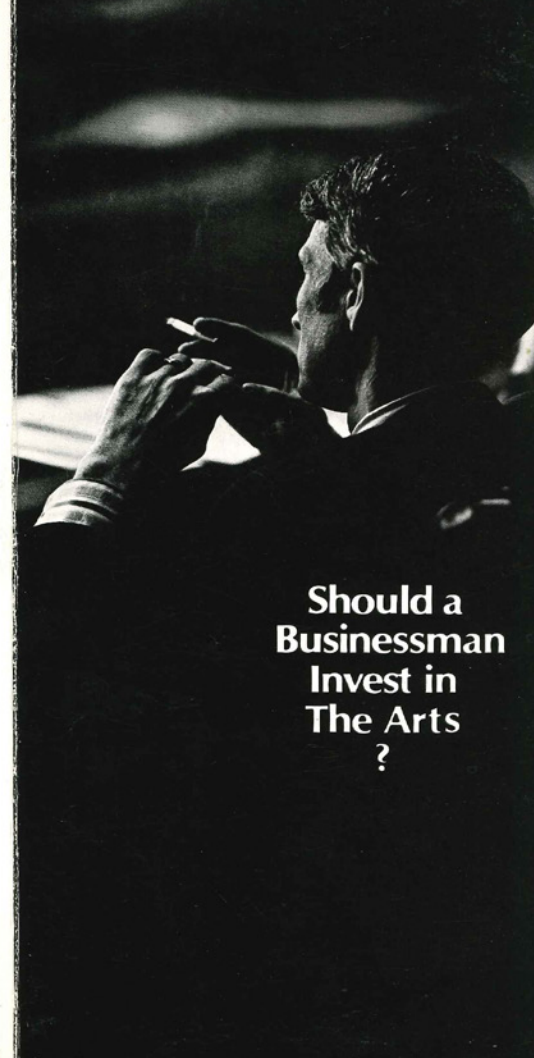
CCA expands its mission from raising money to bringing arts to the table in a more highly visible way and serving as a catalyst for important arts initiatives.





Should a  
Businessman  
Invest in  
The Arts  
?

Non-Profit Org.  
U.S. POSTAGE  
PAID  
SEATTLE, WASH.  
PERMIT NO. 1099



1989

Peter Donnelly is hired as President & CEO.

The first Celebration of the Arts Luncheon is held.

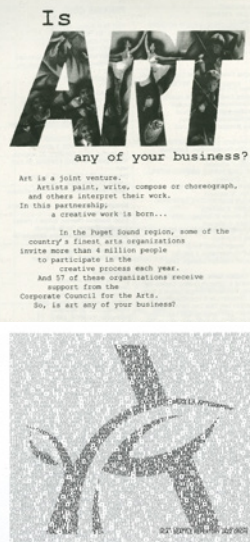
The Associates program launches, providing executives and young professionals opportunities to learn about the cultural community and its management. Over 20 years, approximately 1700 professionals become ArtsFund Associates.



**"It is important that we somehow start to build an arts community. It is lonely running an institution in this town."**



IF EVERYBODY  
IN TOWN  
WOULD GIVE  
**\$4.02**  
to help the arts  
this year,  
we wouldn't  
have to send  
you this brochure.



Thanks to you, it's art.

EVERY SONG, DANCE, PAINTING OR  
PERFORMANCE ENRICHES  
OUR COMMUNITY.  
AND IT ALL STARTS WITH YOU.



## 50 years of collaboration

Over 50 years, the appeal may have changed, but the impact remains the same—strengthening community by supporting the arts. Thanks to thousands of supporters and partners across the decades for joining us along the way...our work is not possible without you.

### 1991

CCA and The Boeing Company create legislation for Building for the Arts, a statewide fund for arts & culture capital projects which has since granted \$113M to 241 projects throughout Washington

CCA introduces Workplace Giving to the region, providing a new revenue stream for arts support.

### 1992

The first Economic Impact Study for King County is released. ArtsFund continues to track and share the sector's economic impact data, with the 6th such study to be released in 2021.



# 50 years of impact

## IN 1 YEAR,

10,000+ events, exhibits and performances supported through ArtsFund's grants

## IN 20 YEARS,

770+ graduates educated through ArtsFund's Board Leadership Training program

## IN 30 YEARS,

68 leaders honored for outstanding contributions to the arts at ArtsFund's Celebration of the Arts Luncheon

## IN 6 YEARS,

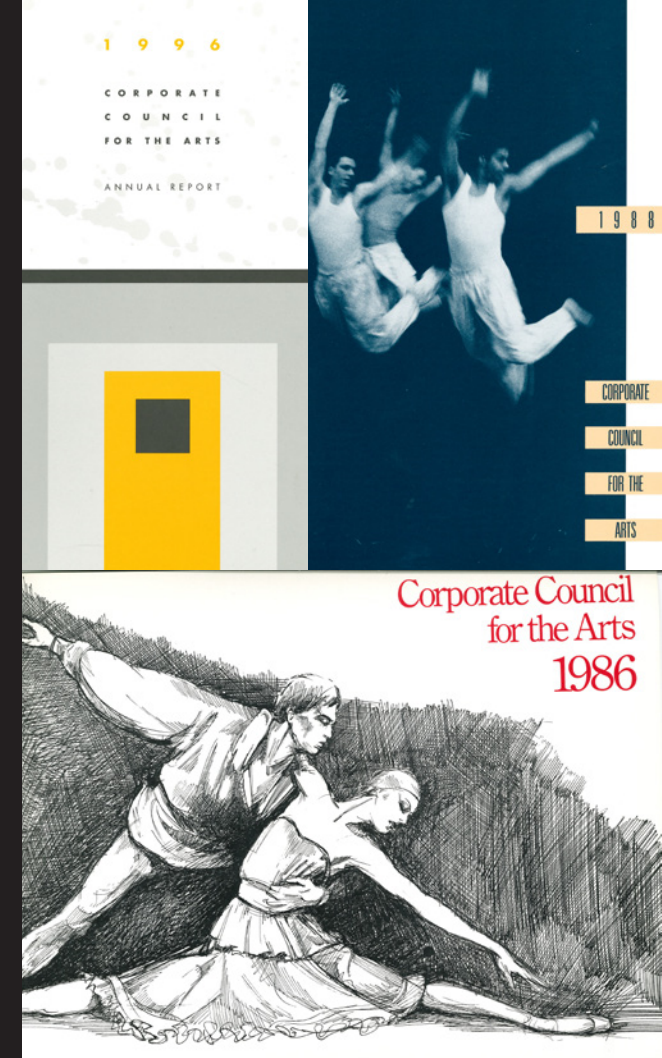
almost 1,200 attendees from 214 non-profit organizations and 48 corporate organizations participated in ArtsFund's convenings series

## IN 27 YEARS,

5 seminal research reports produced on the economic and social impacts of the arts

## IN 50 YEARS,

\$84 million granted to 240 regional arts organizations



## 1999

The Board Leadership Training program launches, educating current and future arts board members. To date, BLT has served 770 individuals.



## 2003

Our name changes to ArtsFund to reflect an increase in individual giving.



## 2005

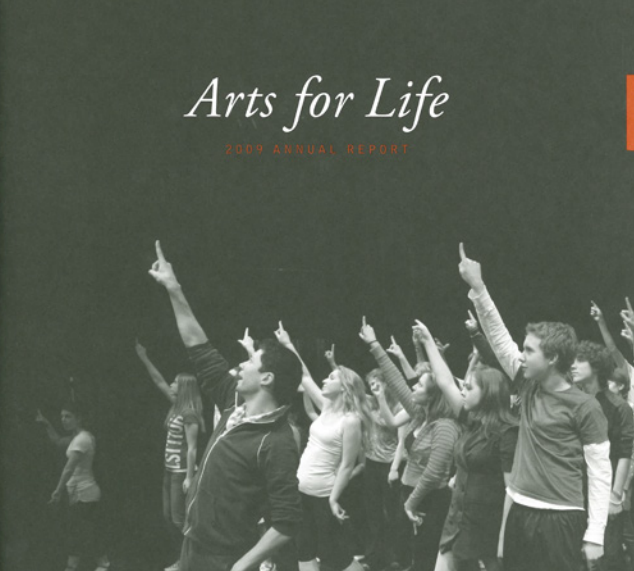
Jim Tune is hired as President & CEO.



**"ArtsFund truly provides the public a responsible way to fund the arts."**

# Arts for Life

2009 ANNUAL REPORT



## MONEY TALKS

[ AND HAS  
FOR 25 YEARS ]

and sings  
and dances  
and performs on stage  
and hangs on walls...



1 9 8 7

CORPORATE COUNCIL FOR THE ARTS

CORPORATE COUNCIL FOR THE ARTS

CORPORATE  
COUNCIL  
FOR THE  
ARTS  
silver anniversary



THE CORPORATE COUNCIL FOR THE ARTS 1985



## 2009

The Cultural Resource Collective launches, establishing a regional network enabling arts & cultural organizations to better understand Northwest patrons.



## 2012

Mari Horita is hired as President & CEO.



**"ArtsFund supports and partners with diverse, dynamic and inclusive arts organizations to build a better community for all."**

## 2013

ArtsFund presents power2give/Puget Sound, a 3-year regional arts crowdfunding platform enabling arts organizations to leverage technology and reach new donors.



Because of you, our donors and partners, we have helped build the Puget Sound arts and cultural community since 1969. Join us in shaping a future for the arts in our region.

## 2016

ArtsFund launches the Cultural Partners Network to deepen ties between organizations, provide capacity building resources, and generate exposure to new audiences and donors. By 2019, the CPN includes 120 cultural organizations in three counties.

## 2018

The Visionaries program launches, connecting emerging leaders + business professionals to the arts.

ArtsFund releases the inaugural Social Impact of the Arts Study, the first of its kind, tracking how arts advance community priorities in King County.

