For the past 48 years, ArtsFund has been raising funds to strengthen the community by supporting the arts. Thanks to the generosity of thousands of donors and strategic partners, we served over 115 nonprofit arts organizations in 2017 through programs, trainings, advocacy work, and grant making.

We do this work because the Arts Build Communities. The arts, and equitable access to the arts, are key to fostering informed, innovative, and compassionate citizens, and in turn prosperous, creative, and inclusive societies. As our luncheon keynote Steven Tepper reminded us, in a time when heightened anxiety and fear can drive us apart, it is the arts and the creative spirit in each of us that helps us reconnect.

As you will read in this newsletter, ArtsFund remains committed to building bridges through the arts by engaging the next generation of arts leaders and supporters, connecting arts groups and communities, and forging cross sector partnerships. We invite you to join us!

ANNOUNCING THE ARTSFUND VISIONARIES

ArtsFund is excited to introduce a new program, the ArtsFund Visionaries (AFV), as of October 2017. The program will connect emerging leaders and business professionals between 21 and 45 years of age to our vision—a community where the arts are accessible to all and valued as critical to a healthy society.

The ArtsFund Visionaries program provides a new opportunity for the next generation of leaders to engage with and support ArtsFund in an events-focused and flexible way. AFV donors will have access to unique events and volunteer opportunities, ideal for developing new relationships. Guided by our strategic plan, the initiative will foster a culture of giving among younger generations, whose engagement in this community is essential to the future of our region’s civic vitality.

If you are interested and eligible for this program, we encourage you to kick off our inaugural year by joining the ArtsFund Visionaries today at artsfund.org/visionaries.
GRANT MAKING

ArtsFund invested $2.48 million in grants to 69 arts organizations throughout King and Pierce Counties in 2017. These grants helped our grantees produce over 10,000 productions and exhibits reaching more than 9.7 million patrons, fill the gap in arts education by providing over 833,000 students access to the arts, and increase access where cost is a barrier by providing 1.7 million free or discounted tickets. For a full list of organizations supported, visit artsfund.org.

MULTICULTURAL ARTS PROJECT

In complement to ArtsFund's annual grant making, ArtsFund launched the Multicultural Arts Project to increase its support for diverse cultural organizations throughout the region, help reduce barriers to the arts, and engage new donors. $60,000 in grants were distributed across twelve organizations in January 2017.

As part of ArtsFund's commitment to increasing access to the arts, funds were awarded as matching incentive grants of $5,000 each with the objective of empowering recipients to leverage these grants to raise greater support for their organizations. For more information, including a list of recipients, visit artsfund.org/MAP2017.

PROGRAMMING

BOARD DEVELOPMENT EVENTS

Over the course of the year ArtsFund provided a number of resources to help arts and cultural organizations develop and strengthen their boards. Our biannual Board Leadership Training program (BLT), which strengthens arts organizations by teaching the fundamentals of board service and offering practical internships with nonprofit boards, trained 53 individuals representing 45 civic, cultural, and community organizations. In addition ArtsFund offered a day-long Advanced Board Leadership Training course designed for individuals who have served on an arts or cultural nonprofit board for three or more years. 31 arts and cultural board members from 22 organizations attended. Earlier in the year ArtsFund hosted “Setting the Table for More Diverse Board Leadership,” an event aimed at expanding racial, ethnic, and cultural diversity in board leadership, stemming from ArtsFund’s strategic value of promoting equitable and inclusive communities. Nearly 100 people gathered to hear a panel discussion with leaders of color and network with arts and cultural organizations actively seeking to increase diversity among their board leadership.

“Arts are a critical component of a fulfilling and enlightened life, and should be accessible to our ever-widening community.”

–Donor response, ArtsFund’s 2017 Donor Survey

Special thanks to Glen and Alison Milliman for sponsoring Board Leadership Training, and to The Boeing Company for sponsoring Advanced Board Leadership Training and “Setting the Table for More Diverse Nonprofit Boards.”
CULTURAL PARTNERS NETWORK

ArtsFund’s Cultural Partners Network (CPN), a group of 115 ArtsFund affiliated arts and cultural organizations in the Central Puget Sound region, wrapped its first year in October 2017. Building out of ArtsFund’s annual grant making and power2give/PugetSound programs, the network deepens ties between organizations, providing capacity building resources, exposure to new audiences and donors, and opportunities to make connections. This past summer ArtsFund conducted its first annual survey of the network to learn more about the range and scope of the organizations ArtsFund serves, the greatest needs and challenges of these organizations, and the types of partnerships they have forged in the community. See the survey results and read the full report at artsfund.org/CPNsurvey.

“The fellow leaders in Artsfund’s Cultural Partners Network are a valuable think tank—creative thinkers willing to share their skills. We’re able to collaboratively tackle some of the issues facing arts organizations in our swiftly changing city.”

–Betsey Brock, Executive Director, On the Boards

CONVENINGS

Several times throughout the year ArtsFund hosted gatherings focused on sharing resources, practices, and perspectives among the broader arts community. What’s Behind the Curtain—An Audience & Donor Research Symposium centered around arts audience research, with tips and best practices on effective research techniques, conducting successful focus groups on a budget, and how to create more user-friendly surveys. For The Future of the Arts in America, ArtsFund hosted internationally renowned arts management expert Michael Kaiser. Nearly 100 arts leaders, administrators, and board members gathered to listen as Mr. Kaiser discussed the major challenges facing arts organizations today. In the spring ArtsFund partnered with the digital arts marketing experts at Capacity Interactive to present a free webinar, Market Smarter: The Fundamentals of Google Analytics. Finally, we held a workshop led by one of the country’s leading advocates for the arts and community engagement, Doug Borwick. Over 60 arts and cultural professionals participated in Becoming Indispensable: A Community Engagement Workshop, during which Mr. Borwick encouraged attendees to think of their organizations as a community resource and form deeper, lasting partnerships with new and existing stakeholders.

Special thanks to Advisory Council members Allan and Nora Davis for sponsoring our Michael Kaiser events, and to The Boeing Company for sponsoring our Convenings series.

LOOKING AHEAD TO CAMPAIGN 2018

ARTSFUND WELCOMES OUR NEW BOARD MEMBERS

Erin Hobson  
Sellen Construction  
Elizabeth MacPherson  
Mithun  
Rachel McCall  
Weyerhaeuser  
Linda Walton  
Perkins Coie
ARTSFUND IN THE COMMUNITY
BOARD NETWORKING HAPPY HOUR

ArtsFund hosted the second annual Board Networking Happy Hour at the Bill & Melinda Gates Foundation, in partnership with the Gates Foundation, Seattle Works, Leadership Tomorrow, and United Way of King County. Nearly 100 professionals seeking board service opportunities were in attendance, including graduates of ArtsFund’s Board Leadership Training program. Participants met with representatives from 25 local nonprofits including nine arts and cultural organizations.

MAYORAL FORUM

Leading up to the November general election, ArtsFund co-sponsored a Mayoral Forum on Arts and the Environment with Seattle mayoral candidates Jenny Durkan and Cary Moon. Over 350 Seattleites attended in person at the KEXP gathering space, and thousands more watched via livestream courtesy of KING 5, to hear the candidates’ views on these critical components of livability and what makes our region a great place to live. To read our full recap visit artsfund.org/MayoralForum.

CULTURAL ACCESSIBILITY CONSORTIUM

ArtsFund partnered with 4Culture, the Office of Arts and Culture, and Kindering to host a Cultural Accessibility Consortium focused on increasing access to the arts for people with neurodevelopmental differences. This gathering of nearly 30 individuals opened a dialogue between arts organizations and community members about how to better welcome and include people with neurodevelopmental differences in the arts scene. The pilot gathering concluded with participants identifying a particular practice of interest to spark further collaboration.

ARTS & HERITAGE DAY

In February ArtsFund staff traveled to Olympia for Arts & Heritage Day, an annual day of advocacy and legislative meetings organized by the Washington State Arts Alliance. This year’s advocacy agenda called for support of five cultural issues, including requesting full funding of the state’s Building for the Arts program which was created by ArtsFund and The Boeing Company in 1991. Read more at artsfund.org/arts&heritage.

DID YOU KNOW?

ArtsFund donors of $250+ are eligible for exclusive ArtsAccess discounts! This incredible donor benefit grants you access to buy one, get one free offers for amazing shows at our world class beneficiaries and cultural partner organizations. Curated selections of 20+ diverse offerings are sent out quarterly via the ArtsAccess e-blasts. For more information or to redeem offers, contact Chantilly Chiles at chantilly@artsfund.org.

Recent offers include:

- **Her Story** at Pacific Northwest Ballet
- **The Humans** at Seattle Repertory Theatre
- **The Little Prince** at Seattle Children’s Theatre
- Morlot conducts Berlioz at Seattle Symphony
- **Mamma Mia!** at the 5th Avenue Theatre
SAVE THE DATE
30TH ANNUAL CELEBRATION OF THE ARTS LUNCHEON

Featuring Keynote Speaker Jane Chu
Chairman, National Endowment for the Arts

ArtsFund is honored to welcome keynote speaker Jane Chu, the eleventh chairman of the National Endowment for the Arts, to speak on the impact of the arts on building healthy cities and communities. Chairman Chu has an extensive background in arts administration and philanthropy, and is also an accomplished artist and musician. In addition to awarding more than $377 million in grants during her tenure, Chairman Chu has conducted research on the impact of arts and culture on the United States’ economy and our communities.

May 8, 2018
12:00 – 1:30 pm
The Westin Seattle

Registration opens March 2018

Photo by Steve Peterson