

4

00:00:52.020 --> 00:00:55.349

Jordan Lusink (she/her) - ArtsFund: Okay, good morning, everyone.

5

00:00:55.440 --> 00:01:08.660

Jordan Lusink (she/her) - ArtsFund: Thank you so much for joining us for this panel discussion about corporate relationship building. If you missed our intersession with Joy, you can watch that on our website, and I will drop the link in the chat.

6

00:01:08.660 --> 00:01:17.179

Jordan Lusink (she/her) - ArtsFund: My name is Jordan Lusink. I'm the Advocacy and Programs Manager here at Arts Fund. I use she/her pronouns.

7

00:01:17.180 --> 00:01:28.759

Jordan Lusink (she/her) - ArtsFund: And for a visual description, I'm a white woman in her 30s with glasses and strawberry blonde hair, wearing a pink tinsel-y sweater, and sitting in front of a blurred background.

8

00:01:28.970 --> 00:01:42.750

Jordan Lusink (she/her) - ArtsFund: I'd like to start today's convening by acknowledging that the City of Seattle, where Arts Fund is based, is on the occupied lands of the Coast Salish people, specifically the ancestral lands of the Duwamish, Stillaguamish.

9

00:01:42.890 --> 00:01:45.839

Jordan Lusink (she/her) - ArtsFund: Muckleshoot, and Suquamish tribes.

10

00:01:46.390 --> 00:01:57.450

Jordan Lusink (she/her) - ArtsFund: who have stewarded this land throughout the generations. I would also like to acknowledge that many with us today are on different territories, and we join you in honoring and recognizing those as well.

11

00:01:57.890 --> 00:02:11.860

Jordan Lusink (she/her) - ArtsFund: At today's event, we have a number of accessibility features, including Zoom-generated live captioning, which you can turn on and view the full transcript at any time during today's event. We also have ASL interpreters, who we will be spotlighting.

12

00:02:12.090 --> 00:02:21.289

Jordan Lusink (she/her) - ArtsFund: And all presenters will be doing a visual description of themselves for those who benefit from it. And finally, today's session will be recorded and shared out later after the event.

13

00:02:21.410 --> 00:02:30.520

Jordan Lusink (she/her) - ArtsFund: Before we get started, I would like to thank the sponsors who are making our 2026 convenings possible. Thanks to our presenting sponsor, Wells Fargo.

14

00:02:30.850 --> 00:02:37.289

Jordan Lusink (she/her) - ArtsFund: And we'd also like to thank Columbia Bank Community Impact Fund and 4Culture for their additional support.

15

00:02:37.980 --> 00:02:52.170

Jordan Lusink (she/her) - ArtsFund: Without further ado, we're gonna, let our panelists introduce themselves, give a quick introduction, and then we'll jump right in. So, let's see... Let's start with Randy. Randy, do you want to introduce yourself?

16

00:02:54.160 --> 00:03:13.259

Randy Choy: Yes, good morning. Thank you, Jordan. I just want to make sure I was not muted there. Randy Choi, I, I'm the Vice President of Philanthropy Programs for Columbia Bank, and I manage the Columbia Bank Community Impact Fund. I use he, him pronouns. I am an Asian American male.

17

00:03:13.260 --> 00:03:25.390

Randy Choy: with, black hair and wearing glasses, 50 plus in terms of my age range. I'm currently wearing a brown sweater with a light blue shirt that has a blue collar.

18

00:03:25.780 --> 00:03:26.560

Randy Choy: Thank you.

19

00:03:30.510 --> 00:03:31.540

Jordan Lusink (she/her) - ArtsFund: Alright!

20

00:03:32.800 --> 00:03:35.960

Jordan Lusink (she/her) - ArtsFund: Let's, go to Sarah Michael.

21

00:03:39.800 --> 00:03:58.860

Sarah Michael (she/her) - SAM: Hi, everyone. I, am Sarah Michael. I use she, her pronouns. I'm a white woman with longer brown hair, and I'm new to being 40, so I'm not sure I'm ready to say I'm in my 40s, but glad to be with you today. I am the Director of Institutional Giving at the Seattle Art Museum, where I've been for about 10 years now.

22

00:04:01.680 --> 00:04:04.570

Jordan Lusink (she/her) - ArtsFund: Awesome! Let's go over to **Sarah Bednar**.

23

00:04:06.990 --> 00:04:23.190

Sarah Bednar: Hi friends, so glad that, you could join us today. I'm **Sarah Bednar**. I work at Seattle Rep as an Institutional Partnerships Director, managing corporate foundation and government funding on a team of three. I've been there about seven and a half years, and I'm...

24

00:04:23.350 --> 00:04:30.330

Sarah Bednar: A white woman with reddish blonde hair, wearing a headset with microphone and black top today.

25

00:04:32.880 --> 00:04:37.030

Jordan Lusink (she/her) - ArtsFund: Awesome, and last but not least, Joy, do you want to introduce yourself?

26

00:04:37.240 --> 00:04:38.819

Joy Stephens: Certainly, thank you!

27

00:04:38.930 --> 00:04:44.280

Joy Stephens: Good morning, everybody. Joy Stevens. I am...

28

00:04:45.450 --> 00:04:51.570

Joy Stephens: The founder and CEO of the Corporate Giving Network. I use she, her pronouns.

29

00:04:52.050 --> 00:04:56.259

Joy Stephens: I am a mixed-race, mature female.

30

00:04:56.690 --> 00:05:00.600

Joy Stephens: I've got olive complexion, and I'm wearing a light pink top.

31

00:05:03.540 --> 00:05:10.489

Jordan Lusink (she/her) - ArtsFund: Beautiful! Okay, we're gonna jump right in. So, our first question today is, how...

32

00:05:10.630 --> 00:05:25.020

Jordan Lusink (she/her) - ArtsFund: Do you find and approach corporate funders, and from the funder side, what makes for a thoughtful and effective approach? So I think... I think we're gonna start, with Randy, and hear about it from the funder's point of view.

33

00:05:27.200 --> 00:05:31.320

Randy Choy: Great. Thank you very much. Can you hear me okay?

34

00:05:32.090 --> 00:05:45.540

Randy Choy: Sounds good, okay. Again, I appreciate the chance to be here, and just a little bit about, Columbia Bank, if you're not familiar with, we are, one of the largest, regional

35

00:05:45.590 --> 00:05:53.659

Randy Choy: banks in the United States. Certainly the largest bank that's based in the Pacific Northwest, and it's a

36

00:05:53.660 --> 00:06:15.210

Randy Choy: combination of Columbia Bank and Umpqua Bank, for those of you who may remember Umpqua Bank, we merged back in March of 2023, so we were in 5 states, but the combined bank, and a recent acquisition of Pacific Premier down in Southern California, we're now in 8 states, so we're growing, we're having a great... we continue to have great

37

00:06:15.210 --> 00:06:29.109

Randy Choy: presence and history in the Seattle, Tacoma area, and certainly in the Portland area as well, and growing in Southern California. You know, for this question, all corporations that have,

38

00:06:29.110 --> 00:06:35.999

Randy Choy: An active, and impactful, significant community

39

00:06:36.000 --> 00:06:59.169

Randy Choy: giving presence, corporate giving presence, they have different criteria, and so I won't spend the time to go over all of our different criteria, because this is our website, so it's at, you can find us very easily, at columbiabank.com, and certainly see what our priority focus areas are, and descriptions about what those are. But I would say,

40

00:06:59.240 --> 00:07:08.730

Randy Choy: Certainly, as we're... we've gone into 2026, it's much more important, than ever before, whether you've

41

00:07:08.730 --> 00:07:27.550

Randy Choy: worked with us in the past, or maybe will be new to us, is the connection to our strategic priority areas. And so, you'd be really amazed how often, when we're approached by a nonprofit organization, whether it's a small one or a large one, really doesn't matter, that doesn't really

42

00:07:27.550 --> 00:07:44.320

Randy Choy: take the time to pay attention to what the priority focus areas of the corporate funder is. And so, we have changed, we've evolved over time, and certainly, in 2026, we have 3 new priority focus areas. Financial mobility, housing stability.

43

00:07:44.320 --> 00:07:54.560

Randy Choy: and community resilience. And there's several... there's a list of categories that support each of those priority focus areas. So that's just the start.

44

00:07:54.560 --> 00:08:02.620

Randy Choy: But I would say, and this is kind of a trend in the corporate giving space, is that we're putting more of an emphasis on

45

00:08:02.620 --> 00:08:21.080

Randy Choy: Having stronger connections with nonprofits, in the sense, not just in a potential funding opportunity, we know how important that is, but certainly with volunteer opportunities. So we've always put an emphasis on, we call them associates, our employees are associates, but associate engagement, but that's...

46

00:08:21.100 --> 00:08:25.300

Randy Choy: Going to be even a higher priority for us as we continue...

47

00:08:25.330 --> 00:08:38.889

Randy Choy: look at potential partnerships with nonprofits, whether there's episodic volunteering, group volunteering, or at the highest level, someone on the board of your nonprofit, if that makes sense for someone from Columbia Bank.

48

00:08:38.890 --> 00:08:47.389

Randy Choy: And so, those kinds of connections are really important, along with the, alignment with our priority focus areas. So, let me just...

49

00:08:47.460 --> 00:08:50.400

Randy Choy: Say that, and then... stop and...

50

00:08:50.910 --> 00:09:04.189

Jordan Lusink (she/her) - ArtsFund: Thanks, Randy, that's really helpful. Let's see if Sarah or Sarah or Joy have anything to add there from the, arts nonprofit side of things.

51

00:09:09.530 --> 00:09:13.790

Joy Stephens: I am going to echo what Randy has said, and...

52

00:09:13.970 --> 00:09:21.499

Joy Stephens: The thing that I hear from nonprofits, and I work with them day in and day out, and have for the last... oh, since 2014,

53

00:09:22.110 --> 00:09:27.949

Joy Stephens: is that alignment is crucial, as Randy said. Do not approach

54

00:09:28.200 --> 00:09:36.889

Joy Stephens: a company or a corporate foundation if you do not see a clear alignment. Don't try to fit

55

00:09:37.520 --> 00:09:43.889

Joy Stephens: a square peg in a round hole. Don't hit your head against the wall, folks. It's... don't waste your time!

56

00:09:45.180 --> 00:10:00.839

Joy Stephens: It doesn't do you any good, and the other thing that it does is it lets the corporate funder know that you haven't done your homework, you haven't done your research, and it really doesn't allow for a good first impression.

57

00:10:01.150 --> 00:10:06.129

Joy Stephens: And that will... that will be remembered. And it's because of this, it's because...

58

00:10:06.250 --> 00:10:15.330

Joy Stephens: Nonprofits in the past have tended to throw a very wide net, and have reached out and approached anybody.

59

00:10:15.410 --> 00:10:29.240

Joy Stephens: that nonprofits, excuse me, corporate funders are now forced to go through an invitation-only kind of scenario, because like you, they don't have a lot of resources. They're a small group.

60

00:10:29.340 --> 00:10:47.870

Joy Stephens: Companies don't set up CRM groups with lots of folks there. They are not a revenue-generating center, so they're lean. And because it's a lean group, they don't have a lot of time to be looking at lots of emails they get.

61

00:10:48.040 --> 00:10:55.930

Joy Stephens: So, they've done... the only thing they could really do, and that is to... Have an invitation-only, kind of.

62

00:10:55.930 --> 00:10:56.640

Jordan Lusink (she/her) - ArtsFund: Yeah.

63

00:10:56.640 --> 00:10:57.160

Joy Stephens: Think.

64

00:10:57.890 --> 00:10:58.590

Jordan Lusink (she/her) - ArtsFund: Yeah.

65

00:10:58.820 --> 00:11:05.669

Jordan Lusink (she/her) - ArtsFund: Sarah, Michael, do you want to say something about that, how you find and approach them from that point of view?

66

00:11:07.330 --> 00:11:24.329

Sarah Michael (she/her) - SAM: I would say there's... I wanted to share a couple of examples that are not what we're always doing, which is looking at each other's program books and donor roles. What are some ways other than that? That's one great way to know someone does support the arts, but I thought I would share a couple of recent examples.

67

00:11:24.430 --> 00:11:37.869

Sarah Michael (she/her) - SAM: Something I really like to track is who is hiring for corporate giving type roles in the market. So I, within the past couple of years, there was a company that's establishing themselves in the Pacific Northwest.

68

00:11:37.950 --> 00:11:49.770

Sarah Michael (she/her) - SAM: I knew them from another market. I saw that they were hiring a community engagement person, so through that, I knew, great, they're getting started in Seattle. Giving to the arts is gonna be one of their strategies.

69

00:11:49.770 --> 00:12:06.819

Sarah Michael (she/her) - SAM: So I was one of the first people to meet with them, and Sam was one of the first orgs in the area to get money from them, and so we've been with them from the beginning. So, that's been a great way to figure out how to get ahead of just going through funders that are already in the space.

70

00:12:07.940 --> 00:12:14.610

Sarah Michael (she/her) - SAM: And I do think that let us get more money and be a little bit more creative in what we do with them as we move forward.

71

00:12:14.610 --> 00:12:32.550

Sarah Michael (she/her) - SAM: I also think you do just have to be out and about in the community, and know who you're talking to, and come up with graceful ways to be able to follow up later. It's not a... don't solicit people when you're at a reception, that's not the time or the place.

72

00:12:32.550 --> 00:12:48.740

Sarah Michael (she/her) - SAM: But, some recent examples were I was at a concert, and I saw someone that really does not market or give philanthropically, but they were supporting that organization. I chatted with them, later followed up, and it took a long time to turn into a gift, but we found the right fit.

73

00:12:48.740 --> 00:12:53.550

Sarah Michael (she/her) - SAM: There was absolutely alignment with the audience, and so,

74

00:12:53.650 --> 00:13:08.049

Sarah Michael (she/her) - SAM: I could see probably why they supported that other organization, and then could go in and say, hey, I saw this. This is what I thought looked successful. Sam could do this as well. So that was a great way to do the homework for them.

75

00:13:08.050 --> 00:13:30.889

Sarah Michael (she/her) - SAM: like Joy was saying, they don't have a lot of time, they're not extremely well-resourced either. Make it easy for them, think about who they then have to go make the case to, and give them those tools, so it's an easy way for them to say, okay, that person, their organization makes sense, and that person is going to be easy to work with and make my life, you know, a little more manageable. So, those are some of the things.

76

00:13:30.900 --> 00:13:33.420

Sarah Michael (she/her) - SAM: That I really am thinking about.

77

00:13:37.030 --> 00:13:42.239

Jordan Lusink (she/her) - ArtsFund: Yeah, **Sarah Bednar**, do you have anything to add to that before we move on to our next question?

78

00:13:44.660 --> 00:13:56.110

Sarah Bednar: A couple of quick things to dovetail into what Sarah just mentioned, in terms of maybe less usual approaches. I think we should always remember to look for our close connections.

79

00:13:56.160 --> 00:14:10.029

Sarah Bednar: Where do your board members work? Where do your loyal donors, your subscribers, or your volunteers, or your members, where do they work? How can they... how can you establish a relationship with them so they can advocate for you, so you get that conversation?

80

00:14:10.030 --> 00:14:26.480

Sarah Bednar: Something that also has worked for me is talking to the finance team, and asking them to pull a list of 10 to 15 of the top vendors that we spend the most with each year. Obviously, we're supporting them, and sometimes they want to support us back, so that's another tip that's helped me, as well.

81

00:14:28.830 --> 00:14:45.629

Jordan Lusink (she/her) - ArtsFund: Amazing. Thank you so much. Okay, let's move on to our next question, and I think we're gonna start with, our arts organizations answering this one first. How do you determine what to offer in terms of recognition and benefits?

82

00:14:48.600 --> 00:14:53.060

Jordan Lusink (she/her) - ArtsFund: Sarah Bednar, do you wanna... Start that conversation?

83

00:14:53.060 --> 00:15:00.500

Sarah Bednar: Sure, I'll kick us off. Thank you. I mean, I think the first thing to really think about is, listen to what your funders want and need.

84

00:15:00.590 --> 00:15:09.240

Sarah Bednar: what are the trends you're seeing? And then, of course, consider what you have to offer in terms of both recognition and engagement or experiences.

85

00:15:09.330 --> 00:15:24.350

Sarah Bednar: And think about, if you really want to make those a benefit, how are you going to deliver those over time so it's sustainable? Because you know if you do something and it's successful, your sponsor will want to do it again next year. And so you want to be ready for that. And then you build your list of options.

86

00:15:24.650 --> 00:15:31.180

Sarah Bednar: And consider, when you're building that list, consider how you would incentivize increased giving over time.

87

00:15:31.240 --> 00:15:45.830

Sarah Bednar: Now, some people have, like, levels, some people have a list you can kind of choose from. You need to also choose your model of sponsorship that you're going to work with. And then, you know, review the fair market value of what you're offering,

88

00:15:46.020 --> 00:15:52.019

Sarah Bednar: Compared to the amount you're requesting, to ensure the proportion is right for your organization.

89

00:15:56.430 --> 00:15:59.520

Jordan Lusink (she/her) - ArtsFund: Beautiful. Sarah Michael, do you have thoughts on that?

90

00:16:00.540 --> 00:16:21.009

Sarah Michael (she/her) - SAM: Yeah, I think... I know, at the recent Corporate Giving Network conference, everyone groaned when the idea of grids were brought up, but you need to have your own grid, whether you give it to someone or not. You need to know what you have to offer. I wouldn't... as much as possible, don't just send it to people and say, here you go, these are the options. You're gonna have to customize it.

91

00:16:21.010 --> 00:16:28.710

Sarah Michael (she/her) - SAM: But that's a great way for you to know exactly what you have to offer, and understand which buckets do they fall into. So, for Sam.

92

00:16:29.210 --> 00:16:38.709

Sarah Michael (she/her) - SAM: because I'm not a performing arts institution, I have tons of ticket inventory, which is amazing, so I can really work hard on employee engagement. So,

93

00:16:38.760 --> 00:16:50.180

Sarah Michael (she/her) - SAM: with one organization, their offices close over the holiday period, and so it's a company that really has stopped giving to the arts. Sam has managed to hold onto it, I think, because

94

00:16:50.180 --> 00:17:02.749

Sarah Michael (she/her) - SAM: They... we get thousands of employees that come over that closed holiday period, so it's really worth it to them. They're getting great value out of it, and each year, it's really... they know their employees are starting to get used to it and want to see it again.

95

00:17:02.750 --> 00:17:04.359

Sarah Michael (she/her) - SAM: So,

96

00:17:04.440 --> 00:17:10.690

Sarah Michael (she/her) - SAM: I know that's gonna work for them. They also still want their logo, so it's thinking about how I can meet those other metrics.

97

00:17:10.690 --> 00:17:33.329

Sarah Michael (she/her) - SAM: And a lot of partners will know, I... this is my top priority, but they usually have additional things that they can tick off. So, recently I was meeting with someone who was really interested in an event sponsorship, but then they learned about some of those other employee benefits, some of the ways they can partner with us throughout the year beyond just that one event, and knowing what those are when you sit down with them is really helpful.

98

00:17:33.330 --> 00:17:43.240

Sarah Michael (she/her) - SAM: And then you need to track what they are so you can keep everyone balanced, sort of like what Sarah was saying, and that's why I say you need to have a secret grid in your... even if you're not handing it out to people.

99

00:17:43.980 --> 00:17:51.819

Sarah Michael (she/her) - SAM: And the customization can be tricky to then make sure you deliver all those benefits, so just be really careful about documentation and follow through on that.

100

00:17:55.630 --> 00:17:58.540

Jordan Lusink (she/her) - ArtsFund: Joy, you came off mute. Did you have something to add there?

101

00:17:58.780 --> 00:18:14.529

Joy Stephens: Oh, I just want folks to keep in mind their greatest asset is their subscribers, the donor base, the folks who come in through the door, whether it is to come to the symphony or to watch a play. That is by far the things

102

00:18:14.530 --> 00:18:24.869

Joy Stephens: That is your greatest asset, because if you think about it, a sponsor, if we're talking about sponsors now, which seems like this question is kind of hinting at that.

103

00:18:24.980 --> 00:18:41.439

Joy Stephens: You know, sponsors are really looking at growing their business, and a way for you to demonstrate to a potential sponsor that you can help them grow their business, or improve their brand image, or help them keep their existing customers.

104

00:18:41.470 --> 00:18:46.900

Joy Stephens: Is for you to know the demographics and the psychographics of who your subscribers are.

105

00:18:46.950 --> 00:18:48.520

Joy Stephens: And that's not easy to do.

106

00:18:48.780 --> 00:19:08.359

Joy Stephens: You know, is Sam, does Sam's subscribers have the same kind of demographics and psychographics and live in the same area where Columbia Bank wants to grow their business? Why? Because they've just opened a new bank in the area, and they want to increase depositors.

107

00:19:08.440 --> 00:19:09.420

Joy Stephens: So...

108

00:19:09.420 --> 00:19:09.750

Jordan Lusink (she/her) - ArtsFund: Right.

109

00:19:09.750 --> 00:19:21.770

Joy Stephens: You know, and that's not easy to capture. I've found even that some organizations don't even capture where somebody works, where their subscribers work. At minimum, try to do that.

110

00:19:21.850 --> 00:19:32.489

Joy Stephens: Because that'll make your life a lot easier. But definitely, just bear in mind that your donor base is your greatest asset, and therefore your biggest benefit that you have to sell.

111

00:19:32.950 --> 00:19:44.510

Jordan Lusink (she/her) - ArtsFund: Yeah. I think that segues really well into the funder side of this question for Randy. What do you value in terms of recognition and engagement benefits?

112

00:19:46.510 --> 00:20:02.739

Randy Choy: Well, certainly, and this is really, near and dear to my heart, and very timely, because one of the programs that I took over starting this year is what we call the Associate Driven Sponsorship Program. So, all told, it's

113

00:20:03.770 --> 00:20:12.379

Randy Choy: Two, three million dollars, perhaps, of sponsorships that range from \$500 to \$10,000, all over our footprint.

114

00:20:12.380 --> 00:20:29.980

Randy Choy: And we tie the sponsorship, this particular program. Now, Columbia Bank has some major sponsorships. If any Seahawks fans on this call had a terrific, awesome year, the season last year, and if you watched the games, or if you were at Lumen Field.

115

00:20:29.980 --> 00:20:36.949

Randy Choy: you could see, around the rim, Columbia Bank, so those are some of our major marketing partnerships, and

116

00:20:36.950 --> 00:20:46.509

Randy Choy: our team's, sports teams sponsorships, which are terrific. But I'm talking about the smaller ones that may be more relevant for this conversation, and it ties into our, associate

117

00:20:46.510 --> 00:21:02.190

Randy Choy: engagement, because these are sponsorships that are recommended by our employees, who work with nonprofits. And let me, state that when I'm talking about sponsorships, these are bank funds. It's totally separate from...

118

00:21:02.590 --> 00:21:12.969

Randy Choy: the funds that come out of the Columbia Bank Community Impact Fund, which is a separate 501c3. It's our foundation, if you, our corporate foundation, so those funds are separate, legally separate.

119

00:21:12.970 --> 00:21:26.370

Randy Choy: decision-making is separate, and so when it comes to sponsorships, certainly marketing benefits, business relationships are very important, but it's all about relationships. So, in the case of the Associate Driven Sponsorship Program.

120

00:21:26.370 --> 00:21:38.530

Randy Choy: Recommended by associates who work with the nonprofits as a volunteer, or maybe they bank with that particular organization, and they recommend a sponsorship, and so there's a series of,

121

00:21:38.640 --> 00:21:41.439

Randy Choy: Assets that we provide, but...

122

00:21:41.470 --> 00:22:01.819

Randy Choy: Sure, logo's important, sure, placement in their program's important. The larger sponsorships, there's maybe a, up on the screen, if you walk into the room, or maybe a speaking opportunity, depends on what it is, but I think those things, are really important to talk with the funder. What would help

123

00:22:01.820 --> 00:22:07.610

Randy Choy: Drive visibility for... you as a funder, as a sponsor. And what Joy said about

124

00:22:07.610 --> 00:22:30.109

Randy Choy: it's really important to just know maybe what their business objectives could be for that particular area. Maybe we're growing, and we want to really let people know about the new branches in the area. I'm just speaking from our experience, or something like that, where there's some business relations. And that's another growing trend, in terms of corporate giving, is more of the giving.

125

00:22:30.110 --> 00:22:36.510

Randy Choy: Whether it's through the corporate foundation or through these sponsorships, is more aligned these days with

126

00:22:36.510 --> 00:22:38.720

Randy Choy: The strategy of the corporation.

127

00:22:38.720 --> 00:22:58.319

Randy Choy: Which makes sense. And so, it's kind of an extension, and so it allows us to talk with folks in the community, connect with them, and these sponsorships are really... they're really important for, we know, for the nonprofit and their community, but it's also very important for us and our associates who love to go to these things and be in community with the nonprofit.

128

00:23:00.870 --> 00:23:16.729

Jordan Lusink (she/her) - ArtsFund: Yeah, that totally makes sense. And I think that is a great transition to our question about what trends or changes are you seeing in corporate giving? You already addressed that a bit, Randy, but are there any other, trends or changes that you're seeing?

129

00:23:17.230 --> 00:23:40.050

Randy Choy: Yeah, I would say, the alignment... I mean, times are challenging. I mean, for... that's a very broad statement, I know that, but even in the corporate giving space, times are challenging, and we're proud to say that we're not pulling back in terms of our giving, if anything. The amount that we're giving through our Community Impact Fund, formerly our Umpco Bank Charitable Foundation, but

130

00:23:40.050 --> 00:23:41.739

Randy Choy: It's now the Impact Fund.

131

00:23:41.740 --> 00:23:59.510

Randy Choy: and through our bank, I think is actually increasing as we are expanding, so we're proud to say that, and proud to connect our people, our employees, our associates, with nonprofits in their communities. I mean, that kind of localization,

132

00:23:59.650 --> 00:24:08.170

Randy Choy: deploying our resources, whether it's financial or human, into local communities is really important to us. So... so that's...

133

00:24:08.170 --> 00:24:30.799

Randy Choy: kind of a trend, relying on our people, alignment with the priority focus areas, really important. Something that Joy said that, I just want to reiterate, that's another major change for Columbia Bank. We are now, if you've gone to our website, and you're thinking, oh, I want to apply for a spring community grant, or a summer community grant, you can't do that. It is invitation only.

134

00:24:30.800 --> 00:24:32.910

Randy Choy: So more corporations are...

135

00:24:32.910 --> 00:24:45.169

Randy Choy: because of the deluge of applications we have received over time, we have to go through now an invitation-only process. An example, before this year.

136

00:24:45.270 --> 00:24:57.930

Randy Choy: we would do hundreds per cycle. We had 3 cycles a year, with hundreds and hundreds of applications, and we would decline 85% of those. That doesn't feel good from an organizational standpoint.

137

00:24:57.930 --> 00:25:12.209

Randy Choy: Doesn't make me feel good as an individual person, just... I'm declining 85% of those who apply. That doesn't feel good on a human level, so... and it's not a good use of your time if you're not clearly aligned with our priorities. So, those are just some of the trends.

138

00:25:12.880 --> 00:25:13.550

Jordan Lusink (she/her) - ArtsFund: Yeah.

139

00:25:14.040 --> 00:25:19.470

Jordan Lusink (she/her) - ArtsFund: Sarah Michael, do you have thoughts on that from your side of things? What are you seeing?

140

00:25:21.060 --> 00:25:33.760

Sarah Michael (she/her) - SAM: I think something I'm feeling in daily work is because there is just kind of a lot more conservative thinking in terms of how to give, we're having to have much larger portfolios so that we are

141

00:25:34.210 --> 00:25:45.099

Sarah Michael (she/her) - SAM: always bringing new people into the pipeline. There's always going to be people that are falling off. I feel even 10 years ago, you could kind of say, I trust that these people are going to continue with me for the next few years.

142

00:25:45.100 --> 00:25:59.819

Sarah Michael (she/her) - SAM: I think even if things are going really well, I never trust that someone's going to continue with me next year, so I have a heightened focus on reporting back, staying in touch with the funder throughout the period, just so that I never go quiet, and they...

143

00:26:00.050 --> 00:26:11.309

Sarah Michael (she/her) - SAM: I don't want to overwhelm them with information, you need to give them the right information, but just showing, hey, we're effectively using your money, you're using your benefits,

144

00:26:11.870 --> 00:26:28.170

Sarah Michael (she/her) - SAM: if you have a year-long partnership, you shouldn't find out at month 10. Oops, they haven't used any of my perks, so it's monitoring what's happening throughout the year, so that when the renewal time comes, you're really thinking about that and ready.

145

00:26:29.180 --> 00:26:32.090

Sarah Michael (she/her) - SAM: I think two,

146

00:26:32.770 --> 00:26:44.839

Sarah Michael (she/her) - SAM: there was more focus just on wanting to have a public presence, and that is gone, so I think that's something that Sarah was talking about earlier, too. So it's just, what are those other engagement things that we can offer?

147

00:26:47.110 --> 00:26:50.289

Jordan Lusink (she/her) - ArtsFund: Yeah, **Sarah Bednar**, do you want to add anything to that?

148

00:26:51.130 --> 00:26:53.050

Sarah Bednar: I think a couple of things,

149

00:26:53.500 --> 00:26:59.459

Sarah Bednar: perhaps at a higher level, I'm seeing this, increased interest in corporate giving in terms of

150

00:26:59.960 --> 00:27:18.520

Sarah Bednar: a traditional slash commercial sponsorship, where it's like what Joy was talking about, attracting a number of people, helping grow a business, versus a values-aligned sponsorship. And so, what that means at the theater is, when we have a very popular show like *Come From Away*, it might be a more traditional shape.

151

00:27:18.520 --> 00:27:27.020

Sarah Bednar: But when it's, something like, Appropriate or Mary Jane, where you're talking about very deep and specific topics, it's gonna be a values-aligned sponsorship.

152

00:27:27.020 --> 00:27:27.540

Jordan Lusink (she/her) - ArtsFund: Hmm.

153

00:27:27.540 --> 00:27:41.900

Sarah Bednar: And then that dictates, you know, you've got your options for benefits, and then you can pick from those that align best with what the organization is looking for in their sponsorship. And the other thing, the other trend I'm seeing is this awareness of logo soup.

154

00:27:42.010 --> 00:27:57.830

Sarah Bednar: And so, one of the ways I've addressed that, I know Joy has already talked about this as well in her different, corporate giving, communities, but that logo soup. So, we've reduced the number of sponsors, we've upped the level and reduced the number of sponsors of our shows.

155

00:27:57.830 --> 00:28:08.919

Sarah Bednar: But we've allowed, like, the community-based programs and the education-based programs to be a little bit more, expansive and inclusive, because we think that's the place for it. So,

156

00:28:09.330 --> 00:28:17.669

Sarah Bednar: You have to kind of pick and choose, and understand what your sponsors are looking for, and make sure that you're aligning with them at that level as well.

157

00:28:18.690 --> 00:28:20.299

Jordan Lusink (she/her) - ArtsFund: Yeah, that makes sense.

158

00:28:21.410 --> 00:28:24.410

Jordan Lusink (she/her) - ArtsFund: Joy, did you have something to add?

159

00:28:24.810 --> 00:28:26.510

Jordan Lusink (she/her) - ArtsFund: We move on to our last question?

160

00:28:26.510 --> 00:28:34.519

Joy Stephens: With... regarding trends and changes, I think, you know, when you're talking about trends, you have to take a look at what's going on for... at a...

161

00:28:34.840 --> 00:28:45.899

Joy Stephens: Not so much at a geopolitical level, but certainly that can come into play, certainly from a socioeconomic position. Take a look at 2024. That was a great year for corporate giving. It was record levels.

162

00:28:46.100 --> 00:28:52.710

Joy Stephens: in terms of corporate giving, if you look at your GivingUSA numbers, We were lucky in 2024.

163

00:28:52.820 --> 00:28:59.020

Joy Stephens: Look at 2024, it was a good year. It was a good... economically speaking, 2024 was a great year.

164

00:28:59.200 --> 00:29:02.199

Joy Stephens: And there is a direct correlation between

165

00:29:02.420 --> 00:29:14.230

Joy Stephens: the health of the U.S. economy, and how much is given away to nonprofits. That's just been proven year over year. Now, 2025 numbers are not out yet. They won't be out until the middle of June.

166

00:29:14.720 --> 00:29:23.709

Joy Stephens: And I don't think we need to, think too long and hard as to what the

167

00:29:23.920 --> 00:29:35.199

Joy Stephens: outcome is going to be, and what 2025 corporate giving numbers are going to look like. If you take a look at what happened in 2025, the executive orders that came down, the big, beautiful bill.

168

00:29:35.320 --> 00:29:37.439

Joy Stephens: And, and all these things, there was a lot of...

169

00:29:37.600 --> 00:29:40.879

Joy Stephens: Uncertainty. AI became a big push.

170

00:29:41.100 --> 00:29:46.760

Joy Stephens: Companies are right-sizing their workforce. They're laying people off.

171

00:29:46.980 --> 00:29:52.389

Joy Stephens: And they're saying all kinds of things, like, oh, AI can do that job.

172

00:29:52.700 --> 00:29:58.819

Joy Stephens: But, you know, now the trend, when you take a look at the larger employers.

173

00:29:58.950 --> 00:30:08.879

Joy Stephens: They are looking at streamlining their workforce, and it is not uncommon for us to see stories in the paper, whether you read the Business Sound,

174

00:30:09.160 --> 00:30:27.509

Joy Stephens: a Puget Sound Business Journal, or, you know, the Wall Street Journal of companies laying people off. And that's gonna affect us. That's gonna affect corporate giving. That, coupled with the fact that nonprofits have lost some of their government funding, both from a state and federal level.

175

00:30:27.620 --> 00:30:41.609

Joy Stephens: And you don't want to give up the services that you offer. You don't want to have to, you know, close the curtains and keep the curtains closed. You want to continue to provide the great programming that you do, so you have to look for the money elsewhere. Where are they looking?

176

00:30:41.740 --> 00:30:43.769

Joy Stephens: Corporate giving. 49% of...

177

00:30:43.770 --> 00:30:44.260

Jordan Lusink (she/her) - ArtsFund: Nonprofit.

178

00:30:44.260 --> 00:30:49.189

Joy Stephens: are now looking at corporate giving. I've never seen that number that high before.

179

00:30:49.670 --> 00:30:50.350

Jordan Lusink (she/her) - ArtsFund: Yeah.

180

00:30:50.350 --> 00:30:53.879

Joy Stephens: You know, from a trending perspective, these are the things we're seeing.

181

00:30:54.670 --> 00:31:14.329

Jordan Lusink (she/her) - ArtsFund: Yeah, for sure. I think that, our last question is, our last prepared question is, when we are seeing these trends in times of tighter budgets, arts funding is often cut first, so how do you make the case to sustain that arts funding?

182

00:31:14.680 --> 00:31:17.850

Jordan Lusink (she/her) - ArtsFund: Sarah Bednar, do you want to start us off?

183

00:31:19.640 --> 00:31:21.870

Sarah Bednar: Sure, I'd be glad to.

184

00:31:22.630 --> 00:31:35.420

Sarah Bednar: I think that we all know that arts gathers our community, it presents different perspectives, it promotes civic and civil dialogue when that has broken down in our culture, but beyond that, really what I am

185

00:31:36.110 --> 00:31:40.059

Sarah Bednar: Looking at and present is how the arts are an economic driver.

186

00:31:40.110 --> 00:31:57.440

Sarah Bednar: How many people we employ, the impact we have on our community when we hold performances, that's based on people going out to dinner, and then they get, childcare, and then they use transportation, and they pay for parking, and all these ways that,

187

00:31:57.680 --> 00:32:11.449

Sarah Bednar: a ticket holder will come into Seattle Center and Seattle to engage with Seattle Rep, enjoy a show, and spend, some of their hard-earned dollars. And so there's a high economic impact. And also,

188

00:32:11.600 --> 00:32:13.890

Sarah Bednar: Arts as a workforce development.

189

00:32:14.180 --> 00:32:31.690

Sarah Bednar: driver, so we've got a really strong workforce development program at Seattle Rep. We just got state certified, the first one in the state, the first performing arts organization in the state to be certified, and we're nationally known, and so that's something that we are also, stressing this year.

190

00:32:33.880 --> 00:32:36.669

Jordan Lusink (she/her) - ArtsFund: Yeah. Sarah, Michael, how are you thinking about this?

191

00:32:38.520 --> 00:32:50.870

Sarah Michael (she/her) - SAM: Those are great points. Wonderful things to think about and sort of keep banging the drum when you're talking to people with those stories. It really matters. I think additional things that I'm really looking at are what are the different

192

00:32:50.870 --> 00:32:59.279

Sarah Michael (she/her) - SAM: programs or events where I have a audience that is maybe overrepresented. So an example of that might be your

193

00:32:59.280 --> 00:33:01.390

Sarah Michael (she/her) - SAM: Higher level donor events.

194

00:33:01.390 --> 00:33:14.660

Sarah Michael (she/her) - SAM: you are overrepresented with higher income, wealthier... higher income people who may be more likely to align with a wealth management firm, or for Sam, I can work with the auction houses,

195

00:33:14.780 --> 00:33:24.809

Sarah Michael (she/her) - SAM: think about what stands out. We're not a good fit for just broad-based general marketing, usually. We aren't... our audiences are not large enough for that.

196

00:33:24.810 --> 00:33:44.069

Sarah Michael (she/her) - SAM: I was also talking with another group this week, I serve on their board, and they have an annual event each year where the CEOs of local arts orgs are overrepresented, so I said, you need to go and find those consultants that those people are constantly hiring, or think about the construction firms that those CEOs are hiring for their capital projects.

197

00:33:44.070 --> 00:33:50.820

Sarah Michael (she/her) - SAM: They're... they're not going to get a sponsorship from Target, but they could get a sponsorship from those really closely aligned partners.

198

00:33:50.820 --> 00:33:56.860

Sarah Michael (she/her) - SAM: So think about, in your story, what do you have that could work in, sort of, that framework?

199

00:33:57.820 --> 00:33:58.470

Jordan Lusink (she/her) - ArtsFund: Yeah.

200

00:33:58.960 --> 00:34:13.709

Jordan Lusink (she/her) - ArtsFund: Randy, do you mind addressing... you know, the arts is not explicitly one of, your focus areas, so how can folks make the case for arts organizations and have them kind of align with those priority areas?

201

00:34:14.350 --> 00:34:17.799

Randy Choy: Yes, thanks, Jordan. I...

202

00:34:18.429 --> 00:34:28.870

Randy Choy: Prior to this year, our priority focus areas were... were broader, much broader, so we've now swung back to more...

203

00:34:28.940 --> 00:34:45.750

Randy Choy: strategic, focused alignment with our... aligned with our business objectives and our business, philosophy, if you will, in terms of growing in the... in the western United States. And as I look a little bit,

204

00:34:45.860 --> 00:34:52.380

Randy Choy: sad to say, the word arts is not on our website there, which...

205

00:34:52.380 --> 00:35:08.019

Randy Choy: But let me just be clear, we do support the arts, Goldman Bank supports the arts in major ways and small ways, and whether sponsorships and potential grants as well. Because we know, and something Sarah Bedner would say... said about the economic

206

00:35:08.020 --> 00:35:30.370

Randy Choy: driver or engine is really important, and certainly you see the word, workforce and workforce readiness, economic development, throughout our, information on, on our website. And so I, I think from, kind of a non-traditional, look at the arts, not just the performances are really important, and getting underserved

207

00:35:30.370 --> 00:35:35.640

Randy Choy: Populations to those performances are really important, and we still support those kinds of things.

208

00:35:35.640 --> 00:35:55.579

Randy Choy: But certainly, as an economic driver for a community, and especially if it's an urban community, but even a rural... we fund a lot of rural communities, and how important the arts is in a small community in Idaho, or Northern California, Southern Oregon, or something like that, or in eastern Washington. Very important. But I think it goes back...

209

00:35:56.260 --> 00:36:03.260

Randy Choy: to the... one of the things I said at the beginning is the importance of our employees being engaged.

210

00:36:03.260 --> 00:36:27.090

Randy Choy: And I think that that is one of the, biggest factors now. It was large before, and it's one of the biggest factors in terms of the potential for support. And if you don't have that, then the, and you're not already connected to us in some other way, it's going to be hard to get any kind of funding from Columbia Bank or the Columbia Bank Impact Fund. So, there are ways,

211

00:36:27.090 --> 00:36:31.479

Randy Choy: Talk about it later today, but certainly on our website, ways to get involved.

212

00:36:31.480 --> 00:36:44.749

Randy Choy: As, in terms of, if you're open to volunteers from the bank to support your organization, your cause, because we have a lot of hearts lovers, in the bank, and happy to make the connection.

213

00:36:46.400 --> 00:36:48.480

Jordan Lusink (she/her) - ArtsFund: Wonderful. Okay.

214

00:36:48.690 --> 00:36:53.700

Jordan Lusink (she/her) - ArtsFund: Joy, do you have something quick to add? I want to make sure we have a chance to... Sure, I'll...

215

00:36:53.700 --> 00:37:00.200

Joy Stephens: I'll make this quick. Two things. Number one. Number one, always remember this, that pendulum...

216

00:37:00.480 --> 00:37:05.389

Joy Stephens: It's gonna swing the other way. We're gonna be back to good times.

217

00:37:05.480 --> 00:37:13.029

Joy Stephens: And things are gonna be rosy, and the economy is going to improve again, and so on and so forth. Folks, you've seen it. If you've...

218

00:37:13.030 --> 00:37:27.950

Joy Stephens: If you're, you know, in your very early 40s, or maybe you've just turned 40, and upwards from there, you have seen this, you've seen this before, and that pendulum is going to switch the other way. Times are going to be good. But one thing I will please.

219

00:37:28.040 --> 00:37:31.949

Joy Stephens: share with you, if I may, and this is something that I hear from.

220

00:37:32.110 --> 00:37:37.730

Joy Stephens: Corporate funders, a lot, is why do they only get in touch with me when they want something?

221

00:37:39.300 --> 00:37:46.099

Joy Stephens: So here's what I have to say for you. Even if a company is not funding you this year, or they didn't fund you last year.

222

00:37:46.250 --> 00:37:47.799

Joy Stephens: Stay in touch with them.

223

00:37:48.290 --> 00:37:55.030

Joy Stephens: Stewardship is paramount to you being successful in the future, because when that pendulum does go the other way.

224

00:37:55.340 --> 00:37:56.600

Joy Stephens: The company's

225

00:37:56.810 --> 00:38:07.460

Joy Stephens: They're gonna remember the ones that stayed in touch with them, even when they weren't giving to the organization. So make sure you have a nice stewardship program in place.

226

00:38:08.710 --> 00:38:10.569

Jordan Lusink (she/her) - ArtsFund: Yeah, very important.

227

00:38:10.590 --> 00:38:22.849

Jordan Lusink (she/her) - ArtsFund: Thank you so much. Oh, alright, I am going to, welcome my colleague Katie Corella on, and she is going to, surface some questions that have been put in the chat.

228

00:38:22.850 --> 00:38:36.170

Jordan Lusink (she/her) - ArtsFund: If you have questions that you are interested in just ask... coming off mute and asking, if you want to raise your hand in Zoom, and we'll get through our chat questions, and then we'll... we'll answer some hand-raised questions.

229

00:38:37.250 --> 00:38:52.879

Katy Corella (she/her) - ArtsFund: Yeah, thank you. I've flagged a few things from the chat. I am Katie Corella, she, her pronouns. I am a middle-aged woman who is wearing a kind of a rust-colored shirt sitting in front of a blurred background with short hair pulled half up.

230

00:38:52.970 --> 00:39:03.179

Katy Corella (she/her) - ArtsFund: So, I... we got a question from Alicia Crank in the chat. Alicia, I'm not sure if you want to come off mute. I'm also happy to read it to the panelists.

231

00:39:06.340 --> 00:39:14.870

Alicia Crank - Seattle Opera: Oh, hi! Good morning! Sorry. I'm multitasking. Hi, everybody. Alicia Cranks, Seattle Opera. Just started there, actually, this is week two.

232

00:39:15.030 --> 00:39:18.970

Alicia Crank - Seattle Opera: I see a lot of familiar faces in here. Hi, Joy.

233

00:39:19.090 --> 00:39:25.959

Alicia Crank - Seattle Opera: So my question... Was pretty much, how are you... how are... how do you leverage

234

00:39:25.960 --> 00:39:42.570

Alicia Crank - Seattle Opera: Especially what's going on right now with governmental funding and the administration that we're working under, what are maybe some tips or tricks or things that you've seen, as far as moves management might be concerned in leveraging, getting more, kind of, corporate sponsorships and dollars?

235

00:39:42.600 --> 00:39:46.490

Alicia Crank - Seattle Opera: To offset some of the, decreased funding.

236

00:39:46.540 --> 00:39:49.249

Alicia Crank - Seattle Opera: That we're seeing governmentally across the arts.

237

00:39:51.520 --> 00:39:57.559

Alicia Crank - Seattle Opera: And I haven't had coffee yet, so I'm sorry if that question did not form completely the way that I'm thinking about it in my head.

238

00:39:58.700 --> 00:40:01.659

Joy Stephens: Yeah, if I may, I'll just,

239

00:40:01.820 --> 00:40:15.629

Joy Stephens: bridge back to the last thing that I said, Alicia, when we're looking at moves management, I think the thing that we need to focus on is make sure you are continuing to build your pipeline.

240

00:40:16.340 --> 00:40:20.069

Joy Stephens: Okay, because if you're not getting funding.

241

00:40:20.390 --> 00:40:33.620

Joy Stephens: that you were used to getting in the past, governmental funding is gone. Well, are you filling your pipeline with new prospects? That's just part of the news... the moves management process. And the other thing that I... that I shared is...

242

00:40:33.650 --> 00:40:47.590

Joy Stephens: steward... stewardship. You know, that's part of the moves management process as well. Make sure you're not neglecting the people who have given to you in the past. And you know, even... now, Alicia, you're in a unique position because you're just starting.

243

00:40:47.840 --> 00:40:58.180

Joy Stephens: And so, you know, you're somebody who could go back even before COVID. You know, who supported the opera before COVID? And can you...

244

00:40:58.470 --> 00:41:01.039

Joy Stephens: Renew those

245

00:41:01.810 --> 00:41:16.749

Joy Stephens: relationships. Now, you're stepping into the shoes of somebody who did a great job over at the opera, so I would imagine... Julia? Yes, Julia did a fabulous job then. I'm sure she has maintained relationships, even in years when companies did not give.

246

00:41:16.750 --> 00:41:31.430

Joy Stephens: To the opera, and that makes it easier for you when you're picking up the baton and running with it, you know, to introduce yourself, have coffee, have lunch, whatever the case might be, and get... let them get to know you, and what a great job you're gonna do, because

247

00:41:31.780 --> 00:41:34.090

Joy Stephens: You've got lots of experience in this area.

248

00:41:35.110 --> 00:41:39.999

Alicia Crank - Seattle Opera: I wanted to say, let me clarify, I'm new to Seattle Opera, but not to corporate finance. That's right.

249

00:41:40.780 --> 00:42:00.490

Alicia Crank - Seattle Opera: But it is the first time that I have to work with, kind of largely governmental, arts fund dollars, and like you said, Joy, just tapping back in with Julia, she and I are having coffee in the next couple weeks, and kind of getting that input from her on what she saw, what was working there, and how to re-engage. So, thank you for that.

250

00:42:04.910 --> 00:42:09.080

Katy Corella (she/her) - ArtsFund: Great. We have, a...

251

00:42:09.930 --> 00:42:19.860

Katy Corella (she/her) - ArtsFund: My inter... internet connection might be a little slow here. We have a great question that's come up a couple of times now.

252

00:42:20.560 --> 00:42:30.580

Katy Corella (she/her) - ArtsFund: just talking a little bit more about networking. So, Carolina asked, what are some of your favorite networking events in the Seattle area?

253

00:42:30.980 --> 00:42:40.320

Katy Corella (she/her) - ArtsFund: And then Teresa asked, are there networking recommendations to sort of start to build those recommend, relationships?

254

00:42:47.360 --> 00:42:54.720

Joy Stephens: Don't mean to monopolize this, folks, but you gotta go where the corporate funders are, and one of the best places to do that

255

00:42:54.860 --> 00:42:59.409

Joy Stephens: is at the Puget Sound Business Journal Corporate Citizenship Awards Luncheon.

256

00:42:59.750 --> 00:43:02.880

Joy Stephens: There are... the room is gonna be full.

257

00:43:03.090 --> 00:43:08.130

Joy Stephens: May the 12th. It is at the Four Seasons 99 Union.

258

00:43:08.700 --> 00:43:17.810

Joy Stephens: And unfortunately, it is sold out. I was able to reach out to Puget Sound Business Journal, and I secured a table of 12.

259

00:43:18.140 --> 00:43:20.290

Joy Stephens: And, so...

260

00:43:20.800 --> 00:43:32.700

Joy Stephens: But you know, that's where they hang out, because they're gonna be recognized. Randy, Columbia Bank is going to be there. I'm not sure who's gonna be representing...

261

00:43:33.030 --> 00:43:43.430

Joy Stephens: the bank, because David Moore Devine told me that he's going to be out of town, he believes, on May the 12th, so he might not be able to be there. But for sure, there's going to be people there from Columbia.

262

00:43:43.430 --> 00:43:44.130

Randy Choy: Sure.

263

00:43:44.130 --> 00:43:52.840

Joy Stephens: Because they're, they're being recognized as one of, the, a wonderful philanthropic.

264

00:43:52.990 --> 00:44:01.330

Joy Stephens: contributor to the nonprofit sector. So, that's my number one thing. Every year, that's the first thing I put down in my calendar.

265

00:44:01.770 --> 00:44:04.299

Joy Stephens: Is to go to that, because they're there.

266

00:44:05.350 --> 00:44:20.899

Randy Choy: Right, and if... thank you, Joy, and just to follow up on that, I was look... turning to my right, and I'm looking at the plaque that we received last year, because I went up there, and we received a nice plaque. It was the first time at the Puget Sound Business Journal luncheon.

267

00:44:20.900 --> 00:44:37.419

Randy Choy: terrific, gathering of corporate funders and nonprofit professionals. If you're... well, we're talking about Seattle area, but Portland, same thing. Portland Business

Journal, we get recognized every year. That's a great place. And it's made me think about, because this is,

268

00:44:37.420 --> 00:44:53.090

Randy Choy: spring gala season, there's, you know, spring gala season, there's fall gala season, so I go to a lot of galas, and I would say, whether it's your organization's gala, or a special event, or you go to someone, another nonprofit's one.

269

00:44:53.440 --> 00:45:00.440

Randy Choy: I'm okay with folks approaching me and like, oh, there's Columbia Banks in the room, because you see they're a sponsor.

270

00:45:00.440 --> 00:45:20.460

Randy Choy: And you can go to the... they have a table, and go and introduce yourself, because there's always a networking component, and I try to, because I think it's part of my job, I'm not one of those who just, okay, the program... the program starts at 6. I will arrive at 6 and sit at my table and not talk to anybody other than my own colleagues. I don't like the...

271

00:45:20.460 --> 00:45:33.219

Randy Choy: That's not a good use of our time, my time. I like to go to the reception to network with my fellow corporate funders and nonprofit folks, so I... so I think that kind of strategy is what... because

272

00:45:33.220 --> 00:45:44.469

Randy Choy: like Joey said, go where corporate funders are. Many corporate funders go to these things, and so that's a great place to meet them or to re-engage with them in a more informal way, a more social way.

273

00:45:46.550 --> 00:45:49.690

Katy Corella (she/her) - ArtsFund: And Sarah, I saw you come off mute, so Michael, yeah.

274

00:45:49.810 --> 00:45:57.019

Sarah Michael (she/her) - SAM: I would love if there was just one place to go, and you knew you could walk out with some new friends. I think for me, it's really just...

275

00:45:57.630 --> 00:46:09.689

Sarah Michael (she/her) - SAM: reminding... getting to know our donors and our board members, and so then, if they're going to an event, they can reach out to me and say, hey, would you like to join me? And making sure that I say yes to these opportunities.

276

00:46:09.690 --> 00:46:18.259

Sarah Michael (she/her) - SAM: You will meet so many more people if you're with someone who already knows that room and can make introductions, and then you can continue those conversations.

277

00:46:18.260 --> 00:46:29.229

Sarah Michael (she/her) - SAM: I'm also more of an introvert. You can go and do these things, even if you are an introvert, and it really helps if you have someone who can be a friendly face and help work your way around the room with you.

278

00:46:30.420 --> 00:46:55.119

Sarah Michael (she/her) - SAM: I think, too, if you are in an organization where your role is only... like, I'm only corporate foundation government, but I do need to get to know the individual donors. That connects to what I'm doing for my job, so making sure I go to the individual events that we have, so I can build those relationships, and they remember I'm here, and they can take me to things, or make connections when they meet someone, you know, at Bank of America.

279

00:46:55.120 --> 00:47:00.050

Sarah Michael (she/her) - SAM: help us reinforce that relationship, things like that. So I hope that's helpful.

280

00:47:02.010 --> 00:47:04.309

Joy Stephens: Another thing are the Chamber of Commerce.

281

00:47:05.150 --> 00:47:14.790

Joy Stephens: If you take a look at... and there's, you know, the two biggies in town is the Seattle Chamber of Commerce, and they've got a fabulous roster of businesses who belong.

282

00:47:15.020 --> 00:47:21.979

Joy Stephens: And then the Bellevue Chamber of Commerce. I mean, you know, Pearl Per Leon of Amazon is the board chair.

283

00:47:22.160 --> 00:47:29.669

Joy Stephens: at the Bellevue Chamber of Commerce, and you go to that event, I... They hang out there.

284

00:47:30.100 --> 00:47:36.750

Joy Stephens: So those, those are places, you know, Sarah, you say, I wish you could go to one place where they all are. Two things.

285

00:47:36.930 --> 00:47:40.300

Joy Stephens: whether it is the Portland Business Journal.

286

00:47:40.590 --> 00:47:46.259

Joy Stephens: awards, ceremony, because they've got one down there as well, or whether it is the Puget Sound business.

287

00:47:46.570 --> 00:48:03.919

Joy Stephens: Journal Awards Luncheon, and then the Chamber of Commerce. Those was probably... and lastly, you may have heard the Columbia Tower Club is closing at the end of

this month. I'm very sad. I have been a member there for the last 10 years, and we have a community impact

288

00:48:04.180 --> 00:48:12.060

Joy Stephens: committee that gave space to nonprofits. Now, that's closing, however, I am moving.

289

00:48:12.420 --> 00:48:18.449

Joy Stephens: my, volunteering work that I do for the nonprofit sector over to the World Trade

290

00:48:18.650 --> 00:48:22.359

Joy Stephens: Center on, Alaskaway.

291

00:48:23.290 --> 00:48:32.599

Joy Stephens: As a matter of fact, we're going to be there this evening. So, that's the other thing, is, you know, in addition to the Chamber of Commerce, there are these clubs in town.

292

00:48:33.070 --> 00:48:41.920

Joy Stephens: that... where businesses, business people hang out, and that's where you want to go. So, World Trade Center, Rainier Club, and so on.

293

00:48:45.370 --> 00:48:54.120

Katy Corella (she/her) - ArtsFund: Great, thanks for your insights. We have a question from Laura Bentley. Laura, did you want to come off mute to ask that question?

294

00:48:58.550 --> 00:48:59.110

Laura Bentley: Hi.

295

00:49:00.900 --> 00:49:01.620

Katy Corella (she/her) - ArtsFund: Thanks, Laura.

296

00:49:02.100 --> 00:49:03.120

Laura Bentley: What...

297

00:49:03.940 --> 00:49:13.609

Laura Bentley: What would you recommend for fiscally sponsored organizations? I remember from Joy's talk saying that there wasn't a lot of space

298

00:49:13.610 --> 00:49:26.329

Laura Bentley: for matches for smaller groups like that? Are there specific areas of corporate giving that we should investigate, or what would you recommend we do for readiness in the future?

299

00:49:32.670 --> 00:49:41.359

Joy Stephens: Laura, I did say that the majority of corporate funders prefer their recipients to be 501c3.

300

00:49:41.480 --> 00:49:50.510

Joy Stephens: The only one that I can think of right at the top of my head who will sponsor or will support a fiscally sponsored organization is REI.

301

00:49:51.780 --> 00:49:58.689

Joy Stephens: Now, if you can put a play out on, in a park, you, you, you're golden. There you go.

302

00:49:59.290 --> 00:50:01.510

Joy Stephens: But outside of that...

303

00:50:02.610 --> 00:50:19.119

Joy Stephens: And... and Randy, I don't know, I believe your requirement is that it does need to be 501c3, however, your associate... your associate-driven sponsorship program does make an exception to that, I believe. It doesn't have to be.

304

00:50:19.490 --> 00:50:26.680

Joy Stephens: 501c3. So, Laura, if you know people who work at Columbia Bank and who support the work that you do.

305

00:50:27.090 --> 00:50:32.230

Joy Stephens: Speak to them, because there are ways that you can

306

00:50:32.440 --> 00:50:35.299

Joy Stephens: Bring in revenue for your organization.

307

00:50:38.130 --> 00:50:51.450

Randy Choy: Yeah, just to add to that again, Joy, the, if you're... if you're interested in funding through the Columbia Bank Community Impact Fund, which is the charitable foundation of the bank, you have to be a 501c3.

308

00:50:51.450 --> 00:51:10.039

Randy Choy: But if it's through our associate-driven sponsorship program, bank funds, more flexibility, 501c3, we support chambers, if those are C6s, trade associations, again, those are different types of funds, but we have flexibility, in the broad, broad universe of Columbia Bank.

309

00:51:11.110 --> 00:51:17.800

Joy Stephens: And if I may explain why that is the case, is because when a company puts money into their private foundation.

310

00:51:19.420 --> 00:51:21.529

Joy Stephens: They have taken a tax deduction.

311

00:51:22.030 --> 00:51:23.940

Joy Stephens: So they're... they're limited.

312

00:51:24.060 --> 00:51:30.760

Joy Stephens: to who they can give their money to, and because they've taken a tax deduction, when they've put the money into their foundation.

313

00:51:31.770 --> 00:51:35.119

Joy Stephens: the money that's in that foundation must go to a 501c3.

314

00:51:35.770 --> 00:51:38.259

Joy Stephens: That's the reason behind it, in case you're wondering.

315

00:51:44.580 --> 00:51:46.760

Laura Bentley: Right, but we're sponsored.

316

00:51:47.660 --> 00:51:55.140

Laura Bentley: by Shunpike, so we're a fiscally sponsored organization that is under that.

317

00:51:55.380 --> 00:52:03.900

Joy Stephens: Yeah, but they're... I mean, I can't speak for all of them, but the whole thing,

318

00:52:05.580 --> 00:52:19.100

Joy Stephens: I don't know, maybe somebody... somebody will, help you, but, you know, it really comes down to who's getting the money, what are they going to do with it, and what is the outcome, what is the social impact of that money we've invested?

319

00:52:19.310 --> 00:52:20.850

Joy Stephens: You know,

320

00:52:22.790 --> 00:52:39.260

Sarah Michael (she/her) - SAM: I think, too, if you're fiscally sponsored, it probably means you're a smaller organization, so as you're saying, it's harder to offer some of the other benefits we do, and so when you're in that phase, it's really relationship-based, so it's figuring out who is on your board, who's coming to your programs.

321

00:52:39.260 --> 00:52:44.069

Sarah Michael (she/her) - SAM: Where do they work? Starting small and building those relationships

322

00:52:44.110 --> 00:52:57.460

Sarah Michael (she/her) - SAM: that already exist will be probably easier for you than trying to reach out to someone like Randy when there's not that connection and there's not that, like, large portfolio of benefits, or engagement that you can offer.

323

00:52:57.460 --> 00:53:05.870

Joy Stephens: And the other thing about it as well, when you go through the 501c3 tax-exempt certification process, it's very thorough.

324

00:53:05.870 --> 00:53:26.780

Joy Stephens: And what it says to the donor, whether it's an individual donor or whether it's a corporate donor, is that the IRS has looked at you very, very carefully. They've examined the work you do, how you do it, who serves on your board, whether you've got bylaws in place, do you have a conflict of interest policy, etc, etc, etc. So what that tells the donor

325

00:53:26.780 --> 00:53:31.109

Joy Stephens: is that this is an organization that I can quite safely

326

00:53:31.110 --> 00:53:45.000

Joy Stephens: and confidently invest in, because the IRS, they've done their due diligence and looked at this organization very closely. Whereas if you're fiscally sponsored, that deep dive has not occurred.

327

00:53:46.340 --> 00:53:52.110

Katy Corella (she/her) - ArtsFund: Let's go ahead, I think we have time for one more question, and I want to,

328

00:53:52.730 --> 00:54:08.449

Katy Corella (she/her) - ArtsFund: pose this question, I think, to **Sarah Bednar**. It was a follow-up question about that great language you used, logo soup, and Kitty wanted to know if we could hear more about logo soup, and, I think, you know, are you saying that it's...

329

00:54:08.460 --> 00:54:15.939

Katy Corella (she/her) - ArtsFund: Great to have more regional sponsors. Yeah, if you could just talk a little bit more about, kind of, what you've learned related to LogoSoup.

330

00:54:17.790 --> 00:54:23.530

Sarah Bednar: Sure. I think of logo soup as... you look at a page, and there's a ton of logos.

331

00:54:23.950 --> 00:54:27.040

Sarah Bednar: And it's a big soup, and there's lots of ingredients in it.

332

00:54:27.200 --> 00:54:28.150

Sarah Bednar: And...

333

00:54:28.240 --> 00:54:45.969

Sarah Bednar: Sometimes that's useful, sometimes it's not. More and more, one of the trends I'm seeing is that companies want to have, fewer logo... they want to be on a page with fewer logos. That to me means that we will ask them to invest more in Seattle Rep to have that.

334

00:54:46.030 --> 00:54:56.510

Sarah Bednar: And so, if you look at, for instance, you can go to Encore Media, you can see all the show programs, and you can take a look at Seattle Reps. You look at our title page, we might have...

335

00:54:56.720 --> 00:55:10.990

Sarah Bednar: two to three individual sponsors, then we might have a couple of, organizational, like, corporate sponsors, and one or two seasoned sponsors. There's just gonna be... there's gonna be plenty of white space and lots of visibility.

336

00:55:11.480 --> 00:55:17.680

Sarah Bednar: If you go to our education and community programs, you're gonna see a wider variety and more

337

00:55:17.680 --> 00:55:36.140

Sarah Bednar: names and logos there. That's because we feel like that's a place where it is really community-driven, we've got more sponsors at smaller levels, we want to give them visibility, they like to know they're in community with one another, and it's... and they're good with that, and so are we, because we appreciate both kinds, and need both kinds of support.

338

00:55:36.140 --> 00:55:43.989

Sarah Bednar: And so... and then if you look at our gala, you know, we'll have 5, 6 logos. And...

339

00:55:44.240 --> 00:55:56.229

Sarah Bednar: And so it's somewhere in between. So, you just have to... I think it's... it's helpful to look at your view... the... the programs and shows and events you're looking for sponsorship and determine

340

00:55:56.280 --> 00:56:13.909

Sarah Bednar: what does the community, what do your funders need, want, and expect to see there? And then, what can you ask for? And make sure it's in alignment, as Randy and Joy and all of us have underscored, with, those... those corporations' needs and desires. So, yeah, think about...

341

00:56:13.920 --> 00:56:16.430

Sarah Bednar: Think about how many ingredients you want in your soup.

342

00:56:16.530 --> 00:56:19.299

Sarah Bednar: And visually, how busy it is.

343

00:56:20.110 --> 00:56:38.349

Jordan Lusink (she/her) - ArtsFund: Yes, thank you so much. I think we are going to wrap it up there. Really appreciate everyone joining us today, and a big thank you to Randy and Sarah Michael and **Sarah Bednar** and Joy for being here today. Thank you so much for taking your time.

344

00:56:38.350 --> 00:56:52.490

Jordan Lusink (she/her) - ArtsFund: We will follow up with everyone who registered for today's panel with the link to the recording. If you are interested in continuing the conversation online among peers, you can join us in the Cultural Partners Connect Slack channel.

345

00:56:52.540 --> 00:57:09.779

Jordan Lusink (she/her) - ArtsFund: Where we'll be talking about takeaways and further curiosities, and we can share a link to, joining that channel in our follow-up email. We'd like to say a final thank you to our sponsors, Wells Fargo, Columbia Bank Community Impact Fund, and 4Culture.

346

00:57:09.820 --> 00:57:17.279

Jordan Lusink (she/her) - ArtsFund: And finally, when you close out of our Zoom meeting, there will be a brief survey that pops up. Please take a couple minutes to complete it.

347

00:57:17.310 --> 00:57:30.039

Jordan Lusink (she/her) - ArtsFund: It's anonymous, that helps us plan events and trainings that will be most valuable to the community. I don't know if any of our panelists have, like, a last word they want to say as we are signing off, we've just got a couple more minutes here.

348

00:57:32.460 --> 00:57:46.760

Joy Stephens: I just want to say one thing, if I may. I am a big believer in the arts. I love the arts, and I think one of the things that the arts does, especially, is it's a wonderful

349

00:57:46.940 --> 00:57:48.650

Joy Stephens: Help for mental.

350

00:57:49.360 --> 00:57:50.869

Joy Stephens: it, you know...

351

00:57:50.980 --> 00:58:02.220

Joy Stephens: You don't have to go far to find a white paper that says how the arts benefit somebody who is... whose mental health is maybe not where it needs to be.

352

00:58:02.220 --> 00:58:11.550

Joy Stephens: You know, you go to Sam, or you go to... you know, you just lose yourself in a play or the ballet, and it's so good for your mental health, and that

353

00:58:12.260 --> 00:58:20.259

Joy Stephens: To me, is a huge... impact that the work you do makes. So, thank you for all you do.

354

00:58:21.990 --> 00:58:27.559

Jordan Lusink (she/her) - ArtsFund: Thank you so much, Joy. Totally agree. It very much helps my mental health. Yeah, Randy...

355

00:58:27.940 --> 00:58:52.549

Randy Choy: Yeah, just a quick note, thank you for the opportunity. I know there's lots of questions and more possibilities for engagement, so please check out, if you haven't already checked out our Community Impact and Partnerships page on our website. Embedded in that is our Community Impact Engagement document that has a lot of information about other resources that you can access, from Columbia Bank to help

356

00:58:52.550 --> 00:58:57.399

Randy Choy: for your cause and your community. And if you have questions, you want to reach out,

357

00:58:57.400 --> 00:59:21.780

Randy Choy: go ahead and send an email to our community inbox, columbiabank at community.com. No, community, excuse me, community at columbiabank.com, and address it to me, and just say, hey, you know, we're on this, the wonderful Hearts Fund-sponsored, webinar, and just have a question. Be patient, may not get back to you right away, but, we get a lot of emails. But I'm open to

358

00:59:21.780 --> 00:59:25.309

Randy Choy: just having the conversation or referring you. So, thank you again.

359

00:59:25.930 --> 00:59:42.740

Jordan Lusink (she/her) - ArtsFund: Thank you so much, Randy. We'll make sure to include that in our follow-up email as well, so that folks have that accessible, and really appreciate that offer. All right, with that, I think we'll say, good afternoon... no, not good afternoon, good morning, everyone! Have a good rest of your day!

360

00:59:42.920 --> 00:59:44.000

Jordan Lusink (she/her) - ArtsFund: Bye-bye!

361

00:59:45.130 --> 00:59:46.140

Sarah Michael (she/her) - SAM: Bye, thank you.