



United Arts Fund Check In Call

April 14, 2020

12:00 – 1:30 P.M. EDT

I. Welcome

A. Ground Rules

- i. Do not speak for a community that you are not a part of.
- ii. Try to assume best intentions.
- iii. Please do not share the details of any conversation(s) outside of this room. We can agree to share what you have learned but not what is said.
- iv. Agree to disagree.
- v. Celebrate our commonalities and respect our diversity.
- vi. Aim for two other people to speak before you speak again.
- vii. If you feel something, share it.
- viii. Be honest, candid, and respectful.

II. Checking In & Community Updates

- A. ArtsWave was supposed to wrap up entire campaign, now working with companies that were supposed to wrap up campaigns, closing \$1.2 million gap. Establishing an emergency fund, but it will only be matched by a few donors and endowment donors. Goal is to raise \$1 million outside the campaign. Working with the sector to operate those who receive operating report. ArtsWave days, paid out all artists for those events.
- B. ArtsFund in Seattle – workplace giving down, and luncheon was cancelled. Board drew from endowment to pay out grants early. Emergency fund raised \$2.8 million in King County. Making a new CEO announcement.
- C. Culture Works, Dayton, OH – kicked off campaign on March 3 before everything changed. FY ends June 30 but they will fund backwards. Response from the community that we shouldn't be fundraising, that they shouldn't be funding for the arts at all. Support fatigue. Asking organizations where they are with operating support. Reaching out with other funding to do a stipend to pay for virtual performances.
- D. City and County of Denver get funds through a special revenue fund. Used the funds to provide grants based on level of need. Part of gig economy. Had to close applications after a few hours because of response. Expansion of the definition allowed them to expand throughout the state. Sales tax dried up if there's stay at home. Brings \$60 million in taxes, January was only month. Only sending checks to small and mid-sized organizations. Looked at allocation from SCFD. Emergency grant. Feeling behind supporting the arts – been vocal and had press to share the benefits of arts and culture about economics. Reminding people of the significance to economy.
- E. Regional Arts & Culture Council, Portland, OR – Whatever money we could move out we did, repurposed professional development grants into a pool for artists. 850 applications and have 1/3rd of the money. Bring together consortium of private funders - \$5-10 million in Portland. Been inspired by Portland's philanthropy, RACC has been leading this. Have the Arts Tax and put aside \$1 million as a rainy-day fund last year, recognizing the spring and marathon. Looking at FY21 and how does RACC stretch. Primarily funded through the city. Looking at sustainability. Launched individual campaign 2 weeks ago, brought in \$20k in 2 days. Reframe the question about arts to

this is about people. How can we experience work differently? Timed ticket entry with the zoo to curate experience with the arts – keep volume down while making it artistic and keep the arts at the table are thoughts and examples.

- F. York, PA – working really hard to be in all the spaces in all the conversations. Transitioned grant pool to artist relief fund. Will let artists talk about what the funds have meant to them. Be proactive, while hearing that arts is not a conversation for right now – shifting the language.
- G. Allied Arts, Oklahoma City – thank AFTA for organizational survey. Funders are asking for the survey results. CDBG funds – looking for the expert for these – NEA/HUD – getting headway on who has this experience (community development block grants) – who locally should this be? Have second meeting with mayor soon.
- H. ArtsGreensboro – launched emergency relief fund. City had committed ½ million and that has been pulled. Corporate and foundation giving is flat, working their way through what this means. Put together a group of what shared services can be offered from the business community. Created ‘marshall’ plan for Greensboro and shared [Louisville business journal article](#). 6, 12 and 24 months out. Working with head of local community foundation and chamber to support basic human needs and including the arts in that.

III. Pivoting Fundraising Campaigns

- A. UPAF – virtual campaign – when our groups need us more than ever, what are creative ways to flex from a fundraising and engagement perspective? FB live performances. Unite with UPAF and post their own materials and push them back to UPAF and get at the heart of the human aspect. Email campaigns that are being deployed. Filmed virtual campaign in Oklahoma.
- B. Allied Arts OK – had to keep staff safe. Used a member agency that does film to create a professional film. Companies invited them to do a virtual presentation. Workplace giving is 24% of campaign. Did campaign just as if it was a room full of people, but the interactive arts activities were done as if they were in home. Arts groups are trying to come up with educational programming for home schooling.
- C. UPAF – heads up workplace giving campaign. Kicked off campaign on March 3. Pivoted to virtual workplace giving. Engage through people working remotely. Have a toolkit and writing workplace giving campaign virtual engagement. 50% of campaigns have been postponed. Will do some of the taping. Focusing on stewardship. Sent virtual singing telegrams to CEOs.
- D. Fund for the Arts – campaign was half-way through and was at \$3.9 million with a goal of \$8.8 million. Extended campaign through August. Increased goal and expanded priorities. Raising money for short-term immediate need but keeping the conversation for recovery funds. Released restricted dollars as much as possible. Doing emergency grants for orgs and individuals.
- E. Adjusting process for grants? - ArtsFund did away with review processes, with panels, got board approval to pay out from last year’s allocations. ArtsGreensboro – following lead of NC Arts Council – no panel review, based on prior years. Transferring grassroots funding into operating funding. January 1 cycle – getting away from project support. Denver – simplifying restrictions and getting funds out the door. Non-application process based on standard organizations. 5 questions to bring equity lens. Equity was at center of all conversations but now we aren’t talking about it. Mayor has requested data on demographics.
- F. Fort Wayne, IN – both a UAF and a facility – transitioning the campaign to a recovery fund. What happens when relief efforts don’t meet the long-term need. Louisville has blended campaign.
- G. Culture Works – using last year’s panel scores to calculate for existing grantees but had 1 new organization coming into the pool, creating a simple ask with financial history. Not using a panel process.
- H. How is the equity work influencing the responses? When we are in crisis mode we respond how we know how to respond. Equity, when embedded, only happens in a response when it’s been

embedded in a structural way. These are very difficult topics to talk about. Defensiveness is valid but we still need to look at data – don't take burden on yourself. ArtsWave – using \$2 million from board reserves and raising \$1million more for recovery funding – 4 areas – ensuring cultural diversity – continuing it as a priority. RACC, PDX – sharing documents on equity lenses that RACC has been working on. Use this opportunity to leapfrog and push equity agenda forward. Now is the time. Line of values with budgets. Since everything is on fire we can be thoughtful about how to support the community. Moving away from independence to interdependence.

IV. Private Sector Opportunities & Innovations

- A. York, PA – new methods of getting money out by sending grants out through paypal and venmo – easy access to money. Let go of paper that we feel we need to cling to.
- B. Denver – have had conversations at a philanthropic lens about power and how to use position – current situation has pushed funders to do that. Simplify, trusting grantees. Important time to look at what we're doing? Look at processes. Re-entry will be gradual, we have to be innovative. When we talk about virtual, we are now more accessible, but we can't assume that every household has access to wifi and computers. What does access look like?
- C. Chamber initiated task force of local leaders in Binghamton, NY. Not able to do emergency relief funding through their organization. Fundraising campaign goes from October to March. Good to hear about giving money up front. Biggest funder is county government.

Request: AFTA send out a brief survey asking about who is running an artist relief fund – strategies about how that is happening? Collecting data on all the discussion from this call. What number of UAFs are extending their campaigns, doing virtual campaigns etc.

V. AFTA Resources & Programming

1. [Coronavirus \(COVID-19\) Resource and Response Center](#)
2. [National economic impact dashboard](#) that shows data from our Economic Impact of the Coronavirus on the Arts & Culture Sector - which as received over 10,000 organizational responses.
3. We are the research partner for Artist Relief, a new \$10 million fund for creative workers. Our survey is designed to gather information about anyone who earns income from an artistic and/or creative practice. The COVID-19 Impact Survey for Artists & Creative Workers has received over 10,000 responses since we launched last Wednesday. <https://www.artistrelief.org/>
4. On-Demand COVID-19 Webinars including How the CARES Act Supports the Arts Sector, and Setting up an emergency relief fund. <https://artsu.americansforthearts.org/COVID-19>
5. Nina is now holding daily office hours for questions about the CARES Act: <https://www.artsactionfund.org/OfficeHoursNina>
6. We're collecting stories about arts and business partnerships <https://www.partnershipmovement.org/>
7. [Randy's blog on the impact of COVID-19 on organizations](#)

Recorded call information:

Topic: United Arts Fund COVID-19 Check In Call

Start Time : Apr 14, 2020 11:45 AM

Meeting Recording:

https://artsusa.zoom.us/rec/share/1JRpNJ7_5nxJQZGXyhHPGYh6N6S-T6a81nIW-PIKzkxCJkZpqymAZmrAP0mMwMZ9?startTime=1586880138000

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