



United Arts Fund Monthly Network Call

September 22, 2020

3:30 – 4:30 p.m.

Call recording available upon request.

UAF/Community Arts Funders Sharing Document:

<https://docs.google.com/document/d/1mXbbNePr4Hk6oqDPj9DS3xf9-FU-sxTllaCDlasba88/edit?usp=sharing>

I. Taking a Look at the UAF Survey Results

ArtsFund - Numbers are in line with ArtsFund – doing what they can to get public funding. Opened up new doors through emergency relief funds. Should be able to carry over some new donors. 77% of relief funders were new donors – trying to carry that forward.

Durham, NC – 85% of recovery fund were new donors.

Lexington – always heavily funded by city government. Made up about 50% of campaign. Have lost about ½ of that. Have a new mayor who is more conservative, they disagree with more public funding. Have a service agreement with the city to provide services. Are hoping that it's a funding slow down and not permanent.

Will people continue their relief funding?

ArtsMemphis – one of 9 agencies eligible for NEA funding to redistribute. Have some CARES funding from the city to redistribute. Will have distributed more than \$500k in relief funds. Own fundraising is focused on unrestricted giving.

Walton County – had an emergency relief fund that was redirected. Had \$100k initially and have given out \$70k in \$1000 grants. Saw in the last round had lower applicant numbers. Surprised and how few applicants there were.

ArtsFund – done relief portion, gave \$5.3 Million – recovery and reimagination is more exciting for donors. From grantee perspective, the grants are a drop in the bucket of what they need. \$25 million orgs have a budget of \$9 million. They are asking for advocacy, more federal funding, bringing together back end support, consolidated services.

Broome County – Foundations didn't want to give funding, but county put them on ice. County turned and said they would meet their 2020 allocations, and fund at the same level in 2021.

II. United Arts Funds vs Community Arts Funders

Looking at the definition: United Arts Funds (UAFs) are local arts agencies whose main function is to raise money from local individuals, businesses, and foundations to regrant to local arts institutions and provide support to the cultural community. UAFs seek to raise money to provide ongoing support to arts groups

by consolidating cultural fundraising efforts in one organization, and use their knowledge of the cultural community to disperse the funds accordingly.

75% of your COVID relief funds were open to individual artists/creative workers and 42.9% of you made the funds available to new organizations. 82.1% of you found funds from new sources and 52.2% of you said you were planning to evaluate or reconsider your strategy to grantmaking and allocations.

Does this description of the network ring true? If not, how would you like to be connected as a network?

St Louis - Fundraising piece in the private sector is the piece that binds this network. Are we an arts fundraiser or funder? None of us can do the work without the revenue stream. It's such a specialized approach. None of the arts organizations have access to the donor pool. Relationship with the private sector is critical. Have changed the allocations.

Seattle – apart from the private sector connections, as a group of UAFs and on a national level to change the arts sector – do we have a voice to move the needle. Change funding models as a whole and collaboration models. Is this the group of organizations that has the political will, the private sector connections and connections to arts groups to shift the way they do business in their communities.

Lexington – diversity of this group is a strength. The diversity of opinions, and model sharing.

Do people want to work on something together?

St. Louis – campaign met its goals. Struggling with apathy with longtime grantees around thinking about what has to change. Old models have to change and guide into new ways of thinking – newer organizations embrace change. How to leverage corporate partners to help move the field question.

St. Joseph, MO – not having that issue except internally. Feeling of frozen and not wanting to make missteps is happening inside the organization. Changed allocations a few years back. Now is based on budget.

St Louis – completed in 2016. Took three years to pair some folks down and reallocate more proportionally. It made the process more competitive. Was at the bequest of their donors. They really questioned the allocations to the biggest legacy organizations. Followed donor wishes to fund next generation of arts organizations. They think you're taking something away from them.

Working together – sustainability toolkit for different types of organizations – models for symphonies to use etc that UAFs could use.

ArtsFund – ways to work together to 'grow the pie'. Coordinated effort around high level messaging. What are the top 3 – 5 things are that we believe in that apply to all organizations. Stand behind this as a large group with representation. What does the future of the funding model look like? Social venture capital and return-based funding models (Social Venture Partners) – doing investment-based funding – really low return. What would \$1 billion of investment capital look like into the arts sector? Nation-wide – approach social venture funds to infuse the sector – use the UAFs as distributors. Use the funds to retool the way organizations do business. How do we make our sector attractive and show there's a return?

RACC/PDX – Very interested in this - Investment capital is one way, donor advised funds is one way (earning proceeds in order to process grants).

Please send ideas or requests to jstern@artusa.org

Saved Notes from Chat Box:

- **Jessica Stern:** Please go ahead and add your thoughts or allocations percentages here in the chat.
- **What is that definition of standard UAF organization?**
- **From Jessica Stern:** United Arts Funds (UAFs) are local arts agencies whose main function is to raise money from local individuals, businesses, and foundations to regrant to local arts institutions and provide support to the cultural community. UAFs seek to raise money to provide ongoing support to arts groups by consolidating cultural fundraising efforts in one organization, and use their knowledge of the cultural community to disperse the funds accordingly.
- **From Jessica Stern:** <https://www.americansforthearts.org/news-room/arts-mobilization-center/creative-workers-to-work>
- **Broome County:** It would be helpful for me to know everyone's parameters for funding. We are in a tight corner with our Legacy orgs. I am hoping to change our parameters to be more equitable and inclusive
- **LexArts:** We have discussed for several years reducing the level of funding for legacies. Covid forced us to reduce those levels this year to what we had hoped to do over three years.
- **From Jessica Stern:** Legacy organization funding has been a big issue for many UAFs. Are there folks here who have changed their allocations prior to COVID who have any advice or thoughts on moving them through that process?
- **Greater Hartford Arts Council:** Here at the Greater Hartford Arts Council our administrative fee is generally 10-12% on program administrative fees. so, for new partnership programs we create (granting programs, concert series, public programs, etc.) we take this administrative fee. we are looking to increase that because it seems low based on national averages we see.
- **St. Louis:** we changed our allocation starting in 2016 and reallocated over 3 years communication is important
- **Greater Hartford Arts Council:** we changed our legacy funding to be 33% of our unrestricted operating support grant program. it's been a 3-year step down from about 50% of the pool to the 33%. this is year 3 of that process.