

**United Arts Fund Monthly Network Call**

March 30, 2021

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-sxTIlaCDlasba88/edit?usp=sharing**](https://docs.google.com/document/d/1mXbbNePr4Hk6oqDPj9DS3xf9-FU-sxTIlaCDlasba88/edit?usp=sharing)

1. **Updates**

St. Joseph, MO – Kicking off arts fund campaign. Has become a mail campaign. Not meeting with new people. The mail in pledge cards are coming in faster this year, very encouraging. Businesses are hurting but still hopeful. March/April limited campaign. Funded agencies do not raise funds.

LexArts kicked off campaign. Kicked off on YouTube and FB Live. Launch is about 400 people in person, they had 800 people virtually. Makers Mark has selected LexArts to receive proceeds - $60k/year. Campaign runs through mid-June.

Do others have a blackout period? Just ArtsinStark. Partner organizations that were critically funded during that time.

Broome Co engaged GOS recipients to participate in the campaign. Some have said yes, project recipients largely said no. Had to remove upwards of $80k out of the budget because the county doesn’t yet know what the state will provide.

LexArts – blackout periods, written into contract with GOS grantees, they stipulate that they’re not in a blackout period but they are expected to engage their board in the LexArts campaign and give to the LexArts campaign. Providing incentives to partner boards, with a small additional sum of money.

Culture Works did away with board incentives, board members were dropping off small amounts of cash it was hard to track, and it wasn’t in the spirit of what they were trying to do with their program. Trying to evaluate on quality of programming, rather than giving as a result of incentives.

What about equity strategies?

ArtsMemphis eliminated requirement – knowing the make up of some grantees it wasn’t congruent with their equity strategies. How do we engage these new grantees to build awareness about ArtsMemphis. What is the awareness building rather than a requirement of giving.

St. Joseph – pre-COVID they raised $265k which was over goal. Funded agency’s buy-in and volunteered to participate in the campaign.

ArtsMemphis – had to decrease support of arts organizations in COVID, anticipating being back on track in FY22 and are working on recovery and resiliency efforts this year. Some priorities outside are how do they support organizations that are trying to enhance capacity and support orgs led by people of color. Trying to raise additional money. Trying to make sure they’re jumping on relief funding at state and local level. Are others working on strategies around relief funding?

LexArts – county is not in as bad shape as it could have been. County may get $60 million and it may get filtered through.

Putting Creative Workers Working platform has 16 points for creative worker strategies – working to embed it into the infrastructure bill.

1. **United Arts Fund Network Needs**

NORO Arts (Nancy?) – the arts help with health and wellness – talk about the services we give and express how the arts really does alter how we perceive the world. Put non-arts partners in the position to reflect on these things.

Comparing by population and per capita is really helpful as Culture Works develops new fundraising campaigns. Each person is contributing X amount of money for the arts.

Percentage of where the money comes from (Private/Fdn/Public/Individual).

Type of campaigns are really different

Equitable grantmaking

Evolution of campaigns, changes that have been made, and changes being considered

Select or talk to a couple of leaders and run a few different campaigns and been through processes and have them present their trajectory.

Can we learn from United Way’s – what are they doing?

Coming out of COVID what may change with campaigns?

**Saved Notes from Chat Box:**

* From Nancy : Would there ever be a case where a GOS recipient from one year did not get funding the next year?
* From Jessica Stern : I'm adding in information about the Shuttered Venues Operating Grant with the SBA: https://www.sba.gov/funding-programs/loans/covid-19-relief-options/shuttered-venue-operators-grant
* From Lara Garritano NEA : and we should have more details on NEA American Rescue Plan funds by late April, so stay tuned!
* From Jessica Stern : Here's also information from the Arts Action Fund about PPP, Shuttered Venues and other relief efforts: https://www.artsactionfund.org/svog-application-portal-update-31921
* From Jessica Stern : Here's the link to the Getting Creative Workers working platform: https://www.creativeworkers.net/
* Jessica Stern : Here are the state profiles on the NASAA site related to the new BEA data: https://nasaa-arts.org/nasaa\_research/creative-economy-state-profiles/
* From Barbara Schaffer Bacon : https://blog.americansforthearts.org/2021/03/17/10-reasons-to-support-the-arts-in-2021