



## **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-sxTllaCDlasba88/edit?usp=sharing>

### **I. Updates**

**St Louis** – in the middle of resuming workplace giving campaigns, well attended gatherings. Annual St. Louis Arts Awards – doing this in person. In a circus tent with open sides – 350 is sold out – half of normal capacity. Not selling a virtual stream, offering it to those who don't feel comfortable. One sponsor doesn't allow their employees to attend so they are doing the virtual. 30<sup>th</sup> anniversary year. Table is \$3000, \$75k presenting sponsorship.

**UPAF** – 5 weeks to go, indications are that everything is on target. Still working through the effects of COVID on business cycles. Hosting 82 workplace campaigns between now and the end of May. Shifted 3-day event to a 1-day event. 1000 participants, expect 2500 participants in June. Usually have 175 workplace giving campaigns. Tried to put in new technology options for smaller campaigns. The 82 are the traditional campaigns with lots of activities. All virtual this year. 60 virtual assets – 30-second clip to 3-minutes by all workplaces to share in companies. Have seen donor numbers increase. Up about \$120k. Will be more strategic about where they go in person, will likely keep it virtual to some extent. Can control assets and make sure it's consistent across businesses.

**RACC** – had an arts advocacy day and it was all virtual. There were great benefits to that. It was voiced to continue to do some kind of hybrid event. There wasn't extra expense for travel and accommodation, people didn't have to miss work. Benefits of virtual are apparent.

**Culture Works** does a year-round campaign, but it's up to what the businesses want, and they run in tandem with United Way. Can give good attention to the campaigns that happen at different times of the year.

**ArtsMemphis** – on a year-round fundraising campaign, not a lot of workplace giving, but are ahead of where they have been for the last couple of years. Getting back to operating support grant levels from before the pandemic. Hopeful for some ARP dollars. Having conversations with new corporate donors, or to consider one-time increase. Granting to smaller BIPOC-led organizations. In the midst of approving new bylaws – took 6 years. Took detail about grantmaking out of bylaws and into a grantmaking policy.

**Broome County** – keeping new ways of doing business – what grantmaking changes have been made for COVID and are permanent?

**Fort Wayne** – moving to a resilience fund and have been able to pull in organizations that aren't part of the 'chosen few'. Define as a LAA not as a UAF. Shift in thinking, will radically change the way that they approach grantmaking. Were able to raise \$2.8 million – much bigger than any previous campaign. Distributing dollars on a quarterly basis. Getting ready to distribute the final amount of that fund. Organizations are eager to get back to

programming. But they know that the audience will be slow to come back. Should they do a recovery fund vs a resiliency fund? Allows Fort Wayne to have time for community engagement and dialogue. Donors and grantees are seeing Arts United in a different way – they are becoming advocates. Proposing to city and county council to take ownership of buildings and operating them. Business leadership is excited about the new model and is ready to help and serve as a new advocates. Started the transition with a cultural vision in 2015. Collected 2300 points of information. Have to decide exactly who they serve. Took until 2020 to fully transition out of the old model. Do it with the organizations on board.

**UPAF** working to be careful around how people are redefining their efforts around racial equity and inclusion. Where do you stand with groups that you fund – where are they are on the continuum?

**Denver Arts & Venues** – How to Be an Anti-Racist Organization webinar series. 1200 registrants every month globally. Give the power away and continue learning. <http://www.artsandvenuesdenver.com/diversity-equity-and-inclusion-initiative/edi-event-resources> Had a strong Black Mayor who is welcoming of this kind of work and prioritizes it.

**Fort Wayne** - Traditional organizations say they value DEI, but they don't have an actual policy. Part of it is changing people's minds about the value and necessity. Mayoral initiative on cultural competency. Funded organizations board and staff to go through the training. Has allowed arts and culture leaders to get outside of the arts and culture bubble. Contribute to a culture of belonging.

## **II. Americans for the Arts Updates**

[Part 1 of “How to Partner with Your Chamber of Commerce” series is now available on ArtsU.](#) This three-part curriculum will guide local arts leaders on how to build strong and lasting partnerships with their local chambers of commerce to achieve shared community and economic development goals. Part one of this series will establish a foundational knowledge of local chambers of commerce, the networks in which they operate and that serve them, how to navigate a traditional business environment, and basic activations a local arts agency can undertake to establish a partnership.

Each of the three modules includes three pre-recorded sessions, a digital toolkit and period live conversations. We encourage participants to review the pre-recorded sessions prior to joining a live conversation and to bring questions or examples of chamber partnerships in their community.

Americans for the Arts recently introduced our [new online glossary of terms and definitions related to the inclusive creative economy](#), and a full website of resources, information, and action related to developing an inclusive creative economy. With broad input, feedback, discussion, and consideration, this glossary seeks to provide a place to share language, connect with and circulate language used by partners and leaders in and outside of the arts, and provide learning about the full scope of the creative economy.

There are [two recent webinars that explore the language and how it comes to live in practice available on ArtsU.](#) Additional programming is being planned for the Annual Convention, and information about those sessions can be found on the Creative Economy page under the “Action” tab.

### Saved Notes from Chat Box:

- **From Cynthia Prost** : <https://keeparthappening.org/what-we-do/st-louis-arts-awards/2021-st-louis-arts-awards>
- **From Nancy** : Cynthia, you don't use your grantees for the performances or you do? (You mention bringing in a performance)
- **From Patrick Rath - UPAF** : Great work Susan! Love your evolution
- **From Nancy** : Susan, how do you decide what that community priorities are? Are you working with the municipality? Health care? Universities?
- **From Elizabeth Rouse, ArtsMemphis** : We're framing our recovery fund around these areas and will share more detail as we go out with this: 1) stabilization of orgs 2) artists at work 3) leaders of color are supported 4) strong programming with effective marketing 4) collaborations & systems for efficient operations 5) safety net reserves. We're creating this based on data we've collected from arts orgs and artists over the last 13 months.
- **From Nancy** : Thanks Susan. Thanks Elizabeth.
- **From Tariana Navas-Nieves (she/her/ella) Denver Arts & Venues** : <http://www.artsandvenuesdenver.com/diversity-equity-and-inclusion-initiative/edi-event-resources>
- **From Tariana Navas-Nieves (she/her/ella) Denver Arts & Venues** : This is the link - all sessions are recorded
- **From Nancy** : Thank you Tariana!
- **From Jessica Stern** : I'm sharing the link to the ArtChangeUs Community Cultural Benefits training and toolkit: <https://artsinachangingamerica.org/ccb-trainings/>