

2018 ANNUAL REPORT

GREATER PHILADELPHIA CULTURAL ALLIANCE

greater
philadelphia **cultural**
ALLIANCE

ON BEHALF OF THE BOARD OF DIRECTORS AND THE STAFF OF THE GREATER PHILADELPHIA CULTURAL ALLIANCE, WE ARE PLEASED TO PRESENT THIS REPORT ON OUR PROGRAMS, ACTIVITIES AND FINANCIAL HEALTH FOR OUR 2018 FISCAL YEAR (JULY 1, 2017, THROUGH JUNE 30, 2018).

Thanks to continued support from longtime institutional funders and an ever-growing base of individual donors, in FY2018 the Cultural Alliance delivered great value to our **430+ member organizations** in our two core pillars of **Advocacy and Audience Engagement**, and we represented the collective voice of arts and culture to the larger civic community and the general public. Our research, programs, services and events were laser-focused on the issues that will help cultural organizations to stay relevant and become more sustainable: earned income, public support, individual giving, **Creative Youth Development** and – perhaps the great issue of our time – **Diversity, Equity and Inclusion**.

Our overarching goal in FY2018, as it is every year, was to support and strengthen a vibrant and diverse culture sector that is delivering significant economic and social impact to the people who live, work and play in Greater Philadelphia. Arts and culture is one of our region's most vital public assets, and the Cultural Alliance is committed to keeping it that way.



MAUD MARGARET LYON

President, Greater Philadelphia Cultural Alliance

Maud Margaret Lyon



CATHERINE M. CAHILL

Chair, Board of Directors

Catherine M. Cahill

ADVOCACY

LEGISLATIVE AFFAIRS

FY2018 was a very busy year for advocacy on the federal level, defending appropriations for NEA, NEH, IMLS and other programs, which ultimately received increases. We also advocated to preserve charitable deductions in tax reform and the Johnson Amendment, which affects nonprofit advocacy. Arts funding in the Commonwealth remained steady. In Philadelphia, we succeeded in exempting nonprofits from a new Construction Privilege Tax in the city. The Cultural Alliance continued to support the sugary beverage tax, which ultimately cleared all legislative and legal hurdles. Advocacy staff continued to monitor the Rebuild program to improve recreation centers and libraries and organized a workshop to connect capital-project planners to artists who specialize in community engagement.

609
ADVOCATES
TOOK

821
ACTIONS
AND SENT

1,793
EMAILS TO THEIR
STATE AND FEDERAL
LEGISLATORS

THE RISING TIDE

APRIL 11, 2018

A panel discussion of intersectional advocates to discuss advocacy fatigue and best practices for avoiding it, featuring:

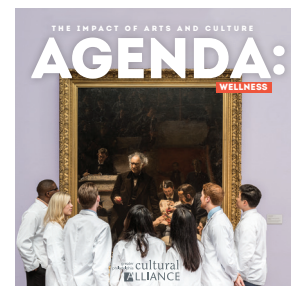
- Rhona Gerber (Ceasefire PA)
- Rebecca Kirzner (HIAS)
- Steve Preston (Office of Mayor Jim Kenney)
- Michelle Currica (Philadelphia Cultural Fund)
- Amelia Dogan (STAMP Teen Council Member)

RESEARCH

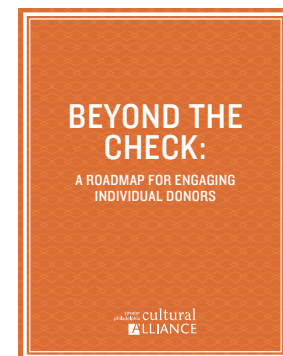
Our **AGENDA** series highlights the impact of arts and culture on important civic issues, giving us a platform to reach new advocates outside the arts and to help our members frame the social impact of their work. **AGENDA: PROSPERITY**, released at the Annual Meeting in September, documented the \$4.1 billion annual economic impact of the region's cultural sector.



AGENDA: WELLNESS focused upon how the arts help medical professionals to improve diagnostic skills, avoid burnout and improve patient outcomes. It premiered at Jefferson University's Fusion: Innovation Across Disciplines symposium in April. On May 6, the College of Physicians and the Cultural Alliance co-hosted a story slam with medical residents and doctors telling stories of their medical experiences. It was also highlighted in the Philadelphia County Medical Society's spring 2018 magazine.



BEYOND THE CHECK: A ROADMAP FOR ENGAGING INDIVIDUAL DONORS explored what motivates donors to give to the arts and barriers to giving, particularly for high-net-worth donors. Findings included the importance of social impact case-making and of including diversity in development campaigns. Beyond the Check research was presented in four professional development sessions:



- ▶ *Cultural Leaders' Breakfast* – in April 160 board chairs and CEOs/executive directors attended this learning and networking breakfast.
- ▶ *Fundraising Professionals* – in May 100 development staff joined roundtable discussions about these findings and their fundraising challenges.
- ▶ *Partner event with the Association of Fundraising Professionals and PHLDiversity* – in June 50 people explored the need for diversity in every aspect of fundraising.
- ▶ *Partner event with Vanguard Charitable* – in July 100 people attended a panel discussion about Next Gen philanthropy.

PENNSYLVANIA PARTNERS IN THE ARTS

The Cultural Alliance received 128 applications for **Project Stream** and 71 grants were awarded to organizations and artists, distributing \$95,434. **Program Stream** grants totaling \$278,236 were awarded to 88 organizations.



THE CULTURAL ALLIANCE IS THE LARGEST REGIONAL RE-GRANTOR FOR THE PENNSYLVANIA COUNCIL ON THE ARTS.

View the full list of **2017-2018 PROJECT STREAM GRANTEES**

ENGAGING YOUNGER SUPPORTERS

The Emerging Leaders Circle of the Cultural Cabinet successfully raised financial support for advocacy and is building the next generation of civic leadership for arts and culture.



The Emerging Leaders Circle at the Cultural Cabinet annual reception, May 2018.

AUDIENCE ENGAGEMENT

NEW STAFF

Several new Cultural Alliance staff members joined the audience engagement team. They bring expertise from commercial digital marketing and innovative approaches to communications. The team sees audience engagement through a more proactive and comprehensive engagement lens. Our goals are to increase cultural participation and maximize earned revenue to sustain arts and culture.

AUDIENCE BEHAVIOR RESEARCH

The Cultural Alliance was a partner with TDC and JCA on two research projects to learn more about how audiences engage with cultural organizations, involving 11 performing arts organizations and five museums. This included the development of the Audience Engine database totaling nearly 640,000 households and two audience surveys: one with Kate Prescott and Associates to survey audiences of the 11 performing arts organizations and one survey of the five museums conducted by Sandra Radoff.

PHILLYFUNGUIDE

Our staff began conducting an intensive evaluation of the impact of our marketing programs, Phillyfunguide (now in its 16th year) and Funsavers, and exploring new marketing approaches.

**PHILLYFUNGUIDE
PROMOTED
15K+
PROGRAMS**

**FUNSAVERS SOLD
15K+
TICKETS
AND REACHED
117K+
SUBSCRIBERS
GENERATING \$159K+
IN REVENUE FOR
149 ORGANIZATIONS**

DIVERSITY, EQUITY AND INCLUSION (DEI)

STAFF AND BOARD

DIVERSITY

Staff diversity increased from 18 percent people of color in 2017 to 36 percent in 2018. Board diversity declined slightly due to board turnover: in 2018 30 percent of the board were people of color and 83 percent were women.

DIVERSITY IN

CULTURAL WORKERS

The Cultural Alliance began attending job fairs across the city to promote the listings on our online Job Bank to a more diverse pool of potential applicants.

EQUITABLE FUNDING

In partnership with Philanthropy Network Greater Philadelphia, we began to raise awareness of how inequitable the distribution of cultural funding is in our region and developed plans to overcome barriers that prevent funding from going to community-based and diverse arts and culture organizations.

DEI AFFINITY GROUP

More than 60 arts and culture professionals participated in three meetings in FY2018 to help the Cultural Alliance implement our **DEI ACTION PLAN.**

CREATIVE YOUTH DEVELOPMENT

Our STAMP pass provides Philadelphia teenagers with free admission to more than 20 museums and cultural attractions. STAMP received a major upgrade in April with the launch of the STAMP mobile app, which improves communications, incentivizes cultural participation and provides data on teen activity in the program. Our STAMP Teen Council ensures that the voices of youth are heard in every aspect of the program. In November, the Cultural Alliance organized a summit of the teen councils of seven partner organizations to explore broader issues of cultural and civic engagement.

**THE BLOOMBERG ARTS
INTERNSHIP PHILADELPHIA
PROVIDED PAID INTERNSHIPS
TO 50 STUDENTS ACROSS
A WIDE RANGE OF
ORGANIZATIONS IN
PHILADELPHIA.**



STAMP

NEARLY 50 TEENS PARTICIPATED IN A PARTY HOSTED BY THE STAMP TEEN COUNCIL & THE PAFA YOUTH COUNCIL TO CELEBRATE THE LAUNCH OF THE STAMP APP.



IN FY2018, MORE THAN
5,000
TEENS
HAD SIGNED UP FOR STAMP

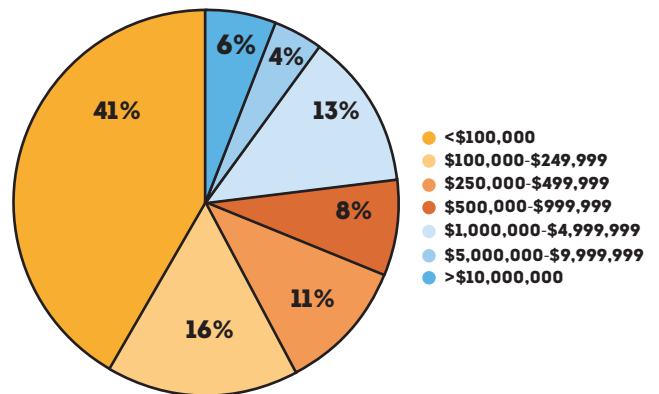
MEMBERSHIP

For 46 years, the Greater Philadelphia Cultural Alliance has amplified the voices of arts and culture nonprofits in the region. In FY2018, 434 organizations and groups were members. In our 2018 spring member survey, 92 percent were either very satisfied or satisfied with the value of their membership. The Job Bank, Phillyfunguide, Funsavers, research reports and advocacy were among the highest-ranked programs according to survey participants.

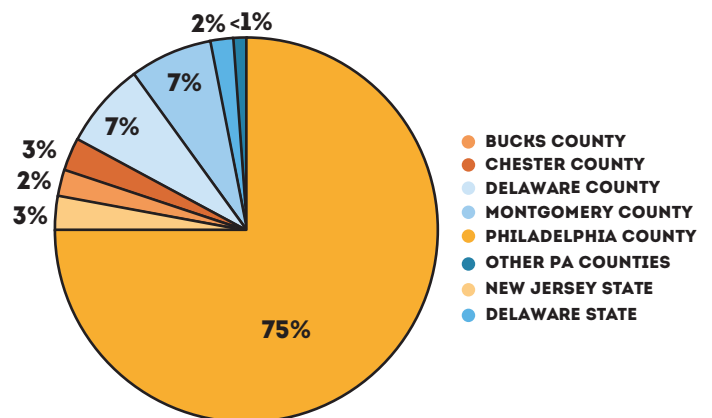
MORE THAN 500 ARTS AND CULTURE PROFESSIONALS GATHERED FOR THE ANNUAL MEETING



**2018 CULTURAL ALLIANCE
MEMBERSHIP BY BUDGET SIZE**

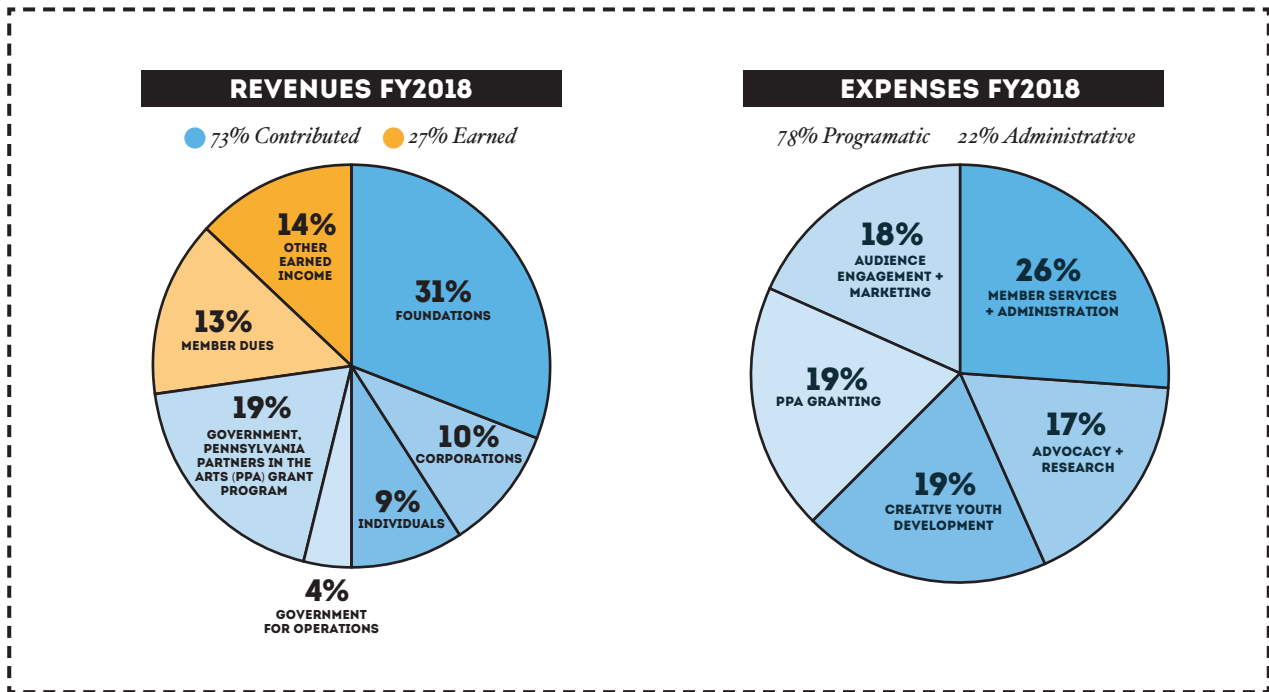


**2018 CULTURAL ALLIANCE
MEMBERSHIP BY AREA**



FINANCIAL REPORT

The Greater Philadelphia Cultural Alliance ended FY2018 with an unrestricted surplus of \$75,744 for a budget of \$2.2 million. Our reserve fund totaled \$1,215,000, equal to 6.3 months of operations, well exceeding the minimum set by the Board of Directors.



View the **AUDITED FINANCIAL STATEMENT** for FY2018.

BOARD OF DIRECTORS

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Taller Puertorriqueño

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Customer Experience Communications,
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La Salle University

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Association for the Colonial Theatre

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External Affairs, PECO

SIOBHAN A. REARDON

President & Director,
Free Library of Philadelphia

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Vice Provost & Lenfest Executive
Director, Center for Cultural
Partnerships at Drexel University

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Executive Director,
Al-Bustan Seeds of Culture

NADYA K. SHMAVONIAN

Director,
Nonprofit Repositioning Fund

IVY SILVER

Founder,
Sparkplug Innovations

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Philadelphia City Council*

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Chief Administrative Officer,
Philadelphia Convention
& Visitors Bureau

ELIZABETH WARSHAWER

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EBW Consulting, LLC

PATRICIA WELLENBACH

President & CEO,
Please Touch Museum

100% OF OUR BOARD DONATES ANNUALLY

STAFF

MAUD LYON	President
STUART ADAIR	Chief Officer for Finance & Administration
TOM BONNER	Grant Manager, Bloomberg Arts Internship
CHRISTINE DANCEY	Audience Services Manager
FRANCES ELLISON	Assistant Manager of Digital Marketing
ELIZABETH ESTRADA	Digital Communications Coordinator
LAUREN GILMORE	Manager of Membership & Administration
RICHARD HAYES	Accountant
ROBERTA JOHNSON	Vice President of Audience Engagement
TAJA JONES	Associate Director of Development & Board Liaison
NICOLE KALITSI	Diversity Coordinator Co-Op
KHYRA LAMMERS	Internship Manager, Bloomberg Arts Internship
MICHAEL NORRIS	Chief Strategy Officer
KELLI PAUL	Vice President of Development
ANNE MARIE RHOADES	Vice President of Advocacy & Strategic Partnerships
ALLISON VANYUR	Grants & Events Manager
KRISTEN VINH	Strategic Communications Manager

MISSION STATEMENT

**WE LEAD, STRENGTHEN AND AMPLIFY
THE VOICES OF A CULTURAL COMMUNITY
THAT IGNITES CREATIVITY, INSPIRES
PEOPLE AND IS ESSENTIAL FOR
A HEALTHY REGION.**

SUPPORTERS

AMBASSADOR CORPS (\$7,500 OR MORE)

Kathy H. Christiano
Joseph and Marie Field
Carole Haas Gravagno
David W. Haas

Virginia and Harvey Kimmel
Nadia R. Kunz
Leslie Anne Miller and Richard Worley

LEADERSHIP COUNCIL (\$2,500-\$7,499)

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Robert Capanna** and Cathy Coate
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Brian and Sherry Effron
Linda and David Glickstein
Jon and Joanne Harmelin
Victoria Le Vine
Joanna McNeil Lewis

Maud Margaret Lyon
Howard Meyers
Elizabeth A. Murphy
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Rosalind Remer
Charles and Dr. Mindy Goldberg Rose
Ivy Silver and Steven Leshner
Elizabeth Warshawer
Constance and Sankey Williams

CULTURAL CABINET (\$1,000-\$2,499)

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Gwen Borowsky
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Tobey and Mark Dichter
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Gail Harrity
Deborah Gill Hilzinger
Ann Marie and Terry Horner
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Virginia A. Logan
Nadine Lomakin
Priscilla Luce
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Joseph Manko Sr.
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Glenn Stefanowicz
Jim and Keith Straw
Sheldon Thompson
Rich Tolsma
Angela Val
Roselyn and Stephen Weinstein
Ralph Wellington
Tracy Anne Wenzinger
Thomas C. Woodward

THE EMERGING LEADERS CIRCLE (\$300)

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Katie Chisholm
Kathy H. Christiano
Rachel Dukeman
Julia Durkin
Kelley Fazzini
Jodi Friedman
Sipi Gupta
Erica Hawthorne-Manon
Megan Helzner

Dan Keith
Kara LaFleur
Adam Lesnick
Megan McNeely
Mark Mills
Briana Morgan
Megan O'Shea
Erlina Ortiz
Blair Poole
Jessica L. Powers
Timshel Purdum

Matt Rader
Anita Ranjani
Donyale Reavis
Ashleigh Reibach
Laurie Rothenberg
Kelly Schempp
Lindsay So
Latiaynna Tabb
Anneliese Van Arsdale
Nicole Allen White

***Deceased*

ANNUAL FUND

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Kim Berger
Dr. Charles and Judith Blumstein
David Bradley
Susan Byer
Donald R. Caldwell
John Cannon
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Arlene Crosson
Frances DeMillion
Linda Donnelly
Laura Foster and Aaron Goldblatt
Donald Friedman
Valerie Gay
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Lawrence Green
Sondra Greenberg
Michael Hairston

Diane Hall
Phyllis Halpern
Stephanie Harmelin
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Nanci Hersch
Archibald Hewes
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Michael Kay and Dorilona Rose
Joan Kimball
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Jan Michener
Marsha Moss
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Larry Passmore
Diane Pieri (*In Honor of Philadelphia Artists*)
Kenneth Richman
Elena P. Saboe
Schultz and Williams
Dianne Semingson
Nancy Shaw
Susan Sherman
Robert Stewart
Maria Sturm
Richard Umbrecht
Robert Wallner
Steve Wasserleben
Michelle White
Vera and John Wilson
Jerry Wind and Barbara Eberlein
Anonymous
Anonymous (*In Memory of Charlotte Isen*)

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