

2020 ANNUAL REPORT

GREATER PHILADELPHIA CULTURAL ALLIANCE

greater
philadelphia cultural
ALLIANCE

On behalf of the board of directors of the Greater Philadelphia Cultural Alliance, we are pleased to present this report on our programs, activities and financial health for our 2020 fiscal year (July 1, 2019-June 30, 2020).

The 2020 fiscal year was one of the most challenging in the 48-year history of the Cultural Alliance. It was a year in which the COVID-19 pandemic upended any sense of normalcy or predictability. In March 2020, the staff transitioned to working from home overnight, as did the majority of the region. This brought new challenges and uncertainties for the Alliance's programming, services and resources. As a result, the Alliance refocused on the core of our mission: to lead, strengthen and amplify the cultural sector. When faced with clearly insurmountable challenges, the Alliance's mission became our guiding force and we directed our efforts to where we could have the maximum impact at this critical moment.

We hope that this report provides an understanding of the impact of the Cultural Alliance during this tumultuous year. Our services helped over 460 members to advance their missions and respond to the incredible challenges they faced. Our impact was made clear in four distinct areas: the pandemic, racial justice, advocacy and member services.

More importantly, our services supported the individuals who are the backbone of this vital sector: those who work in, donate to, participate in, attend, learn, connect with and grow through arts and culture in our region. In FY20, that was 136,463 individuals.

We applaud and thank the staff for their efforts to advance the mission of the Cultural Alliance and serve a sector in crisis, even as they were, themselves, living with many of the same uncertainties and challenges in their own lives.

We are extremely grateful to all who have invested in the Cultural Alliance: our board, member organizations, funders, donors and sponsors. Together, we are helping to ensure the health and vitality of the arts and culture sector. We could not do this work without your generous support.



PRISCILLA M. LUCE

*Interim President & CEO
Greater Philadelphia Cultural Alliance*

A handwritten signature in black ink that reads "Priscilla M. Luce".



CATHERINE M. CAHILL

*Chair, Board of Directors
Greater Philadelphia Cultural Alliance*

A handwritten signature in black ink that reads "Catherine M. Cahill".

**THE MISSION OF THE
GREATER PHILADELPHIA CULTURAL ALLIANCE
IS TO LEAD, STRENGTHEN AND AMPLIFY THE
VOICES OF A CULTURAL COMMUNITY THAT
IGNITES CREATIVITY, INSPIRES PEOPLE AND IS
ESSENTIAL FOR A HEALTHY REGION.**

This mission is manifested through programs that:

Promote the value and visibility of arts & culture

•

Inform, convene & connect

•

Build skills and capacity

In 2020 the arts and culture sector faced the greatest crisis of our lifetime: dealing with the COVID-19 pandemic and subsequent closures. In the midst of this, thousands of individuals were leading and working within their organizations through unimaginable revenue cuts, job losses and program disruptions. The country also grappled with the murders of Black individuals that summer. Calls for racial justice within the region's arts and culture sector took on even more urgency and artists and arts administrators wrestled with these systemic issues. All of this led to heightened tensions at the city, state and federal levels of government, and it was absolutely critical that the arts and culture sector communicate as a united front. Advocacy was particularly critical when so many had no capacity to speak on their own, and yet their survival depended on it.

The Cultural Alliance served 468 member organizations throughout the challenges of the 2020 fiscal year through programs that provided collective marketing and audience engagement, research, advocacy, workforce development and the advancement of diversity, equity and inclusion and anti-racism. These are programs that helped our member organizations deliver their missions and serve their communities. But it was much more than that.

These programs were a lifeline to 136,463 individuals in FY20. And as we go through 2021 and beyond, the Cultural Alliance will continue to support these organizations and the individuals who work in them and benefit from their programming and services.

**We ask you to join us by supporting the work
of the Greater Philadelphia Cultural Alliance.**

DONATE

IMPACT: PANDEMIC

COVID-19 ARTS AID PHL FUND

The COVID-19 Arts Aid PHL Fund was announced on April 8, 2020 in partnership with the City of Philadelphia's Office of Arts, Culture and the Creative Economy (OACCE), Greater Philadelphia Cultural Alliance and Philadelphia Cultural Fund (PCF). The fund was designed to support individual artists, small arts groups (with budgets under \$250,000) and mid-sized organizations (budgets between \$250,000 and \$15 million). Grant applications for artists and small organizations opened on April 13, and applications for mid-sized organizations opened on May 21. Both 501(c)(3) and fiscally-sponsored organizations were eligible to apply.

We were able to support 977 individual artists with grants of up to \$500, totalling \$477,408 in funding. The fund also supported 251 small arts groups with grants of up to \$1,000, totalling \$248,241 in funding. Finally, the fund distributed a total of \$3,249,800 to all 215 mid-sized organizations that applied and met the eligibility requirements. These grantees received grants between \$5,000-\$70,000 depending on budget size.

1,443
INDIVIDUALS
SUPPORTED

“ A huge thank you, Arts Aid PHL Staff!! We received our check today and it will make a big difference in our ability to function this summer, and going into the fall. I'm so appreciative of the tireless work you put in to help Philadelphia's arts community thrive, especially in this most difficult year.

- Mid-sized Grantee

“ Dear Friends: I just want to thank everyone involved with this. Suddenly losing all our income is incredibly difficult for families like ours. I am the artist and caregiver for a disabled spouse. Thank you so much for understanding how a closure like this affects families like ours. I just want to let you know that your actions and support for the arts is so deeply appreciated in this time of need! THANK YOU!

- Individual Artist Grantee

“ Dear All, Just wanted to send a note of thanks to all of the COVID-19 Arts Aid PHL fund partners. I am deeply humbled to witness the efforts of the philanthropic community to aid those in need. Your outreach to support individual artists, small and mid-size arts and cultural organizations targets those who are most in need. In difficult times, the best in us, and the best of us may rise or fall. You have risen beyond our expectations. Thank you.

- Jamie J. Brunson, First Person Arts
(GPCA Board Member)

PANDEMIC RESOURCES

WEBSITE In March 2020 as the Philadelphia region's arts and culture organizations were forced to close due to the pandemic, the sector looked to the Cultural Alliance for resources and information. We immediately created a page on our website aggregating resources such as the Paycheck Protection Program, health and safety guidelines and relief funds. This page continues to be updated regularly with up-to-the-minute information.



PROGRAMMING



The Cultural Alliance immediately pivoted our programming to support arts and culture leaders and administrators as they navigated this new and uncertain environment. These virtual programs included:

- **Your Part-Time Controller's Paycheck Protection Program** workshop and information session on April 12, 2020
- **Making the Case for the Arts** in partnership with SteegeThomson on April 16, 2020
- **Virtual Town Hall: Philadelphia Arts & Culture Reopening Guidelines** featuring Dr. Cheryl Bettigole, Director of the Division of Chronic Disease & Injury Prevention at the Philadelphia Department of Public Health on July 20, 2020

ARTS & CULTURE TO GO As the world, including the region's arts and culture organizations, moved to digital platforms, our audience engagement and marketing pivoted to support those efforts. The Cultural Alliance launched the Arts & Culture To Go campaign on April 22, 2020.



CONVENING Leaders throughout the region began to meet informally at the onset of the pandemic and subsequent closures. The Cultural Alliance took initiative and convened the leaders of those various groups to create cross-sector communication and collaboration through biweekly calls. These groups look to the Alliance for support, information and resources. In turn, they have also become a sounding board for the Alliance, as well as a source of information as to how our members are weathering the storm.



“Throughout this pandemic, Jazz Bridge has been able to attend virtual meetings to connect with other arts organizations that have been affected by COVID-19. The information-gathering has been vital as to how we will proceed during this most difficult time and the connections to other organizations have been invaluable. To share like-minded ideas, struggles and be a resource for each other is paramount to getting back to the “new normal.” We could not have made these connections without membership in the Greater Philadelphia Cultural Alliance.

- Kim Tucker, Program Director,
Jazz Bridge



IMPACT: PANDEMIC

IN MARCH 2020, PHILADELPHIA'S ARTS AND CULTURE SECTOR ENTERED ONE OF THE MOST CHALLENGING PERIODS IN RECENT HISTORY.

Faced with these unimaginable obstacles, the sector turned to the Greater Philadelphia Cultural Alliance. We responded with timely and relevant resources and information, a responsive marketing campaign and an infusion of unrestricted operating dollars when it was most needed. We focused where we could have the most impact and where our mission came alive.

This work was more than just a website, marketing and grants. This work supported individuals — including artists, administrators, board members and more — in navigating the uncertainty and challenges of the COVID-19 pandemic. It helped leaders to make decisions impacting their staffs and audiences. It helped the public connect with each other through isolation. It helped put food on the table and pay rent for artists and employees throughout the region.

That adds up to 9,836 individuals whose burden during the pandemic was eased by the work of the Cultural Alliance.

9,836
INDIVIDUALS

IMPACT: RACIAL JUSTICE

SUPPORTING DEI & ANTI-RACISM

The Greater Philadelphia Cultural Alliance hosted three happy hours for BIPOC (Black, Indigenous and People of Color) administrators on January 20, 2020 (in partnership with Arts Administrators of Color), July 13 and July 27, 2020, to provide a safe space to network and support one another. We also hosted a conversation facilitated by Amy Smith and Kris Smith from the Accomplices Leadership Institute on August 10, 2020 to begin a conversation addressing ways that white arts administrators can support BIPOC colleagues and address issues of racism within their own organizations.

The Cultural Alliance also convened our DEI (Diversity, Equity & Inclusion) Affinity Group three times in FY20. This group — consisting of 103 Alliance board members, staff at member organizations, funders and other key stakeholders — has advised the Alliance on our programs and strategies, supported one another in their DEI journeys and learned from each other and experts in the field of DEI. Topics covered include tracking DEI progress in the sector, maintaining focus on DEI in the pandemic and as we emerge from it and board diversity with guest speaker Sulaiman Rahman.

162

**PEOPLE TALKING
ABOUT AND
SUPPORTING ONE
ANOTHER AROUND
ISSUES OF DEI
& ANTI-RACISM**

“ The outcomes of doing this work are much greater than me and help more people than the personal fears that would hold me back from doing anti-racism work.”

– Participant of the Anti-Racism Conversation

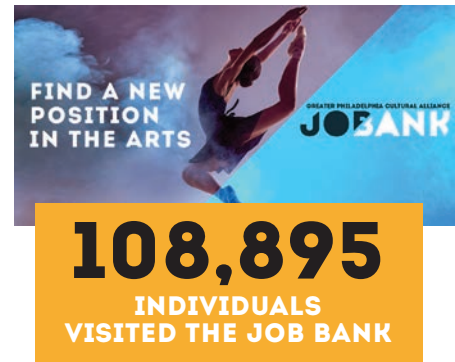
“ AHHAH is so grateful to the Cultural Alliance, not only for their financial support but for their support for all artists and arts organizations who are working together for social and racial equity and justice so EVERY child and person has the opportunity to thrive and succeed and cultivate more kind and compassionate communities.

AHHAH will always support the Cultural Alliance because they support artists and the communities we serve so we can eliminate the barriers and walls that divide us and build bridges bringing people together to see and respect the humanity and dignity of ALL people.”

*– Jan Michener, M.Ed, Executive Director,
Arts Holding Hands and Hearts, Inc. (AHHAH)*

WORKFORCE: SUPPORTING DIVERSITY AND EQUITY

JOB BANK The Job Bank of the Greater Philadelphia Cultural Alliance is one of the largest and most comprehensive job sites for arts and culture in the Philadelphia region. **The Job Bank received 1,291,038 pageviews in FY20, over 80% of all philaculture.org traffic.** The Cultural Alliance recognizes the impact and potential of this resource and regularly attends job fairs to promote both the resource and arts and culture as a career option. While most were canceled in FY20, the Job Bank was represented at the Penn Creative Jobs Fair in February 2020.



PROGRAMMING

200
ATTENDEES

In March 2020 the Cultural Alliance hosted “Creating a Diverse & Inclusive Workplace” at the National Museum of American Jewish History. The event presented best practices for recruiting, hiring and retaining diverse candidates as well as how to actively create an inclusive work environment. Speakers included Jameel Rush, (then) Assistant Vice President and Chief Diversity Officer at Aramark and Board Member of SHRM-CP; Tanya O’Neill, (then) Associate Director of Leadership & Professional Development at the University of Pennsylvania School of Medicine; and Shawn Mott, (then) Organizational Development Consultant at Resources for Human Development. Nearly 200 people participated in this program.

Ryan Brandenburg Photography

“ There are small ways I can make a change in addition to bigger things. In particular I found the advice on how to modify the recruitment and hiring useful. I also am going to think more about my impact at work and try to be more aware of the language I use and my own biases.

- Workforce Event Attendee

DEI PROMOTION & RESOURCES

ACCESSIBILITY & DIVERSITY INITIATIVE This two-year project was funded by the National Endowment for the Arts. The A/D Initiative worked to promote often lesser-known organizations of color in the Philadelphia region by subsidizing advertising and promotions on phillyfunguide.com and our Funsavers discount weekly email, helping to drive attention and attendance to these organizations and their important work. Over the two years, 15 organizations participated, including Asian Arts Initiative, Colored Girls Museum, PHILADANCO! and Taller Puertorriqueño.

15
ORGANIZATIONAL
LEADERS

“ I believe this experience allowed for us to gain valuable skills in marketing and a gained awareness toward accessibility within our marketing materials, all within a manageable time frame. The training sessions were not extensive in the time required and provided very valuable information that can be expanded upon. It also gave us the ability to maintain a virtual presence during COVID while exposing us to many different platforms for marketing events. - PHILADANCO!



ACCESS THE ARTS In fiscal 2020 the audience engagement team began developing a campaign designed to connect the disability community in Philadelphia to arts and cultural organizations, with a goal of fostering more audience diversity. However, the COVID-19 pandemic drastically changed these strategies. We decided, in close partnership with Art-Reach, to pivot the campaign to market the accessibility events listed on the Phillyfunguide specifically to individuals based on the types of access available. The Access the Arts campaign launched July 30, 2020.

ANTI-RACISM & DEI RESOURCES As calls rose across the country for action around anti-racism and diversity, equity and inclusion, the sector looked to the Cultural Alliance for resources and best practices. We responded with a comprehensive list launched on June 8, 2020 of over 200 resources on topics such workforce, boards and funding, anti-racism and activism and taking action. By June 30, 353 people used this page as a resource personally and professionally.

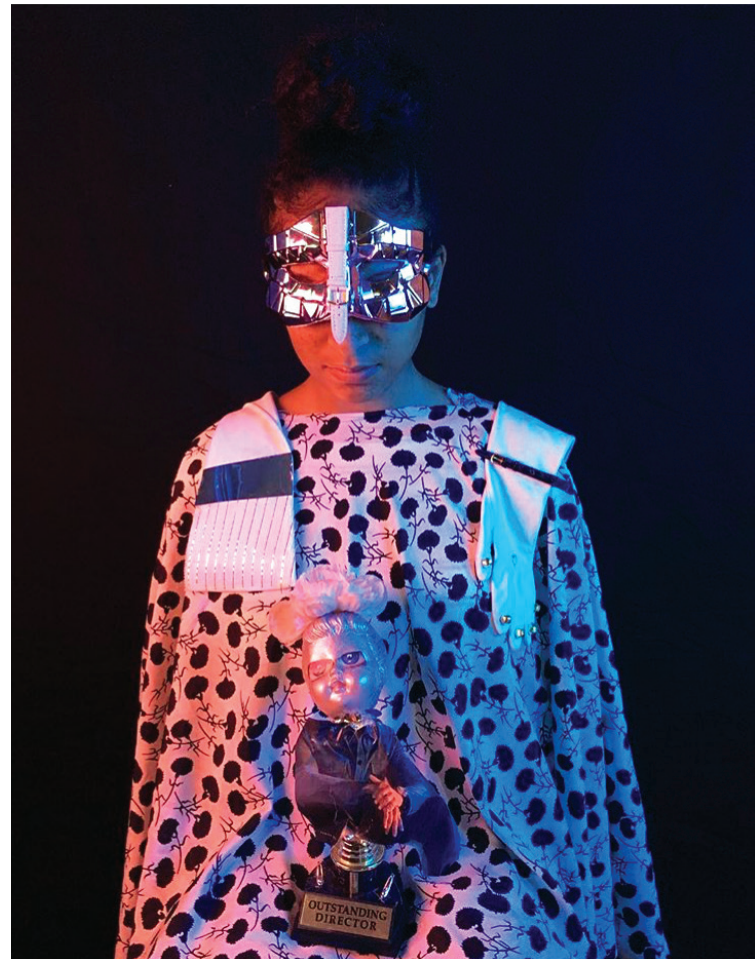
353
VISITORS

PIPELINE DEVELOPMENT

This summer, for the sixth year, the Cultural Alliance paired 30 incredible Philadelphia high school students with member organizations across the city for a Bloomberg Arts Internship program like none other. Using tools like Zoom, Slack and a social networking platform called Open Social, interns participated in dozens of hours of professional development, post-secondary readiness and cultural immersion activities. In addition to virtual tours and conversations with artists and arts administrators, the interns built online curricula, conducted research, designed exhibits, crafted marketing material and provided a vital youth perspective to their organizations.

In addition to the Bloomberg Arts Internship Program (BAI), the Cultural Alliance also leveraged the STAMP teen program to build awareness of career opportunities and participation in Philadelphia's cultural sector. By the final year of the program (2020) the STAMP program served more than 37,000 teens with free, out-of-school-time access to 24 museums and cultural attractions in the City of Philadelphia and updates and opportunities through the STAMP app.

The program was guided by a Teen Council of 10 teens who have played a significant leadership role in STAMP and the cultural community. The Teen Council's main project for FY20 was producing the "Your Vote, Your History" teen event at the National Constitution Center (NCC). The program focused on the history of voting rights and included a tour of the NCC, an opportunity to try out Philadelphia's new voting machines and art-making activities.



NEARLY
4,000
TEENS

"I was drawn to [BAI] because it let me explore the arts in Philadelphia and understand how jobs in the arts and culture sector work."

"Arts & culture are prevalent everywhere in your life.. they're everything."



Ryan Brandenburg Photography

"I've always been interested in the arts but I'd never been able to explore it because my school is very strict about curriculum... and BAI gave me the chance to explore my more creative side."

IMPACT: RACIAL JUSTICE

THE GREATER PHILADELPHIA CULTURAL ALLIANCE HAS A HISTORY OF RAISING AWARENESS OF AND ADDRESSING ISSUES OF DIVERSITY, EQUITY AND INCLUSION (DEI) IN ARTS AND CULTURE SINCE OUR IMPLICIT BIAS SCAN IN 2017.

In 2020 as the country grappled with the racism and violence faced by BIPOC communities, calls for anti-racism work took on even more urgency in Philadelphia's arts and culture sector. The Cultural Alliance deepened our commitment to this work in FY20 and released a **statement** on June 8, 2020 stating that we stand in solidarity with all persons who seek justice and equity, stating unequivocally: Black Lives Matter.

As we have recognized from the beginning, we are not experts in these issues. However, the Cultural Alliance is uniquely positioned to raise awareness of the systemic barriers to creating and working in Philadelphia's arts and culture sector; to connect people and organizations seeking to do this work to those who are experts; and to advocate for equitable funding, particularly for organizations led by and serving people of color.

Our programming, resources and advocacy in FY20 supported individuals who are seeking to become anti-racist in their own lives and in their workplaces. It also provided safe spaces for BIPOC artists and administrators to build their network and support one another.

This adds up to 113,625 people working individually and collectively to break down these systemic barriers and to make Philadelphia's arts and culture sector more diverse, inclusive and equitable.

113,625
INDIVIDUALS

IMPACT: ADVOCACY

A UNIFIED VOICE

In the months surrounding the height of the COVID-19 pandemic and the resulting financial crisis in the City of Philadelphia, the Greater Philadelphia Cultural Alliance spearheaded an advocacy campaign to ensure that arts and culture was not completely eliminated in the City budget.

Goals for this campaign included restoring funding (at least partially) to the Philadelphia Cultural Fund; restoring funding (at least partially) to the African American Museum in Philadelphia; and maintaining (at least in part) the City's Office of Arts, Culture & the Creative Economy and restoring it fully once the COVID-19 financial crisis has passed.

As a result of our advocacy leadership, the Philadelphia Cultural Fund received \$1 million in funding; the African American Museum in Philadelphia had funding completely restored; and Kelly Lee, the City's Chief Cultural Officer, was maintained in the Managing Director's Office.

These are the results of an outpouring of support from the region's residents: over 15,450 actions taken by more than 1,900 advocates. This included letters and emails by PCF grantees, Cultural Alliance member organizations and their leaders and grassroots advocates.

1,900
ADVOCATES

“ As budget hearings begin this week, please know that defunding OACCE and the Philadelphia Cultural Fund does not just affect the individuals who work there. These decisions affect the critical ability to deliver diverse programming, multicultural initiatives and access to arts and culture at the neighborhood level, where most Philadelphians access them. If equity was the goal of the initial revision to the City budget, eliminating OACCE and the PCF communicates — and achieves — the exact opposite.

- Letter to City Council from GPCA Board Leadership

“ Valerie Gay, deputy director of audience engagement and chief experience officer for the Barnes Foundation, testified, “These proposed defundings signal a rollback of some of the strides that we've made in the city over the past few years around creating greater equity and access to funding, particularly in the arts.”

A BROADER REACH

REGIONAL & NATIONAL ADVOCACY Other advocacy in response to the COVID-19 pandemic included an ask to grassroots advocates to email their state representatives and senators to maintain full budgets for both the Pennsylvania Historical and Museum Commission and the Pennsylvania Council on the Arts; and asking arts and culture nonprofit CEOs in Pennsylvania to sign on to a letter to their federal representatives asking them to include the National Endowment for the Arts, National Endowment for the Humanities and the Institute of Museum and Library Sciences in CARES Funding.

234
ADVOCATES

BUILDING OUR BENCH STRENGTH To increase the Cultural Alliance's bench strength in advocacy and communications, particularly in light of the pandemic, we brought on two consultants. Holly Kinser, president of The Kinser Group, was engaged as a lobbyist to advocate at the city and state levels to ensure that the cultural sector had a powerful voice as our elected officials made difficult decisions. Holly was successful in reinstating many of the grant reimbursements from the Pennsylvania Council on the Arts in May and June of 2020.

Meg Kane, communications strategist with Signature 57, was engaged to support Holly and provide expertise and PR connections to ensure that the Alliance and the cultural community had a unified and strategic voice in the midst of the pandemic's noise. Having these two experts helped to ensure our advocacy efforts were as successful as possible during a season of heightened tensions.

EQUITABLE FUNDING ADVOCACY Two Philadelphia-area funders, Sarah Martinez-Helfman of the Samuel S. Fels Fund and Hugh McStravick of PNC Arts Alive both testified to our donors in September 2019 about the impact of our advocacy efforts to increase equity in funding for the sector.



“ We learned through the Cultural Alliance that too many arts organizations doing excellent work in under-served communities were unable to qualify for PNC Arts Alive support simply because their budgets were too small. Recognizing the importance of their work, we created Arts Alive Connect to expand the program's impact and provide multi-year grants specifically for these organizations.”



“ The Cultural Alliance is a treasure trove—a trusted resource for data about the sector. They helped us to better align our arts and culture funding with our social, racial and economic mission.”



IMPACT: ADVOCACY

DURING A SEASON OF HEIGHTENED TENSIONS AT THE CITY, STATE AND FEDERAL LEVELS OF GOVERNMENT, IT WAS (AND WILL CONTINUE TO BE) ABSOLUTELY CRITICAL THAT THE ARTS AND CULTURE SECTOR COMMUNICATE AS A UNITED FRONT.

In Philadelphia particularly, restaurants and gyms have been loudly—and successfully—advocating for support to survive. Our members and the broader cultural community have looked to the Alliance through this challenging year to advocate on their behalf. This is particularly critical in a year when so many of them have limited budgets, staff and capacity to do so on their own, and yet need to be heard to have any hope of survival.

The Cultural Alliance provided the platform for 2,134 individuals to unite in their calls for support from city, state and national government. But more importantly, it allowed arts leaders to continue to receive critical dollars from the Philadelphia Cultural Fund and pay their employees. And long term, it has opened doors to funding at institutions such as the Samuel S. Fels Fund and PNC Arts Alive to BIPOC-led/serving and community-based organizations that previously didn't have access.

2,134

**INDIVIDUALS CALLING FOR SUPPORT FOR
ARTS AND CULTURE IN THEIR COMMUNITIES**

IMPACT: MEMBER SERVICES

A VALUABLE INVESTMENT

Arts and culture organizations faced unimaginable challenges in 2020. However, in FY20, 468 organizations chose to be members of the Greater Philadelphia Cultural Alliance. This highlights the value that the leaders of these organizations place on membership to the Cultural Alliance. They were willing to invest limited dollars to maintain their membership and ensure that they—and their staff—had access to the resources, information and programming provided by the Alliance during this critical time.

468
ARTS LEADERS
CHOSE TO
BE MEMBERS

“**In 2020 it was critical for The Oxford Arts Alliance (OxAA) to renew our Cultural Alliance membership and become a part of something bigger. As Oxford is geographically isolated from larger metropolitan areas, arts and cultural opportunities for our community are in critical need of support. Our organization strives to bridge the gap between Southern Chester County and Philadelphia. The Cultural Alliance is a significant component in helping the OxAA find opportunities, make connections and continue bringing arts and culture programming to Oxford, PA, for our community to enjoy.**

By renewing our membership, we were not only checking a mark off of a list of things to do. We were renewing our commitment to Oxford, PA, and the surrounding community to share the arts with them and their families.”

Oxford Arts Alliance: Moonloop Photography LLC



PROGRAMMING

In September 2019 the Cultural Alliance hosted Xavier Ramey, CEO of Justice Informed, as the keynote speaker for our Annual Meeting attended by 475 individuals. Ramey provided insight into how cultural institutions can promote equity by rooting it within the lens through which they engage their audiences, artists and missions — and, in doing so, connect to their communities, financial opportunities and greater civic purpose in catalytic ways. He also presented his model of “Allies, Advocates, and Accomplices” and posed a direct call to action to attendees to stand up and make a change within their own organizations.

475
ATTENDEES

“ [Xavier Ramey] really challenged us to do more, do better and begin to think differently. I hope we as a cultural community can take on this challenge.”

The Cultural Alliance created a number of workshops and programs that helped nonprofit arts groups develop their fundraising skills and build their narrative for donors, funders, audiences and more. In November 2019 we presented “Frame Your Impact,” featuring the Philadelphia Museum of Art’s first impact report, inspired in part by the Alliance’s 2018 report, *Beyond the Check*. Sixty-eight attendees learned about the questions and decisions that shaped the content of the Museum’s materials through a panel presentation and open Q&A.

123
ATTENDEES

In February 2020, we presented “Creating Resonant Stories” with Daria Torres, leader of the Philanthropy Network of Greater Philadelphia’s Equity in Philanthropy Cohort, and Susan Tabor-Kleiman, a persuasive communication consultant and MBA lecturer at The Wharton School of the University of Pennsylvania. Through discussion and interactive exercises, 55 attendees explored the “Principles of Resonant Stories” and practiced using this framework to enhance messaging.

Ryan Brandenburg Photography



IMPACT: GREATER PHILADELPHIA CULTURAL ALLIANCE

The Greater Philadelphia Cultural Alliance does so much for Philadelphia's arts and culture community, from collective marketing and audience engagement to research and advocacy to advancing diversity, equity and inclusion. People view and interact with the Cultural Alliance in many different ways. One person knows the Cultural Alliance for our Phillyfunguide calendar of arts and culture activities throughout the region. Another participates in our DEI workshops. Another might have gotten their job from the Job Bank or shared a social media post about our advocacy efforts.

When you look at it in terms of these individuals, it becomes clear that the Cultural Alliance is making a difference in the work and lives of those who are the bedrock for our vibrant, diverse, creative and world-class city. Our mission is for our 468 member organizations. But ultimately, it is for the people who work in them, donate to them, participate in them, attend them, learn from them, connect with them and grow through them.

136,463
INDIVIDUALS

The mission of the Alliance—manifested through these programs, services and resources—is a lifeline to thousands of individuals each year.

In this year—FY20—the Greater Philadelphia Cultural Alliance impacted 136,463 lives during the crisis of our lifetime. We were there for them. And we will continue to be there for them in FY21 and FY22 and beyond.

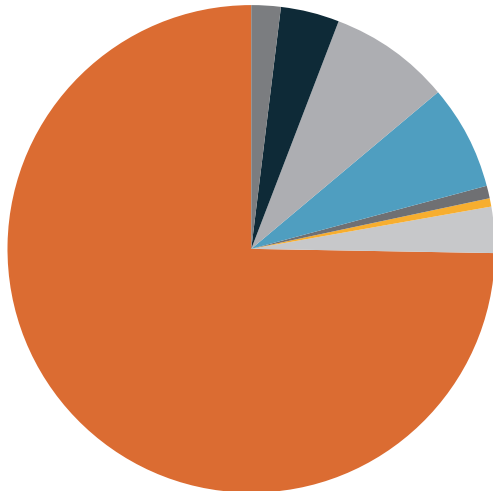


MEMBER DIVERSITY



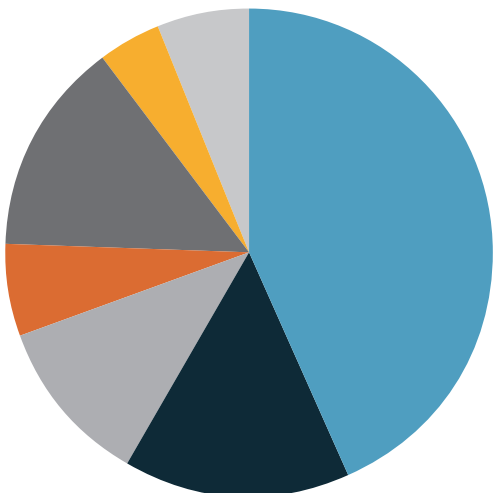
2020 CULTURAL ALLIANCE MEMBERSHIPS BY DISCIPLINE

- Community Arts & Education (22%)
- Museums, Visual Arts & History (22%)
- Performing Arts (48%)
- Service & Other (8%)



2020 CULTURAL ALLIANCE MEMBERSHIPS BY COUNTY

- Bucks County (2%)
- Chester County (4%)
- Delaware County (8%)
- Montgomery County (7%)
- Delaware State (1%)
- Other PA counties (<1%)
- New Jersey State (3%)
- Philadelphia County (75%)



2020 CULTURAL ALLIANCE MEMBERSHIPS BY BUDGET SIZE

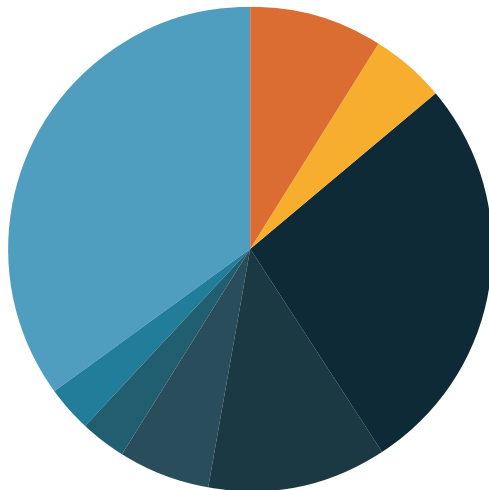
- <\$100,000 (43%)
- \$100,000-\$249,999 (15%)
- \$250,000-\$499,999 (11%)
- \$500,000-\$999,999 (6%)
- \$1,000,000-\$4,999,999 (14%)
- \$5,000,000-\$9,999,999 (4%)
- >\$10,000,000 (7%)

FINANCES

The financial health of the Greater Philadelphia Cultural Alliance ensures we can continue to impact the lives of those who are invested in Philadelphia's arts and culture sector and its impact on our communities.

Please consider a gift to the Cultural Alliance to ensure this impact continues.

DONATE



REVENUES FY20 - \$3,384,933

EARNED REVENUE \$476,602 (14%)

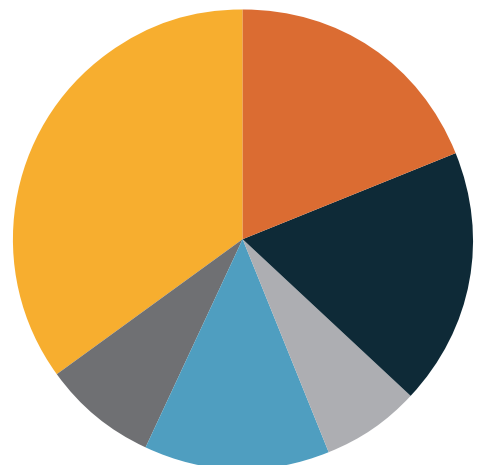
- Membership Dues \$309,457 (9%)
- Other Earned Income \$167,145 (5%)

CONTRIBUTED REVENUE \$2,908,331 (86%)

- Foundations \$905,014 (27%)
- Government, PPA Grant Program \$412,670 (12%)
- Individuals \$184,698 (6%)
- Corporations \$107,168 (3%)
- Government for Operations \$117,157 (3%)
- Arts Aid PHL \$1,181,624 (35%)

EXPENSES FY20 - \$3,372,383

- Member Services + Administration \$661,459 (19%)
- Creative Youth Development \$594,118 (18%)
- Advocacy + Research \$225,597 (7%)
- PPA Grantmaking \$451,741 (13%)
- Audience Engagement + Marketing \$257,844 (8%)
- Arts Aid PHL \$1,181,624 (35%)



[Click here to view the FY20 Audited Financial Statements.](#)

2019-2020 BOARD OF DIRECTORS

OFFICERS

Catherine M. Cahill, *Chair*, President & CEO, The Mann Center for the Performing Arts
Patricia Wilson Aden, *Vice Chair*, President & CEO, The African American Museum in Philadelphia
Virginia A. Logan, *Vice Chair*, Executive Director & CEO, Brandywine Conservancy & Museum of Art
Elizabeth A. Murphy, *Vice Chair*, Senior Vice President, Regulatory & External Affairs, PECO
Cecelia Fitzgibbon, *Treasurer*, President, Moore College of Art & Design
Jeri Lynne Johnson, *Secretary*, Founder, Artistic Director, Black Pearl Chamber Orchestra

BOARD MEMBERS

Jennifer Alleva, Managing Partner, Your Part-Time Controller
Jennifer Bohnenberger, Chief Operating Officer & Director of Programs, Independence Foundation
Gwen Borowsky, CEO, National Liberty Museum
John Brady, President & CEO, Independence Seaport Museum
David Brigham, President & CEO, Pennsylvania Academy of the Fine Arts
Jamie J. Brunson, Executive Director, First Person Arts
Paul Downie, Executive Director, Community Arts Center
Carmen Febo-San Miguel, Executive Director, Taller Puertorriqueño
Kim E. Fraites-Dow, President & CEO, Girl Scouts of Eastern Pennsylvania
Kelly Lee, Chief Cultural Officer, City of Philadelphia*
Priscilla M. Luce, President, The Albert M. Greenfield Foundation
Suzanne McFadden, Senior Vice President, Marketing, Customer Experience Communications, Comcast Corporation
Hugh McStravick, Vice President, Client and Community Relations, PNC
Ken Metzner, Executive Director, The Association for the Colonial Theatre
Veniece Newton, Founder/Executive Director, Community Angel Foundation
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