
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

CATHERINE M. CAHILL
Chair, Board of Directors
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.

**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)_
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 premièred 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.
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 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.

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.
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.

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.

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.

**NEW STAFF**

**AUDIENCE ENGAGEMENT**

**AUDIENCE BEHAVIOR RESEARCH**

**PHILLYFUNGUIDE**
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.

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.

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.

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.
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.
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.
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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Philadelphia Convention & Visitors Bureau

Elizabeth Warshawer
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Patricia Wellenbach
President & CEO,
Please Touch Museum

100% of our board donates annually

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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 RHODES  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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Catherine M. Cahill
Robert Capanna and Cathy Coate
David B. Devan
Brian and Sherry Effron
Linda and David Glickstein
Jon and Joanne Harmelin
Victoria Le Vine
Joanna McNeil Lewis

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Howard Meyers
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Ajay and Pamela Raju
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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Leslie Benoliel
Jennifer Bohnenberger
Gwen Borowsky
David and Rhonda Cohen
Tobey and Mark Dichter
Larry Dubinski
Stacy Dutton and Charles McMahon
Dianne and David Elderkin
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David and Christina Fryman
Vivian and William Gast
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Glenn Stefanowicz
Jim and Keith Straw
Sheldon Thompson
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Angela Val
Rosalyn and Stephen Weinstein
Ralph Wellington
Tracy Anne Wenzinger
Thomas C. Woodward

THEEmerging 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

“Deceased”

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

GREATER PHILADELPHIA CULTURAL ALLIANCE FY18 ANNUAL REPORT
ANNUAL FUND

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