

RESEARCH REPORT

LOCAL ARTS FUNDING



UNITED ARTS FUNDS

MARCH 2019

A Statistical Report on the Campaign Revenues of the Nation's
United Arts Funds during Fiscal Years 2017 & 2018

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INTRODUCTION

Americans for the Arts is pleased to present this report about the nation's united arts fund annual campaigns, containing the most current information provided as of fall 2018.

United Arts Funds (UAFs) are private organizations that raise money for the arts, work to broaden support for the arts, encourage arts attendance and participation, promote excellence in the arts and arts management, and ensure that arts organizations are financially stable. Americans for the Arts defines a UAF campaign as a combined or federated appeal for arts funding conducted annually to raise unrestricted money on behalf of three or more arts, culture, and/or science organizations.

The UAF movement began in 1949 when civic leaders in Cincinnati and Louisville determined that community-wide campaigns, loosely based upon the United Way model, could raise substantially more money to provide ongoing operating support to their major arts institutions. Since that time, more than 100 communities across the country—both large and small—have at some point established UAFs (40 UAFs are known to be currently operating as of March 2019). Unlike the United Way, no two UAFs are exactly alike. They are unique to the communities they serve and change as their communities change. UAFs do, however, share common characteristics:

- Most UAFs are also the primary local arts agency (LAA) for their community.
- The most common geographic service area of a UAF is city and county (36 percent), followed by those that serve multiple counties (22 percent) and a single county (17 percent), the rest (24 percent) serve multiple cities, states, a single city, or areas delimited by a different combination of geographic boundaries.
- The majority of UAFs were initiated by local business leaders seeking to minimize individual funding requests and to ensure that arts organizations meet standards of quality and financial stability.
- UAFs primarily raise unrestricted operating support for organizations that they fund—though many also raise funds for special projects or to address specific community issues (e.g., marketing, stabilization, and arts education). An increasing number of UAFs also operate programs that support specific projects, and many also have conducted capital campaigns and helped create and/or operate cultural facilities.
- UAFs generally have a board of directors composed of community leaders who span a wide range of sectors, and who are able to engage in one-on-one fundraising efforts.

This report includes a one-page synopsis highlighting the key findings, followed by detailed tables listing the itemized data provided by the 32 united arts funds that participated in the 2018 survey. Data tables included in the report may contain data collected through past surveys.

METHODOLOGY

Throughout the fall of 2018, the Americans for the Arts Private Sector Initiatives department solicited responses to the 2018 United Arts Fund Campaign Survey.

Surveys were distributed to a total of 40 united arts funds by email. Non-responders were contacted by phone and/or via email to solicit their participation. A total of 32 UAFs participated in the survey.

2018 UAF CAMPAIGN REVENUE FACT SHEET

- As of March 2019, approximately **40 organizations are known to be actively operating a self-defined united arts fund** (as recently as 2003 there were at least 66 UAFs in operation). Only 32 UAFs provided campaign data for this report.
- The 32 participating UAFs reported **aggregate 2018 campaign revenue of \$77.3 million**. This represented a -3.6 percent decline from the nearly \$80.2 million that they reported for their 2017 campaigns.
- The participating UAFs reported that, collectively, they **achieved 98.3 percent of their 2018 campaign revenue goals**. This represented a decline from 2017, when they achieved 99.3 percent of their collective campaign revenue goals.
- The participating UAFs **raised an average of \$2.89 per capita** in their self-reported service areas during 2018.
- 25 UAFs have provided their total campaign revenue annually since 2007. Their consistent responses—plus the fact that they represent \$74.4 million of the \$77.3 million in aggregate 2018 UAF campaign revenue (96.2 percent)—make this group a reliable indicator of the year-to-year changes in UAF campaigns. **These 25 consistent responders reported that their aggregate campaign revenue decreased from \$77.5 million in 2017 to \$74.4 million in 2018, a decrease of -4.0 percent**. Ten of these 25 consistently-responding UAFs reported a campaign revenue increase from 2017 to 2018 (40 percent), while 15 of the 25 reported a decrease (60 percent).
- **Nearly half of UAF campaign revenues are contributions from individuals** (42.2 percent). Individual contributions to include both workplace giving programs (24.3 percent) as well as non-workplace donations from individuals (18.1 percent).
- Other sources of UAF campaign revenue include corporations and corporate matching gifts (28.1 percent), local government support (9.8 percent), private foundations (8.4 percent), special fundraising events (3.2 percent), income from endowments (3.1 percent), state/regional/federal government support (1.5 percent), and miscellaneous (3.5 percent).
- Although, historically, the majority of UAFs held a short-term fundraising campaign each year, 26 of the 32 participating UAFs (81 percent) reported that as of 2018 they now hold year-round fundraising campaigns—perhaps signaling a shift in the fundraising and grantmaking landscape.

UAF FINDINGS FROM THE 2018 PROFILE OF LOCAL ARTS AGENCIES¹

Thirty-three united arts funds participated in the 2018 Profile of Local Arts Agencies, thereby providing information about their programs, services, and policies. Below is a sampling of the UAF-only findings from the 2018 Profile:

Looking to the Future

- 79 percent of UAFs report that they have successfully integrated the arts into the daily life of their community.
- 69 percent of UAFs expect demand for their services to increase in the next two years.
- 52 percent of UAFs expect their financials to improve over the next two years, 39 percent expect them to remain about the same as they are now. However, only 33 percent believe they have the correct mix of financial resources.
- 90 percent of UAFs agree that their board, staff and volunteers have the necessary skills to meet the needs of their constituents.

Diversity Equity and Inclusion

- 42 percent of UAFs believe they have an appropriate level of diversity among their board, staff and volunteers.
- 70 percent of UAFs reported that diversity, equity, and inclusion is one of the five most important priority areas for their community in the next 12 months.
- 52 percent of UAFs have adopted an overarching guiding statement that addresses its vision on diversity, equity and inclusion.

Grantmaking and Equitable Financial Investment

- 100 percent of UAFs award grants: 97 percent award grants to organizations, while 70 percent award grants to individual artists. About half provide contracts to organizations and/or individual artists (48 percent and 58 percent, respectively), and about one third offer commissions, fellowship programs, or scholarships (36 percent).
- About half of UAFs have funding programs that require the applicant to demonstrate diversity in their audience (50 percent) or their board (53 percent). Other common diversity requirements include in the artists (41 percent) or staff (38 percent).
- 68 percent of UAFs report that they have at least one program intended to serve traditionally under-served communities, neighborhoods or populations.

¹ A total of 33 united arts funds responded to the 2018 Profile of Local Arts Agencies. To consult the list please refer to last page of this report.

ABOUT AMERICANS FOR THE ARTS

For more than 50 years, Americans for the Arts has been dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. From offices in Washington, D.C., and New York City, it serves more than 150,000 organizational and individual members and stakeholders.

Americans for the Arts is focused on four primary goals:

1. Lead and serve individuals and organizations to help build environments in which the arts and arts education thrive and contribute to more vibrant and creative communities.
2. Generate meaningful public and private sector policies and more leaders and resources for the arts and arts education.
3. Build individual awareness and appreciation of the value of the arts and arts education.
4. Ensure the operational stability of the organization and its ability to creatively respond to opportunities and challenges.

To achieve its goals, Americans for the Arts partners with local, state, and national arts organizations; government agencies; business leaders; individual philanthropists; educators; and funders throughout the country. It provides extensive arts-industry research and professional development opportunities for community arts leaders via specialized programs and services, including a content-rich website and an annual national convention.

Local arts agencies (LAAs) throughout the United States comprise Americans for the Arts' core constituency. A variety of unique partner networks with particular interests such as public art, united arts fundraising, arts education, and emerging arts leaders are also supported.

Through national visibility campaigns and local outreach, Americans for the Arts strives to motivate and mobilize opinion leaders and decision-makers who can make the arts thrive in America. Americans for the Arts produces annual events that heighten national visibility for the arts, including the National Arts Awards and BCA TEN honoring private-sector leadership and the Public Leadership in the Arts Awards (in cooperation with The United States Conference of Mayors) honoring elected officials in local, state, and federal government.

Americans for the Arts also hosts Arts Advocacy Day annually on Capitol Hill, convening arts advocates from across the country to advance federal support of the arts, humanities, and arts education.

For more information about Americans for the Arts, please visit www.AmericansForTheArts.org.

LIST OF THE 33 UNITED ARTS FUNDS THAT PARTICIPATED IN THE 2018 PROFILE OF LOCAL ARTS AGENCIES

Connecticut, Hartford—Greater Hartford Arts Council (<http://www.letsgoarts.org>)

Florida, Maitland—United Arts of Central Florida (<http://www.unitedarts.cc>)

Indiana, Fort Wayne—Arts United of Greater Fort Wayne (<http://www.artsunited.org>)

Kentucky, Lexington—LexArts (<http://www.lexarts.org>)

Jefferson, Louisville—Fund for the Arts (<http://www.fundforthearts.com>)

Missouri, Saint Joseph—Allied Arts Council of St. Joseph (<http://www.stjoearts.org>)

Missouri, Kansas City—Arts KC—Regional Arts Council (<http://www.artskc.org>)

New York, Binghamton—Broome County Arts Council (<http://www.broomearts.org>)

New York, Jamestown—United Arts Appeal of Chautauqua County. (<http://www.unitedartsappeal.org/>)

New York, New York—Theatre Forward (<http://theatreforward.org/>)

New York, Garnerville—Arts Council of Rockland (<http://www.artscouncilofrockland.org>)

Westchester White Plains—ArtsWestchester (<http://www.artswestchester.org>)

North Carolina, Hickory—United Arts Council of Catawba County (<http://www.artscatawba.org>)

North Carolina, Durham—Durham Arts Council (<http://www.durhamarts.org>)

North Carolina, Winston-Salem—The Arts Council of Winston-Salem Forsyth County (<http://www.intothearts.org>)

North Carolina, Greensboro—ArtsGreensboro (<http://www.artsgreensboro.org>)

North Carolina, Charlotte—Arts & Science Council of Charlotte/Mecklenburg (<http://www.artsandscience.org>)

North Carolina, Monroe—Union County Community Arts Council (<http://www.unionarts.org>)

Ohio, Cincinnati—ArtsWave (<http://www.ArtsWave.org>)

Ohio, Canton—ArtsinStark (<http://www.artsinstark.com>)

Oklahoma, Oklahoma—Allied Arts (<http://www.alliedartsokc.com>)

Oklahoma, Tulsa—Arts Alliance Tulsa (<http://www.artstulsa.org/>)

Oregon, Portland—Regional Arts and Culture Council (<http://www.racc.org>)

Pennsylvania, York—Cultural Alliance of York County (<http://www.culturalyork.org>)

South Carolina, Spartanburg—Chapman Cultural Center (<http://www.chapmanculturalcenter.org>)

South Dakota, Rapid City—Allied Arts Fund (<http://www.alliedartsrc.org>)

Tennessee, Chattanooga—ArtsBuild (<http://www.artsbuild.com>)

Tennessee, Knoxville—Arts & Culture Alliance of Greater Knoxville (<http://www.knoxalliance.com>)

Tennessee, Memphis—ArtsMemphis (<http://www.artsmemphis.org>)

Virginia, Norfolk—Business Consortium for Arts Support (<http://www.bcartsupport.org>)

Washington, Seattle—ArtsFund (<http://www.artsfund.org>)

West Virginia, Parkersburg—Artsbridge, Inc. (<http://www.artsbridgeonline.org>)

Wisconsin, Milwaukee—United Performing Arts Fund (<http://www.upaf.org>)