



Mural by BlightBusters

customers and clients

Masco often educates employees, prospective employees, businesses and not-for-profit leaders about the arts. And, it shares with them a world-class art collection at its headquarters facility – a collection made available by its Executive Chairman, Richard Manoogian.

community

Recognizing the unprecedented challenges posed by Michigan's current economic climate, Masco works with arts organizations, especially those in Detroit, to develop programs that address broad community needs. In 2004, Masco created the REACH initiative (Revitalizing the Community through Arts, Culture and Housing) that underwrites transportation and admission to the region's major cultural institutions for thousands of children in underserved school districts throughout the region. REACH also provides operating grants and endowment support to a range of arts institutions across southeast Michigan. In 2006, the company offered a two-part challenge initiative to help these institutions leverage new operating funds and enhance endowments by providing a variety of challenge grant opportunities. Masco, viewed as a leader in arts funding, has encouraged other businesses in Michigan to increase their funding to the arts.

To help the Mosaic Youth Theatre, Detroit, Michigan, qualify for a \$500,000 Kresge Foundation challenge grant, Masco made an initial campaign gift. Subsequently, the company monitored Mosaic's progress and, just days before the grant deadline, the company made an additional unsolicited grant that enabled Mosaic to meet and exceed its challenge grant goal.

Masco has also invested in several initiatives that link the arts with low-income housing and neighborhood and youth



Sphinx Organization

development projects. In 2006, the company made continuing grants to BlightBusters, a housing and neighborhood rehabilitation group, for its community arts initiative; a multi-year grant to Detroit Youth Foundation to develop an arts program for at-risk youth; and a multi-year gift to ACCESS, an Arab American social service agency, to procure and display significant works of art by Arab American artists at the Arab American National Museum. The College for Creative Studies, Cranbrook's Academy of Art & Museum, and the Savannah College of Art & Design also received Masco funding for degree programs and community outreach activities.

Additionally, Masco has provided major grants to The Detroit Institute of Arts; Archives of American Art; Artrain; Arts League of Michigan; ArtServe Michigan; art initiatives at Children's, Oakwood and Henry Ford Hospitals; Detroit Artists Market; arts programming with Detroit Public Television; Detroit Symphony Orchestra; Michigan Opera Theatre; Eiteljorg Museum; Jewish Ensemble Theatre; Michigan Opera Theatre; Mosaic Youth Theatre of Detroit; Charles H. Wright Museum of African American History; Music Hall; Plowshares Theatre Company; Sphinx Organization; the National Building Museum; and the University Cultural Center Association; among others. The company also offers in-kind product support to address specific capital needs of arts organizations.

McQuiddy Printing Company

McQuiddy Printing Company Nashville, Tennessee

Printing

McQuiddy Printing Company, a small family operated business founded more than 100 years ago, views the arts as an essential part of a vibrant community. The company makes grants to the arts and offers its services, to print invitations, programs, brochures, mailings and season tickets. In 2006, it allocated 64% of its philanthropic budget to the arts, amounting to \$76,714.

Nominated by
Nashville Business Committee for the Arts
Nashville Chamber Orchestra
Nashville, Tennessee



Nashville Chamber Orchestra

employees

The McQuiddy family devotes considerable hours to serving the arts. President and CEO David L. McQuiddy III is on the board of the Nashville Chamber Orchestra and is completing his second year as Co-Chair of this board. Webb McQuiddy, Vice President of Manufacturing, has volunteered with the Nashville Children's Theatre for six years. Former President, David McQuiddy, Jr. served on the board of the Nashville Symphony and was Chairman of the Board of the Nashville Opera Association. In 2002, he was posthumously honored by the Opera Association with its Opus Award.

To engage its employees as volunteers and attendees of the arts, the company often purchases tickets for them for the local performances they wish to attend.

Posters and limited edition prints produced by local and regional artists are displayed throughout the company offices. David McQuiddy, Jr., commissioned a painting by local artist Harold Kraus that hangs in the company's board room, along with other original works. Several years ago McQuiddy Printing held an open house and commissioned a local artist to create a limited edition print that was given to customers and guests.

customers and clients

McQuiddy Printing entertains clients at local arts events to build relationships with current and prospective customers. When President and CEO David McQuiddy III invites clients to an event, he tries to match them with the arts organization he thinks they might enjoy, hoping to bring new patrons to the arts.

The company also holds *Lunch and Learn* programs about the printing business for current and prospective clients in arts venues, including Watkins College of Art & Design in Nashville, so that guests may see the work of student artists.





Antiques and Garden Show Benefitting Cheekwood

Innovative Approaches

“We feel it is important to give back to the community in which we do business. When we give to the arts, we are exposed to a creative and artistic perspective that we do not experience in our traditional business lives.”

David L. McQuiddy III
President and CEO
McQuiddy Printing Company

community

McQuiddy Printing supports many Nashville arts organizations with grants and in-kind services. Included among them are Nashville Chamber Orchestra, Tennessee Humanities Council, Metro Nashville Chorus, American Institute of Graphic Arts, Nashville Children’s Theater, Tennessee Repertory Theater, O’More College of Design, Tennessee Art League, Tennessee Performing Arts Center (TPAC), Belcourt Theater, Cheekwood Botanical Garden and Museum of Art, Leadership Music, Nashville Film Festival, Nashville Symphony Guild, Nashville Ballet and Nashville Zoo.

When two professional sports franchises moved to Nashville ten years ago, many arts organizations were concerned that money would be redirected from the arts to sports. McQuiddy met with performing arts groups to assure them this would not happen and to offer them assistance with pro bono and low-cost services to produce marketing and development materials. This prevented the arts from losing support and helped the company build its business.

The company also makes tickets available to individuals who might not otherwise attend a live performance, and it sponsors events that benefit other community organizations. It recently underwrote a two-night Thanksgiving Celebration that brought together the Nashville Chamber Orchestra and several gospel music groups. A portion of the tickets sales from this event was given to churches in underserved areas for their community-based programs.

The company believes that giving back to the community goes beyond grants and printing donations. Members of the staff make it a policy to donate supplies to those in need including the Metropolitan Nashville Public Schools. It donates the ends of 900 pound paper rolls which have become too small for a printing press to arts teachers with limited budgets and the education programs of the Nashville Zoo.



Village Drum and Dance Ensemble at Tennessee Performing Arts Center

McQuiddy Printing not only promotes the arts, it also trains the next generation of Nashville artists. When students at the local College of Art and Design are near the end of their art production studies, McQuiddy Printing invites them to tour its facility and learn first hand about graphic design and printing production. These tours typically last up to two hours, after which students are given professional advice about careers in graphic design. Students are also invited to the company’s *Lunch and Learn* programs.

QUALCOMM Incorporated

QUALCOMM Incorporated San Diego, California

Wireless Technologies

QUALCOMM Incorporated supports the arts to create vibrant, culturally-rich communities that are desirable places to live and work. Through its support of arts education and outreach programs, the company helps young people develop innovative thinking skills and fosters the artists and art supporters of the future. Since 1999, QUALCOMM contributed more than \$6.25 million to the arts. In 2006, it donated approximately 10 percent of its philanthropic budget to the arts.

Nominated by
Museum of Contemporary Art San Diego
San Diego, California



Nancy Rubin's Pleasure Point at Museum of Contemporary Art San Diego in La Jolla

employees

To attract and retain a diverse workforce, QUALCOMM brings arts organizations to its campuses for classes and performances, provides employees with free and discounted tickets to art museums and performances, and encourages and supports employees' artistic interests and volunteerism.

Through *QUALCOMM Cares*, the company's volunteerism program, volunteer opportunities are posted on the company's Intranet and are e-mailed daily to more than 1,500 interested employees. In 2006, employees donated more than 2,000 hours of volunteer service to the arts. During National Volunteer Week, and throughout the year, *QUALCOMM Cares* hosts on-site volunteer projects that employees may assist with during their lunchtime, such as assembling programs and helping with brochure mailings for the San Diego Opera. *QUALCOMM Cares* also promotes board and committee service opportunities. In 2006, executives and employees served on the board of directors for 18 arts organizations.

QUALCOMM Summer on the Lawn showcases employees' musical talents at monthly lunchtime performances held at the company's outdoor amphitheater. Employees can exhibit their art – from jewelry making to photography – at the annual *QLIFE Festival*, and the company hosts an onsite, annual arts and crafts fair where local artists and employees may sell their work. Throughout the year, employees have the opportunity to take dance classes and music lessons at QUALCOMM's facilities.

Free and discounted tickets to organizations such as the Museum of Contemporary Art San Diego, the Old Globe theatres in San Diego, San Diego Symphony and San Diego Opera are available to employees and are often used for team building efforts and as rewards. During the year, the company also presents free onsite performances by groups including Broadway San Diego and San Diego Symphony.

Additionally, QUALCOMM offers a dollar-for-dollar matching grant program for employee contributions. In 2006, 10 percent of all matching grants were made to arts organizations.



Imaginative Partnerships

“As a company driven by innovation, QUALCOMM values and encourages creativity and imagination. Our support of the arts helps advance these principles that have been at the core of our success.”

Paul E. Jacobs
Chief Executive Officer
QUALCOMM Incorporated

community

QUALCOMM helps bridge the funding gap in arts education by underwriting arts education programs in schools, especially those in underserved areas, and subsidizing teacher training and professional development in art instruction. The company also partners with several local museums and theaters to bring students to these institutions.

For example, QUALCOMM supported Classics for Kids, which provided more than 4,500 elementary students from underserved communities with access to high-quality orchestral concerts; the Mo'olelo Performing Arts Company's productions of *Since Africa* and *MY HOME*, attended by more than 1,600 students; and *ArtsBridge*, presented by the University of California San Diego, which offers teachers professional development to help incorporate arts learning in the curriculum. QUALCOMM supported Lamb's Players Theatre's new art partnership with the San Diego Public Library, as well as its in-school arts education and outreach programs throughout San Diego County. The company also funds La Jolla Playhouse's education and outreach initiatives, in-school residencies, and student matinee programs.

To develop young arts enthusiasts and increase annual membership, Dr. Paul E. Jacobs, QUALCOMM's Chief Executive Officer and board member of the Museum of Contemporary Art San Diego, was instrumental in the development of the *Free Under 25* program, which provides free museum admission to all visitors under 25 years of age.

QUALCOMM also supported the launch of the San Diego Symphony's ticket outreach program, which provides complimentary tickets to individuals served by qualifying, not-for-profit organizations. In 2006, the program provided 2,374 complimentary tickets to educational and social service organizations.

In 2004, with QUALCOMM's support, the Old Globe in San Diego created *Shakespeare Unplugged*. As part of this program, students study the life and times of William Shakespeare, tour The Old Globe theatres, meet the artists and attend performances of Shakespearean productions in Balboa Park. This program reached more than 3,500 students in 2006.



The Wiz at La Jolla Playhouse



Two Gentlemen of Verona at Old Globe Theatre

In March 2007, the company opened its new state-of-the-art lecture hall, which it makes available to arts organizations for performances and events. The hall, located in an area where such venues did not exist, is enabling arts groups to reach new and diverse audiences. The company has hosted a range of arts offerings including a Rang Tarang event to raise awareness and understanding of Indian art and culture and classical musical festivals.

Shell Exploration & Production Company

Shell Exploration & Production Company Houston, Texas

Petroleum

Shell Exploration & Production Company believes the arts are an essential aspect of the culture of New Orleans, Louisiana, and in Houston, Texas, its headquarters city. It also supports the arts to carry on the tradition started by its parent company and to ensure that children have access to arts education. In 2006, the company gave more than \$2.45 million to the arts, in addition to in-kind donations and encouraging employee volunteerism.

Nominated by
Arts Council of New Orleans
New Orleans, Louisiana



Vice President, Production Americas, Frank A. Glaviano

Rejuvenating Communities

“It would be impossible to live and operate in a place as creative and vibrant as New Orleans and south Louisiana without placing an emphasis on all facets of the arts. From our music to our museums to our food, this region is home to a great wealth of artistic innovation which Shell and our employees are proud to indulge in, embrace and support.”

Frank A. Glaviano
Vice President Production Americas
Shell Exploration & Production

employees

After Hurricane Katrina, Frank Glaviano, Vice President Production Americas, took the lead in the business community's effort to rekindle the development of Louisiana ArtWorks, a 93,000-square foot business arts incubator in New Orleans that includes studios and a marketplace for artists, plus public spaces for artists who lost homes, studios, equipment, and often their work as a result of the storm. Upon his recommendation, Shell made a leadership grant of \$1 million toward completing construction and helped to solicit additional support from businesses and foundations in southeast Louisiana. Louisiana Artworks, scheduled to open in 2008, is expected to attract thousands of visitors, schoolchildren and tourists to the downtown New Orleans arts district.

Shell routinely encourages employees to volunteer their services, as individuals and as teams, to many arts organizations and projects in New Orleans and southeast Louisiana. For example, in 2006 and 2007 the company worked closely with the organizers of the *New Orleans Jazz and Heritage Festival* to enlist and train employee volunteers to assist with the festival, which draw thousands of visitors to the city. Employees also recruited their colleagues from other Shell offices as far away as Houston, Texas, to provide people-power for the event.





Louisiana Artworks

customers and clients

Shell frequently holds its business meetings and events in New Orleans arts venues including the emerging Louisiana ArtWorks facility, the D-Day Museum, the New Orleans Museum of Art and the Contemporary Arts Center. By doing this, the company showcases these arts organizations and helps them attract new audiences and supporters.

community

Leading by example, Shell Exploration & Production Company has been a major force in helping the arts and cultural groups of New Orleans and southeast Louisiana recover from the devastating effects of Hurricane Katrina. Shell's first-ever presenting sponsorship of the *New Orleans Jazz and Heritage Festival*, the city's second largest tourist attraction, ensured that the event would take place following the devastation of Hurricane Katrina. The company also made a commitment to sponsor the festival at this level through 2010. Shell also made substantial grants to help the arts community deal with the effects of the hurricane, including a \$500,000 grant to Habitat for Humanity for the first-ever senior citizen housing for Master Musicians at Harry Connick Jr's Musician Village in New Orleans.

Additionally, Shell initiated discussions, developed the programmatic concept, and supports YA/YA, *Young Artists/Young Aspirations*, an arts training program for gifted inner city

youth. This program offers youth with special creative talents opportunities to explore their talents. It offers training, local and international venues including the United Nations and The Vatican to display their work, and it teaches them the "business of art." Shell also gave YA/YA a \$200,000 grant to design and produce four huge public arts murals to brighten slowly recovering communities and visually demonstrate hope for the region. The first of these outdoor murals has been placed on one side of the city's Contemporary Arts Center in downtown New Orleans.

Shell also supports many education programs presented by the Louisiana Philharmonic Orchestra (LPO), the New Orleans Museum of Art, and the Slidell, Louisiana Symphony Society. And, it gives general operating support to the New Orleans Center for Creative Arts (NOCCA), the Arts Business Program of the Arts Council of New Orleans, the Contemporary Arts Center in Covington, Louisiana, and the Covington Three Rivers Arts Festival.

Shugoll Research Bethesda, Maryland

Research

Shugoll Research incorporates arts support into its day-to-day business operations by sponsoring student focused programs, creating innovative arts education programs, and underwriting student tickets to arts events. Additionally, recognizing that arts organizations have a need for market research and often do not have the budget for it, the company offers substantially discounted and pro bono research. Since 1988, it has donated more than \$2 million in services to arts organizations across the U.S.

Nominated by
Arena Stage
Washington, D.C.



TheaterTrips! at Arena Stage

employees

Shugoll Research encourages its staff to serve on the boards of arts organizations. CEO Mark Shugoll is Chairman of the Board of Arena Stage and also serves on the boards of the George Mason University Arts Partnership, the national Theatre Communications Group (TCG), and the national Business Committee for the Arts, Inc. Merrill Shugoll, President, serves on the Board of Signature Theatre.

Employees are encouraged to participate in the arts by working on pro bono research projects for arts organizations, designing publicity packages for *ArtSpeak!* and *TheaterTrips!* – two programs created by Shugoll Research to increase student interest in the performing arts – and attending *ArtSpeak!* programs. Additionally, the company's office features posters from the arts organizations.

Frequently, it supports and incorporates the arts in employee events and employees are invited to opening night performances at the theaters at which employees serve on boards. Company holiday parties often include dinner with artist performances followed by a trip to a play or concert. The company's *Spring Fling* features performances by local high school choruses, followed by Broadway performers. The student performers are invited to observe and learn from the professional artists.

The company also encourages other small companies to support the arts. Mark Shugoll spoke at a workshop for the Arts and Business Council of New York and at the national meeting of Americans for the Arts about how the arts can work with small and midsize companies.





Marvin Hamlisch and Mark Shugoll at ArtSpeak!

Enriching Lives

“The beauty of the arts and the passion of artists are enjoyed by many at Shugoll Research. We feel a responsibility to share the joy of the arts with young people who are the artists and audiences of tomorrow.”

Mark A. Shugoll
Chief Executive Officer
Shugoll Research

customers and clients

Shugoll Research regularly features arts involvement in client acquisition activities and invites existing clients to attend arts events, particularly those sponsored by the company.

Each December the company makes a charitable contribution to two arts organizations in the name of its clients. This information is conveyed to clients in its holiday card.

community

The company provides pro bono and low cost research to arts organizations. As a result of this research, more than 50 arts organizations have built audiences, increased donor bases, developed marketing strategies, positioned capital campaigns and created audience services programs.

Shugoll Research also makes grants to the annual and capital campaigns of Arena Stage and Signature Theatre and makes grants to sponsor productions of area theaters and performing arts centers. It has sponsored events at Arena Stage, Signature Theatre, George Mason University, Theatre J, Round House Theatre, The Shakespeare Theatre, Berkeley Repertory Theatre, The John F. Kennedy Center for the Performing Arts and The Washington Ballet. In particular, the company sponsors new work to help create the future canon of American theater.

In 1997, Shugoll Research created *ArtSpeak!* to generate interest in the arts among middle and high school students and their parents and to encourage them to attend performances. The program, presented 5-6 times a year, brings leading Broadway, jazz, classical music, dance and design artists into public schools to discuss their careers, answer questions and perform. The company recruits the artists and funds all elements of the program including artist fees, sound and lighting. To fully engage the audience, students introduce and interview the artists as part of each event.



ArtSpeak! at Edgar Allan Poe Middle School

For the last 12 years, the company has organized *TheaterTrips!* for students so they may attend the theater, concerts and dance events. To make the event special, Shugoll Research arranges for post-show discussions with cast members. Since the program started, more than 3,000 students have attended.

To increase diversity in high school ensembles, the company underwrites voice lessons for students from low income families through the *Shugoll Research Voice Scholarship Fund*. The company also underwrites venue rentals for student performing groups.

The Travelers Companies, Inc.

The Travelers Companies, Inc. St. Paul, Minnesota

Insurance

Travelers Companies, Inc. believes that a prosperous arts community is a business advantage in recruitment and economic development, and contributes to a civically engaged and tolerant community, as well as to the academic achievement of young people. The company has been supporting the arts since its inception more than 150 years ago. In 2006, it gave more than \$2.5 million to the arts, representing 16% of its philanthropic giving.

Nominated by
COMPAS – Community Programs in the Arts
St. Paul, Minnesota

employees

Through its *Community Action Awards* program, Travelers matches employee gifts up to \$500 annually and also makes a grant of \$500 to an organization after an employee has given the group 24 hours of volunteer service. In 2006, more than 1,950 organizations received a total of \$685,890 in *Community Action Awards*. When the company celebrated its 150th anniversary in 2003, it created the *150 Years of Giving - Thanks a Million* program to mark its anniversary and to make a difference long after the celebration. This initiative offered the company's 10,000 employees an opportunity to direct \$100 of the company's charitable funds to their favorite charities. Many arts organizations were among the 797 not-for-profits that shared the \$1 million.

Travelers employees serve on the boards of approximately 40 arts organizations and many play a leadership role in capital campaigns of these organizations. The company's Community Affairs staff members help to place employees on boards and in other volunteer capacities.

customers and clients

Travelers regularly entertains its business associates at performances presented by organizations it supports including the St. Paul Chamber Orchestra, Minnesota Opera, Minnesota Orchestra and Ordway Center for Performing Arts. The company holds its board meetings at the Ordway Center and has entertained board members at the St. Paul Chamber Orchestra performances.

community

For the past 16 years, Travelers has sponsored *Arts & Diversity*, a program directed by a committee of employees who designate funding and volunteers for projects that communicate diversity through arts programming. More than 40 arts organizations receive approximately \$200,000 annually through this program. In one such project, *Immigrant Status* at Intermedia Arts, the journey of immigrant communities and issues they face are explained. Because of the success of *Arts & Diversity*, other companies have expressed interest in replicating it.

Travelers played a leadership role in building the Ordway Center for the Performing Arts in St. Paul. Recently, it was one of the leaders in creating a partnership among the four arts organizations that use the Ordway Center to better share the space and raise an endowment. Travelers also assumed a leadership position in the development of the new Science Museum in St. Paul and in the effort to bring the Children's Museum to downtown St. Paul. Also, it has been instrumental in the turnaround campaigns of a number of arts organizations including Penumbra Theatre Company, Minnesota History Theatre, and Park Square Theatre, all in St. Paul.





COMPAS – Community Programs in the Arts

Igniting Imaginations

“We believe the arts spark creativity and imagination, contribute to a civically engaged community and encourage the achievement of young people. As a result, Travelers consistently and actively supports the arts.”

Jay S. Fishman
 Chairman and Chief Executive Officer
 The Travelers Companies, Inc.

Travelers allocates half of its annual arts support budget to arts education programs because it believes that the arts spark creativity and imagination, develop personal artistic skills and competency, offer joy-filled experiences, build self-esteem and develop leadership skills. It supports more than 40 arts education programs including COMPAS - Community Programs in the Arts and the International Children’s Festival, that offer positive, alternative outlets to children who are often subject to risky behaviors, gang violence and substance abuse. These programs help to improve the life experiences of the participants, revitalize communities and occasionally produce the next generation of artists.

Much of the support that Travelers provides to large and midsize arts organizations focuses on increasing access. For example, it covers transportation and ticket costs so that persons in low-income schools and communities can participate in the arts.

Additionally, Travelers has a workplace art collection of approximately 800 works including 19th and 20th century oil paintings, contemporary works and works by local artists. In 2000, the company commissioned public art pieces that were placed on and near its corporate headquarters. It also exhibits art created by individuals involved with community-based social service organizations including the Family Housing Fund and Kulture Kollaborative.



Charter Oak Cultural Center



International Children’s Festival

Time Warner Inc. New York, New York

Media and Entertainment

Time Warner Inc. has been supporting the arts for decades. Its priorities are threefold: to broaden public access to the arts, to engage youth in the arts and to nurture and promote new and diverse voices. Time Warner was recognized for its support of the arts as one of THE BCA TEN – 2006 and has received BCA's Business in the Arts Awards five times.



Macbeth at CityParks Theater at Marcus Garvey Park

Expansive Partnerships

“Creativity is as important to the communities we serve as it is to the businesses we run. That’s why Time Warner is committed to supporting the arts. By giving young people a chance to develop their talents and interests through media and arts programs, enabling more people to experience world-class theater, and nurturing diverse new artists and new works, we strive to help keep the arts rich and accessible.”

Richard D. Parsons
Chairman and CEO
Time Warner Inc.

employees

Time Warner offers its employees opportunities to volunteer their time and build their leadership skills while providing valuable support and resources to the arts through a number of programs. Among these is the Time Warner Pro Bono Consulting program, which teams employee volunteers who have particular skills with not-for-profits to work on specific projects. Through a board placement program, the company offers employees training in how to serve on not-for-profit boards and then matches each participant with an organization. Time Warner also has a Matching Grants Program for employee contributions to arts and education organizations and a Volunteer Grants Program, which provides up to \$1,000 to a not-for-profit once an employee has given 30 hours of volunteer service.

Each year, the Andrew Heiskell Community Service Awards are given to employees who have made exceptional contributions to public service. Awards include an individual honorarium and a donation to a not-for-profit of the employee’s choice. Additionally, employees can experience the arts through corporate membership admission plans, special events and free or discounted tickets to performing arts events underwritten by Time Warner.

customers and clients

Time Warner facilitates partnerships between its various companies and arts grantees to create opportunities for grantees to promote programs and expand audiences, and for each business to strengthen its relationships with customers and clients. As part of these partnerships, the companies host clients at special arts events and performances, and offer exclusive discounts for customers.

community

Time Warner is committed to broadening public access to the arts in New York, its headquarter city. It underwrote a groundbreaking ticket initiative for the 15th anniversary season of Signature Theatre Company, which enabled the theater to offer every seat for every performance for \$15. The results of this partnership: 37% of the audience was from underrepresented backgrounds, 50% were new buyers.





August Wilson's *Seven Guitars*
at Signature Theatre Company

Time Warner and Signature recently announced \$20 through 20, an extension of this program which will make discounted tickets available for the next four years. Since 2004, Time Warner has been a Lead Sponsor of *Fall for Dance* – a ten-day festival of diverse dance companies presented by New York City Center. The sponsorship covers a special \$10 ticket designed to attract new audiences. Since *Fall for Dance* began in 2004, 20% of the audience has never or rarely been to a dance performance.

In 2006, Time Warner collaborated with the City Parks Foundation to present *CityParks Theater*, which offers free performances presented by community-based theaters in Harlem and Brooklyn parks. In 2007, *CityParks Theater* expanded to offer free theater performances on New York City's Lower East Side.

The company's Youth Media and Arts Fund supports after-school theater, film, journalism and other arts programs which give underserved teens the opportunity to develop their own artistic voices while gaining valuable learning skills. This year, the company awarded grants to 14 community-based youth media and arts organizations in New York City including City at Peace, Ghetto Film School, Queens Council on the Arts, Reel Works Teen Filmmaking and Urban Word NYC.

To help nurture diverse voices in the arts, Time Warner supports community-based arts organizations, funds the development of new works by underrepresented artists and supports programs for young people interested in careers in the arts. For example, with the company's support, New York's Second Stage Theatre created a program to commission new plays by 10 diverse writers. The company also created the Diverse Voices Small Theater Fund to help small theaters develop and produce works by women and other underrepresented artists. In 2006, Time Warner collaborated with The John F. Kennedy Center for the Performing Arts in Washington, D.C., and the New York City Department of Cultural Affairs to launch *Arts Advantage/NYC* – a program to help small and midsize arts organizations develop effective marketing, fundraising and operating strategies. This year, Time Warner was a sponsor of the first National Asian American Theater Festival and was founding sponsor of *TeatroStageFest*, New York's first international Latino theater festival.

BCA Hall of Fame

The BCA Hall of Fame recognizes companies for their exceptional leadership, vision and long-term commitment to supporting the arts. These companies have been inducted into the Hall of Fame since it was established in 1992.

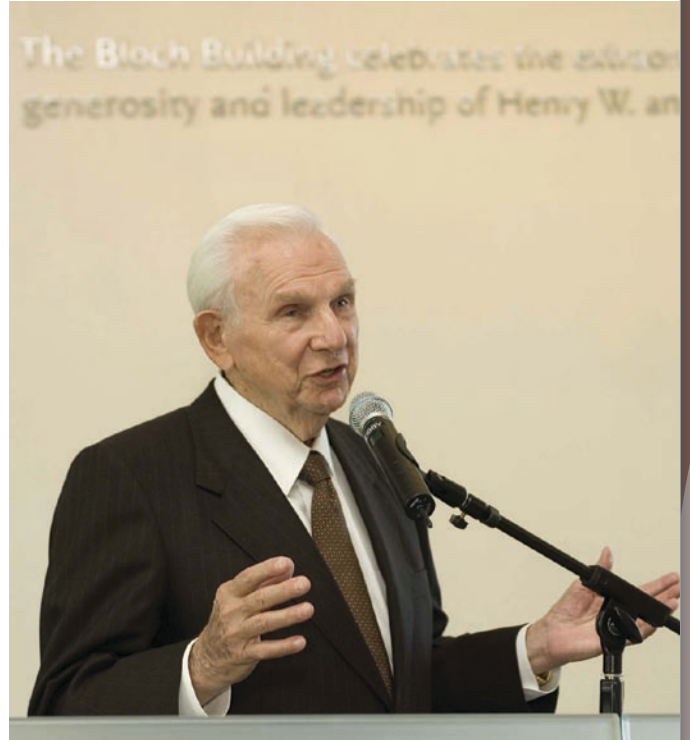
Altria Group, Inc.
American Express Company
AT&T
Bank of America Corporation
Chevron Corp.
Corning Incorporated
ExxonMobil Corporation
Ford Motor Company
General Mills, Inc.
Hallmark Cards, Inc.
Humana Inc.
JPMorgan Chase & Co.
Johnson & Johnson
Lockheed Martin Corporation
MetLife
Principal Financial Group
Prudential Financial, Inc.
Sara Lee Corporation
Target
Time Warner Inc.
UBS

Leadership Award

Henry W. Bloch

Honorary Chairman
and Co-Founder

H&R Block, Inc.
Kansas City, Missouri



Henry Bloch speaks at a reception in the Bloch Building

Visionary Leadership

“It is in the best interest of every business – no matter its size – to support the arts. Beyond their intrinsic value, the arts add to the economic vitality and quality of life of our communities. They also unleash creative ideas in and out of the workplace, foster dialogues and increase understanding among people.”

Henry W. Bloch
Honorary Chairman and Co-Founder
H&R Block, Inc.

Henry W. Bloch, Honorary Chairman and Co-Founder of H&R Block, Inc. is passionate about giving back to Kansas City, Missouri, the city in which the company began. For decades he has provided vision and leadership, as well as substantial support, both personally and through his company, to dozens of the city's not-for-profits. In addressing his support for his community, Henry said, “Kansas City saw my company through the lean years, and I'm grateful for the opportunity to give back.”

As Chairman of the Board of The Nelson-Atkins Museum of Art, Henry initiated the museum's \$100 million Endowment Campaign, and was on the Steering Committee for the \$200 million Generations Capital Campaign to which he gave a leadership gift. Designed by Stephen Holl Architects, the Bloch Building is the centerpiece of a dramatic transformation of the museum that includes major renovations of the original building, reinstallation of European galleries, a new Ford Learning Center and restoration of the Kansas City Sculpture Park.

The inaugural exhibition in the new Bloch Building, *Manet to Matisse: Impressionist Masters from the Marion and Henry Bloch Collection*, featured the Blochs' personal collection of Impressionist paintings. This was the first time this collection has been exhibited publicly. Henry served as trustee of the museum from 1983 to 2007 and as Chairman



BCA Leadership Award

The BCA Leadership Award recognizes a business executive who has demonstrated exceptional vision, leadership and commitment in developing and encouraging business alliances with the arts throughout his/her career.

BCA Leadership Award Recipients

2007
Henry W. Bloch
Honorary Chairman
and Co-Founder
H&R Block, Inc.

2006
J. Barry Griswell
Chairman and
Chief Executive Officer
Principal Financial Group

2005
David R. Goode
Chairman of the Board and
Chief Executive Officer
*Norfolk Southern
Corporation*

2004
Raymond D. Nasher
President and CEO
The Nasher Company

2003
John C. Hampton
Chairman of the Board
Hampton Affiliates

2002
Jack A. Belz
Chairman and CEO
Belz Enterprises

2001
C. Kendric Ferguson
Chairman
*National Bank of
Commerce, Altus*

2000
Sondra A. Healy
Chairman
Turtle Wax, Inc.

1999
Martha R. Ingram
Chairman of the Board
Ingram Industries Inc.

1998
John H. Bryan
Chairman and
Chief Executive Officer
Sara Lee Corporation

1997
Eli Broad
Chairman and
Chief Executive Officer
SunAmerica Inc.

1995
Winton M. Blount
Chairman of the Board
Blount, Inc.

1994
James D. Wolfensohn
President and
Chief Executive Officer
*James D. Wolfensohn
Incorporated*

1993
Henry T. Segerstrom
Managing Partner
C.J. Segerstrom & Sons

**Award not presented in 1996*



The Bloch Building of the Nelson Atkins Museum of Art

of the Board from 2004 to 2007. In 1985, he created the Business Council at the Nelson-Atkins which has become a valuable support organization that continues to help the museum grow and enhance its mission.

In 1974, Henry established The H&R Block Foundation and serves as its Chairman. The foundation's mission is to improve the quality of life by responding to the changing needs of people and communities through thoughtful, innovative and responsible philanthropy.

Under Henry's guidance, the foundation created the H&R Block Artspace in collaboration with the Kansas City Art Institute, a college of art and design where he served as Director. The Artspace supports the creation and presentation of contemporary art by international, national and regional artists through exhibitions, publications, public art projects, educational programs, partnerships, and innovative professional development opportunities for students and exhibiting artists.

In 2001, the H&R Block Foundation created the Henry Wollman Bloch Fountain at Union Station as a gift to the people of Kansas City. Union Station, a former railroad station built in 1914, was renovated in 1999 and is now the home of Science City – an educational center that preserves and interprets Kansas City's regional history. Kansas City, known as the City of Fountains, is believed to have more public fountains than any city other than Rome.

Henry is also one of 11 founding trustees of the Kansas City Symphony. The founding trustees, all businessmen and philanthropists, recognized the city's need for a symphony and established an initial endowment for the symphony in 1983. He also served as the Honorary Chairman of the Symphony Ball, the symphony's annual fundraiser. And, he is a former member of the Corporate Fund of The John F. Kennedy Center for the Performing Arts in Washington D.C.

In 2000, Henry Bloch helped to establish the Kansas City Business Committee for the Arts to increase business involvement with the arts at the local level. He remains the Honorary Chairman of this organization. According to Henry, "Being a member of the Kansas City BCA is a win-win-win-win for our metro-area companies. It's a win for the artists with whom they partner, a win for the Kansas City community, a win for the employees, and a win for the member businesses." Additionally, he served on the board of the national Business Committee for the Arts from 2002 through 2006.

Throughout his life, Henry has been an avid champion for the arts. He has devoted considerable leadership, vision and resources to enrich the arts for the benefit of those living in and visiting Kansas City and on the national level he has worked tirelessly to engage businesses with the arts to ensure the arts may be enjoyed by all.



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