

Philanthropy Network Greater Philadelphia
Art & Culture Funders
March 25, 2020 11:00 am – 12:15 pm
Conference Call

On March 25, 2020, the Art & Culture Funders held a conference call to discuss how funders are responding to the COVID-19 crisis. Following is a summary of information shared by various participants on the call:

- Maud Lyon, Greater Philadelphia Cultural Alliance
 - The cultural community is particularly hard hit by this crisis as organizations have closed their doors and lost all sources of earned revenue.
 - Many are moving to provide online resources and streaming services. There is a need for technical assistance and funding to help with this shift.
 - There is concern that it will take time—even after the crisis ends—for audiences to feel comfortable returning to venues.
 - The Alliance is focused on:
 - Regional advocacy for resources (State, Federal, etc.)
 - Making online resources available
 - Protecting cultural assets for the long-term
 - They sent out a survey previously and are sending out an updated version focused on the financial impact of the crisis and how organizations are responding.
 - They have a [resource page](#) on their site for organizations.
 - Of particular concern are:
 - Artists and cultural workers
 - Mid-size organizations
 - Small and diverse organizations which are already often overlooked and under resourced while already serving the most disadvantaged communities.
 - Given the Alliance's work managing Project Stream grants, they are prepared to manage any grant programs funders might be interested in supporting.
 - As a first step, the Lenfest Foundation has provided a \$50,000 seed grant to the Alliance to establish an Artist Relief Fund. This fund will provide \$500 grants to 100 individual artists.
- Judilee Reed, William Penn Foundation
 - They are in conversation with the Barr Foundation and Wallace Foundation about retaining TDC to do a survey of the short, medium and long-term needs of the sector, including public space organizations. Data would also be gathered in Boston, Seattle and Chicago.
 - Due to the nature of surveying, this would be less about rapid response and help look at how to understand program and financial needs coming out of the crisis.

- Kelly Lee, City of Philadelphia, Office of Arts, Culture and the Creative Economy
 - They are focused on exploring the emergency needs of individual artists.
 - They have circulated [a survey](#) focused on the impact on individual artists and sole proprietors. The survey is open until April 10.
 - They have posted [a link](#) with resources for artists.
 - She noted that small organizations (with budgets under \$1 million) and those who serve diverse communities will likely be the hardest hit.
 - These organizations are often under resourced and rely on individual artists to provide services.

- Laurie Zierer, Pennsylvania Humanities Council
 - Updated the group on funding provided through the Federal government's \$2 trillion relief package.
 - The bill includes funding for the IMLS, NEA and NEH.
 - If past trends hold, she provided a rough estimate that funding for the Philadelphia region could be approximately \$1 million. *However, this is only an estimate.*
 - She announced \$20,000 in funding for Pop Up Grants for Cultural Producers (grants of \$500-\$2,000) who are putting together programs to keep their audiences engaged and build community with arts and culture.

- Nancy Burd and Marcelle Hinand
 - Following up on an open letter to Arts Funders distributed on March 23, 2020, they provided thoughts on how a bridge loan fund might be structured to help mid-sized arts organizations.
 - These organizations normally only have about 2-3 months cash on hand, with average monthly expenses of \$150,000.
 - Grants would be needed to help offset revenue losses that would not otherwise be covered.
 - TRF would be a good entity to manage such a fund, which would likely need to be around \$10 million.
 - Maud noted that there are approximately 80 organizations—including theaters and museums—in this size range.

- Beth Doreian, Nonprofit Finance Fund (NFF)
 - NFF is playing a key role in the set-up and administration of the [\\$75 million fund](#) established in New York to assist arts and social services organizations.
 - In order to help area funders understand what is happening elsewhere, she provided background on the structure and thinking behind the fund and requirements placed on applicants.
 - \$29 million of the fund is loan capital with \$25 million coming from Ford.

- The fund will provide loans of \$100,000 to \$3 million to support revenue delays. These are meant for midsized organizations, defined as \$750,000 - \$20 million.
 - She noted that a key element at making this happen quickly and efficiently was for contributors to be flexible and have high risk tolerance.
 - For NFF this means adjusting their underwriting practices.
 - Loans are not meant to cover losses, but rather delayed revenue. Grants will cover lost revenue.
 - Organizations will also receive other forms of support such as one-on-one coaching and access to kitchen table talks.
- Teresa Araco Rodgers, The Presser Foundation
 - Presser has moved up payments of \$1 million in general operating support to 80 music organizations in order to get needed funding out quickly.
 - They are in discussions about what other actions they can take.
 - She noted the need for resources for nonprofits to learn about what funders are doing.
 - She also noted that Presser is coming up on its fiscal year end, as others are, so may not have additional available funds to provide immediately. There will also likely be impact on giving given the impact of the stock market’s volatility on endowments.
- Barbara Silzle, Philadelphia Cultural Fund
 - The Fund just released \$2.9 million in grants.
 - In response to the crisis, they repurposed their Youth Arts Enrichment grants for this year. This \$200,000 program usually provides grants of up to \$20,000 to organizations doing youth arts enrichment. Instead, they will give general operating support grants of \$6,000 to 37 small and mid-sized organizations.
- Denise Brown, Leeway Foundation
 - They are seeing that individual artists are being devastated.
 - They are working on their response.
- Kristi Poling, The Barra Foundation
 - The Barra Foundation is interested in learning about how the they might partner with others around a joint fund, impact investing or other collective efforts
- Shira Hodges, Philanthropy Network
 - Encouraged participants to send resources and information to Philanthropy Network to be posted either on the COVID-19 or Arts Funders page
 - Another call will be scheduled in the near future so funders can continue to discuss their responses and how to work together

Participants:

Name	Position	Organization
Alice Richardson Antonelli	Director	Nonprofit Finance Fund
Allison Vanyur	Programs Manager	Greater Philadelphia Cultural Alliance
Amy Seasholtz	Senior Director, Marketing & Communications	Philanthropy Network Greater Philadelphia
Barbara Silze	Executive Director	Philadelphia Cultural Fund
Beth Doreian	Associate Director	Nonprofit Finance Fund
Beth Feldman Brandt	Executive Director	Stockton Rush Bartol Foundation
Brittanie Knight	Communications Director	Leeway Foundation
Cathy Fong	Manager, Membership & Operations	Philanthropy Network Greater Philadelphia
Dale Mitchell	Executive Director	Rosenlund Family Foundation
Dani Roomes	Office Manager	Leeway Foundation
Denise Brown	Executive Director	Leeway Foundation
Erica Hawthorne-Manon	Director (Small But Mighty Arts)	Stockton Rush Bartol Foundation
Germaine Ingram	Board Member	Leeway Foundation
Hillary Murray	Program Officer	William Penn Foundation
Hugh McStravick	VP, Client & Community Relations	PNC Foundation
Jen Carroll	Program Officer for Human Services	Connelly Foundation
Jennifer Bohnenberger	Chief Operating Officer & Director of Programs	Independence Foundation
Judilee Reed	Program Director, Creative Communities	William Penn Foundation
Kara E. LaFleur	Assistant Vice President, Client & Community Relations	PNC Foundation
Katherine Daney		Connelly Foundation
Kelly Lee	Chief Cultural Officer	Office of Arts, Culture and the Creative Economy, City of Philadelphia
Kristi Poling	Program Director, Catalyst Fund	The Barra Foundation
Laurie Zierer	Executive Director	Pennsylvania Humanities Council
Marcelle Hinand	President	M. Hinand Consulting
Maud Margaret Lyon	President	Greater Philadelphia Cultural Alliance
Melissa Hamilton	Program Director	Leeway Foundation
Melissa Kim	Deputy Director	LISC Philadelphia
Michelle Currica	Grants & Operations Manager	Samuel S. Fels Fund
Nancy Burd	President	The Burd Group
Paula Marincola	Executive Director	The Pew Center for Arts & Heritage
Philip W Asbury	Program Associate	William Penn Foundation
Priscilla M Luce	Board President & Executive Director	The Albert M. Greenfield Foundation
Shira Hodges	Vice President, Strategy & Learning	Philanthropy Network Greater Philadelphia
Sidney R Hargro	President	Philanthropy Network Greater Philadelphia
Susan Sherman	President & CEO	Independence Foundation
Teresa Araco Rodgers	Principal	harp-weaver LLC
Wes Somerville	Director	Lenfest Foundation