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For Immediate Release

5th Annual ArtsKC Fund Campaign Comes to Close
\$396,618 raised for the arts in Kansas City

Kansas City Metro (June 16, 2011) — ArtsKC – The Arts Council of Metropolitan Kansas City announced the results of their 5th Annual ArtsKC Fund Campaign June 15th, 2011 at an event hosted in partnership with the Heart of America Shakespeare Festival before a performance of their summer production of *Macbeth*. This year's campaign contributions total \$396,618, bringing the fundraising total for all five years to nearly \$2.5 million for the arts in our community.

“This campaign is part of an ongoing effort to create a sustainable source of funding for the arts in our community – a vital aspect for the economic growth and development of the Kansas City region,” said Harlan Brownlee, Arts Council President and CEO. “I am extremely proud of this organization and staff for every dollar we raised this year and grateful to those individuals, businesses, and foundations that contributed. We hope that they have become more engaged in the arts, not only through making a contribution, but by learning more about wonderful artists and arts organizations that receive funding.”

While the ArtsKC Fund raises money from individuals, corporations, and foundations, it is the Workplace Giving Campaigns which account for the highest percentage of contributions. These campaigns are made most effective by the work of Employee Campaign Managers, who create an environment or activity for their colleagues to help them experience and better understand the value of the arts. This year, ten participating businesses were able to increase giving or participation by at least 20%. These businesses include; American Century Investments, Arts Council of Metropolitan Kansas City, Heartland Combined Federal Campaign, Kansas City Power & Light, Kemper Museum of Contemporary Art, Lyric Opera of Kansas City, Owen/Cox Dance Group, Parris Communications, Paul Mesner Puppets, and UMB Financial Corporation.

The total number of businesses participating in a Workplace Giving Campaign increased this year by 20%, from 71 to 90 total corporations hosting ArtsKC Fund Campaigns. This is due, in large part, to the work of the ArtsKC Fund Task Force, a group of volunteers who worked to recruit businesses and business leaders they knew would be interested in participating. ArtsKC Task Force Members; Becky Blades, Kelly Cannon, Don Dagenais, Alice Ellison, Caleb Fey, Augie Huber, Rick Hughes, Mariner Kemper, Pat McCown, Bob Regnier, Anne St. Peter, Alex Wendel, Reeves Wiedeman and Brian Williams, worked together to increase participation, focusing on spreading the reach of fundraising efforts for the 2011 Campaign.

Director of Workplace Giving, Liz Albers says, “By engaging more businesses in the campaign we are able to expand the number of people who understand the value of the ArtsKC Fund. These individuals, who work for companies participating in the campaign, are given the opportunity to connect with the arts in our community through performances by local arts organizations, lunch

and learn events, and arts inspired team building activities. The Workplace Giving Campaigns are a great way to build morale and boost creativity.”

The 2011 ArtsKC Fund Closing Event was attended by Employee Campaign Managers, as well as leaders from the business, arts, and civic communities. Because of the partnership with Heart of America Shakespeare Festival, this is the first year the ArtsKC Fund Total Announcement has been made to a public audience. Speakers included Harlan Brownlee, Arts Council President and CEO, Pat McCown, Arts Council Board Chair, and Sidonie Garrett, Heart of America Shakespeare Festival Producing Artistic Director.

About the ArtsKC Fund

The ArtsKC Fund is a united arts fund aimed at raising new money to support a wide range of arts organizations, arts programs, and individual artists. Its purpose is to provide sustainable sources of new financial support for the arts community, broaden access to high quality arts experiences, and promote excellence in the arts and arts administration. The ArtsKC Fund serves organizations in the five county area. For more information, please visit www.artskc.org.

About ArtsKC – The Arts Council of Metropolitan Kansas City:

The Arts Council supports and advances the arts for the benefit of the Kansas City region.

The goals are achieved through various programs and services which focus on three primary strategies:

- Increased funding for the arts and cultural initiatives from diversified and sustainable sources.
- Increasing community awareness of the arts and culture and the impact on quality of life issues in our community.
- Establishing the arts as an integral part of economic development and other key civic and business initiatives.

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