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ARTSWAVE CAMPAIGN EXCEEDS \$12.3 M GOAL AND ANNOUNCES 2020 CAMPAIGN CHAIR

Cincinnati, OH – April 30, 2019 — ArtsWave successfully celebrated its 2019 Annual Community Campaign, raising \$12,355,136 for the region’s arts, exceeding its \$12.3 million goal.

Funds raised from the campaign will be used to support 100+ arts organization and projects in 2020 that build Greater Cincinnati’s national reputation, deepen residents’ roots in the region, enliven neighborhoods, bridge cultural divides and fuel creativity and learning for the region’s children.

This is the sixth year in the row more than \$12 million has been raised from individuals, foundations and businesses for the arts regionally. No other region across the country has a track record like this. Ticket prices cover only a portion of what it takes to keep the arts strong, and there are no local government agencies, taxes or surcharges that provide vital operation support for the arts. With the success of the campaign, ArtsWave remains the largest community campaign for the arts in the country, both in total contributions and number of donors.

The top 10 companies achieving the largest increases in giving to the campaign are: Cincinnati Bell, P&G, Kroger, Deloitte, Accenture, Fifth Third Bank, Great American Insurance Group, TriHealth, Inc., Enquirer Media and Worldpay.

This year’s campaign strategy correlated the arts to Greater Cincinnati’s ability to compete for talent, reinforcing that a gift to the arts is an investment in the region. “The success of this year’s campaign is attributed to nearly 400 companies, almost 40,000 individual donors and over 1,000 volunteers, “ said Leigh Fox, President & CEO of Cincinnati Bell. “We were able to hold on to the partnerships we’ve had in the past, and in many cases, expand them, due to the business case for the arts. The health of the arts equates to the strength of the region.”

New and increased gifts from individuals totaled more than \$1.5 million. This amount was driven by a new and increased gift incentive, “Team Cincinnati” tickets, developed in partnership with the Cincinnati Reds and FC Cincinnati, and incentives for this coming October’s BLINK® light festival. ArtsWave is unique to other local nonprofits in offering exclusive arts and community engagement experiences to encourage charitable giving.

Beyond dollars raised, the 2019 Community Campaign that spanned from February 6 to today, reminded the community of the array, depth and importance of the region's arts. This was exemplified by the campaign event series, ArtsWave Days, brought to you by Macy's, which showcased the region's arts through several hundred free performances on Saturdays during the campaign to nearly 12,000 people; the sixth anniversary of CincySings, brought to you by Accenture, a nationally-acclaimed workplace singing event, engaging almost 20 choral groups across regional employers with nearly 1,000 in attendance and another 2,200 watching on Cincinnati.com; and Toast to the Arts, a variety of wine, beer and cocktail promotions held at 30+ local establishments, including a campaign-themed beer, We Are the Arts.

As is the case every year, the total dollar amount announced includes contributions already received and reported, as well as projections for campaigns that are ongoing. Alecia Kintner, President & CEO of ArtsWave added, "For those companies and individuals who are still finishing their campaigns, please know that your support is essential and appreciated."

ArtsWave celebrated the successful 2019 campaign on April 30, 2019 at the Contemporary Arts Center. ArtsWave Board President Teresa Tanner, ended the program and celebration, announcing next year's campaign chair, Jill McGruder, Senior Vice President and Chief Marketing Officer, Western & Southern Financial Group.

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About ArtsWave:

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the lead planner, promoter and fundraiser of the arts. Its roots stem back to the late 1920s when the Cincinnati Taft family provided initial investment matched by community support. In the late 1940s, it evolved to become the first united arts fund in the nation and in the mid-1970s, the first organization to initiate workplace giving for the arts. ArtsWave continues to innovate while leading, as illustrated by its No. 1 rank nationally in community arts fundraising; coordination of a sector-wide Blueprint for Collective Action; piloting of new technologies to maximize arts engagement; and development of resources for the arts.

Strong funding for the arts has allowed Cincinnati's arts and culture scene to become a national draw and regional asset, creating a ripple effect of economic and community benefits. Each year, ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. In 2018, ArtsWave raised more than \$12 million for the region's arts, marking its fifth year in a row of this funding magnitude. ArtsWave remains the largest community campaign for the arts throughout the country, both in total contributions and number of donors. In addition, the organization partners with the Cincinnati USA Regional Tourism Network to fund an additional \$1 million for arts marketing, grants and services.

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