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### **ArtsWave Sets \$12,250,000 Goal for 2018 Annual Campaign**

CINCINNATI (February 1, 2018) -- Acknowledging the power of the arts to connect communities and drive a vibrant economy, Campaign Chair Jim Henning announced today a goal of **\$12,250,000** to be raised between now and April 26 during the 2018 ArtsWave Community Campaign.

Henning, President of Duke Energy, Ohio & Kentucky shared the annual Community Campaign goal with more than 100 business leaders, volunteers and ArtsWave leadership donors, at the newly-renovated Ensemble Theatre Cincinnati during a breakfast meeting. Henning is pleased to chair the ArtsWave Campaign, having been involved with ArtsWave for 20 years and witnessing the “competitive difference the arts make in Greater Cincinnati.”

ArtsWave’s goal is comprised of workplace support from over 430 corporations, businesses nonprofits and community groups and gifts from nearly 40,000 Greater Cincinnati residents.

Strategies to meet this goal center on two key areas: growing gifts from individuals (expanding the base and gift amount) and leveraging innovation.

ArtsWave has enhanced its donor benefits at various levels so that the more donors give, the more arts experiences they will receive. Beyond the ArtsWave Pass, ArtsWave’s donor benefit at \$75 which provides buy one, get one deals to over 100 arts experiences, ArtsWave will offer a \$100 Arts Party Invitation, Theater for One Ticket (at a choice of nine theaters), Music Hall for Two Tickets (for the five resident companies of Music Hall), \$500 Behind-the-Scenes event, and a series of ArtsWave Hours and other benefits for its Leadership Donors.

Donors can double the impact of their dollars through four matching gift challenges. These are targeted for new business gifts and employee campaigns (funded by Duke Energy), increased individual gifts (supported by H.B., E.W. and F.R. Luther Charitable Foundation, Fifth Third Bank and Narley L. Haley, Co-Trustees), Young Professionals Leadership match (provided by Duke Energy), and a Social Media Challenge (funded by Fifth Third Bank).

The organization will add a new networking and communications group for LGBTQIA & Allies, ArtsWave Pride, which will include added invitations to arts parties throughout the year and increased recognition and leadership opportunities, depending on gift levels. This group will join ArtsWave’s three other networking and communications groups: Young Professionals, Women’s Leadership Roundtable and Circle of African American Leaders.

ArtsWave will roll out a new event series, ArtsWave Days, Brought to you by Macy’s, starting this Saturday and running every Saturday through April 21. This program aligns with its campaign period to engage a greater number of residents with the region’s arts. More information on ArtsWave Days can be found at [ArtsWave.org/Days](http://ArtsWave.org/Days).

During ArtsWave Days, the organization will launch a loyalty program to encourage increased engagement from both new and current donors. This program will have weekly prizes and a grand prize of a Cincy Arts Staycation, including an overnight stay at the 21c Museum Hotel, dinner for two at Boca, breakfast for two at Metropole, and two free tickets to the musical *Hamilton*, plus a \$500 shopping spree at Macy's to get ready, including personal shopping services.

The 2018 ArtsWave Community Campaign will include more events than ever. Beyond its new 12-week ArtsWave Days series, it will host the fifth anniversary of ArtsWave CincySings in April. A full month of ArtsWave Toast to the Arts programs will leverage its MAKE WAVES! beer and sales of beer, wine and cocktails throughout the region. Young Professionals, Circle of African American Leaders, Women's Leadership Roundtable, and ArtsWave Pride events are all planned as well as the annual Sach's Fund Awards Celebration honoring a local leader and major contributor to the arts community.

MAKE WAVES! is the theme for the 2018 Community Campaign. It's a wave of support that together creates the wave of arts that bring the region together and make it strong. During the presentation, ArtsWave shared a series of impact videos and rolled out a group "wave" that will be done throughout the community during the next three months as organizations and individuals join together to support the region through its arts.

In celebration of the Campaign Kickoff, A MAKE WAVES! collaboration beer is being released later this evening (5-8 p.m.) at Braxton Brewery (27 W. 7<sup>th</sup> St., Covington). A portion of proceeds from this event, the first in this year's popular ArtsWave Toast to the Arts series, will be donated to ArtsWave.

For more information or to support the 2018 ArtsWave Community Campaign, visit [www.artswave.org](http://www.artswave.org). Follow the campaign on social media, @ArtsWave and #MakeWaves, and #ArtsWaveDays.

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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. ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. In 2017, ArtsWave broke its own fundraising record by mobilizing tens of thousands of contributions from corporations, foundations and individuals and raising \$12,500,000 to support the arts plus \$1 million for arts marketing, grants and services in partnership with the Cincinnati USA Regional Tourism Network.