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2021 ArtsWave Campaign projected to raise \$11M for the arts

CINCINNATI (June 21, 2021) — ArtsWave has begun winding down its 2021 Campaign, projecting to meet its \$11 million goal to fund the region's arts.

Funds raised from the campaign will be used to support 100+ arts organizations and projects in the year ahead 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.

Terry Horan, President & CEO of HORAN and Chair of the 2021 Campaign, shared the \$11 million news with his Campaign Cabinet at the first in-person meeting and celebration for the group, stating, "In this unprecedented year, I thank the tens of thousands of residents and the hundreds of companies that have invested in the arts as a way to restart our entire region. Cincinnatians recognize how important a vibrant arts culture is to our growth and enrichment as a community and as individuals." Horan is also appreciative of all the organizations and individual donors who supported his Innovation & Restart Challenge; in total, over \$250,000 of the 2021 Campaign total was raised through this effort.

Under Horan's leadership, more than 22,000 individual donors and 350 companies and foundations to date have participated in the campaign. 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. Due to the pandemic, there are more businesses than usual that are running employee campaigns this summer. 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."

Given the importance for the arts to help influence the region's overall return to vibrancy, Kintner notes that keeping funding levels the same, year-over-year, has been ArtsWave's priority despite that the overall campaign is still ten percent off of 2019. Forty-one organizations that count on ArtsWave for general operating support will be renewed at, or nearly at, pre-pandemic amounts.

Local arts organizations have experienced cumulative losses amounting to more than \$140 million since the onset of the health and economic crisis. The arts were one of the first industries to close and likely to be one of the last to fully reopen with live theater productions planned to return this fall.

Annual community-based fundraising through ArtsWave is the way that the Cincinnati region largely funds its tremendous arts assets. Donations to support the arts can be made at artswave.org/give.

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About ArtsWave:

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the engine for 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 wave 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. ArtsWave is projected to raise \$11 million for the arts in 2021, despite the difficult 18-month health and economic crisis that has affected the entire region.

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