



arts
wave

Funding Arts. Fueling Community.

discover
+ more

Sustaining Impact Sector Meeting
January 15, 2026

welcome

Ray Gargano

Vice President, Community Investments



agenda

ArtsWave Update

ArtsWave 100

Partnership Opportunity

Campaign Update

Marketing Update

App Update

Blueprint 2.0

Sustaining Impact 27-29

Financial Reporting

Q&A

Alecia Kintner, ArtsWave, President and CEO

Kate Kennedy, ArtsWave, COO

Adison Nelson, Greater Cincinnati Foundation

Lisa Wolter, ArtsWave, VP, Campaign

Ryan Stand, ArtsWave, VP, Marketing & Communications

Jeni Barton, ArtsWave, Director, Digital Products

Alecia Kintner, ArtsWave, President and CEO

Ray Gargano, ArtsWave, VP, Community Investments

Sam Cribbet, ArtsWave, CFO

artswave 2026

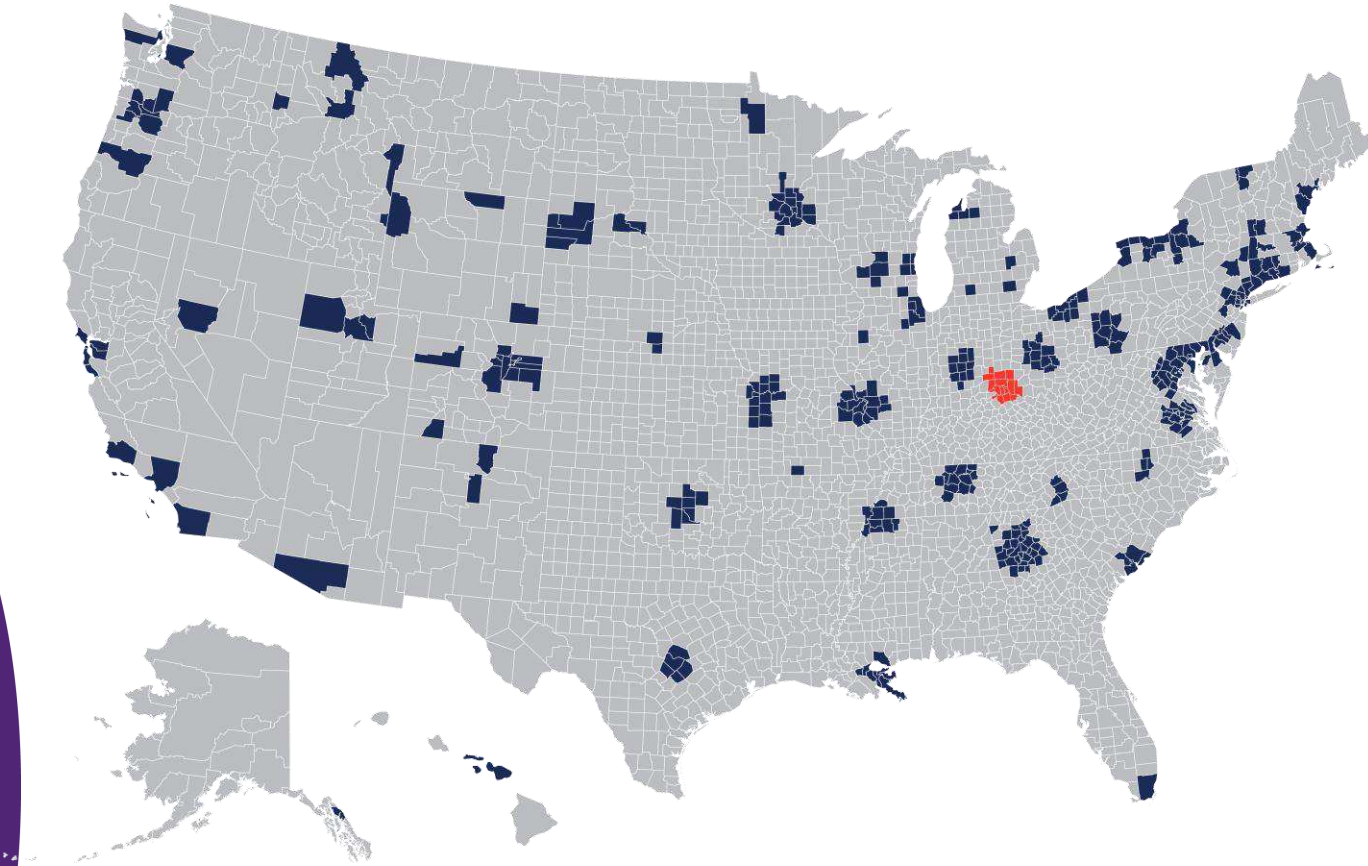
Alecia Kintner

President & CEO





national recognition *continues*



- Top 5% Nationally
- Five Years in a Row
- Top Ranked in Ohio, Indiana & Kentucky



BLINK

2026

ILLUMINATED BY
arts
wave

looking *ahead*

arts wave 100 years

ArtsWave 100

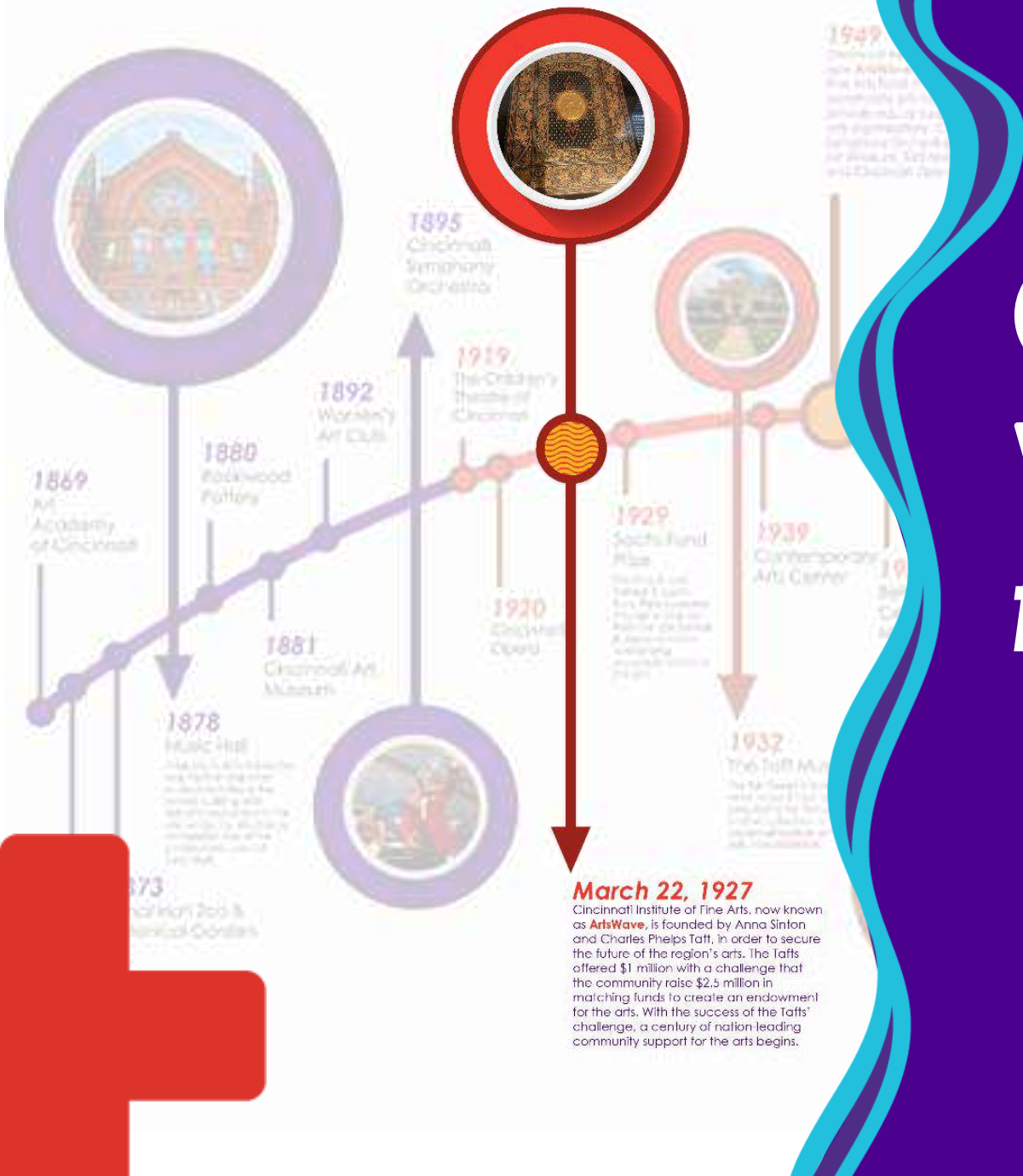
Kate Kennedy

Chief Operations Officer



a shared vision from the start

arts
wave
Funding Arts. Fueling Community.



March 22, 1927

Cincinnati Institute of Fine Arts, now known as ArtsWave, is founded by Anna Sinton and Charles Phelps Taft, in order to secure the future of the region's arts. The Tafts offered \$1 million with a challenge that the community raise \$2.5 million in matching funds to create an endowment for the arts. With the success of the Tafts' challenge, a century of nation-leading community support for the arts begins.

CINCINNATI INSTITUTE OF FINE ARTS

ORIGINAL TRUSTEES

Articles of Incorporation signed March 14, 1927 by:

Frank F. Dinsmore
Archbishop John T. McNicholas
Arthur Espy
Maurice J. Freiberg
C. A. Hinsch
Herbert G. French
Charles J. Livingood
E. W. Edwards
Louis T. More
Arthur R. Morgan
William Cooper Procter
William S. Rowe
Murray Seasongood
A. Clifford Shinkle
Robert A. Taft
George H. Warrington
Lucien Wulsin
John J. Rowe

March 22, 1927, meeting. B. H. Kroger elected as 19th Trustee.

June 1, 1927, meeting. Mr. George H. Warrington elected Temporary Chairman and Mr. Lucien Wulsin, Temporary Secretary.

1930 - decision made to have incumbunt Mayor to serve as ex-officio Board member.

THE CINCINNATI
INSTITUTE
OF
FINE ARTS



Cincinnati, Ohio
June Eighth
1 9 2 7



Dear Mr. Procter:-

After discussing the matter thoroughly with Mrs. Ault, we have decided to give you a subscription to the extent of Twenty-five Thousand (\$25,000.00) Dollars, which is to be paid beginning with the year 1929, as I understand it, and will arrange for methods of payment later.

You may consider this as a subscription of that amount from us jointly to the Fine Arts Institute.

Yours very sincerely,

H. A. Ault

Mr. Wm. Cooper Procter
Care: Procter & Gamble Co.
Gwynne Building
Cincinnati
Ohio

LAA:G



Partnership Opportunity

Greater Cincinnati Foundation



Adison Nelson

Senior Director of Community Investments



Started at GCF in Summer 2022

Oversee operations for GCF's \$10 million discretionary grantmaking – Ex: Request for Proposals & By Invitation

ArtsWave Volunteer since 2016

- Sustaining Impact Review Panelist
- Pride Grant Review Panelist
- Chair, Small Organizations Sustaining Impact Review Panel
- Community Investment Committee

*Accelerating non-profit strength,
sustainability, and impact*

The Better Together Fund

is a dedicated resource to strengthen nonprofit capacity and develop solutions to enhance nonprofit effectiveness, encourage collaboration, and support long-term sustainability. This fund aims to bring funders and nonprofits together to catalyze change and drive greater impact during a pivotal moment for our social sector.

Summary of the Challenge



Declining Funding and Revenue

Nonprofits face significant funding declines as grants expire and public funding diminishes, straining resources amid rising community needs.

Volunteer Shortages and Staffing Issues

Volunteerism has decreased, and competitive job markets increase turnover and reduce institutional knowledge.

Sector Growth and Competitive Pressure

Rapid nonprofit sector growth leads to intense competition for grants, donors, and skilled leadership, complicating mission focus and efficiency.

Reduced Earned Revenue

Sectors like arts and culture experience lower post-Pandemic attendance

Funding Areas



Capacity building

Strengthen organizations in the following core competencies:

People & leadership

- Attract top talent and consulting expertise
- Professional development and leadership training

Financial sustainability

- Strengthen revenue generation
- Financial modeling and business planning

Systems & infrastructure

- Strategic planning activities and operational process improvement
- Mission-critical equipment to enhance effectiveness

Up to \$25,000

Shared services and arrangements

Support for the exploration and development of shared back-office solutions (co-location, shared staffing, joint IT systems, etc.) to:

- Reduce administrative overhead
- Improve purchasing power
- Allow your organization to focus on your core mission

Up to \$50,000

Collaborative partnerships & mergers

Resources for formal partnerships and integrated organizations, including mergers & acquisitions, asset transfers, and joint ventures that:

- Lower costs
- Eliminate duplication of services
- Improve outcomes for the communities served

Up to \$100,000



Applicant Criteria

Eligibility Requirements

501(c)(3) nonprofits serving the Greater Cincinnati/Northern Kentucky region

Priority Considerations

Nonprofits with 5+ years of continuous operations and proven measurable outcomes

Collaborative Partnerships

Organizations that actively collaborate with other nonprofits, funders and partners

Strategic Growth

Focused on long-term sustainability and greater impact

AW Campaign

Lisa Wolter

Vice President, Campaign



ArtsWave Campaign 2026

Campaign Runs: Feb 1 – May 20

Mark your calendar and join us:

Kickoff on **Feb 4**

Finale on **May 20**



2026 Campaign Chair
James Zimmerman
Partner-in-Charge at Taft/

ArtsWave Campaign: We Can't Do It Without You!

- ✓ **Promote the campaign:** Curtain speeches, Program books and promotional flyers, Social media, etc.
- ✓ **Run an employee campaign:** focus on participation
- ✓ **Ask your board members to support of ArtsWave**
- ✓ **Participate in campaign activities:** (CincyJams-Sept 25, kick off, finale)
- ✓ **Recruit enthusiastic staff to make presentations**
- ✓ **Provide tickets** or other incentives for use in community-wide employee campaigns (*By August 31: need some for this fall*)
- ✓ **Offer of venues** for Campaign-related activities
- ✓ **Volunteer Opportunities:** If you have any, let us know



Thanking ArtsWave Partners:

Employee and Corporate giving \$100K +

- Recognition at appropriate level
- Include the recognition list in your program book
- Provide discounted venue rental for a campaign event
- Invitation to a special event or series
- Other ideas are welcome

ArtsWave Partners

(Organization Name) acknowledges the following partner companies, foundations and their employees who generously participate in the annual ArtsWave Campaign at the \$100,000+ level.

Thank you!

\$2 million +
P&G

\$1 million to \$1,999,999
Fifth Third Bank and Fifth Third Foundation

\$500,000 to \$999,999
altafiber
GE Aerospace

\$250,000 to \$499,999
Cincinnati Children's Hospital Medical Center
The Cincinnati Insurance Companies
Western & Southern Financial Group

\$100,000 – \$249,999
Carol Ann and Ralph V. Haile, Jr. Foundation
Cincinnati Business Courier
Cincinnati Reds
Duke Energy
The E.W. Scripps Company and Scripps Howard Foundation
The Enquirer | Cincinnati.com
Great American Insurance Group
Greater Cincinnati Foundation
The H.B., E.W. and F.R. Luther Charitable Foundation, Fifth Third Bank, N.A., Trustee
The Kroger Co.
Messer Construction Co.
PNC
U.S. Bank

**Listed in order of size of donation

marketing updates

Ryan Strand

Vice President, Marketing
& Communications



why doing this *together* matters

- Not a formality, it's how we show **shared impact**
- Demonstrates **public value**
- Ensure consistency across the region, amplifying the **collective power of the arts**.

SUPPORT

CCAC Gala
Donate
Donors
Friends of CCAC
Volunteer

ABOUT

Mission, Vision &
History
Meet the Board &
Staff
Job Openings



core *requirements* at a glance

- ✓ Use ArtsWave Logo in all possible marketing materials
- ✓ Include support line in public written materials including newsletters, releases, event wall text, emails, etc.
XYZ is supported by the tens of thousands of people who give generously to the annual ArtsWave Campaign, the region's primary source for arts funding.
- ✓ Acknowledge ArtsWave with at least the support line in curtain speeches, remarks, tours, talks, etc.
- ✓ Logo, spoken or written recognition in ads on all mediums
- ✓ Full page of ad space in programs when possible
- ✓ Tag @ArtsWave and use #CincyArts on social
- ✓ Upload all public experiences and ArtsWave Pass offers to Cincy A&E (which feeds the app)



IMPORTANT:
When **appropriate**
and **possible**


recognition examples:

General Operating Support

The Cincinnati Art Museum is supported by the generosity of tens of thousands of contributors to the annual ArtsWave Campaign, the region's primary source for arts funding.

The Cincinnati Art Museum acknowledges the following partner companies, foundations and their employees who generously participate in the annual ArtsWave Campaign at the \$100,000+ level. Thank you!

\$2 million+ P&G	\$100,000 – \$249,999 Cincinnati Open Cincinnati Reds Dinsmore & Shohl LLP Duke Energy The E.W. Scripps Company and Scripps Howard Foundation The Enquirer@Cincinnati.com
\$1 million to \$1,999,999 Fifth Third Bank and Fifth Third Foundation	
\$500,000 to \$999,999 GE Aerospace	
\$250,000 to \$499,999 altafiber	



HomeEventsExhibitionsLearnRentSupportAboutShopContact Us

Online STORE

Current EXHIBITIONS

Register for CLASSES

Donate NOW



NATIONAL ENDOWMENT for the ARTS
arts.gov





Funding Arts. Fueling Community.



stronger arts for a stronger region

more growth. more connection. more community.

The arts bring us together and make Cincy stand out. For nearly a century, support through ArtsWave has kept them within reach for everyone. Today, 22,000 community gifts to ArtsWave support 150+ projects, artists and organizations like Cincinnati Symphony Orchestra.

Make your gift to the annual ArtsWave Campaign today.



This is our Cincy. Let's discover more together.

Shakespeare Meets Classic 1980's Teen Cinema in New Production of *Love's Labour's Lost*

Inspired by iconic films of the decade, the production at Cincy Shakespeare reimagines the comedy. Foundation; The Ohio Arts Council; The Robert and Adele Schiff Family Foundation; The National Endowment for the Arts in partnership with Arts Midwest; The Shubert Foundation; Maureen and John Bridgeland; Cindy Bridgeland Crilly, and Debby and Jim Mason in honor of Jim Bridgeland; Lightborne, and the tens of thousands of people who give generously to the ArtsWave Community Campaign.

###





FIFTH THIRD presents
LOUISA MAY ALCOTT'S
LITTLE WOMEN
Adapted by LAUREN M. GUNDERSON
From the novel by LOUISA MAY ALCOTT
Production Sponsors: JOHNSON INVESTMENT COUNSEL
and CLARK SCHAEFER HACKETT
CINCYPLAY.COM
Season presented by SCHUELER GROUP

Get showtimes



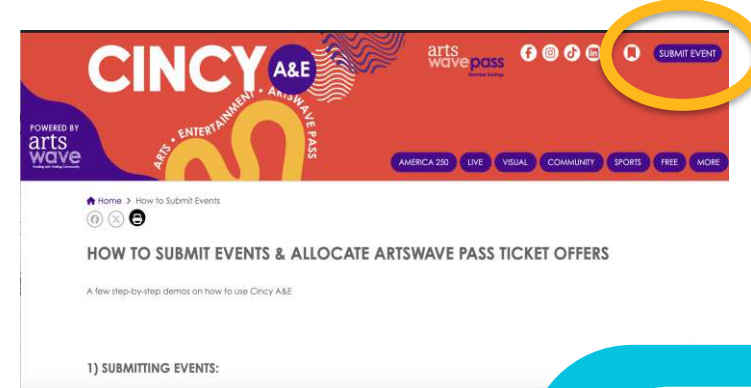
cincyplay This beloved story shines anew on stage Experience Louisa May Alcott's LITTLE WOMEN in Moe and Jack's Place — The...

cincy a&e + artswave app

 artswave.org/howto



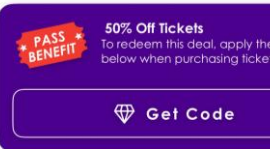
- ✓ Upload all events, performances, exhibitions, etc., **as they become public** (New: America 250!)
- ✓ Provide 50%-off offers to all events, performances, exhibitions, etc., **as can be reasonably accomplished.**
- ✓ Not Required (*but you're gonna want to!*): Provide **free and last-minute deals** at any point!



Jan 16, 2026 at 11:00 AM (Friday)

American
Presented by Cincy

Featuring musi
program here



Jan 17, 2026 at 7:30 PM (Saturday)

need help?



Holly McGowan

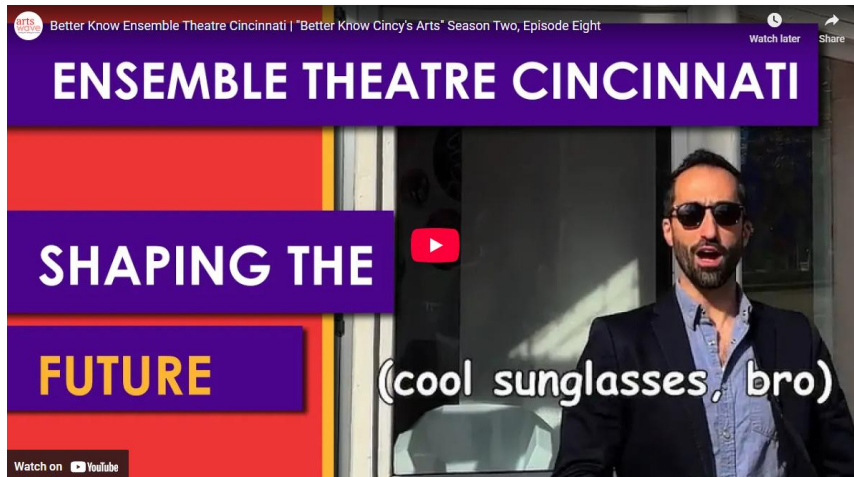
Coordinator, Donor Benefit
Services & Engagement

[513.632.0133](tel:513.632.0133)

holly.mcgowan@artswave.org

beyond requirement is *partnership*

- Active participation in ArtsWave Social Media requests.
- **We** are highlighting **YOU** too!



ArtsWave APP

Jeni Barton

Director, Digital Products



where visibility *means* real connection

- Curated events on homescreen based on **user interests**
- Push notifications **that inspire action**
- Custom itineraries and favorites make your event **unforgettable** (even before it happens)



because behind the numbers are real *people*

- **21,000+** Downloads
- **9,432** Registered Users
- **4,072** Registered AWPass Members
- **5,360** Registered Non-members
- **400+** Average daily users



turning app usage *into* real life engagement

- 8,000+ AWPAss offers **redeemed**
- 44,000+ events **clicked**



saving you *time* through partnerships

Syndication Feeds

- Cincinnati Magazine
- Everything Cincy
- Ohio Event Finder
- CincyMoms Collective
- More in works



Sustaining Impact FY26-29

Ray Gargano

Vice President, Community Investments





blueprint for collective action **2.0**

ARTS PUT CINCINNATI ON THE MAP

- **GOAL:** ~~To be a competitive region for talent attraction~~ increase the region's **competitive advantage in attracting talent, new business and cultural tourists by pushing boundaries in arts in ways** that are perceived as extraordinary and innovative.

ARTS DEEPEN ROOTS

Roles for Arts Organizations:

- To create arts experiences that are participatory, social, recurring, promote well-being and/or encourage personal investment in the organization and/or community
- To engage young adults, including teens, college students, early career professionals and young families in arts experiences that inspire memories and future involvement
- To engage newcomers to the region in arts programs that are welcoming and inclusive

ARTS BRIDGE DIVIDES

- **GOAL:** To increase understanding and appreciation of differences among us, contributing to our region's identity as welcoming and inclusive.

ARTS **STRENGTHEN** NEIGHBORHOODS

- **GOAL:** To ~~enhance~~ **build** vibrancy **and well-being** in neighborhoods, particularly those that are under-resourced or revitalizing, by increasing the availability and accessibility of arts organizations and opportunities.

ARTS FUEL CREATIVITY AND LEARNING

- **GOAL:** ~~To promote the development of 21st century skills~~
To unlock imagination and foster future-ready skills by ensuring that all youth in the region, particularly those that are under-resourced, have access to multiple arts opportunities.



new: stability/capacity indicators

Arts organizations that demonstrate **financial health**, strong **governance** practices, consistent and broad **audiences**, a focus on **relevance** and **resilience** in the face of change are best equipped to deliver community impact.

Your Data: Staffing

	FY24	FY25
Full-Time Admin Staff	444	470
Part-time Admin Staff	448	467
Full-Time Artistic Staff	468	473
Part-Time Artistic Staff	1,621	2,048
Volunteers	5,464	5,728

2025:
45 Sustaining
Impact
Organizations

Your Data: Experiences



Fiscal Year	PAID	Arts Education	Community Outreach	TOTAL EXPERIENCES
FY2017	2,341,607	495,371	2,335,688	5,172,666
FY2018	1,157,643	370,842	2,027,294	3,555,779
FY2019	2,015,008	334,255	495,498	2,844,761
FY2020	NA	278,701	454,183	732,884
FY2021	402,863	163,970	457,674	621,644
FY2022	787,019	203,858	302,034	1,292,911
FY2023	751,214	193,004	2,352,059	2,545,063
FY2024	657,194	19,352	4,628	681,174
TOTAL	7,455,354	2,040,001	8,424,430	16,765,708

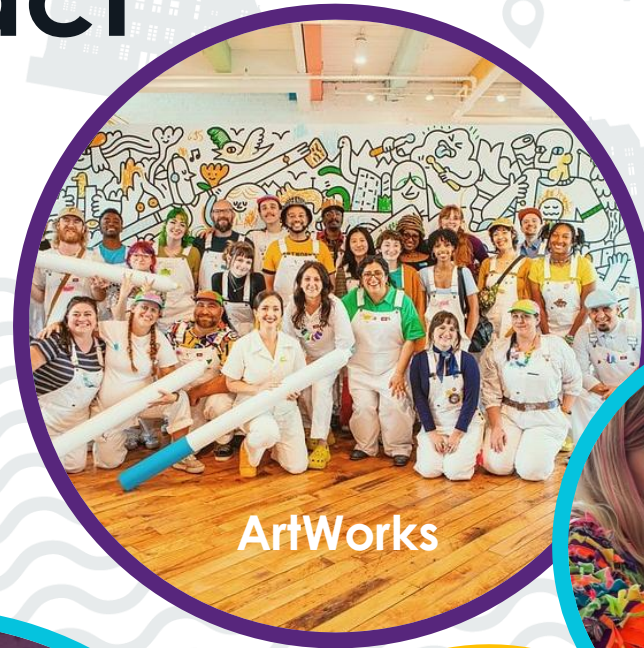


Your Data: Programming

Fiscal Year	\$ In person	\$ Virtual	Arts Education Students Served	Community Outreach People Served
FY2021	\$2,123,628	\$177,934	163,970	457,674
FY2022	\$17,575,781	\$59,143	203,858	302,034
FY2023	\$22,668,446	\$22,683	193,004	2,352,059
FY2024	\$22,642,485	\$23,472	262,135	1,203,319
TOTAL	\$65,252,585	\$283,232	822,967	4,315,086

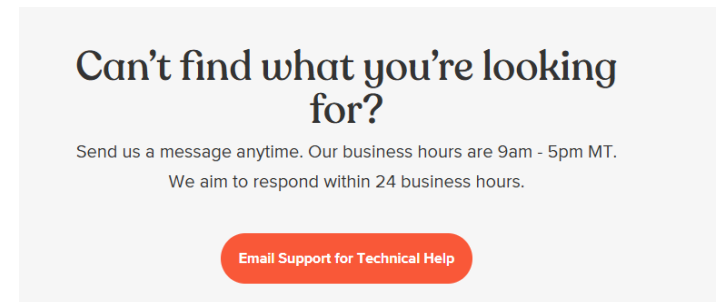
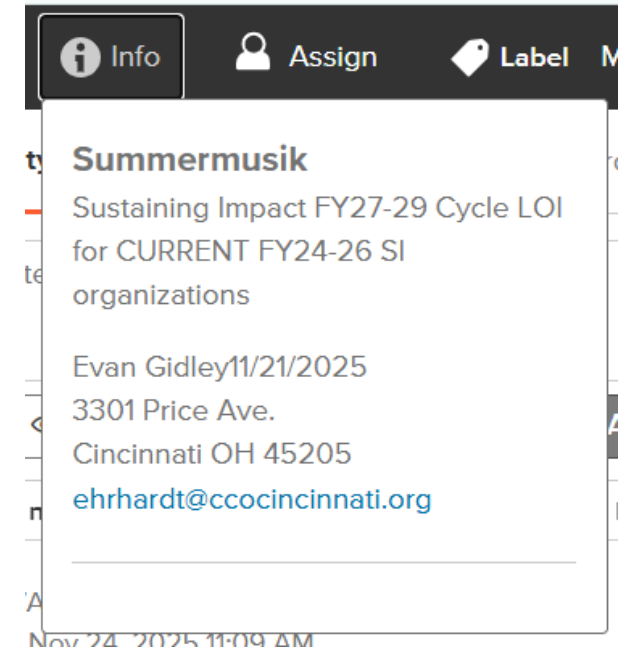


Your Impact

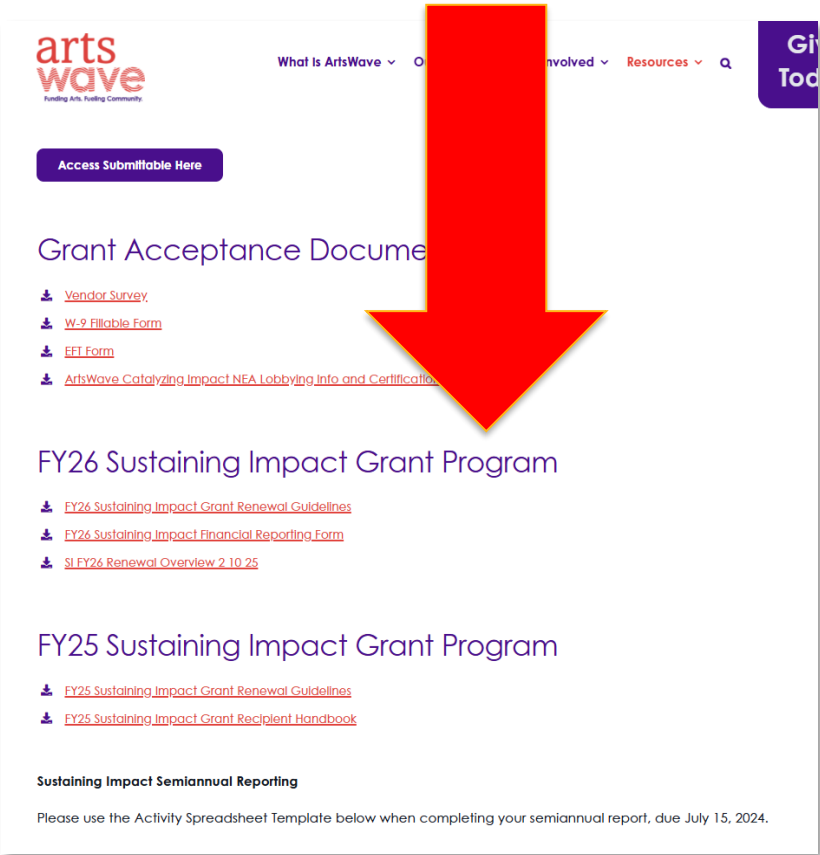
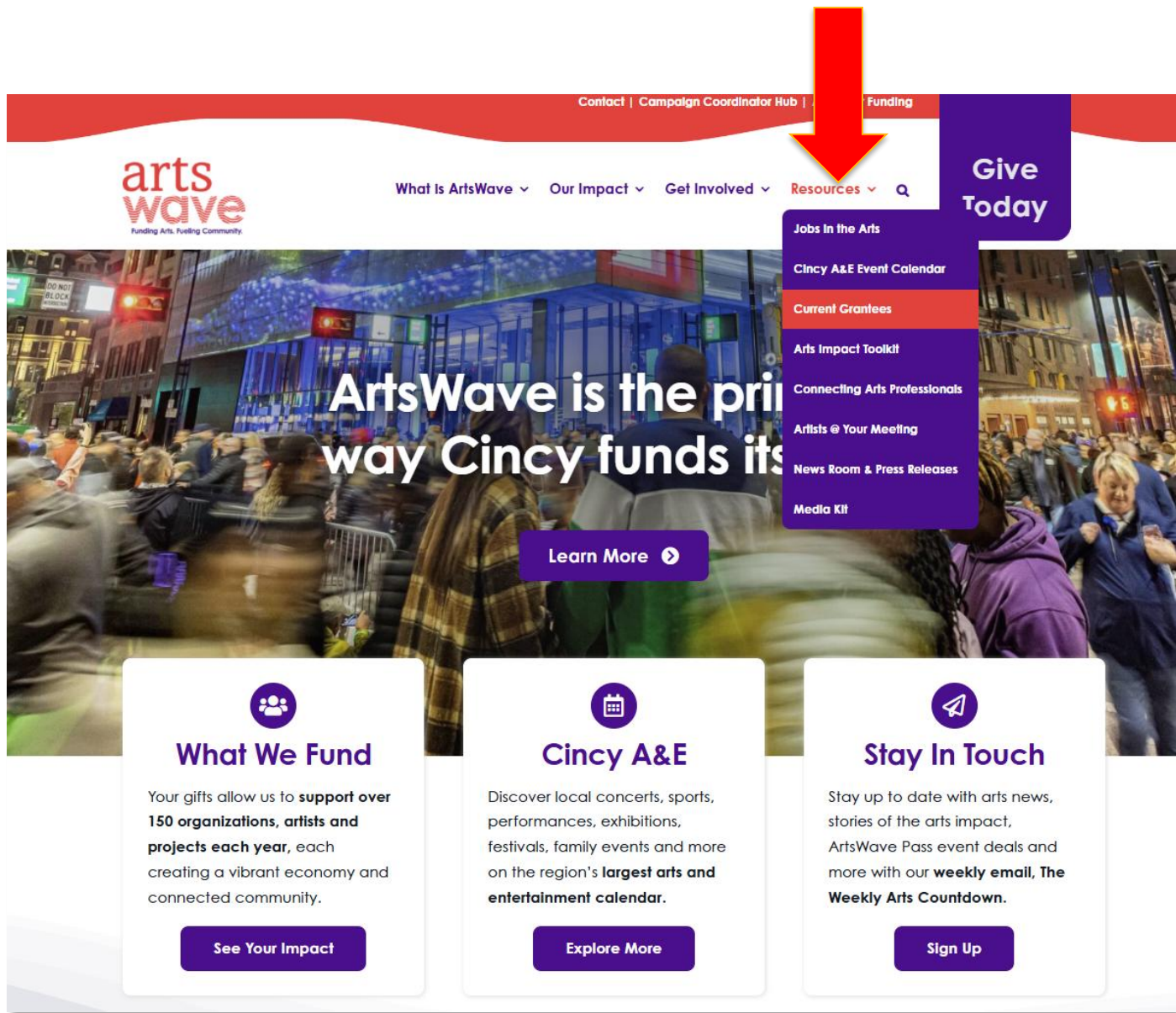


Submittable.com

- One account per organization
- Information goes to email listed in account
- AW does NOT have access to personal information
- New authentication/pw reset
- Let us know if contacts change



FY26 Handbook and Resources: NEW WEBSITE



SI Handbook FY26

1

Grant Recognition Guidelines

*Please include logo where it fits among your contributors
Name and Brandmark Usage
Recognition: print, electronic, oral, etc.*

2

Campaign and Contacts

*Please list MAIN GRANTEE CONTACT
Campaign Contacts
February 1-April 30 Public Campaign
Kickoff: Feb.4 Finale: May 20*

3

Collaborative Marketing

*Cincy A&E
ArtsWave Pass and other ticketing opportunities
Exclusive Content*

4

Reporting

*Semiannual reports, site visits
Impact Stories
Annual Review*



A year in the life of SI Reporting



REQUIRED:

Accept your grant

FY2026 Organizational Profile: August 1, 2025

THIS IS HOW WE PAY OUT YOUR GRANT Quarterly

Includes updated contact for campaign, update board list and demographics, Impact Story, updated budget (approved if possible)

REQUIRED:

Semiannual report 1: Jan 15, 2026

Semiannual report 2: July 15, 2026

Includes Activity Sheet, Outcomes update, Photographs to Share on Social Media, Marketing Recognition

Sustaining Impact FY27-29 **Timeline**

APPLICATION PROCESS

February 2: SI FY27-29 Application will open

March 10: Work session at ArtsWave 12-1:30 pm

April 3: APPLICATIONS DUE

May: In person panels:

*40 minutes each with 20 min prepared, 20 Q&A
Recommend CPO, Development, Finance, Board Chair*



Sustaining Impact FY27-29 **Timeline**

FY27 Deadlines:

August 1:

Organizational Profile in Submittable Due
Tickets/experiences for Fall kickoffs
Fall Spring events in CincyAE.com
ArtsWave Pass Deals in CincyAE.com

December 1:

Tickets for Remaining Campaigns

January 15:

Semi-Annual Report 1 DUE

July 15:

Semi-Annual Report 2 DUE

PAYMENT SCHEDULE

October 15, January 15, April 15, July 15



Sustaining Impact FY27-29 **Categories**

CATEGORY

BUDGET

Sustaining Impact A

<\$200,000* (*separate application)

Sustaining Impact B

\$200,000-\$400,000

Sustaining Impact C

\$400,001-\$750,000

Sustaining Impact D

\$750,001-\$2,499,999

Sustaining Impact E

\$2,500,000+

SI Comm. Arts Center

All Budgets



Sustaining Impact FY27-29 **Scoring**

- **Community Impact: Blueprint 2.0**
 - Organizational goal setting and assessment
- **Financial Health & Capacity**
 - History of Balanced Budget
 - Liquidity and Current Ratio
 - Financial Watchlist
 - Full-Time Equivalent Staff
 - Board of Directors
- **Community Demand**
 - Audience Trends and Response
 - Programming mix
 - Collaboration
- **ArtsWave Partnership**
 - Board participation in campaign
 - CincyAE, APP, ArtsWave Pass
 - Recognition of ArtsWave

Sustaining Impact FY27-29 Rubric

Score determines percent of budget funded

Scoring Label	Description	Total Score
Exceptional	The applicant has provided <u>overwhelming</u> evidence throughout the application that the organization has a business model, financial health, and community demand to drive impact in support of the Blueprint for Collective Action and is an active partner with ArtsWave.	95 to 100
		90 to 94.9
Strong	The applicant has provided <u>sound</u> evidence throughout the application that the organization has a business model, financial health, and community demand to drive impact in support of the Blueprint for Collective Action and is an active partner with ArtsWave.	85 to 89.9
		80 to 84.9
Good	The applicant has provided <u>sufficient</u> evidence throughout the application that the organization has a business model, financial health, and community demand to drive impact in support of the Blueprint for Collective Action and is an active partner with ArtsWave.	70 to 79.9
Average		62 to 69.9
Fair	The applicant has provided <u>limited</u> evidence throughout the application that the organization has a business model, financial health, and community demand to drive impact in support of the Blueprint for Collective Action and is an active partner with ArtsWave.	31 to 61.9
Weak	The applicant has provided <u>very limited</u> evidence throughout the application that the organization has a business model, financial health, and community demand to drive impact in support of the Blueprint for Collective Action and is an active partner with ArtsWave.	0 to 30.9

Financials

Sam Cribbet

Chief Financial Officer



Financial Form

- No changes to format
- You can add rows
- Only include operating rev/exp (i.e. no depreciation, etc.)
- Explain variances
- Definitions for all ratios and terms are within the guidelines
- Questions on finances will be asked by the panel, along with pre/follow-up questions outside the panel

ArtsWave Sustaining Impact Financial Reporting Form					
Operating Budget Form		Please submit as a spreadsheet; not PDF			
Organization:					
Dates of Fiscal Year:					
*Add columns to show different budget plans as needed					
	FY22	FY23	FY24	FY25	FY26
	Actuals	Actuals	Actuals	BD approved	Budget/Projections
Revenues					
ArtsWave Grant(s)					
Government Grants					
Contributions/Sponsorships/Memberships					
Admission/Performance Income					
Tuition					
Sales to Public					
Investment/Endowment Income					
Special Events Income, net					
Other Revenue/Support					
Total Operating Revenues	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses					
Artistic					
Programming					
Marketing/Promotion					
Development					
Merchandising/Concessions					
Facilities					
Administrative					
Total Operating Expenses	\$ -	\$ -	\$ -	\$ -	\$ -
SURPLUS (DEFICIT)	\$ -	\$ -	\$ -	\$ -	\$ -
Transfers & Financing					
Federal Relief programs, such as Paycheck Protection Program, and 2/ERC Credits/CARES Act Funding, SVOG (anticipated)					
Transfers From/(To) Board Designated Funds					
Capital Improvements/Purchases with Operating Funds					
Total Transfers & Financing	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL SURPLUS/(DEFICIT)	\$ -	\$ -	\$ -	\$ -	\$ -
Current Unrestricted Assets	\$ -	\$ -	\$ -	\$ -	\$ -
Current Unrestricted Liabilities	\$ -	\$ -	\$ -	\$ -	\$ -
CURRENT RATIO (unrestricted)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Shared Services

ArtsWave Health Insurance Alliance

- Organizations that receive an ArtsWave grant
- Have 2 or more participating employees
- Have a member represented on the Governing Committee of the Alliance (2-3 meetings)
- No admin cost, 1 time set up fee

SmART4Arts- Marketing Cohort

- 2nd year pilot program
- Organizations with budget size under \$1M
- Subsidized rates
- Current Marketing Agency- GreenCraft Media

17 Participating Employers

400+ Employees Supported



RENEWAL TREND

Year	Dental Renewal	Medical Renewal	Medical Renewal Trend
2015	2.0%	9.0%	12.4% - 19.2%
2016	2.0%	13.4%	8.9% - 13.5%
2017	1.0%	9.5%	11.1% - 16.4%
2018	0.0%	3.8%	10.4% - 16.1%
2019	1.0%	0.0%	15.7% - 20.1%
2020	0.0%	0.0%	12.5% - 19.4%
2021	- 1.0%	0.0%	12.1% - 19.4%
2022	Rate Guarantee	5.8%	11.9% - 17.7%
2023	- 4.4%	- 1.5%	14.9% - 23.2%
2024	Rate Guarantee	7.5%	7.6% - 14.9%
10-yr. Average	0.06%	4.7%	11.7% - 18.0%

Medical Renewal Trend depicts range of market average low and high renewals in the 51-99 segment for HUB Heartland fully-insured book of business.

10-yr. Average: 4.7% compared to 11.7%-18.0%

FY26 NKY Creative Placemaking Grant

APPLICATION PROCESS

March 2: Application will open

Week of March 2: Grant workshops

March 18: Early feedback

April 3: APPLICATION DUE

Award Notification in May



Rachael Parker

Director, NKY Creative Placemaking

513.632.0135

rachael.parker@artswave.org



Thank You

discover
+more

arts
wave

Funding Arts. Fueling Community.