

**Americans For The Arts Convention  
Las Vegas, NY  
June 1-3, 2007**

**Private-Sector Track  
Trends in Corporate Giving**

**Stephen K. Greenhalgh, Consultant, The Consulting Network**

Stephen Greenhalgh is with The Consulting Network, a national management consulting firm specializing in corporate social responsibility, contributions, community relations and employee involvement. His areas of expertise includes assessment, benchmarking, strategy development and implementation, marketing and communications for corporate citizenship, employee involvement and charitable workplace giving programs, as well as complementary services for national nonprofit service and fund-raising organizations.

Recent corporate consulting assignments include assessing the workplace giving programs of a number of Fortune 500 companies and developing strategies to strengthen employee involvement and participation. He recently authored a national publication on workplace giving trends, models and best practices.

Prior to starting his consulting career, Greenhalgh worked for 11 years in the United Way system, most recently serving as Vice President of Corporate Relations for United Way of America.

He is an active volunteer. He is a graduate of Brigham Young University with a degree in Communications.

Steve can be reached at: [stevegreenhalgh@att.net](mailto:stevegreenhalgh@att.net), 434-325-9287

**Joan Gunzberg, Executive Director, Arts & Business Council of Chicago**

Joan Gunzberg joined the Arts & Business Council in 1989 as the Executive Director and has built the organization into a major community resource that develops leadership, arts/business partnerships, collaborative initiatives, staff and board training and exposure to best business practices. Under her leadership she launched the Council's OnBOARD program (to train and place business professionals on arts boards throughout metro Chicago), the Arts Marketing Project - now part of AFTA aka NAMP, and replicated nationally, e-marketing and audience engagement initiatives, IMPACT – board diversity program and smARTscope (on line organizational assessment tool for arts groups).

Prior to moving to Chicago, Joan was heavily involved in community affairs in Buffalo, New York as Director of Development for the Jewish Centers; Volunteer Chair of the American Red Cross; founder of the Greater Buffalo Citizens League; President of the World Affairs Council and Junior Board Member of the Albright Knox Art Gallery. She received her B.A. degree in Political Science from the School of International Service at American University.

Joan can be reached at: [gunzberg@artsbiz-chicago.org](mailto:gunzberg@artsbiz-chicago.org), 312-372-1876

**Lee Keesler, President & CEO, Arts & Science Council**

Lee Keesler's life-long passion for the Charlotte-Mecklenburg region is broadly evidenced in more than two decades of commitment to the corporate community and significant volunteer leadership roles in the non-profit sector. Keesler served as board chair of the Arts & Science Council from 1998-1999 before joining the organization in 2004 as president & CEO. He also serves as president of the Greater Charlotte Cultural Trust. At the national level, Keesler serves as Vice Chair of the United Arts Funds Council of Americans for the Arts.

Former Senior Vice President and Commercial Banking Executive for Wachovia Bank's Carolinas and Georgia Regions, Keesler provided strategic and financial leadership for the bank's middle market commercial banking activities in North Carolina, South Carolina, and Georgia.

**Americans For The Arts Convention**  
**Las Vegas, NY**  
**June 1-3, 2007**

**Private-Sector Track**  
**Trends in Corporate Giving**

Additionally, he led the company's Government & Institutional Banking business enterprise-wide.

Keesler also enjoys extensive involvement as an active volunteer in the community. He currently serves on the Capital Campaign Planning Board, the McColl Graduate School of Business Board of Advisors, and the boards of ArtsTeach and Charlotte Center City Partners. He is a past board member and chair of Spirit Square Center for the Arts, the Uptown YMCA and Charlotte Advocates for Education. He has also served on the boards of the YMCA of Greater Charlotte, the United Way of Central Carolinas, the Charlotte Chamber of Commerce, Junior Achievement of Charlotte, The Presbyterian Home at Sharon Towers, Alexander Children's Center, the Charlotte Regional Partnership, the UNCC Athletic Foundation and Levine Museum of the New South.

Lee can be reached at: [lee.keesler@artsandscience.org](mailto:lee.keesler@artsandscience.org), 704-333-2272

**Gary Steuer, Vice President for Private Sector Affairs, Americans for the Arts; Executive Director, Arts & Business Council of Americans for the Arts**

Gary Steuer is responsible for leading efforts to stimulate more private sector support for the arts, including promoting partnership between the arts and business, as well as overseeing services to the national network of Arts & Business Councils, and United Arts Funds. He served as president and CEO of the Arts & Business Council from 1996 to 2005, when the Council merged its operations with Americans for the Arts. From 1993 to 1996, Gary was director of New York programs for the Council. Under his leadership the Council's budget grew by more than 400 percent and included the creation of such programs as the National Arts Marketing Project, with a total of over \$4.5 million in support from American Express to date; the Met Life Foundation National Arts Issue Forums; and the New York State Cultural Tourism Initiative. Gary has written, lectured, and taught extensively on arts management and policy issues. He has a B.A. in politics and dramatic literature from NYU, attended NYU's Stern Graduate School of Business Administration, as well as NYU's M.A. program in Performing Arts Management. He has served on many boards of directors, and funding and advisory panels for local, statewide, and national organizations.

Gary can be reached at: [gsteuer@artsusa.org](mailto:gsteuer@artsusa.org), 212-223-2787

**Bruce Whitacre, Executive Director, National Corporate Theatre Fund**

Since joining NCTF as Executive Director in 2002, Whitacre has expanded theatre access programs, initiated StageVision, a national media partnership, and a sponsorship campaign, and increased NCTF's network of theatres. NCTF, which represents 19 outstanding regional theatres and is supported by over 40 corporations and firms, forges strong and productive partnerships between the not-for-profit theatre community and corporate America. Prior to NCTF, Whitacre was Managing Director of New York's Signature Theatre Company for four seasons. He began his career in theatre in the Script Department of Manhattan Theatre Club, and he has been a dramaturg at the Mark Taper Forum, ASK Theatre Projects, and other venues. His corporate experience includes accounting, budgeting and administration in the publishing and banking industries, as well as a three-year stint with the United Nations World Food Programme in Rome, Italy. He holds an MFA from NYU's Tisch School of the Arts and a BS in Business Administration from the University of Nebraska-Lincoln.

Bruce can be reached at: [bwhitacre@nctf.org](mailto:bwhitacre@nctf.org), 212 750 6895

**Americans For The Arts Convention  
Las Vegas, NY  
June 1-3, 2007**

**Private-Sector Track  
Trends in Corporate Giving**

**Joan Israelite, President and CEO of the Arts Council of Metropolitan  
Kansas City (Moderator)**

Joan Israelite became the first President and CEO of the Arts Council of Metropolitan Kansas City in March 1999. The Arts Council was initiated as a result of a two-year community study process initiated by the Greater Kansas City Community Foundation's *Community Arts Initiative*. Initial studies in this process determined that Kansas City was one of the only major cities in the country that did not have Arts Council. Joan was selected to build this new organization.

From 1996 to 1999, Joan worked as development director for the Kansas City Symphony. From 1991 to 1996, Joan worked at the Lyric Opera also serving as their development director. Prior to her involvement with the arts, Joan served as Development Director for the Boys & Girls Clubs of Greater Kansas City (1986 – 1991) and as the School Age Child Care Community Coordinator for the Heart of America Family Services (1983 – 1986). Joan was also a coordinator for the Women's Leadership Institute at Avila College for 4 years.

Joan's volunteer efforts include serving as a board member of the Greater Kansas City Convention and Visitor's Association, the Missouri Arts Council and Missouri Cultural Trust. Joan has recently been appointed by President George W. Bush and confirmed by the U.S. Senate to serve on the National Council on the Arts for a six-year term beginning in March 2007. She has served as the President of the National Society for Fundraising Executives (NSFRE), as the first woman President of the downtown Sertoma Club and as a Peace Corps Volunteer in Brazil for two years.

Joan can be reached at: [Israelite@ArtsKC.org](mailto:Israelite@ArtsKC.org), 816-221-1777

# Trends in Corporate Support for the Arts in America



AMERICANS  
*for the* ARTS

Presenter:

Gary P. Steuer

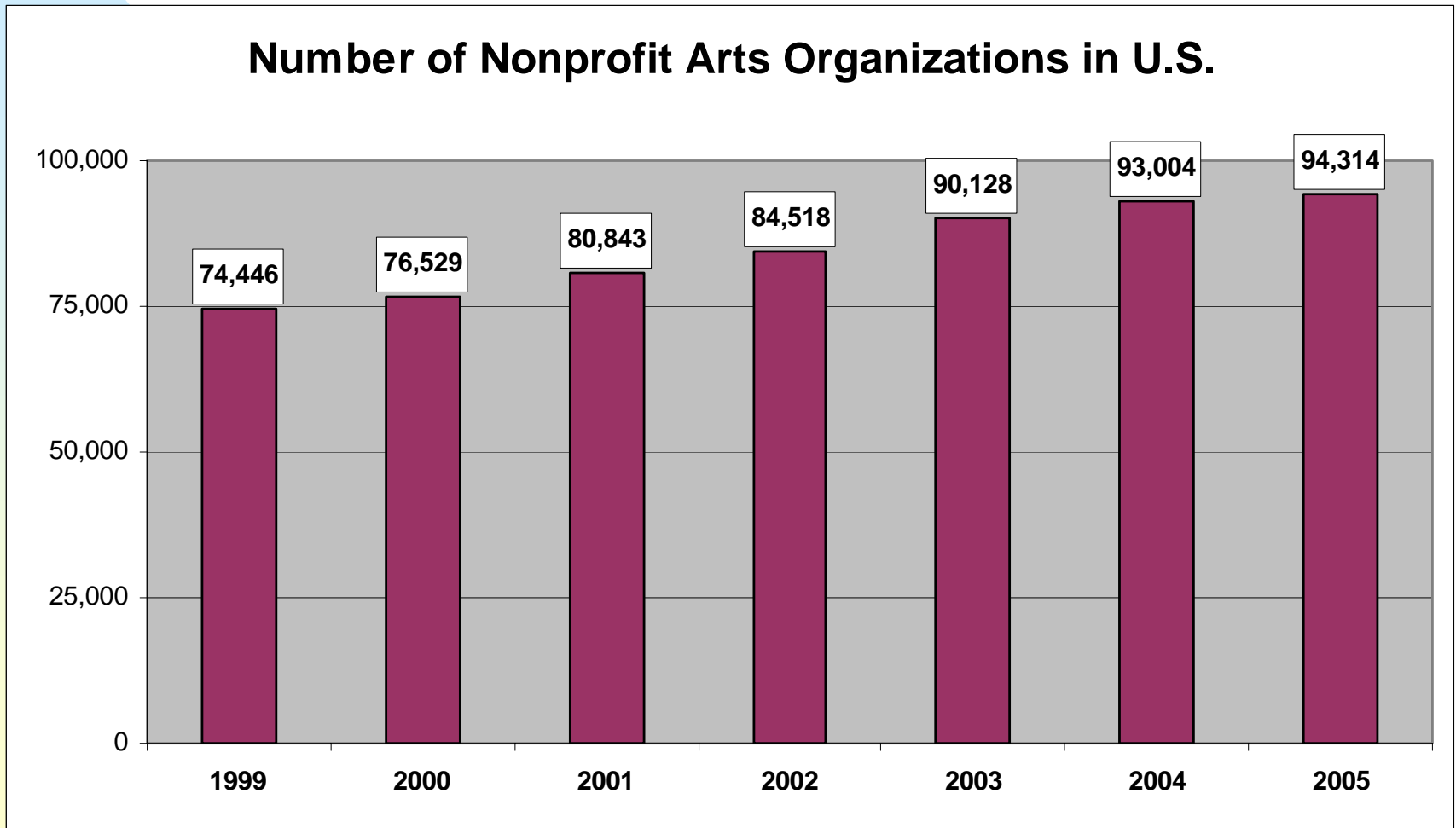
Vice President, Private-Sector Affairs

Americans for the Arts

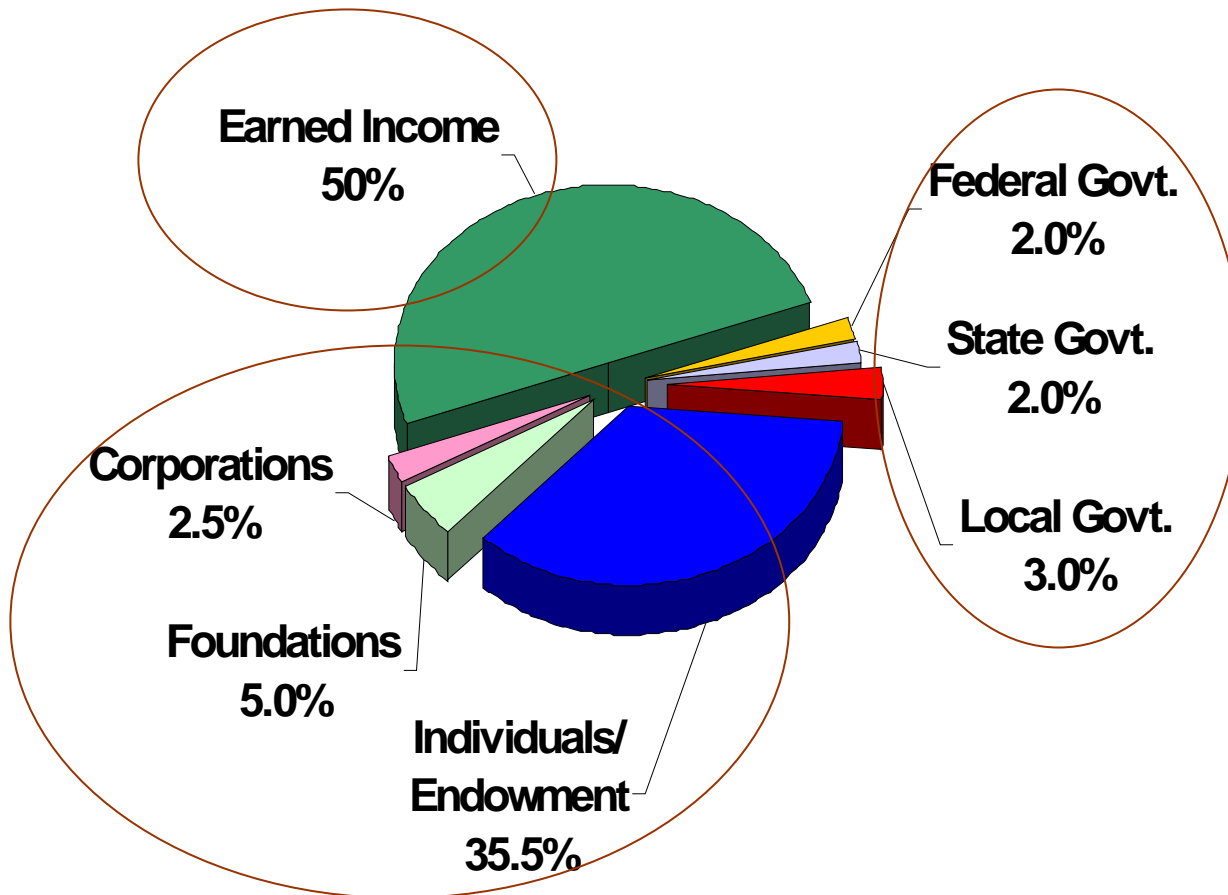
Executive Director

Arts & Business Council of Americans for the Arts

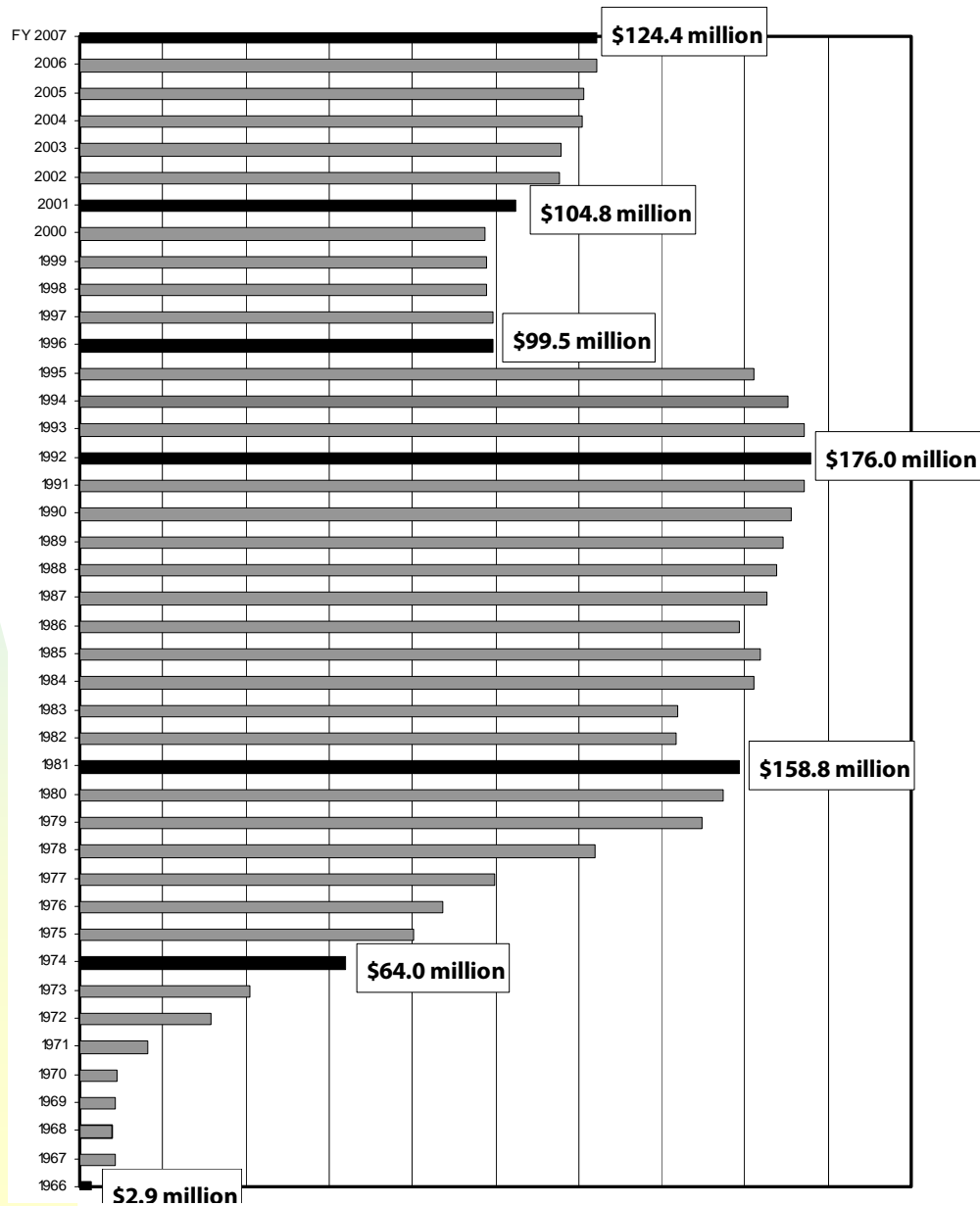
# Size of Nonprofit Arts Field



# Sources of Revenue for Nonprofit Arts Organizations (Estimated)

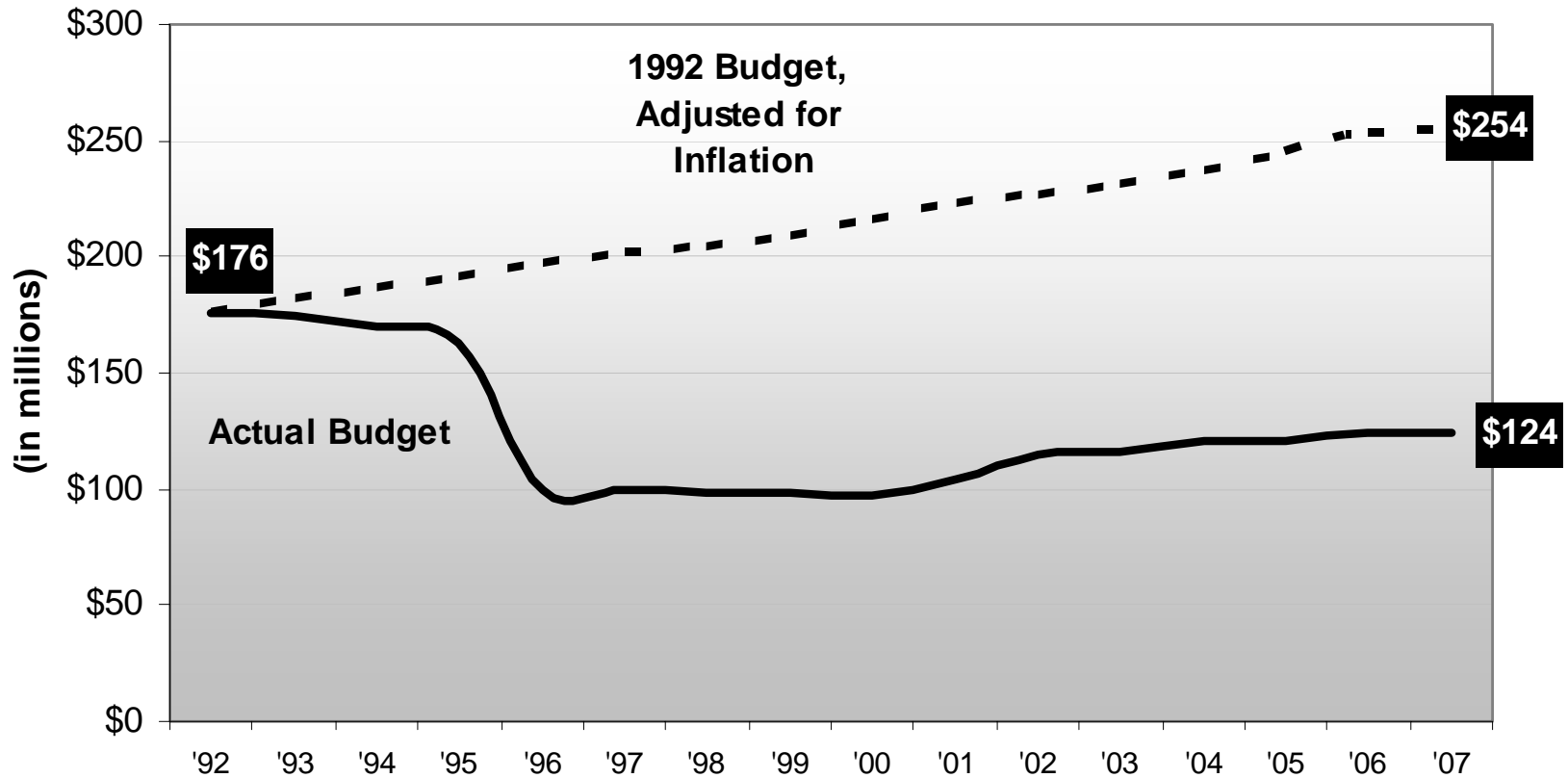


# History of NEA Support

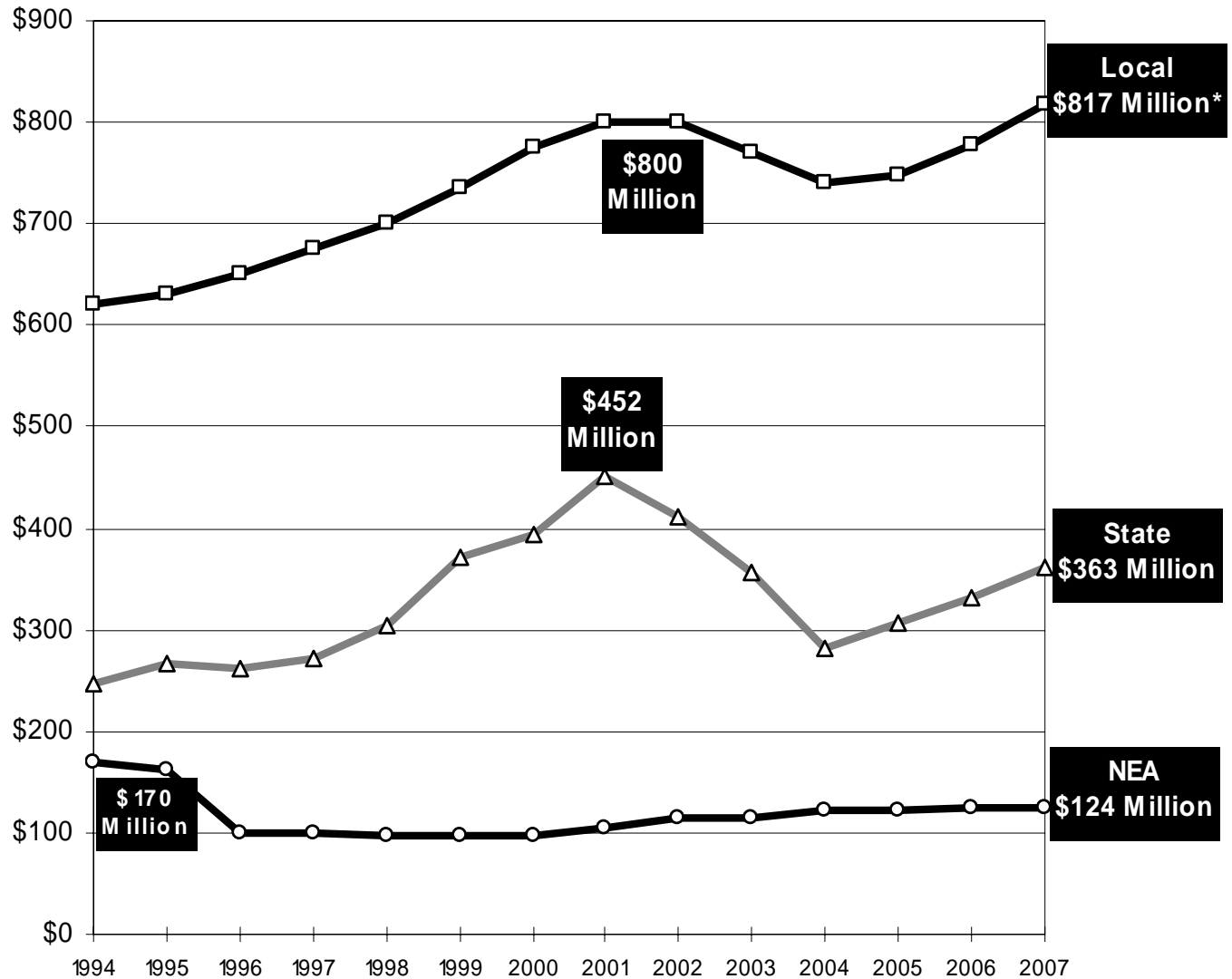


# History of NEA Support

## NEA Funding Fails to Keep Pace with Inflation

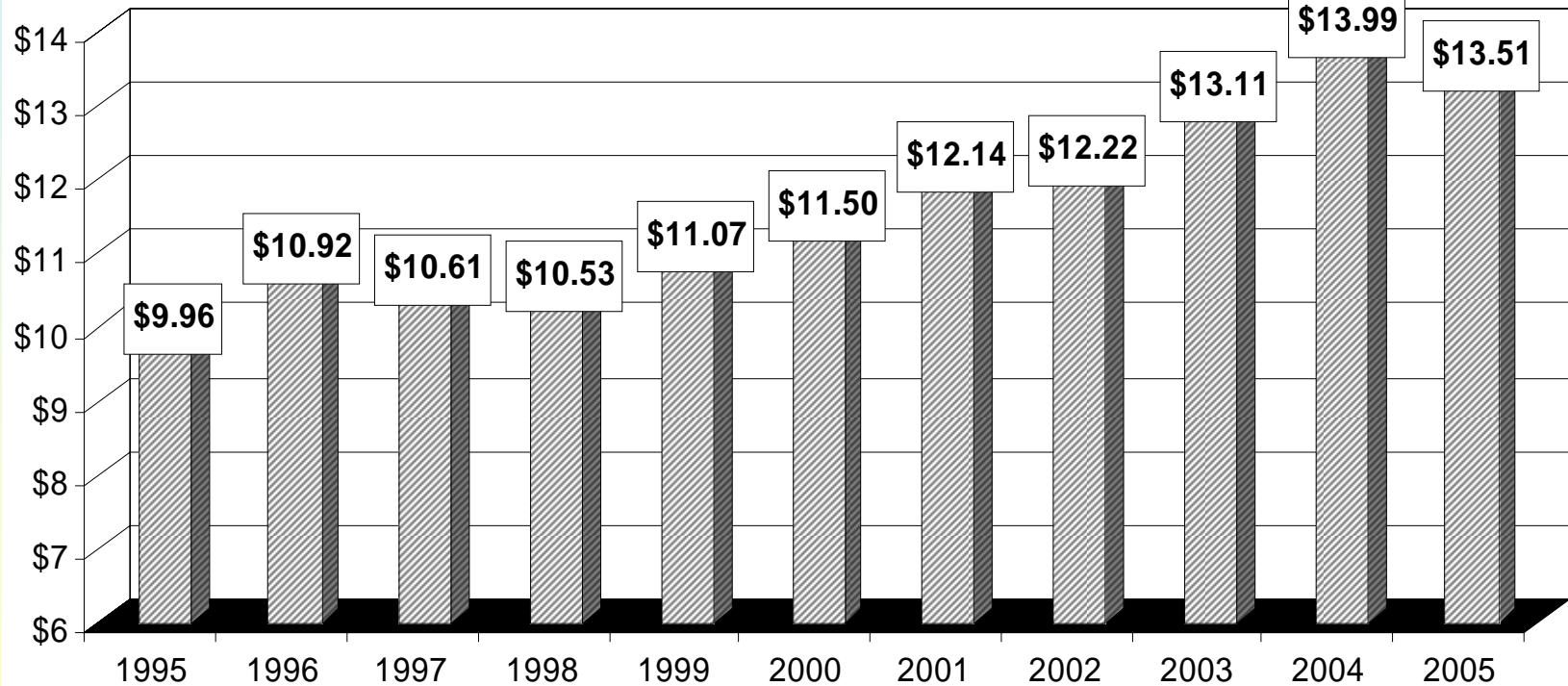


# Government Support for the Arts Federal, State and Local 1994 to 2007



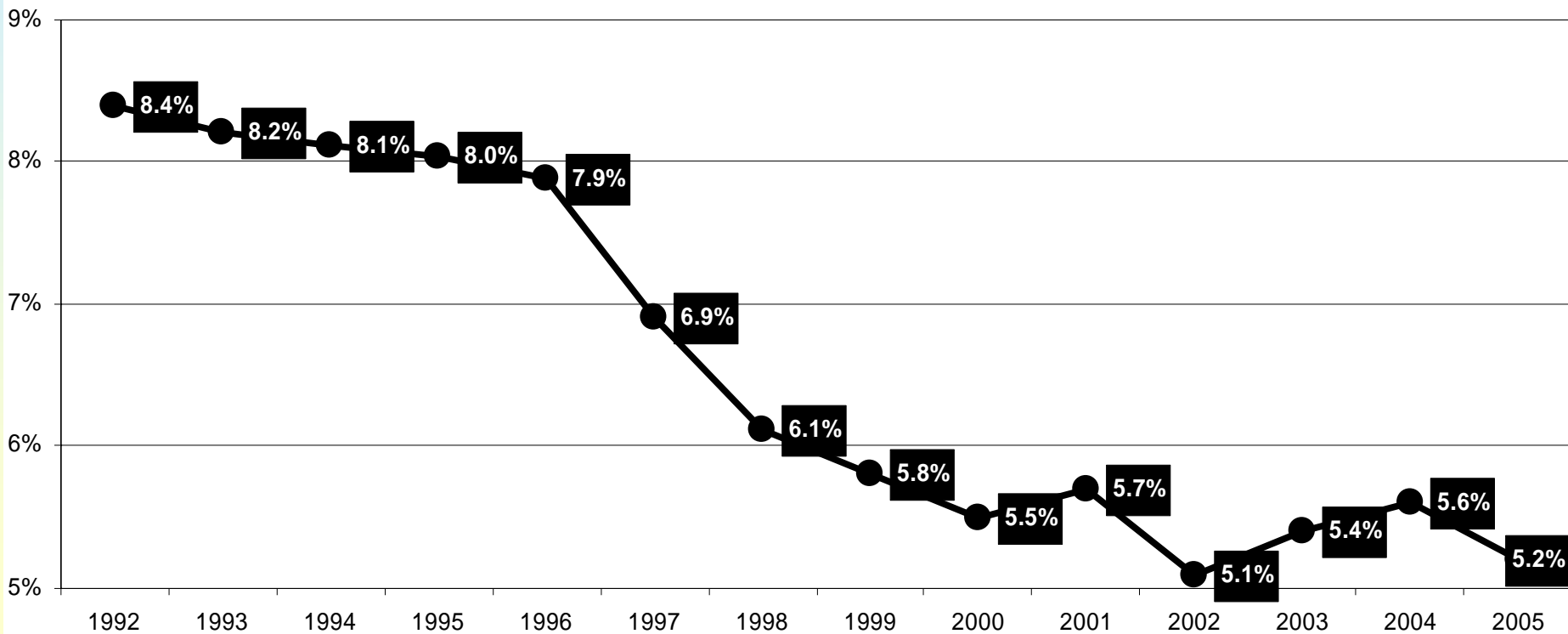
# Private Sector Support for the Arts – Decline in 2005...

**Private Giving to Arts, Culture and Humanities: 1995-2005  
(Billions of Current Dollars)**



# ...But a shrinking share of the total

**Private Giving to Arts & Culture as  
Percent of Total Philanthropy (1992-2005)**



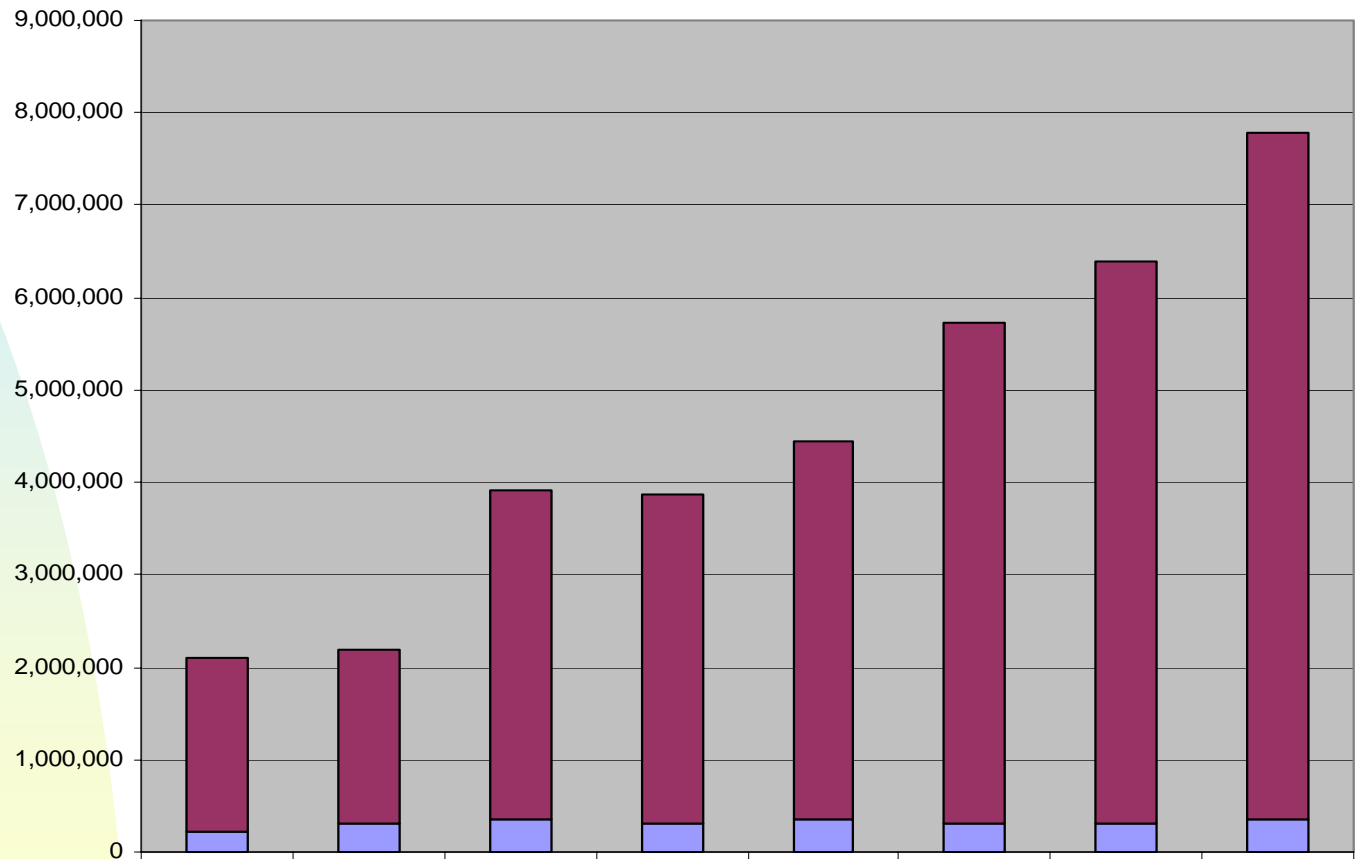
# Business Giving to the Arts

*Source: Business Committee for the Arts*

Trends in Business Support	2000	2003
Number of U.S. businesses	10.4 million	11.6 million
% of businesses contributing to the arts (cash/non-cash)	25%	36%
Median arts contribution per business	\$800	\$794
Total arts contribution	\$1.56 billion	\$3.32 billion

# Corporate Giving 1998-2005

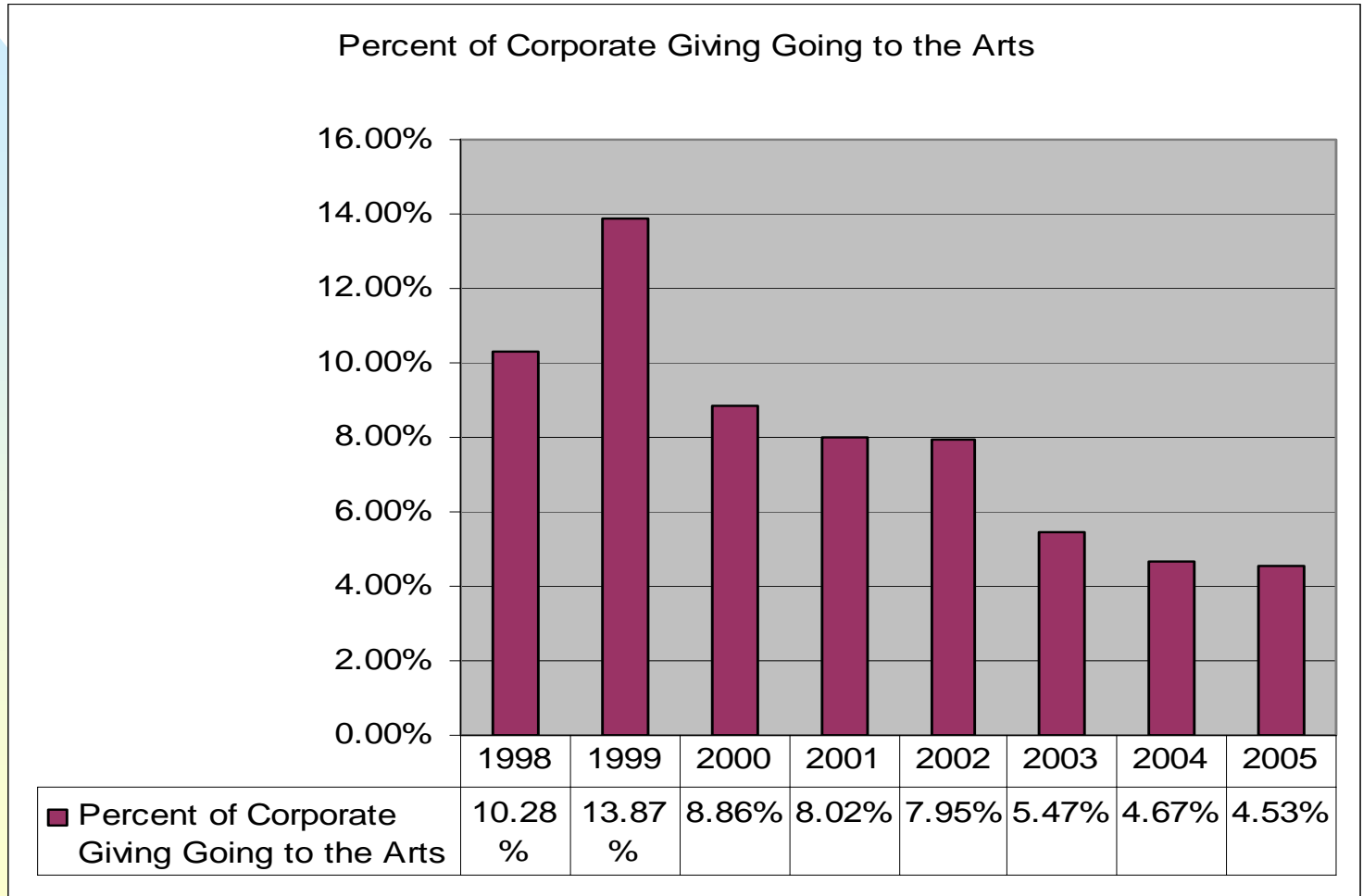
*source: The Conference Board; figures in thousands*



■ Total Other Corporate Giving	1,882,175	1,892,762	3,566,713	3,560,979	4,097,123	5,413,525	6,093,360	7,429,863
■ Total Corporate Giving to the Arts	215,689	304,868	346,527	310,415	354,092	313,465	298,647	352,841

# Corporate giving – steadily declining market share

Source: The Conference Board



# It's Not Just Grants - Sponsorship Trends and Numbers

- IEG forecasts that total sponsorship spending in North America will grow from \$7.63 billion in 1999 to \$12.09 billion in 2005
- Arts get 5% of total sponsorship dollars, compared to 69% for sports

# Other trends in corporate giving

- Mergers and acquisitions – often fewer large corporate givers in a community
- Downsized giving staffs – driving trend of fewer but larger grants
- Rise of strategic philanthropy and single issue giving
- Dispersed giving through local units and subsidiaries may undercount arts giving
- Rise in accountability and assessment – may depress arts giving which is hard to measure

# Other trends in corporate giving

- Growing interest in “instrumental value” of the arts – funding arts through education and community development giving.
- Generational change of decision-makers – new, younger CEOs often are not arts supporters
- Growing competition with disaster relief, education, health and other social issues.
- Globalization – declining % for domestic giving

# More Information?



- [Gsteuer@artsusa.org](mailto:Gsteuer@artsusa.org)
- [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)