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Foundation Funding for Arts Education: An Update on Foundation Trends

**THE
NEW
SCHOOL**

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Grantmakers in the Arts

Foundation Funding for Arts Education An Update on Foundation Trends

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Reflections from a K-12 Equity Perspective



Methodology

Sampling Base

Based on Foundation Center's annual grants sets. Each set includes all of the grants of \$10,000 or more awarded to organizations by 1,000 of the largest U.S. foundations by total giving

Represents roughly half of total grant dollars awarded by the universe of independent, corporate, community, and grantmaking operating foundations in that year. The 2012 grants set included 153,821 grants totaling \$22.4 billion; and the 1999 set included 81,112 grants totaling \$8.6 billion. Grants to individuals and grants from donor-designated and restricted funds of community foundations are not included.

In-School and Out-of-School

Did not differentiate between in-school and out-of-school programs.

Capital Support and All Other Support

Grants have been separated into capital (buildings/ facilities) and all other types of support (programmatic/administration/etc.)

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Defining Arts Education Grantmaking

Arts education grantmaking has been divided into the major areas of multidisciplinary arts education, performing arts education, visual arts education, museum arts education, and literary arts education and broadly defined as supporting:

- Single-discipline and multidisciplinary arts-in-education and arts and education organizations and programs
- Educational activities and outreach programs of museums, performing arts companies, visual arts centers, and other arts groups
- Development of arts curriculum, arts-related classroom space, and arts and performing arts facilities at schools, colleges, and universities
- Scholarships, fellowships, and residencies for young and emerging artists provided through arts groups and degree-granting arts institutions
- Community arts schools and arts education programs conducted by multipurpose community organizations and youth development groups
- *Research on the role and effectiveness of arts education and advocacy to expand and enhance its influence*

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Total Giving

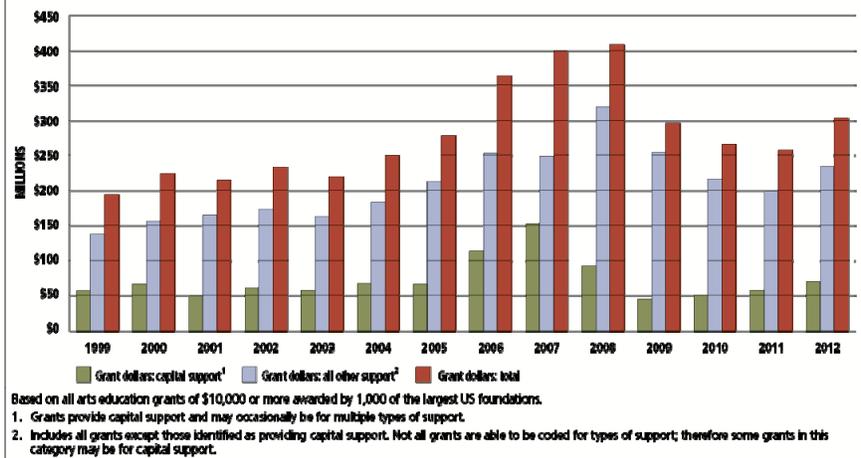
1999-2012

- Giving for arts education by funders rose 57 percent, from \$193.7 million in 1999 to \$304.4 million in 2012.
- This rate of growth was slower than the increase in overall foundation giving recorded during this period but on par with growth in arts funding overall.
- arts education's share of total arts funding remained steady at just over 14 percent. By number of grants awarded, arts education support grew 49 percent during this period, from roughly 2,500 to over 3,700 grants.

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Foundation Giving for Arts Education

FIGURE 1. Foundation giving for arts education, 1999 to 2012



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Top 25 US Foundations Giving for Arts Education

| Rank | Foundation | State | Fdn type ¹ | Amount | % | No. of grants | Arts education giving as a % of overall giving | % Change in arts education giving, '09-'12 ² | Arts education capital support dollars ³ | Arts education other types of support dollars ⁴ | |
|------|---|-------|-----------------------|--------------|-----|---------------|--|---|---|--|------------|
| 1. | Robina Foundation | MN | IN | \$18,000,000 | 5.9 | 1 | 0.0 | 68.1 | N/A | \$18,000,000 | \$0 |
| 2. | Andrew W. Mellon Foundation | NY | IN | 16,282,455 | 5.3 | 37 | 1.0 | 6.4 | 99.0 | 2,075,000 | 14,207,455 |
| 3. | Karsh Family Foundation | CA | IN | 9,100,000 | 3.0 | 2 | 0.1 | 61.3 | N/A | 9,090,000 | 10,000 |
| 4. | Windgate Charitable Foundation | AR | IN | 8,558,803 | 2.8 | 69 | 1.8 | 32.5 | 1,313.2 | 4,982,762 | 3,576,041 |
| 5. | William and Flora Hewlett Foundation | CA | IN | 6,415,000 | 2.1 | 23 | 0.6 | 2.1 | 129.5 | 300,000 | 6,115,000 |
| 6. | Wallace Foundation | NY | IN | 6,271,500 | 2.1 | 5 | 0.1 | 10.6 | 77.2 | 0 | 6,271,500 |
| 7. | Kresge Foundation | MI | IN | 5,698,500 | 1.9 | 17 | 0.5 | 4.5 | 19.2 | 2,000,000 | 3,698,500 |
| 8. | Donald W. Reynolds Foundation | NV | IN | 5,631,453 | 1.9 | 1 | 0.0 | 4.0 | 1,209.6 | 5,631,453 | 0 |
| 9. | PNC Foundation | PA | CS | 5,224,690 | 1.7 | 135 | 3.6 | 11.6 | 16,486.3 | 150,000 | 5,074,690 |
| 10. | Herb Alpert Foundation | CA | IN | 4,776,140 | 1.6 | 15 | 0.4 | 68.2 | N/A | 0 | 4,776,140 |
| 11. | John D. and Catherine T. MacArthur Foundation | IL | IN | 4,737,000 | 1.6 | 11 | 0.3 | 2.4 | 753.5 | 0 | 4,737,000 |
| 12. | Surdna Foundation | NY | IN | 4,591,000 | 1.5 | 39 | 1.0 | 15.6 | 29.2 | 0 | 4,591,000 |
| 13. | Colburn Foundation | CA | IN | 3,700,000 | 1.2 | 10 | 0.3 | 63.1 | N/A | 0 | 3,700,000 |
| 14. | John S. and James L. Knight Foundation | FL | IN | 3,550,000 | 1.2 | 20 | 0.5 | 6.3 | 80.4 | 20,000 | 3,530,000 |
| 15. | Annenberg Foundation | CA | IN | 3,424,772 | 1.1 | 29 | 0.8 | 9.4 | (27.0) | 50,000 | 3,374,772 |
| 16. | Sherwood Foundation | NE | IN | 3,365,790 | 1.1 | 13 | 0.3 | 9.3 | N/A | 2,008,704 | 1,357,086 |

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Top 25 Foundations Giving for Arts Education

| | | | | | | | | | | |
|--|----|----|----------------------|--------------|--------------|--------------|------|-------|-----------|-----------|
| 16. Sherwood Foundation | NE | IN | 3,365,790 | 1.1 | 13 | 0.3 | 9.3 | N/A | 2,008,704 | 1,357,086 |
| 17. Peter Jay Sharp Foundation | NY | IN | 3,125,000 | 1.0 | 5 | 0.1 | 14.7 | 78.1 | 3,000,000 | 125,000 |
| 18. New York Community Trust | NY | CM | 2,870,500 | 0.9 | 73 | 2.0 | 2.5 | 313.0 | 243,100 | 2,627,400 |
| 19. Polk Bros. Foundation | IL | IN | 2,785,000 | 0.9 | 60 | 1.6 | 14.7 | 784.1 | 200,000 | 2,585,000 |
| 20. Charles Stewart Mott Foundation | MI | IN | 2,690,024 | 0.9 | 6 | 0.2 | 3.2 | 56.2 | 1,549,924 | 1,140,100 |
| 21. Geraldine R. Dodge Foundation | NJ | IN | 2,688,000 | 0.9 | 75 | 2.0 | 28.9 | 47.0 | 0 | 2,688,000 |
| 22. Houston Endowment | TX | IN | 2,605,000 | 0.9 | 14 | 0.4 | 3.3 | 221.6 | 275,000 | 2,330,000 |
| 23. Jack Kent Cooke Foundation | VA | IN | 2,595,121 | 0.9 | 12 | 0.3 | 31.2 | N/A | 0 | 2,595,121 |
| 24. John and Lisa Pritzker Family Fund | CA | IN | 2,575,000 | 0.8 | 4 | 0.1 | 15.7 | N/A | 0 | 2,575,000 |
| 25. Grainger Foundation | IL | IN | 2,536,481 | 0.8 | 5 | 0.1 | 8.0 | N/A | 10,000 | 2,526,481 |
| SUBTOTAL | | | \$133,797,229 | 44.0 | 681 | 18.2 | | | | |
| All other foundations | | | 170,591,102 | 56.0 | 3,052 | 81.8 | | | | |
| TOTAL | | | \$304,388,331 | 100.0 | 3,733 | 100.0 | | | | |

Based on all arts education grants of \$10,000 or more awarded by 560 of the largest US foundations. Only grants to organizations are included.

1. IN = Independent; CS = Corporate; CM = Community.

2. Based on all arts education grants of \$10,000 or more awarded by 507 of the largest US foundations for 1999.

3. Grants provide capital support and may occasionally be for multiple types of support.

4. Includes all grants except those identified as providing capital support. Not all grants are able to be coded for types of support; therefore some grants in this category may be for capital support.

N/A = not available.

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Giving for arts education by number of grants

1999 and 2012

| Grant range | 1999 Capital support | 2012 Capital support |
|----------------------------------|----------------------|----------------------|
| | No. of grants | No. of grants |
| \$1 million and over | 3.2% | 7.0% |
| \$100,000 - \$1 million | 35.5% | 35.7% |
| \$50,000 - \$100,000 | 22.9% | 14.1% |
| \$25,000 - \$50,000 | 15.5% | 16.1% |
| \$10,000 - under \$25,000 | 22.9% | 27.1% |
| Total | 100.0% | 100.0% |

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| | 1999 All other support | 2012 All other support |
|----------------------------------|-----------------------------------|-----------------------------------|
| Grant range | No. of grants | No. of grants |
| \$1 million and over | 0.6% | 0.7% |
| \$100,000 - \$1 million | 11.7% | 13.0% |
| \$50,000 - \$100,000 | 15.4% | 16.5% |
| \$25,000 - \$50,000 | 25.8% | 25.3% |
| \$10,000 - under \$25,000 | 46.5% | 44.5% |
| Total | 100.0% | 100.0% |

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Giving by Field

TABLE 4. Foundation giving for arts education by major field and subfield, 2012

| | Amount | % | No. of grants | % |
|---|----------------------|--------------|---------------|--------------|
| Performing arts education | \$140,549,704 | 46.2 | 1,889 | 50.6 |
| Music | 47,530,955 | 15.6 | 675 | 18.1 |
| Theater | 38,087,298 | 12.5 | 427 | 11.4 |
| Dance | 16,660,728 | 5.5 | 293 | 7.8 |
| Other performing arts education | 38,270,723 | 12.6 | 494 | 13.2 |
| Multidisciplinary arts education¹ | \$84,987,530 | 27.9 | 1,042 | 27.9 |
| Cultural/ethnic awareness | 9,345,803 | 3.1 | 57 | 1.5 |
| Other multidisciplinary arts education | 75,561,747 | 24.8 | 985 | 26.4 |
| Visual arts education | \$43,930,910 | 14.4 | 477 | 12.8 |
| Museum education | \$20,933,114 | 6.9 | 170 | 4.6 |
| Art museum education | 13,574,447 | 4.5 | 105 | 2.8 |
| Other museum education | 7,358,667 | 2.4 | 65 | 1.7 |
| Literary arts education | \$8,036,853 | 2.6 | 96 | 2.6 |
| Other | \$6,030,200 | 2.0 | 59 | 1.6 |
| Total | \$304,388,331 | 100.0 | 3,733 | 100.0 |

Based on all arts education grants of \$10,000 or more awarded by 560 of the largest US foundations. Only grants to organizations are included.

1. Includes non-tipuruso arts education programs and centers.

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Giving by Recipient Type

TABLE 5. Giving for arts education by recipient type, 2012

| Recipient type | Capital support dollars ¹ | No. of grants | All other support dollars ² | No. of grants | Total amount | % | Total no. of grants | % |
|---|--------------------------------------|---------------|--|---------------|----------------------|--------------|---------------------|--------------|
| Arts organizations | \$19,046,206 | 95 | \$168,790,748 | 2,824 | \$187,776,954 | 60.4 | 2,919 | 78.2 |
| Performing arts organizations | 7,417,325 | 44 | 60,645,656 | 1,323 | 68,252,981 | 22.4 | 1,367 | 36.6 |
| Performing arts education organizations | 2,012,190 | 15 | 20,865,940 | 346 | 22,878,130 | 7.5 | 361 | 9.7 |
| Music organizations | 1,517,500 | 7 | 15,377,867 | 384 | 16,894,867 | 5.5 | 391 | 10.5 |
| Theaters | 2,635,135 | 13 | 12,052,086 | 333 | 14,672,221 | 4.8 | 346 | 9.3 |
| Dance organizations | 1,212,500 | 8 | 6,997,979 | 172 | 8,210,479 | 2.7 | 180 | 4.8 |
| Performing arts centers | 50,000 | 1 | 4,421,235 | 66 | 4,471,235 | 1.5 | 67 | 1.8 |
| Other performing arts groups | 0 | 0 | 1,131,049 | 22 | 1,131,049 | 0.4 | 22 | 0.6 |
| Arts-focused higher educational institutions | 620,000 | 3 | 33,504,736 | 296 | 34,124,736 | 11.2 | 301 | 8.1 |
| Multidisciplinary arts education organizations | 1,675,995 | 25 | 34,203,449 | 535 | 35,879,444 | 11.9 | 560 | 15.0 |
| Museums | 1,989,924 | 6 | 13,436,876 | 171 | 15,226,800 | 5.0 | 177 | 4.7 |
| Visual arts organizations | 483,390 | 8 | 6,754,559 | 191 | 10,238,049 | 3.4 | 199 | 5.3 |
| Multidisciplinary arts centers | 49,500 | 3 | 3,242,564 | 64 | 3,292,164 | 1.1 | 67 | 1.8 |
| Arts councils | - | - | 1,185,112 | 25 | 1,185,112 | 0.4 | 25 | 0.7 |
| Ethnic/folk arts organizations | 2,785,472 | 4 | 1,149,975 | 31 | 3,935,447 | 1.3 | 35 | 0.9 |
| Other arts organizations ³ | 25,000 | 2 | 11,607,821 | 186 | 11,632,821 | 3.8 | 188 | 5.0 |
| General-purpose educational institutions | \$46,362,501 | 68 | \$63,463,840 | 529 | \$109,826,341 | 36.1 | 597 | 16.0 |
| Higher educational institutions | 39,865,028 | 25 | 32,594,075 | 195 | 72,459,103 | 23.9 | 220 | 5.9 |
| Elementary/secondary schools ⁴ | 3,407,975 | 28 | 9,045,447 | 136 | 12,453,422 | 4.1 | 164 | 4.4 |
| Other educational institutions | 3,089,500 | 15 | 20,924,318 | 198 | 24,013,818 | 7.9 | 213 | 5.7 |
| Human service agencies | \$190,000 | 2 | \$5,466,006 | 131 | \$5,656,006 | 1.9 | 133 | 3.6 |
| Youth development organizations | 40,000 | 1 | 2,441,549 | 79 | 2,481,549 | 0.8 | 80 | 2.1 |
| Other human service agencies | 150,000 | 1 | 3,024,457 | 52 | 3,174,457 | 1.0 | 53 | 1.4 |
| Community improvement organizations | \$0 | 0 | \$2,573,150 | 43 | \$2,573,150 | 0.8 | 43 | 1.2 |
| Other organizations | \$40,160 | 3 | \$2,495,720 | 38 | \$2,535,880 | 0.8 | 41 | 1.1 |
| Total | \$61,658,867 | 168 | \$242,729,464 | 3,565 | \$304,388,331 | 100.0 | 3,733 | 100.0 |

Based on all grants of \$10,000 or more awarded by the top 1,000 foundations by total giving. Of this sample, 569 funders awarded arts education grants. Only grants to organizations are included.

1. Includes arts advocacy organizations, multipurpose arts associations, governmental art agencies, arts fundraising organizations, film/television groups, artist's unions, organizations, and other arts organizations.
2. Elementary and secondary education are grouped together in one category because for most grants' further detail is either unavailable to provide more precise breakdowns.
3. Grants provide capital support and may occasionally be for multiple types of support.
4. Includes all grants except those identified as providing capital support. Not all grants are able to be coded for types of support; therefore some grants in this category may be for capital support.

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“Key Findings”

- Support for arts education grew by 57 percent between 1999 and 2012
- Performing arts education benefited from roughly half of arts education giving
- Arts organizations received three out of five arts education dollars and four out of five arts education grants
- A majority of arts education grants targeted children and youth

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Close of Report

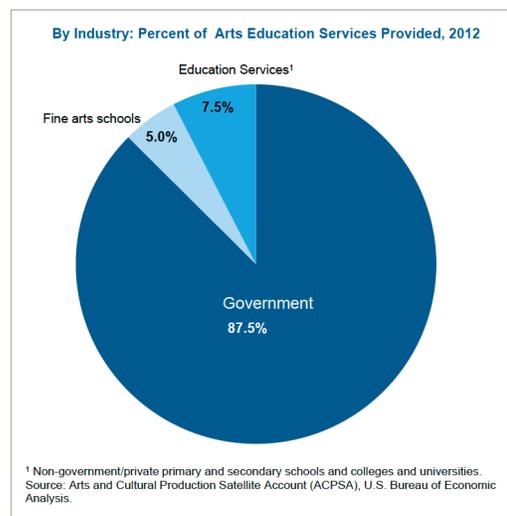
Looking Forward

What comes next for arts education funding? Certainly, economic prospects appear healthier than in recent years, suggesting the potential for growth in overall arts education grantmaking. **More critical to the future of the field, however, may well be the work of current arts education funders in continuing to engage a new generation of donors.**

The contributions of arts education to a creative and prosperous society are well documented. But these learnings may need to be translated in a way that engages donors who want to be more hands on, see their priority as addressing specific populations, and may not immediately connect with how support for arts education can facilitate those goals. Arts education is a powerful resource for ensuring greater equity in society, and funders need only find the most resonant ways to make this case.

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Where are the levers?



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National Committee for Responsible Philanthropy

2010 Recommendations to Funders

In 2009, NCRP challenged grantmakers to provide at least 50 percent of their grant dollars to benefit marginalized groups and to provide at least 25 percent of their grant dollars for “advocacy, organizing and civic engagement to promote equity, opportunity and justice.”

Those two benchmarks provide a foundational touchstone for this new report. New analyses of education grant data suggests that of 672 foundations included in the sample, only 11 percent devoted at least half of their education grant dollars to marginalized communities and only 2 percent devoted at least one-quarter of their education grant dollars for systemic change and social justice. This suggests that many foundations seeking to improve education may not be as strategic in their grantmaking as they intend.

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Why Supporting Advocacy Makes Sense for Foundations, The Atlantic Philanthropies, 2008

“Funding advocacy and advocates is the most direct route to supporting enduring social change for the poor, the disenfranchised and the most vulnerable among us, including the youngest and oldest in our communities.”

— Gara LaMarche, The Atlantic Philanthropies

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Advocacy: Return on Investment

California Alliance for Arts Education:

Four staff members

2012 Revenues: \$532,192

Direct and Documented efforts lead to clarification on use of Title I funding that opens up access to \$1.6 billion in Federal funding for use in arts education. Title I (“Improving the Academic Achievement of the Disadvantaged”)

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Advocacy: Return on Investment

The Center for Arts Education

Total staff of 15, minority of positions dedicated to advocacy

2012, Direct Expenses for Advocacy: \$356,528

2012 Total Revenues: \$1,957,375

Led sustained efforts to create a categorical funding line for arts education. Approved by Mayor and City Council, \$23 million in new funding was baseline for four years, totaling \$92 million for new teachers, partnership with cultural organizations, and supplies.

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Advocacy Under the Hood

- **Organizing: Build power at the base**
- **Educate Legislators: Provide information on issues**
- **Educating the Public about the Legislative Process**
- **Research**
- **Organizing a rally: Mobilize for your cause.**
- **Regulatory efforts**
- **Public education**

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Advocacy Under the Hood

- **Nonpartisan voter education: Inform the electorate on the issues**
 - **Nonpartisan voter mobilization**
- **Educational conferences**
- **Training**
- **Litigation**
- **Lobbying:** Advocate for or against specific legislation. All nonprofits are permitted to lobby. 501(c)(3) public charities can engage in a generous but limited amount of lobbying

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Advocacy Under the Hood

How can your organization get more involved in advocacy?

Educate. Inform your organization about the current policies and problems affecting your community.

Evaluate. Evaluate your organization's mission and goals, and examine whether current programs involve advocacy as a means to address problems or grievances in the community. If not, how could advocacy play a larger role in your organization's programs

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An Evolving Field

- Continued evolution of teaching artist
- Divergent organizational models/approaches coupled with better field-wide communications and support
- Some exemplary partnerships with districts
- City-wide and region wide coordination
- Blending of in-school, out-of-school time and community-based
- Better pre-service and professional development
- Enduring models: some have weathered the vicissitudes of change (turnover of elected officials, economic downturns, educational policy churn, district leadership musical chairs, 50 percent of new teachers resigning by fifth year, etc.)
- Bridges to multidisciplinary (STEAM)
- New standards
- Evolving assessment and more longitudinal research
- Growth in parent and family programs/partnerships

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An Evolving Field

- Weak link remains advocacy/policy/data
- Programs are not policy and private funding can only operate on the margins within larger school economy, unless new ways of leveraging are further developed.
- Data points still include what is offered versus actual participation rates. Comprehensive data is being gathered but has yet to be mined, particularly on a national basis.
- Inability to coordinate national efforts still hamper total community (recent NA4ME work to specifically enumerate “music” as a core academic subject in proposed ESEA legislation)

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