



GRANTMAKERS IN THE ARTS 2009 **RECESSION** CONFERENCE NAVIGATING THE ART OF CHANGE

Brooklyn, New York October 18 - 21, 2009

NOW MORE THAN EVER

A conference designed to help arts funders navigate the recession.

NAVIGATING THE ART OF CHANGE

Navigating the Art of Change will provide participants with concrete ideas, new best practices, current research, opportunities to exchange information, and a structured effort to build strategies for the field as we move forward.

The 2009 conference will be a working meeting designed to help funders manage the changes in the non-profit arts environment they are facing daily. The agenda will begin and end with sessions designed to bring funders of comparable mission and scale together to articulate their needs and share their best practices.

[<more at conference.giarts.org>](http://conference.giarts.org)

In response to our members' diverse interests conference sessions focus on

- Roles for Funders in Arts Advocacy
- New Frontiers in Arts and Education
- Best Investments in Arts and Education
- Arts and Social Justice
- Support Structures for Individual Artists
- Changing Communities and Demographics
- Understanding the New Non-Profit Arts Environment
- Our Evolving Philanthropic Practice
- Public / Private Collaborations



SCHEDULE

The conference begins at 7:00 pm Sunday October 18, and ends at 12:00 noon on Wednesday, October 21.



Lila Downs at Celebrate Brooklyn



The Brooklyn Museum

ELIGIBILITY, REGISTRATION, RATES, AND HOTEL INFORMATION

CONFERENCE ELIGIBILITY

Conference attendance is open to GIA members as well as staff and trustees of organizations that are eligible for GIA membership. These include private, community, corporate, and family foundations, public sector grantmakers, regrantee organizations whose primary purpose is arts grantmaking, and individual donors who give through eligible organizations. Membership is not required for conference attendance.

If you have questions about eligibility, please call GIA 206-624-2312.

REGISTRATION RATES

Respecting the economic climate, conference rates remain the same as 2007 and 2008.

EARLY REGISTRATION

Payment received by August 1, 2009

GIA Members, first individual from organization	\$500
GIA Members, additional individuals from organization ..	\$425
Non-Members	\$625

REGULAR REGISTRATION

Payment received after August 1, 2009

GIA Members	\$575
Non-Members	\$675
Single Day Rate	\$300

ALL PRECONFERENCES

Payment received by August 1, 2009	\$100
Payment received after August 1, 2009.....	\$150

GUEST FEES

There is no guest fee for this conference. Guests are welcome at these no-host events: Monday night dine-arounds and Grantmaker Cabaret, Tuesday evening "Experience the Arts in New York."

<more at conference.giarts.org>

CONFERENCE HOTEL

New York Marriott at Brooklyn Bridge
333 Adams Street,
Brooklyn, New York 11201
(888) 436-3759

The conference rate is \$252, and you can make reservations when you register online at conference.giarts.org.

A BRIEF WORD ON FUNDRAISING ETHICS

To preserve the capacity for open discussion, all attendees must refrain from fundraising or solicitation. Organizations that solicit funds are expected to be represented only by individuals whose roles involve programming and/or policy, and not by fundraising or development staff.



Urban Bushwomen, *Walking with Pearl...*
Africa Diaries, photo: Rose Eichenbaum

2009 Conference Planning Committee

Janet Rodriguez, JPMorgan Chase Global Philanthropy, chair
Claudine Brown, Nathan Cummings Foundation
Janet Brown, Grantmakers in the Arts
Ben Cameron, Doris Duke Charitable Foundation
Tommer Peterson, Grantmakers in the Arts
Stuart Post, Independence Community Foundation
Elizabeth Theobald Richards, Ford Foundation

Arts Education Committee

Julie Fry, William and Flora Hewlett Foundation, Co-Chair
Richard Kessler, Center for Arts Education, Co-Chair
Arnold Aprill, Chicago Arts Partnerships in Education
Jaime Bennett, NYC Department of Cultural Affairs
Moy Eng, William and Flora Hewlett Foundation
Carol Fineberg, NY Times Foundation
Stan Hutton, Clarence E. Heller Charitable Foundation
Susan McCalmont, Kirkpatrick Foundation
Frances Phillips, Walter and Elise Haas Foundation
Janice Pober, Sony Entertainment
Ellen Rudolph, Surdna Foundation
Sydney Sidwell, The Fry Foundation
Sara Solotaroff, Urban Gateway
Lynn Stern, Surdna Foundation

Support for Individual Artists Committee

Ted Berger, Joan Mitchell Foundation, chair
Kerrie Buitrago, Pollock-Krasner Foundation
Cornelia Carey, Craft Emergency Relief Fund
Cindy Gehrig, Jerome Foundation
Gary Knecht, Artist Legacy Foundation
Ruby Lerner, Creative Capital Foundation
Janet Rodriguez, JPMorgan Chase Global Philanthropy
Joyce Robinson, Marie Walsh Sharpe Arts Foundation
Carolyn Somers, Joan Mitchell Foundation
Caitlin Strokosch, Alliance of Artists Communities
Eric Wallner, City of Ventura Cultural Affairs

Art and Social Justice Committee

Claudine Brown, Nathan Cummings Foundation, chair
Caron Atlas
Radha Blank, Nathan Cummings Foundation
Roberta Uno, Ford Foundation
Michelle Coffey, Tides Foundation
Lorraine Marasigan, Cricket Island Foundation
Iris Morales, Union Square Awards
Barbara Schaffer Bacon, Americans for the Arts
Klare Shaw, Barr Foundation



Sabooze at BRIC studio



Students at PS 119



The Brooklyn Bridge



NOW MORE THAN EVER

What can we learn from the artists we support?

PRECONFERENCES

Three one-day preconferences will be offered on **Sunday, October 18th**, taking advantage of the wealth of resources in the New York area.

ARTS EDUCATION PRECONFERENCE: THE NEW FRONTIER FOR ARTS EDUCATION

Opportunities in Arts Education: What's Different Now?

We all know that the times they are changing for those involved in arts education. The new reality is that funders, nonprofits and schools are working with reduced budgets at the same time as education reform, stimulated by the new administration, is gaining traction nationally. Diane Mazarata will facilitate a discussion of the frontier issues in arts education, how funders can navigate new entry and exit points, and what opportunities we have to collaborate more effectively.

Sustaining Arts Education Advocacy at the Local Level: How do we organize our communities to engage in sustainable arts education advocacy?

This interactive session, led by Eric Zachary of the Annenberg Institute for School Reform, will take participants through the paces of organizing an arts education community that not only makes change possible but sustains that change for the future.

SUPPORT FOR INDIVIDUAL ARTISTS PRECONFERENCE

This preconference, "Optimism and Opportunities" will focus on ways artists continually forge ahead despite economic variables. Through panel discussions and an interactive dialogue with artists and funders, participants will discuss:

- What are the present economic realities facing funders and artists?
- How do artists fit into the bigger picture?
- What opportunities can be found in this economic climate for artists and organizations?
- What are support options other than money?
- How is technology impacting efficiencies in support and in expansion through social networking?
- What are the latest data and reports about artists that can inform the artist support system?

ARTS AND SOCIAL JUSTICE PRECONFERENCE

The Art and Social Justice Funders Group preconference program was developed in direct response to the requests of its members at the 2008 planning meeting. Members encouraged us to, establish outcomes for the work; engage in peer to peer dialogue; engage in collaborative projects that could expand and deepen the work; map the field of funders so that we can better understand the funding ecosystem and track the resources in the field; educate others about art as a tool for society; and engage in research about the positive impact of the work that places the work on a continuum.

Part 1. Making the Case for the Arts as a Strategy for Social Justice and Civic Engagement will examine two recent evaluative initiatives. The Barr Foundation's *Culture for Change Project* and Animating Democracy, a program of Americans for the Arts', *Arts & Civic Engagement Impact Initiative*. Both studies will advance our understanding of, and help make the case for the social efficacy of arts-based civic engagement work.

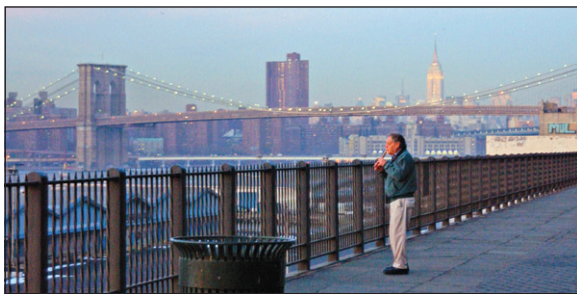
Part 2. New Media Arts: A Force for Change will explore and demonstrate the power of new platforms for delivering information; the impact of these tools, i.e. who they have reached and in what manner, as well as the outcomes of these communications strategies.

Note: Transportation to all off-site events and sessions will be on foot or by subway. Local guides will accompany all trips. (Alternate transportation will be available for those with limited mobility.)

[<more at conference.giarts.org>](http://conference.giarts.org)



The Festival of New Trumpet Music at BRIC studio



The Brooklyn Promenade



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NOW MORE THAN EVER

Innovative solutions – what responsive funders are doing in response to the recession.

SUNDAY

PRECONFERENCES (SEE OVERLEAF)

SUNDAY OPENING PLENARY DINNER

The conference will begin on Sunday evening with a plenary dinner session designed to anchor participants in Brooklyn and set the course for the three days. Plan your travel to allow you to participate in this important first session. Plenary presenters include:

INVOCATION

Chief Oren Lyons, Faithkeeper of the Turtle Clan of the Onondaga Nation. (invited)

PERFORMANCE

Jawole Willa Jo Zollar and The Urban Bushwomen, a performance ensemble dedicated to exploring the use of cultural expression as a catalyst for social change.

KEYNOTE

John Zogby, pollster and author of *The Way We'll Be* will provide a unique look at “where we are” in the midst of the 2009 recession and what’s coming next. Zogby’s analysis of years of data yields an astonishing perspective on Americans’ thoughts, feelings, and beliefs, now and in the coming years.

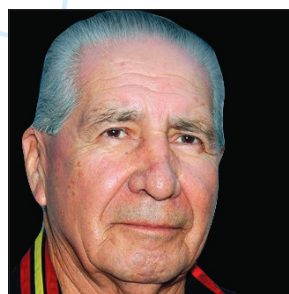
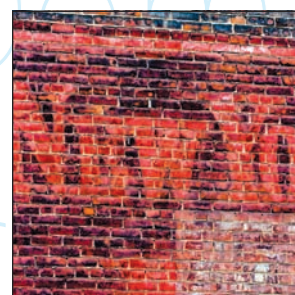
<more at conference.giarts.org>



JAWOLE WILLA JO ZOLLAR



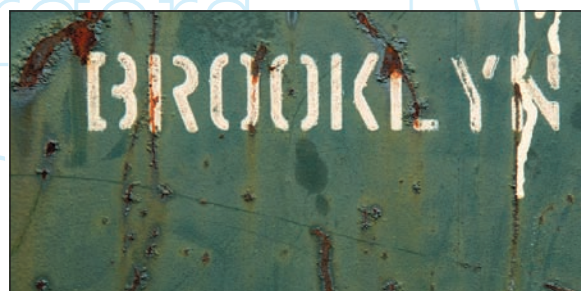
JOHN ZOGBY



CHIEF OREN LYONS



Pre-K Students at PS 8



MONDAY

MONDAY MORNING: ROLL UP YOUR SLEEVES AND GET TO WORK!

First thing Monday morning, we'll meet in a plenary session to get our marching orders, then breakout into **Peer Work Groups** by funder type and size. These working sessions are designed to address the question "How are we uniquely positioned to make positive change for the future?" Results from these discussions will be published and reported back to the full conference on Wednesday.

MONDAY LUNCHEON PLENARY

Wynton Marsalis, Pulitzer Prize-winning Artistic Director of Jazz at Lincoln Center, will reprise his performance of *The Ballad of American Arts*, originally presented as the 2009 Nancy Hanks Lecture in Washington, D.C.



WYNTON MARSALIS

MONDAY AFTERNOON OFF-SITE SESSIONS

Off-site sessions on Monday afternoon will take place at a variety of arts venues in Brooklyn and the other boroughs. Among others, sessions include:

Harlem: Arts, Culture & Community Economic Development, *organized by Janet Rodriguez, JPMorgan Chase Global Philanthropy*, will take the A train to Harlem for discussion among private, public and corporate funders; a developer; and an artist committed to developing communities with and for artists.

Other Than Money, *organized by the Individual Artist preconference committee*, will visit the Marie Walsh Sharpe Foundation artists studios and NYFA's headquarters in DUMBO, Brooklyn's newest cultural district, to examine innovative ways that funders can support artists in ways other than financially.

Creating an Arts-Rich Middle School, *organized by the Arts Education preconference committee*, will take a virtual tour of MS 223 in New York's poorest congressional district and meet Ramon Gonzalez, principal of MS 223 and other principals who are transforming schools with no arts to schools that successfully incorporate art, music, dance and theatre into their curricula...

Culture and Gentrification: A Visit to Williamsburg, *organized by the Arts and Social Justice preconference committee*, will take a walking tour and meet with representatives from intersecting social justice arenas such as community organizing, fair housing advocates, cultural workers, Hip Hop activists, philanthropic partners, and labor organizers who call Williamsburg home...

Note: Transportation to all off-site events and sessions will be on foot or by subway. Local guides will accompany all trips. (Alternate transportation will be available for those with limited mobility.)

MONDAY EVENING DINE-AROUNDS

Local grantmakers are arranging a variety of no-host Dine-around options. The majority of these will be informal discussion opportunities in addition to a chance to socialize with colleagues. Some will visit artist studios, art venues, while others will be hosted by long-experienced New York arts figures including Harvey Lichtenstein, former Executive Director Brooklyn Academy of Music, Tina Ramirez, founder, Ballet Hispanico, Howard Dodson, chief, Schomburg Center for Research in Black Culture, Ellen Stewart, founder & director La MaMa E.T.C., and others.

Sign-up this year will be in advance on the conference website.

MONDAY LATE-NIGHT GRANTMAKERS CABARET

Back by popular demand is the **Grantmaker's Cabaret** hosted by Moy Eng of the William and Flora Hewlett Foundation. This is your chance to dust off your act and perform for your colleagues. We will feature a number of our talented grant-maker performers. If you are interested in performing, you can so indicate on your registration form, and we'll contact you with details.

<more at conference.giarts.org>



Brooklyn Brownstones



TUESDAY

TUESDAY BREAKOUT SESSIONS (MORNING AND AFTERNOON)

There will be 30 sessions total. Following is a sample of sessions in planning:

Creative Communities in Arts Education, *organized by Arnold Aprill, Chicago Arts Partnerships in Education*, will explore creating communities among artists, arts teachers, students, classroom teachers, and parents....

When the Trees Are All Gone, You Can't Eat the Money: Sustainability, Art, and Community, *organized by Elizabeth Theobald Richards, Ford Foundation*, will examine traditional practices and cultural perspectives and the roles they play in community sustainability - environmental, economic, cultural, and spiritual - in the present and the future....

From Grantmaker to..?, *organized by Janet Rodriguez, JPMorgan Chase Global Philanthropy*. There will come a time when you will leave philanthropy. What does work in arts philanthropy prepare you for? This will be an opportunity to hear former philanthropists speak candidly about their transitions from philanthropy to other sectors – the good, the bad, and the ugly....

One Step Back, 2 Steps Forward?, *organized by Ben Cameron, Doris Duke Charitable Foundation*. By redefining project grants (either for new project purposes or for general operating support) or unrestricting previous endowment grants, funders are looking at ways to optimize past resources in new ways....

Making the case for arts funding as part of a multifocused corporate funding portfolio, *organized by Beth Ree, Target Corporation*. Corporate funders are uniquely challenged in managing multifocused portfolios as part of community-building efforts. This facilitated discussion will engage participants in a sharing of how we support communities as corporate funders, and how the arts can be leveraged in these efforts.

Arts Organization Hospice: What can funders do when its time to pull the plug? How will you know?, *organized by Tommer Peterson, Grantmakers in the Arts*. How do you respond when you realize that your decision on a single grant might tip the scales as to whether the organization survives? Are they in denial about their fragility? Are you? Practically and ethically, what can – and should – funders do?

Hip Hop and Arts Education, *organized by the Arts and Social Justice preconference committee*. Hip Hop performers, writers, artists and educators are forming exciting collaborations to promote literacy and build social awareness among students. The session will highlight the growing and dynamic field of Hip Hop Arts Education as a tool to facilitate critical thinking, artistic and leadership development; and Hip-Hop's viability as an instrument for social change.

Arts Advocacy Crossing Borders: the Public and Private Debates Over Arts Funding, *organized by Judith Kaufman Weiner, NYS Arts*. This session asks how do we make the argument for arts funding within our organizations and in our communities, what is the role of the funder in this debate, and how has the explosive growth of online grass roots communities moved the debate beyond traditional forums and changed the advocacy game?



Note: The schedule was not finalized at the time this brochure was printed and sessions noted above may be either Tuesday or Wednesday. See the GIA website for an up to date schedule.

TUESDAY LUNCHEON PLENARY

Tuesday's plenary speaker is **Kakuna Kerina**, president and CEO of the Harlem School of the Arts, a comprehensive nonprofit arts institution that serves over 3,000 students annually in four core artistic disciplines: dance, music, theater and the visual arts.

Kerina's presentation will include a performance by students from Harlem School of the Arts.



KAKUNA KERINA

TUESDAY "EXPERIENCE THE ARTS IN NEW YORK" NIGHT

Tuesday evening is not programmed so participants can take advantage of the wealth of arts opportunities in the five boroughs of New York. A special calendar on the conference website will list performances and exhibitions – some with special offers for conference participants. In addition an online social-network tool will allow participants to find each other and organize groups to see specific shows or exhibitions.

<more at conference.giarts.org>



Grotesque Histories at BRIC Rounda Gallery



Mark Morris at Celebrate Brooklyn

WEDNESDAY

WEDNESDAY BREAKOUT SESSIONS (MORNING ONLY)

Following is a sampling of sessions in planning:

Mind the Gap, *organized by Debbie McNulty, The Houston Endowments*. To be nationally launched in 2011, the Strategic National Arts Alumni Project (SNAAP) will provide the first national data on how artists develop in this country (including obstacles as well as support mechanisms).

Then and Now: An examination of gender and race/ethnicity in the contexts of art creation and production/exhibition, *organized by Cindy Gehrig, Jerome Foundation*. On the frontlines of conflict, change and advocacy, where are we now as compared to ten years ago? Four artists and advocates will speak to developments in their fields, bringing in recent research and speaking to current experiences....

International Models for Coalition Building: Art as a Catalyst for Change, *organized by the Arts and Social Justice preconference committee*. This session will highlight the work of programs in the United States that are able to have a profound impact on international issues.

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WEDNESDAY CLOSING PLENARY

A report/performance from Monday's Peer Work Groups

Summaries from the Monday **Peer Work Groups** by funder type and size will provide insights to the "Way We'll Be" based on how we are able to navigate the art of change today.

CLOSING PLENARY BY THE NEW CHAIRMAN OF THE NATIONAL ENDOWMENT FOR THE ARTS

Note: At the time this brochure went to print, confirmation hearings for the chairman of the National Endowment for the Arts were in progress.

<more at conference.giarts.org>



Schedule at a Glance

Sunday, October 18

- 9:00 AM Art Education Preconference
- Art and Social Justice Preconference
- Support for Individual Artists Preconference
- 6:00 PM Newcomers Reception
- 7:00 PM Opening Plenary Dinner
- Chief Oren Lyons (invited)
- Jawole Willa Jo Zollar and the Urban Bushwomen
- John Zogby

Monday, October 19

- 8:00 AM Breakfast Roundtables
- 9:30 AM Morning Plenary
- Breakout Sessions by funder type and size
- 12:00 PM Luncheon Plenary: Wynton Marsalis
- 2:00 PM Afternoon Off-site Sessions
- 6:00 PM Dine-arounds
- 9:00 PM Late Evening Grantmaker Cabaret

Tuesday, October 20

- 8:00 AM Breakfast Roundtables
- 9:30 AM Breakout Sessions
- 11:30 AM Luncheon Plenary: Kakuna Kerina
- 1:30 PM Breakout Sessions
- 3:00 PM Breakout Sessions
- 6:00 PM Experience the Arts in New York night

Wednesday, October 21

- 8:30 AM Breakout Sessions
- 10:30 AM Brunch Plenary:
- Report from Monday morning sessions
- Chairman of the NEA

<more at conference.giarts.org>





Grantmakers in the Arts
Supporting a Creative America

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Brooklyn, New York October 18 - 21, 2009**

NOW MORE THAN EVER
New strategies and new tools for uncertain times.

What can funders do to help grantees in denial of their financial problems?

How do I get the subway to Queens?

Can previous endowment grants be re-purposed to provide operating funds during these difficult times?

Why do they keep asking if I want my coffee "white" ?

How do funders perpetuate gender and racial inequity in the arts?

Can you get me tickets to *West Side Story*?

What's the role for funders in national advocacy efforts?

How will decisions made today effect arts philanthropy five to ten years from now?

What is Social Networking, and why should I care?

SCHEDULE

The conference begins at 7:00 pm Sunday October 18, and ends at 12:00 noon on Wednesday, October 21.