

**FINDING THE MONEY: FOUNDATIONS,  
CORPORATIONS, INDIVIDUALS AND  
ALL THAT JAZZ!**

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Summit on Health Care Coverage and Access for Musicians,  
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# FOUNDATIONS

- Different priorities and missions
- Regional focus
- Foundation trends - testing solutions to social problems – “Philanthropic Zeitgeist”
- Foundations for music and musicians – and for health care, but it’s a niche area
- Not straightforward funding – so be creative!
- Segmented approach – One Size Does Not Fit All

## FOUNDATIONS – ACA EXAMPLE

- Older and retired entertainment professionals over the age of 50 (\$30K)
- Dance professionals (\$40K)
- Low-income New Yorkers (\$150K)
- Theater professionals in upstate New York (\$54K)
- Members of entertainment unions in NYC (\$50K) and CA (\$110K)
- Artists of all disciplines (including visual artists) in CA (\$400K)
- Performing arts professionals in Chicago and the Midwest (\$125K)
- New York artists and Broadway entertainment professionals (\$100K and \$200K)
- Small arts companies (\$40K)

# FINDING FOUNDATION SUPPORT FOR HEALTHCARE ACCESS FOR MUSICIANS

- General operating support grants
- Foundations with mission of funding health care, health access, health for low-income people, or music, musicians, music-related, music education
- Discretionary grants from foundation partners
  - Are they interested in funding a component of your project
  - Is there a potential solution you can propose?



## CORPORATIONS

- Motivation – Visibility, Marketing, Reputation – SALES
- Corporate Social Responsibility
- Corporate Citizenship
- Cause Related Marketing – company and charity team up together to tackle a problem and create business value for the company at the same time
- Banks – Community Reinvestment Act
- Employee involvement is key
- Geography is important



## CORPORATIONS

- Different ways of funding
  - Corporate Giving Programs
  - Corporate Foundations
  - Employee Matching Gifts
  - In-Kind – space, goods, services
  - Employee volunteering – both volunteer hours and small cash grants, team projects or solo projects
  - Sponsorships and marketing money

# CORPORATIONS – EMPLOYEE VOLUNTEERING

- Team building exercise for employees
- Helps with the company's image
- Giving back to the community
- What can they do?
  - Teams: Set up and clean up, registration, staffing of tables or kiosks – anything that requires a person can be done by a volunteer and if you work with a company to supply the volunteers, they may have a stipend to go along with it
  - Solo: Graphic design, writing, website design, social media



CORPORATIONS  
– IN-KIND  
DONATIONS

- Space – an auditorium, corporate meeting space, parking lot. Ask that they cover not just the free space, but utilities, security, janitorial services, bathrooms, use of furniture
- Promotional giveaways (hats, water bottles, bags)
- Free food or beverages – local restaurants? Free bottles of water from a local beer distributor? Free samples of food?




# CORPORATIONS: SPONSORSHIP AND MARKETING

- Marketing budgets – to spread the word about what they do and market across many channels
- Festivals, fairs – which local companies have a presence? Banks, health insurance companies, hospitals or health care systems
- Charge to set up a tent and hand out materials - \$500, \$1000 – whatever the market will bear
- Music companies – music schools, studios, music stores, clubs, local music venues – sponsor with an ad, free materials to attendees, name listed in promotional materials – electronic and print



## CORPORATE GRANTS

- The holy grail
- Usually available once you've established a relationship with a company through one of these other means
- Many do not award cash grants, only through other means – check their website under Corporate Social Responsibility



WHAT DO  
THEY  
WANT IN  
RETURN?

- Credit – include their logo on all of your marketing materials, including emails, event website, any printed materials
- Speaking opportunity at event – or publicly thank them
- Thank them in media releases
- Metrics: How many emails will you send to? How many followers on social media will see their logo? How many impressions?

# INDIVIDUALS

- The backbone of nonprofit support.
  - Donations - who are your largest donors? Who are your smaller donors?
  - Volunteers - service or time
  - Contacts – connecting you to companies or other community-based organizations
  - Companies – matching gifts, volunteer support, in-kind support
  - Spreading the word – helping to promote your service or event on social media or through their connections

# EXERCISE

Refer to Handout

# QUESTIONS

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