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

Presented by Susan Latham

Summit on Health Care Coverage and Access for Musicians, March 2020

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

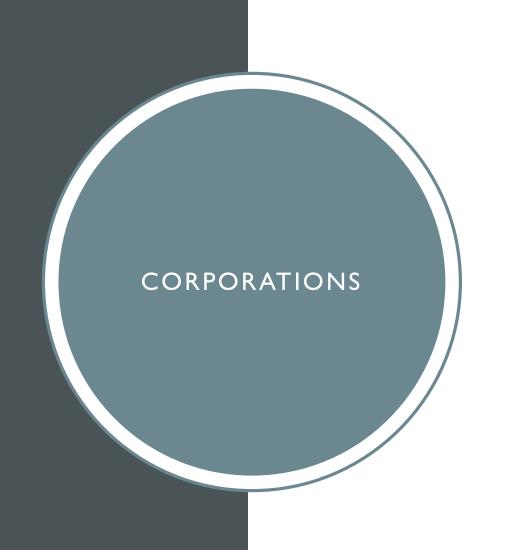
FOUNDATIONS - ACA EXAMPLE

- 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)

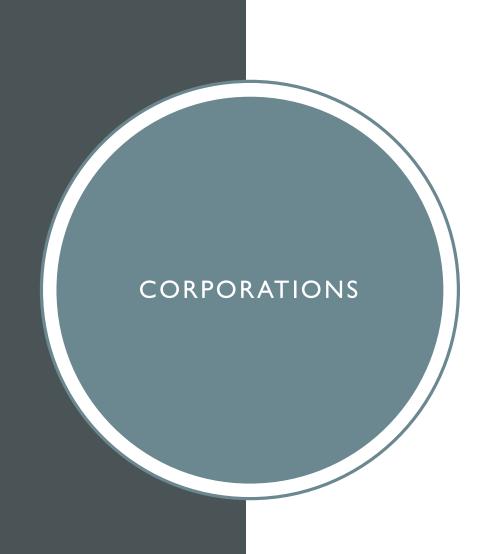
- Artists of all disciplines (including visual artists) in CA (\$400K)
- Performing arts professionals in Chicago and the Midwest (\$125K)
- New York artists and Broadway entertainment professionals (\$100K and \$200K)
- Small arts companies (\$40K)

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?



- 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



- 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



- 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



- 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



- 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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