

# THE WESTMORELAND MUSEUM of AMERICAN ART

## Advancement Report April 2021

### Advancing Strategic Initiatives

#### Status of Feasibility Study:

The Development Committee met on March 4 and April 14 to further review the recommendations of the planning study. While confident that the Museum will have a campaign and engage external expertise at some point, the committee agrees that we have some internal work and donor cultivation to do in advance and will focus on fundraising opportunities presenting themselves in the next year. Prior to the July Board meeting, the staff will work with all Board members to advance activities including donor engagement and cultivation efforts, in addition to updating internal policies and procedures including an updated Gift Acceptance Policy, Campaign Counting Policy and a template for Gift Agreements.

### Government Relations

(DCED) Marketing and Tourism Grant (\$100,000 budgeted in FY '21) – Grant for \$300,000 received in December. In addition to supporting marketing expenses, the grant includes support for re-design of the website.

DCED EITC (\$30,000 corporate contributions budgeted in FY '21) – Corporate contributions and pledges totaling \$40,000 received from Robindale and NextTier. A pending corporate contribution of \$5,000 is pending from Swank Construction Company. Letter reminding corporate contacts about the tax credit opportunity will be mailed in May when the new corporate application process opens.

PA Council on the Arts (PPA) – In August, The Westmoreland was notified that it had been selected as a PCA Pennsylvania Partners in the Arts regional partner to re-grant small PCA grants to art museums in Region 12 (Westmoreland, Bedford, Blair, Cambria, Fayette and Somerset Counties). The Westmoreland was awarded \$66,323 with \$36,000 allocated to be re-granted and \$30,323 for staffing costs and travel for Daria Jarani to administer the program. Grants were awarded in late December. Daria continues to attend monthly meetings with agency program managers.

Institute of Museum and Library Services (IMLS) – In August 2020, the Museum received a competitive federal grant of \$228,973 from the Museums Empowered program supporting implementation of a visitor-centered and culturally responsive interpretive planning process. Staff trainings are ongoing for this 2-year grant. An announcement from NEA about the application process for agency American Rescue Plan funds (referred to as CARES funds in the first round in 2020) is expected soon.

National Endowment for the Arts (NEA) – Grant award of \$30,000 received for Stephen Towns exhibition in 2022. An announcement from NEA about the application process for agency American Rescue Plan funds (referred to as CARES funds in the first round in 2020) is expected soon.

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National Endowment for the Humanities (NEH) –Partnered with Fallingwater to submit application on January 6 for Frank Lloyd Wright exhibition in 2022. Award announcement expected in August. Staff currently working on application released for American Rescue Plan funds due May 14.

## Foundations

Richard King Mellon Foundation – Proposal request in process for \$500,000 operating grant for FY'22. Activities supported by the special grant of \$100,000 awarded in 2020 to support the development of a Learning Management System (LMS) are underway with launch of the LMS expected in the Fall.

McCune Foundation –The Westmoreland will have its request of \$2.5M including endowment for the Audience Development and Visitor Engagement Fund when the “Sunset” grant is previewed at the Foundation’s September 2021 Board meeting with final consideration pending for January 2022. (The timing was pushed later since the last Advancement report at the advice of the program officer.) Up to 25% of a Sunset grant can be expendable to take into consideration the transition period before proceeds from a newly established endowment fund could be withdrawn. Staff is working with MccUne program officer to submit final request including bridge funding for FY'22.

Eden Hall Foundation – A grant of \$150,000 in support of the Stephen Towns exhibition was awarded in April. 9A stock gift of \$160,515 was received in November to cover COVID-19 staffing costs.) Additional discretionary foundation awards of \$15,000 and \$5,000 were recommended by Foundation Board members Laura Fisher and George Greer, respectively.

Hillman Foundation – A second grant of \$55,000 was awarded as a second round of COVID funding in April. (\$50,000 was awarded in July 2020.) The Westmoreland is in the last year of its 10-year \$1M pledge for Exhibition support. December 2021 is the last payment. Anne met with program officer in March and discussions are ongoing for future support.

Allegheny Foundation – A grant award of \$250,000 was received in December for general operating support for FY'21. A report is due in June.

McKenna Foundation – Increased operating award received in December 2019 from \$500,000 (\$100,000 annually) to \$575,000 (\$115,000 annually) over 5 years. 2<sup>nd</sup> pledge payment anticipated in June.

Heinz Endowments – Museum staff supported application submitted directly by artist Gavin Benjamin, current Artist-in-Residency at The Westmoreland, to the *Advancing Black Artists* grant program. Gavin is developing an exhibition for The Westmoreland and program officers recommended that he submit as an individual artist to support exhibition expenses.

Fisher Fund at The Pittsburgh Foundation – Awarded \$50,000 including \$35,000 for Artists-in-Residency program and \$15,000 for a paid internship program.

Jack Buncher Foundation – Awarded \$10,000 for Education programs.

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Community Foundation of Westmoreland County – Permission was received to use Revitalizing Westmoreland grant for Spring Avenue Park renovation in Greensburg.

Arts, Equity, & Education Fund – Awarded \$25,000 for Stephen Towns exhibition catalog and education programs in April.

PNC Charitable Trusts – Awarded \$15,000 for family activity booklets in November.

## Membership

Membership – There has been a slight slowing of renewals \$500 and above with a conservative forecast now at \$90,000 toward the \$95,000 goal. Personal outreach is ongoing to recover lapsed memberships.

## Corporate

Sponsorships – A \$10,000 sponsorship was secured from De Buck Gallery to support the Stephen Towns exhibition. A \$20,000 proposal is pending with UPMC Health Plan to support the Free Admission program. Ongoing cultivation includes outreach to Strassburger McKenna Gutnick & Gefsky, Excelsior, Eat'n Park, First Commonwealth Bank, and Peoples Gas recently acquired by Aqua America.