

Advancement Highlights July 2021

FY 2022 Fundraising Plan

At their July 8 meeting, the Development Committee reviewed the FY 2022 Fundraising Plan focusing the discussion on board and staff responsibilities in accomplishing the goals to support the funding needs for the Museum. The committee also discussed incorporating cultivation discussions regularly at board meetings to encourage active participation by all Trustees in fundraising efforts, and assessing resources needs and additional investment in staffing to focus on individual cultivation to accelerate individual donor growth.

Government Relations

(DCED) Marketing and Tourism Grant (\$300,000 budgeted in FY '22) – Closely monitoring the results of the approved Pennsylvania state budget to determine WMAA's allocation. Coordinating outreach efforts to Senator Ward and Representative Nelson with our lobbyist.

NEH, IMLS and NEA American Rescue – pending grants with NEH and IMLS for reinstatement of permanent collection and digitization of collection images, respectively. NEA grant submission due August 12 for online production support for virtual programming.

Foundations

Richard King Mellon Foundation – Pending request 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to take into consideration the transition period before proceeds from a newly established endowment fund could be withdrawn. Final request submitted 7/9/21.

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

Heinz Endowments – Program Officer Janet Sarbaugh visited Museum on July 8, and following a guided tour of *Border Cantos* with Anne, reviewed strategic Museum initiatives. Invited to submit \$100,000 grant in support of 2022 exhibition costs.

Arts Equity Reimagined – Awarded \$65,500 in June in support of Artist-in Residency program.

Membership

Membership – Membership and individual giving remained static with pre-COVID levels. Goals for FY '22 remain stable for membership and individual giving at \$90,000 and \$265,000 respectively. With the Museum fully open and visits to donors and prospects resuming, activities are focused on growth in this area.

Corporate

Sponsorships – A \$10,000 sponsorship was secured from De Buck Gallery to support the Stephen Towns exhibition. A \$15,000 sponsorship was secured in June from UPMC Health Plan to support the Free Admission program and a \$10,000 sponsorship was secured from Strassburger McKenna Gutnick & Gefsky to support Winter Lights in November. Upcoming sponsorship efforts will focus on outreach to companies to support a Spring event in May 2022 with a Wine/Bourbon tasting reception in the galleries with guest sommelier hosts during a seated dinner to follow.