

# THE WESTMORELAND MUSEUM of AMERICAN ART

## January – March 2023 Advancement Highlights

Development Committee – Quarterly meeting held on April 4 with Jim Broadhurst (Chair), Ellen Swank, Al Novak and Laura Gutnick in attendance. The meeting agenda focused on fundraising priorities and a review of recommendations from the 2020 feasibility study (pages 48 - 53) including investment in individual giving efforts and engaging board leadership in individual giving campaign cultivation. The Committee emphasized the special opportunity for the full board and staff to build positive momentum and engage new supporters around the action plan for the coming year that will see the hiring of a new CEO.

Engaging Individual supporters – Major effort is underway to sell out reservations for the Museum's annual fundraiser, *an Artful Evening* on June 10. Registration is now open for the event and all Board are encouraged to make reservations and to invite guests. Our goal is for every Board member to purchase two tickets for themselves and to invite two other guests. Special thanks to Board members who have secured sponsorships (Jim Broadhurst/Eat'n Park; Laura Gutnick/Strassburger McKenna Gutnick & Gefsky; Pam Kroh/Robindale; Al Novak/St. Vincent University; and Ellen Swank/Swank Construction.) The event is an excellent opportunity to engage friends, colleagues and family in the work of The Westmoreland.

Corporate outreach – In January, the Museum received a renewed \$15,000 sponsorship from UPMC to support Free Admission. A sponsorship request to EQT supporting Free Admission is pending. Additionally, 12 sponsors have contributed \$80,000 to an Artful Evening. Pending requests are with Live! Casino, Excelsa, Michael Goodworth/Merrill Lynch, and Stewart, Sorice, Farrell, Finoli & Cavanaugh.

Government Relations – The Museum received grants of \$350K and an additional \$100K from PA DCED/Tourism and Marketing under the leadership support of Representative Eric Nelson and Senator Kim Ward. The Westmoreland hosted a legislative breakfast on March 24 attended by PA Senator Pat Stefano and Representatives Eric Nelson, Jill Cooper and Eric Davanzo. Westmoreland Commissioner Doug Chew also attended. Staff attended from Senator Casey, Congressman Guy Reschenthaler, Governor Shapiro, and PA Senator Joe Pittman's offices. Helene Conway-Long, John Boyle and Al Novak attended from The Westmoreland Board. Reporting and renewal documents were submitted in February for the PA E.I.T.C. corporate tax program for education. The next request for PA DCED/Tourism funding is underway by our consultant in Harrisburg lobbying for increased funding as part of current state budget negotiations.

Foundation outreach – Third quarter proposal include an LOI to the Terra Foundation for exhibition support (\$125K), Fine Foundation for exhibition support (\$25K), Laura Fisher Discretionary Fund at Eden Hall for art acquisition (\$25K), Buncher Foundation for K-12 education (\$15K), Art Bridges for programming support for Block Party (\$14.2K), and annual request to PA Council on the Arts (\$13K). Third quarter reports include McCune Foundation, RKM Foundation, and Art Bridges Cohort. Focused grants management continued with Arts, Equity, & Education Fund supporting publication of the Stephen Towns Catalog. Ongoing communication continues with foundation funders during CEO search.

Advancement – With the upcoming retirement of Ginnie Leiner on June 2, the position of Development & Membership Coordinator has been posted along with a third posting for the new position of Individual Giving Manager now with a raised salary to attract candidates.