

# SPOTLIGHT ON ARTS FUNDING IN GEORGIA

*The Foundation Center's mission is to strengthen the nonprofit sector by advancing knowledge about U.S. philanthropy. In this report, we shine a spotlight on the arts community in Georgia.*

*In conjunction with the Foundation Center's Funding for Arts and Humanities Month, the Foundation Center—Atlanta compiled this report on arts funding in Georgia. It includes the results of a 2009 survey of Georgia's arts grantmakers and arts organizations as well as an analysis of arts grantmaking in Georgia.*

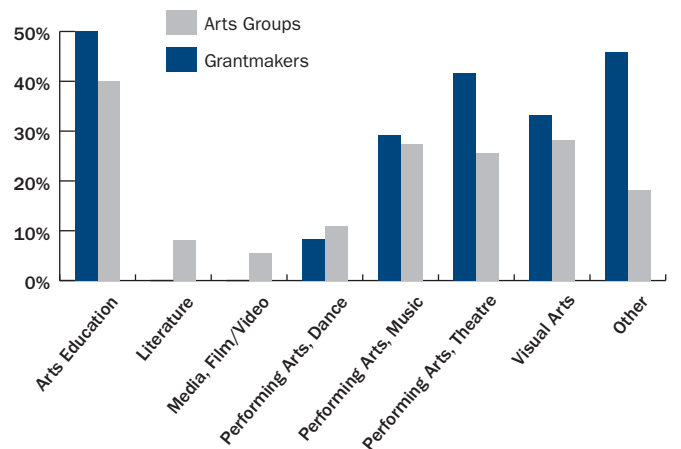
## RESULTS OF OUR 2009 SURVEY OF ARTS GRANTMAKERS AND ARTS ORGANIZATIONS

### Areas of Interest and Types of Support

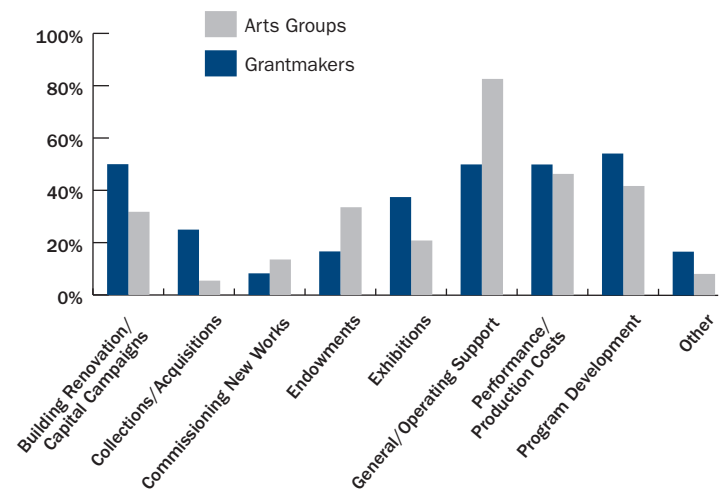
The state of Georgia enjoys a highly diverse array of arts organizations and activities with great emphasis placed by both grantmakers and grantees on theater, music, visual arts, and arts education. Twenty-four grantmakers and 119 grant recipients responded to the survey (see About the Survey on page 2). As seen in Figure 1, the program interests of both grantmakers and grantees responding to our survey followed a similar pattern.

When queried about the types of support needed, 82% of arts groups put general operating support at the top of the list. However, only 50% of grantmakers said they provide general operating support for arts organizations. There was also a significant disparity between the two groups surveyed in the areas of collections/acquisitions, endowments, and exhibitions. Only 5% of arts organizations indicated a need for collection development and acquisitions, yet 25% of grantmakers said they provided that type of support. Similarly, 20% of arts organizations indicated a need for money for exhibitions, although 37% of grantmakers said they gave money for exhibitions. Endowments were another area with wide variation between grantmakers and recipients; 17% of grantmakers said they funded endowments, yet 32% of arts groups indicated a need for endowment funding (Figure 2).

**FIGURE 1.**  
**Arts Interests of Grantmakers and Arts Groups**



**FIGURE 2.**  
**Types of Support Grantmakers Award Compared to What Arts Groups Say They Need Most**



### Effects of the Economic Crisis

Most arts groups responding to our survey had modest budgets. Over 41% had operating budgets under \$100,000. About 33% had budgets between \$100,000 and \$500,000. The remainder had operating budgets over \$500,000. Of the arts groups responding, 37% expected their operating budget for 2010 to decrease; 27.7% expected it to increase; and 26.9% expected it to remain the same.

When asked how their program activities had changed because of the economic crisis, many groups indicated a significant impact. Over 49% of the respondents from arts organizations said they had decreased their marketing budgets and 48.7% reported they had lowered the costs of their programming. Others noted a reduction in staff and artistic involvement. Still other groups reported decreased programming. (Figure 3).

A similar question was posed to grantmakers about the impact of the economy on arts funding. Among arts funders, 45.8% reported they were giving fewer dollars. One-third said they were giving fewer grants, and 29.2% said they were decreasing the dollar amount of their grants (Figure 4).

### Outlook for Funding

When asked if they thought their foundation funding in 2009 would increase, decrease, or remain the same as in 2008, 41.5% of the arts groups said they expected a decrease in foundation grant dollars; 18.6% expected it to increase, 18.6% to remain the same, and 21.2% weren't sure (Figure 5).

By comparison, a slightly smaller share of grantmakers (37.5%) expected their giving to arts organizations in 2009 to decrease. Half expected it to remain steady, while the remaining 8.3% expected their arts giving to increase in 2009 (Figure 5).

When asked their opinion about the future of arts funding in Georgia, grantmaker responses reflected the uncertainty of these economic times; 8.7% were pessimistic, 60.9% were concerned, and 21.7% were optimistic.

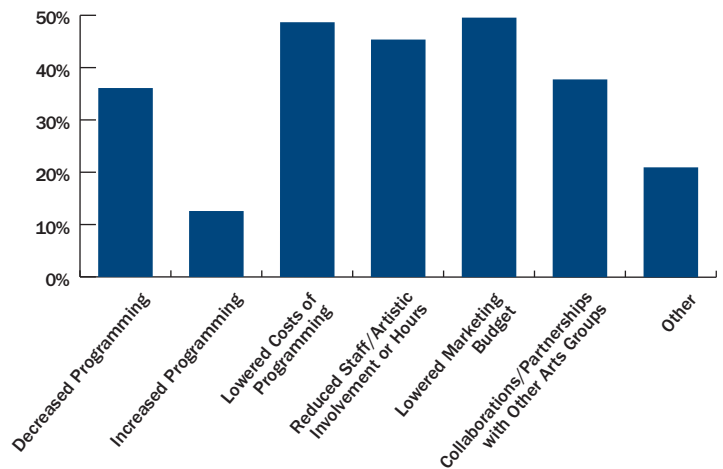
### Funding for Individuals

Only one of the 24 respondents to the grantmaker survey reported that they made grants to individuals, generally through support for residencies. However, over 60% of arts organizations surveyed reported that they did provide support to individual artists. Nearly 40% reported that they supported individual artists through donations of workspace or exhibition space. One-third indicated they supported artists through awards, prizes, and competitions and another one-third through support for audiences and clients.

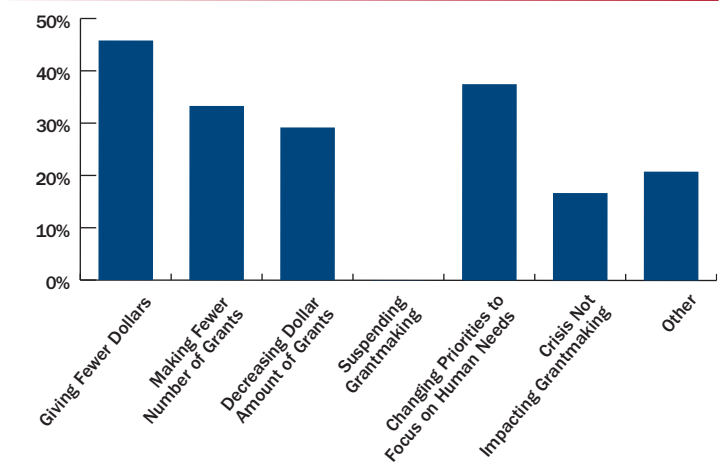
#### ABOUT THE SURVEY

This report includes the results of an e-mail survey conducted by the Foundation Center—Atlanta during July 2009. Arts organizations and arts funders were selected using the Foundation Center's database and mailing lists and mailing lists supplied by community foundations across the state. Of the 100 independent, corporate and community foundations surveyed, 24 (24%) responded. Of the 336 grant recipients surveyed, 119 (35%) responded. Of the grantmakers who responded to the survey, 33% focused their giving in the metropolitan Atlanta area. Approximately one quarter of the grantmakers gave in several other metropolitan statistical areas, including Columbus, Brunswick, and Macon. Slightly more than 50% of the arts organizations who responded were from the metropolitan Atlanta area; the remaining 48% were from every area of the state.

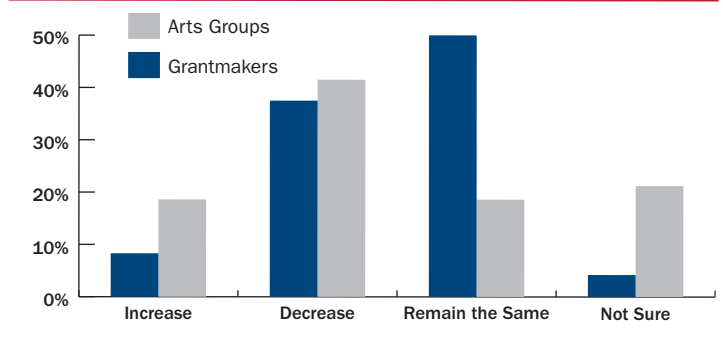
**FIGURE 3.**  
**Organizational Changes Due to the Economic Downturn**



**FIGURE 4.**  
**Impact of the Economic Downturn on Grantmaking**



**FIGURE 5.**  
**Grantmakers' vs. Arts Groups' Expectations About Foundation Giving for 2009**



## ANALYSIS OF ARTS GRANTMAKING IN GEORGIA

### About the Sample

The definition of arts and culture used for this report is based on the National Taxonomy of Exempt Entities and encompasses funding for the performing arts, museums, visual arts, multi-disciplinary arts, media and communications, humanities and historical societies/historical preservation. The findings tell us about the changes in foundation giving for the arts between 2006 and 2007 and the distribution of 2007 giving among arts and cultural institutions and fields of activity. The data are based on arts grants of \$10,000 or more reported to the Foundation Center by 1,339 of the largest U.S. foundations, 18 of which were located in Georgia.

### The Arts' Share of All Grant Dollars

In 2007, arts grant dollars represented 7.7% of all grant dollars awarded to Georgia organizations from grantmakers in the Foundation Center sample (Figure 6). From 1997 through 2007, the arts' share of all foundation grant dollars in Georgia ranged from a low of 6.2% in 2000 to a high of 12.2% in 1999.

### Number of Grants

Arts organizations in Georgia received nearly 300 grants totaling over \$39 million in 2007 from the foundations included in the Center's grants sample. These grants represented 10.2% of the overall number of grants awarded to Georgia recipients (Figure 7).

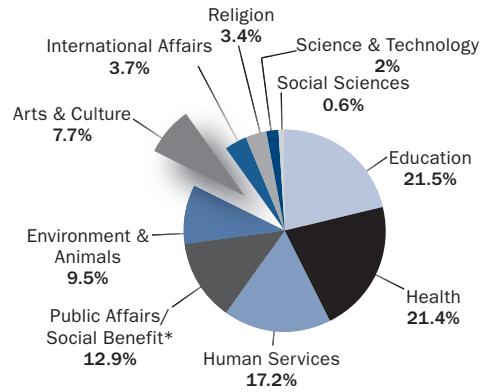
### Grants by Types of Support

The three largest categories of support tracked by the Foundation Center are program support, capital support, and general operating support. See Figure 8 for a comparison of these three categories of dollars going to arts and culture versus grant dollars going to other major foundation subject areas.

Capital support accounted for the largest percentage of arts grant dollars awarded to Georgia recipients in 2007 (50.7%). Grants for capital support are larger on average than awards for program and general operating support, and exceptionally large capital grants can have a pronounced effect on the distribution of funding by type of support.

Program support in 2007 accounted for 31.5% of arts and culture grant dollars. Grant dollars for general operating support represented 15.8% of arts giving in Georgia (Figure 8).

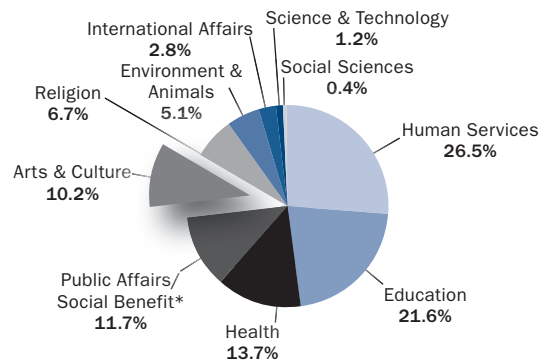
**FIGURE 6.**  
Percent of Grant Dollars for Georgia by Major Field of Giving, 2007



Source: The Foundation Center, 2009, based on all grants of \$10,000 or more awarded by a sample of 1,339 larger foundations.

\*Includes civil rights and social action, community improvement, philanthropy and volunteerism, and public affairs.

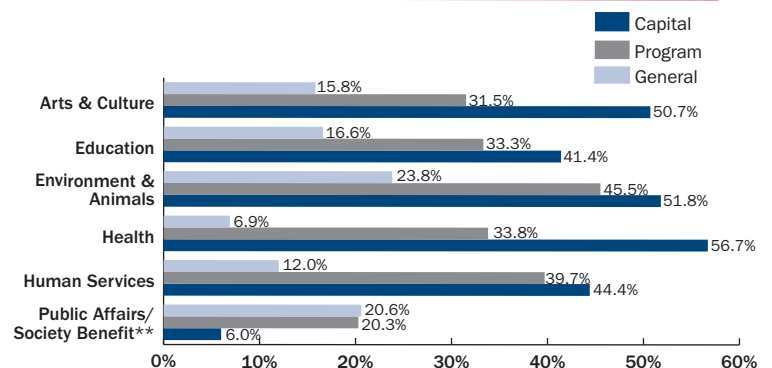
**FIGURE 7.**  
Percent of Number of Grants for Georgia by Major Field of Giving, 2007



Source: The Foundation Center, 2009, based on all grants of \$10,000 or more awarded by a sample of 1,339 larger foundations.

\*Includes civil rights and social action, community improvement, philanthropy and volunteerism, and public affairs.

**FIGURE 8.**  
General, Program, and Capital Support Grant Dollars for Georgia by Major Field of Giving, 2007\*



Source: The Foundation Center, 2009, based on all grants of \$10,000 or more awarded by a sample of 1,339 larger foundations.

\*Includes subject areas accounting for least 5 percent of grant dollars.

\*\*Includes civil rights and social action, community improvement and development, philanthropy and volunteerism, and public affairs.

**The 10 Largest Arts Funders in Georgia**

Funding for the arts in Georgia comes from both Georgia-based funders and those located elsewhere. Georgia grantmakers provide substantial support for the arts in Georgia. The top 10 arts funders in Georgia by giving provided nearly 12% of their total grant dollars for Georgia to the arts (Table 1).

Significant support also comes from beyond Georgia’s borders. Based on giving in Georgia, the top 10 arts funders based outside of Georgia awarded nearly 23% of their total grant dollars for Georgia for the arts (Table 2).

**TABLE 1.**  
**10 Largest Arts, Culture, and Media Funders for Georgia, Located in Georgia, 2007**

Foundation Name	State	Arts Grant Dollars for Georgia	Total Grant Dollars for Georgia	Arts as % of Total Dollars for Georgia	No. of Arts Grants for Georgia
1. Robert W. Woodruff Foundation	GA	\$15,245,014	\$95,200,062	16.0	9
2. Community Foundation for Greater Atlanta	GA	5,623,164	46,420,052	12.1	124
3. Bradley-Turner Foundation	GA	2,453,680	15,932,905	15.4	12
4. Goizueta Foundation	GA	2,003,103	14,293,677	14.0	2
5. UPS Foundation	GA	1,629,342	7,262,025	22.4	12
6. J. Bulow Campbell Foundation	GA	1,000,000	43,520,000	2.3	1
7. Coca-Cola Foundation	GA	925,000	8,113,237	11.4	4
8. Georgia Power Foundation	GA	535,000	4,257,743	12.6	11
9. Peyton Anderson Foundation	GA	262,300	3,744,650	7.0	5
10. Marcus Foundation	GA	210,000	13,523,219	1.6	2
<b>Total</b>		<b>\$29,866,603</b>	<b>\$252,267,570</b>	<b>11.8</b>	<b>182</b>

Source: The Foundation Center, 2009, based on all grants of \$10,000 or more awarded by a sample of 1,339 larger foundations.

**TABLE 2.**  
**10 Largest Arts, Culture, and Media Funders for Georgia, Located Outside Georgia, 2007**

Foundation Name	State	Arts Grant Dollars for Georgia	Total Grant Dollars for Georgia	Arts as % of Total Dollars for Georgia	No. of Arts Grants for Georgia
1. Lindy Foundation	CA	\$2,050,000	\$2,050,000	100.0	2
2. Andrew W. Mellon Foundation	NY	1,963,900	11,741,400	16.7	3
3. Wachovia Foundation	NC	1,157,500	5,079,250	22.8	12
4. Bank of America Charitable Fund	NC	465,000	5,737,419	8.1	12
5. Richard King Mellon Foundation	PA	425,000	425,000	100.0	1
6. John S. and James L. Knight	FL	241,000	466,500	51.7	1
7. Henry Luce Foundation	NY	225,000	1,065,000	21.1	2
8. BNSF Foundation	TX	200,000	300,000	66.7	1
9. Timken Foundation of Canton	OH	186,000	459,000	40.5	3
10. Publix Super Markets Charities	FL	179,500	4,052,780	4.4	8
<b>Total</b>		<b>\$7,092,900</b>	<b>\$31,376,349</b>	<b>22.6</b>	<b>45</b>

Source: The Foundation Center, 2009, based on all grants of \$10,000 or more awarded by a sample of 1,339 larger foundations.

Source for all data: The Foundation Center.

Spotlight on Arts Funding in Georgia is available at [foundationcenter.org/gainknowledge](http://foundationcenter.org/gainknowledge).

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