

Spotlight on Arts Funding in Metropolitan Atlanta



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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 Greater Atlanta.

In conjunction with Funding for Arts Month, the Foundation Center–Atlanta compiled this report, with assistance from the Metropolitan Atlanta Arts Fund, a partnership between the Community Foundation for Greater Atlanta and the Metro Atlanta Chamber of Commerce. It includes statistical charts and data tables based on the Center's annual grants sample, a mini-directory of significant arts funders in metropolitan Atlanta, and the results of a brief survey of Atlanta's arts grantmakers and arts groups.

comes to types of support, was in the area of exhibitions and program development. Although 52% of grantmakers responding said they gave for exhibitions, only 13% of arts organizations indicated a need for exhibition funding. Similarly, almost half of grantmakers surveyed (44%) indicated they gave money for program development, but only one-quarter of arts groups indicated a need for this type of support. (Figure 2)

RESPONSES TO A SURVEY OF ARTS GRANTMAKERS AND ARTS GROUPS

Areas of interest and types of support

Metropolitan Atlanta enjoys a highly diverse array of arts activities with great emphasis placed by both grantmakers and grantees on theater, music, visual arts, and arts education. As can be seen in Figure 1, the program interests of both grantmakers and grantseekers responding to our survey questions follow a similar pattern.

When queried about the types of support needed, 94% of arts groups put general operating support at the top of the list. And close to three-quarters (74%) of grantmakers said they provide general operating support for arts organizations. The greatest disparity between the two groups surveyed, when it

FIGURE 1
Arts Interests of Grantmakers and Art Groups Surveyed

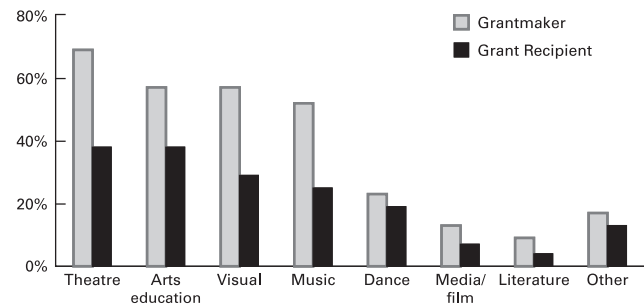
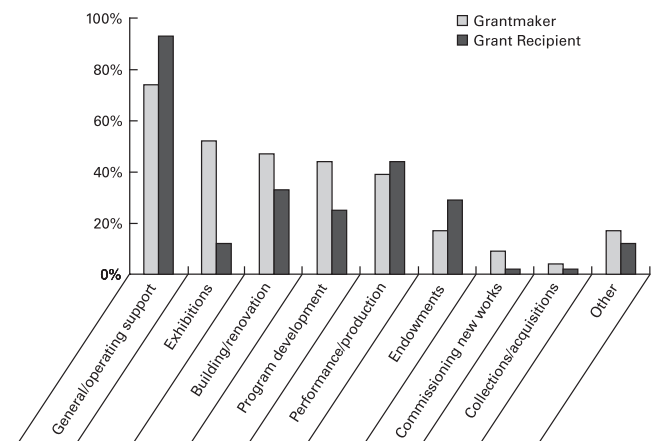


FIGURE 2
Types of Support Grantmakers Award Compared to What Arts Groups Say They Need Most



ABOUT THE SURVEY

This report includes the results of an e-mail survey conducted by the Foundation Center–Atlanta during June 2005. All organizations were selected using the Foundation Center's database and the mailing lists of the Metropolitan Atlanta Arts Fund. The organizations surveyed were located in the 23 counties of metropolitan Atlanta served by the Arts Fund. Of the 65 independent, corporate, and community foundations surveyed, 23 (35%) responded. Of the 105 grant recipients surveyed, 48 (45%) responded.

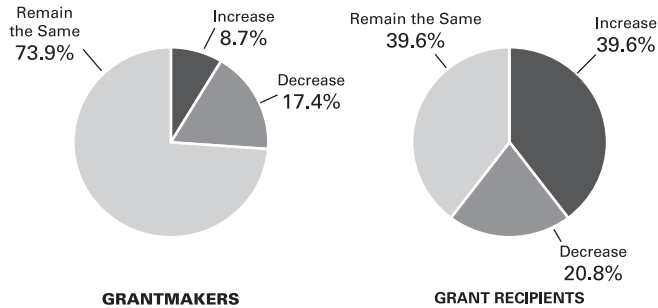
Outlook for funding

When asked if they thought their foundation funding in 2005 would increase, decrease, or remain the same as 2004, 40% of the arts groups said they expected an increase in foundation grant dollars, and the same percentage expected it to remain the same. This outlook is in sharp contrast to the grantmakers' response. Nearly three-quarters (74%) indicated they expected their giving to the arts to remain the same in 2005, and only 9% expected to increase their giving to the arts. (Figure 3)

When asked their opinion about the future of arts funding in metropolitan Atlanta, more than half of the funders (52%) were optimistic, and 30% were neutral. None were pessimistic, and only 17% said they were concerned. It was a different story with the arts groups. More than half (52%) were concerned, while only one-quarter were optimistic. (Figure 4)

FIGURE 3

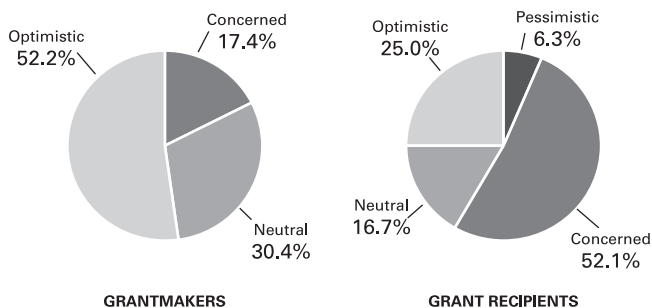
Foundation Arts Funding Projections for 2005



Source: The Foundation Center, 2005. Based on a survey of metro Atlanta arts grantmakers and grant recipients.

FIGURE 4

Opinions about the Future of Arts Funding



Source: The Foundation Center, 2005. Based on a survey of metro Atlanta arts grantmakers and grant recipients.

ATLANTA ARTS GRANTMAKING

Funders

Georgia grantmakers provide substantial support for the arts in the metropolitan area. The top givers are listed in Table 1, and foundations with a commitment to the arts are profiled in the mini-directory on pages 3–4. Significant support also comes from beyond Georgia's borders. Non-Georgia funders contributed considerably to Atlanta's arts community, as can be seen in Table 2 below.

Grant recipients

Arts organizations in Atlanta received more than 270 grants—worth nearly \$30 million—in 2003 from the 1,010 foundations covered by the Center's grants sample. See Table 3 for a list of selected recipients.

TABLE 1

Top Metropolitan Atlanta Area Funders for the Arts, 2003*

Foundation Name	Arts Grant Dollars	Number of Arts Grants
1. Arthur M. Blank Family Foundation	\$6,827,130	30
2. Community Foundation for Greater Atlanta	3,476,171	71
3. Coca-Cola Foundation	2,225,000	21
4. Robert W. Woodruff Foundation	2,012,500	7
5. J. Bulow Campbell Foundation	1,500,000	1
6. Goizueta Foundation	939,341	2
7. UPS Foundation	630,000	9
8. Georgia Power Foundation	610,000	12
9. J. Mack Robinson Foundation	570,700	3
10. James M. Cox Foundation of Georgia	455,000	4

Source: The Foundation Center, 2005. Includes all grants of \$10,000 or more awarded by a sample of larger Atlanta Metropolitan Area foundations.

*These foundations do not necessarily specify the arts as an ongoing program focus.

TABLE 2

Top Out-of-State Funders of the Arts in the Atlanta Metropolitan Area, 2003

Foundation Name	State	Arts Grant Dollars	Number of Arts Grants
1. Lilly Endowment	IN	\$4,395,106	3
2. Kresge Foundation	MI	2,000,000	1
3. Wachovia Foundation	NC	656,000	7
4. Bank of America Foundation	NC	419,730	17
5. Henry Luce Foundation	NY	320,000	3
6. AT&T Foundation	NY	296,030	10
7. John S. and James L. Knight Foundation	FL	293,630	2
8. Publix Super Markets Charities	FL	190,000	8
9. Citigroup Foundation	NY	147,000	6
10. Federated Department Stores Foundation	OH	145,000	6

Source: The Foundation Center, 2005. Based on all grants of \$10,000 or more awarded in 2003 by a sample of 1,010 of the largest U.S. foundations.

A Mini-Directory: Atlanta Area Arts Funders

The 21 foundations listed below have a demonstrated interest in the arts in Atlanta, defined as giving 10 or more grants or allocating 10% or more of their total giving to Atlanta-area arts organizations in 2003 or 2004.

The AEC Trust

c/o Wachovia Bank, N.A.
3414 Peachtree Rd.
Fifth Floor, GA8023
Atlanta, GA 30326

Type of grantmaker: Independent foundation.

Purpose and activities: Giving primarily for the arts, educational support for pre-selected schools, environment, women's issues, and AIDS related services.

Geographic focus: Atlanta, inside the perimeter

Total giving: \$1,371,000

Fiscal Year: 2004

J. Bulow Campbell Foundation*

Web: www.jbcf.org

Type of grantmaker: Independent foundation.

Purpose and activities: Broad purposes include, but are not limited to, privately-supported education, human welfare, youth development, the arts, Christian church-related agencies and agencies of the Presbyterian Church (not congregations) operating within the foundation's giving area.

Geographic focus: Georgia

Total giving: \$30,074,098

Fiscal Year: 2003

Thalia & Michael C. Carlos Foundation

1 National Dr.
Atlanta, GA 30336

Type of grantmaker: Independent foundation.

Purpose and activities: Giving primarily for civil rights; Orthodox Catholic agencies & churches; performing arts, especially symphony orchestras

Geographic focus: Atlanta

Total giving: \$400,000

Fiscal Year: 2003

Community Foundation for Greater Atlanta, Inc.*

Web: www.atlcf.org

Type of grantmaker: Community foundation.

Purpose and activities: Organized for the permanent administration of funds placed in trust by various donors for charitable purposes. Grants, unless designated by the donor, are confined to a 23-county metropolitan area of Atlanta with emphasis on human services, arts and culture, education, health, and community development.

Geographic focus: 23-county metropolitan area of Atlanta

Total giving: \$35,757,059

Fiscal Year: 2004

Community Foundation for Northeast Georgia*

Web: www.cfneq.org

Type of grantmaker: Community foundation.

Purpose and activities: The foundation seeks to enhance quality of life for citizens of NE Georgia through the philanthropic support of activities in education, health and human services, community service and the arts.

Geographic focus: Gwinnett, Barrow, and Forsyth counties

Total giving: \$1,378,676

Fiscal Year: 2003

Courts Foundation, Inc.*

50 Hurt Plz., Ste. 850

Atlanta, GA 30303

Telephone: (404) 658-9066

Fax: (404) 659-4802

Type of grantmaker: Independent foundation.

Purpose and activities: Support primarily for education, religion, health care, human services, and arts and culture.

Geographic focus: Atlanta

Total giving: \$2,047,000

Fiscal Year: 2003

The Florence C. and Harry L. English Memorial Fund*

Web: www.suntrustatlantafoundation.org

Type of grantmaker: Independent foundation.

Purpose and activities: Grants only for education, health, general welfare, and culture, with emphasis on assisting the aged and chronically ill, the blind, and those persons generally designated as being underprivileged.

Geographic focus: Metropolitan Atlanta

Total giving: \$688,444

Fiscal Year: 2003

Equifax Foundation*

1550 Peachtree St. N.W.

Atlanta, GA 30309

E-mail: kirby.thompson@equifax.com

Type of grantmaker: Company-sponsored foundation.

Purpose and activities: Giving primarily for higher education, community funds, and an arts alliance; support also for health and human services through the United Way.

Geographic focus: Atlanta

Total giving: \$522,031

Fiscal Year: 2003

John H. and Wilhelmina D. Harland Charitable Foundation, Inc.*

2 Piedmont Ctr., Ste. 106

Atlanta, GA 30305

Telephone: (404) 264-9912

Type of grantmaker: Independent foundation.

Purpose and activities: Support for youth services, community services, cultural programs, education, and health. The focus is local rather than regional or national, and priority is given to institutions in metropolitan Atlanta.

Geographic focus: Atlanta

Total giving: \$1,555,585

Fiscal Year: 2003

The Holder Construction Foundation

3333 Riverwood Pkwy., Ste. 400

Atlanta, GA 30339

Telephone: (770) 988-3280

Type of grantmaker: Company-sponsored foundation.

Purpose and activities: Giving primarily for the arts, education, and social services.

Geographic focus: greater Metropolitan Atlanta

Total giving: \$459,520

Fiscal Year: 2004

Livingston Foundation, Inc.*

171 17th St. N.W., Ste. 2100

Atlanta, GA 30363

Telephone: (404) 873-8500

Type of grantmaker: Independent foundation.

Purpose and activities: Giving primarily for education, the fine arts, and health care.

Geographic focus: Metropolitan Atlanta

Total giving: \$681,600

Fiscal Year: 2004

TABLE 3
Selected Recipients of Foundation Arts Giving in the Atlanta Area, 2003

Recipient	Grant Dollars	Number of Grants
Alliance Theatre Company	\$ 370,000	5
Atlanta Ballet	320,600	9
Atlanta Opera	364,000	6
Atlanta Symphony Orchestra	5,429,098	8
Center for Puppetry Arts	530,000	9
High Museum of Art	1,438,705	8
National Black Arts Festival	550,000	10
Seven Stages	198,058	3
Several Dancers Core	195,000	2
Robert W. Woodruff Arts Center	4,650,580	31

Source: The Foundation Center, 2005. Includes all grants of \$10,000 or more awarded in 2003 by a sample of 1,010 of the largest U.S. foundations to Atlanta arts organizations.

*employs staff Note: Total Giving includes all grantmaking, not just giving for the arts.

Source: The information in this directory derives from *The Foundation Directory Online* and from each foundation's Form 990-PF or 990.

Mini-Directory, continued

Lubo Fund, Inc.

147 15th St., N.E., No. 9-B
Atlanta, GA 30309

Type of grantmaker: Independent foundation

Purpose and activities: Giving primarily for cultural programs, including museums, performing and visual arts, with an emphasis on photography; support also for education.

Geographic focus: Atlanta

Total giving: \$409,170

Fiscal Year: 2003

Harriet McDaniel Marshall Trust in Memory of Sanders McDaniel

Web: www.suntrustatlantafoundation.org

Type of grantmaker: Independent foundation.

Purpose and activities: Giving primarily for education and building funds for educational institutions, health, and the handicapped; support also for welfare, including organizations assisting the disadvantaged, the homeless, and the elderly, community funds and development, and arts and culture.

Geographic focus: Atlanta

Total giving: \$306,146

Fiscal Year: 2004

James Starr Moore Memorial Foundation, Inc.

3290 Northside Pkwy., Ste. 390
Atlanta, GA 30327

Type of grantmaker: Independent foundation.

Purpose and activities: Giving primarily for AIDS; AIDS research; arts; economically disadvantaged; education; federated giving programs; health care; higher education; historic preservation/historical societies; hospitals (general); human services; nursing care; performing arts; Protestant agencies & churches; reproductive health, family planning; residential/custodial care, hospices.

Geographic focus: Georgia

Total giving: \$590,900

Fiscal Year: 2003

Katherine John Murphy Foundation*

Web: www.kjmurphyfoundation.org

Type of grantmaker: Independent foundation.

Purpose and activities: Giving primarily for the arts, higher education, the environment, hospitals, and youth services.

Geographic focus: Atlanta

Total giving: \$882,835

Fiscal Year: 2004

The Rich Foundation, Inc.*

11 Piedmont Ctr., Ste. 204
Atlanta, GA 30305

Telephone: (404) 262-2266

Type of grantmaker: Independent foundation.

Purpose and activities: Giving primarily for the performing arts and other cultural programs, higher education, social services, including programs for the homeless and people with AIDS, youth agencies, and hospitals, including research in heart disease.

Geographic focus: Atlanta area

Total giving: \$1,907,500

Fiscal Year: 2004

Scientific-Atlanta Foundation, Inc.*

5030 Sugarloaf Pkwy.

P.O. Box 465447

Lawrenceville, GA 30042-5447

Type of grantmaker: Company-sponsored foundation.

Purpose and activities: The foundation primarily supports organizations involved with arts and culture, education, health, housing, children and youth services, and human services.

Geographic focus: Atlanta

Total giving: \$1,091,652

Fiscal Year: 2004

SunTrust Bank, Atlanta Foundation*

Web: www.suntrustatlantafoundation.org

Type of grantmaker: Company-sponsored foundation.

Purpose and activities: The foundation supports organizations involved with arts and culture, education, youth, and community development. The foundation matches contributions from full-time and retired employees to all levels of education and any Georgia-based cultural organization except humanities councils.

Geographic focus: Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale counties

Total giving: \$2,523,436

Fiscal Year: 2003

The Tull Charitable Foundation*

Web: www.tullfoundation.org

Type of grantmaker: Independent foundation.

Purpose and activities: Support for higher and private secondary education; grants also for health and human services, youth and child welfare agencies, and culture.

Geographic focus: Georgia

Total giving: \$3,310,211

Fiscal Year: 2003

The David, Helen, and Marian Woodward Fund-Atlanta*

Web: www.wachovia.com/corp_inst/charitable_services/0,,4267_4268_4306,00.html

Type of grantmaker: Independent foundation.

Purpose and activities: Giving primarily for the arts, civic affairs, education, hospitals, social services, and youth.

Geographic focus: Metropolitan Atlanta

Total giving: \$2,155,000

Fiscal Year: 2004

T. G. Woolford, Jr. and F. T. Woolford, Jr. Trust

Web: www.suntrustatlantafoundation.org

Type of grantmaker: Independent foundation.

Purpose and activities: Giving primarily for arts, community development, education, and higher education.

Geographic focus: Atlanta

Total giving: \$560,990

Fiscal Year: 2003

*employs staff Note: Total Giving includes all grantmaking, not just giving for the arts.

Source: The information in this directory derives from *The Foundation Directory Online* and from each foundation's Form 990-PF or 990.

FOR MORE INFORMATION

Learn more about arts grantmaking at the Foundation Center—Atlanta or find a Cooperating Collection near you at www.fdncenter.org/collections. For a broader look at arts education grantmaking see our new national report, *Foundation Funding for Arts Education*, available free at our Web site at www.fdncenter.org/research/trends_analysis.



THE FOUNDATION CENTER—ATLANTA
Suite 150, Grand Lobby
Hurt Bldg., 50 Hurt Plaza
Atlanta, GA 30303
(404) 880-0094
www.fdncenter.org/atlanta