Imagine Greater Louisville 2020, the name of the transformative cultural plan launched in March 2017. The irony is that none of us could have imagined the year 2020. Last Fall, at the start of fiscal year 2020, we launched the first Imagine Mural Festival in the historic Smoketown neighborhood, kicked off hundreds of in-school experiences, and began a two-year capacity building intensive for organizations.

In March of 2020, our attention turned to address the devastating impact of the coronavirus pandemic on our artists and organizations. Our artists and organizations turned their attention to comforting, delighting this community with couch concerts, pick-up arts kits, drive-thru theatre, and online arts experiences. The Fund for the Arts was able to invest more than $500,000 in COVID relief funds to individual artists, organizations, and restaurants.

And as the racial equity movement took hold, our artists and organizations leaned in even more. They created new content about this moment and led difficult conversations about racial equity, justice, and systemic racism. The Fund for the Arts invested new dollars in Black Artist Funds to help elevate the voices of our Black artists and amplify their work during this critical period.

Despite the incredible challenges, I am blown away by our artists and arts leaders’ resiliency, innovation, and tireless commitment to community impact. The more than 15,000 donors that participated in the Cultural Lou Recovery Campaign have made this possible, you make this possible. There is much work to do but we couldn’t do it without you. Thank you.

Christen Boone
President & CEO

### FINANCIALS

#### 2020 CAMPAIGN PLEDGES AND OTHER REVENUES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Reporting Results 2020</td>
<td>$6,930,879</td>
</tr>
<tr>
<td>Future Campaigns and Other</td>
<td>($458,448)</td>
</tr>
<tr>
<td>Allowance for Uncollectable Pledges &amp; Discounts</td>
<td>($362,234)</td>
</tr>
<tr>
<td>Expenses Netted Against Revenue</td>
<td>$1,341</td>
</tr>
<tr>
<td><strong>Total Net Revenue</strong></td>
<td><strong>$6,111,537</strong></td>
</tr>
</tbody>
</table>

#### Impact Initiatives & Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact Initiatives &amp; Program Expenses</td>
<td>$6,722,510</td>
</tr>
<tr>
<td>Fundraising Expenses</td>
<td>$889,084</td>
</tr>
<tr>
<td>Management &amp; General Expenses</td>
<td>$319,360</td>
</tr>
<tr>
<td><strong>Total Impact Initiatives &amp; Expenses</strong></td>
<td><strong>$7,930,954</strong></td>
</tr>
</tbody>
</table>

Change in Net Assets                           ($1,819,417)
Net Assets - Beginning of Year                  | $8,406,109 |
Net Assets - End of Year                        | $6,586,692 |

### ABOUT FUND FOR THE ARTS

Fund for the Arts is a regional nonprofit with a mission to maximize the impact of the arts on economic development, education, and quality of life in our community. The Fund is a convener, promoter, leader, and driver of Imagine Greater Louisville 2020, the region’s arts and cultural plan. It facilitates the largest arts grant program in Kentucky as well as conducts one of the oldest united arts campaigns in the country. For more information, visit [www.fundforthearts.org](http://www.fundforthearts.org)
Our Impact

It's not just about the arts, it's about the impact that the arts have on the vibrancy of our lives and our shared goal to build a stronger community.

Providing Arts Access and Education

Providing arts access and education across every Greater Louisville neighborhood is one of our top priorities. In 2020, we granted more than $900,000 to schools, community organizations, and arts and culture organizations to integrate the arts into their daily work. In addition, we invested more than $3.5 million in 23 anchor arts institutions to provide enriching, impactful programs that engage more than 2 million people of all ages and backgrounds every year.

Diversity, Equity, & Inclusion Throughout Greater Louisville

Ensuring everyone has a seat at the table, Fund for the Arts is an advocate for DIVERSITY, EQUITY, and INCLUSION. We are working to eliminate cultural barriers, bridge cultural divides, and advocate for a more equitable, diverse, and inclusive community, improving the social connectivity and cultural vitality of the region. Amid the current racial justice movement, Fund for the Arts is committed to continuing to lift up the voices of minority artists.
CULTURAL LOU
RECOVERY CAMPAIGN

In March of 2020, when our community, artists, and arts organizations experienced unexpected challenges caused by the COVID-19 pandemic, Fund for the Arts immediately pivoted to ensure that Greater Louisville arts and culture institutions could survive these unprecedented times. The Cultural Lou Recovery Campaign served as an expansion of the Fund’s traditional annual campaign. It supported the healing and rebuilding for our artists, arts and culture organizations, and the community as a whole.

The arts are essential in helping us tell the stories of our time; they comfort us and connect us. The arts are crucial for our community’s recovery from the challenges of this year.

$43,000
Invested in artists

102
Artists supported

$390,546
Invested in organizations

24
Organizations supported

$115,000
Invested in culinary institutions

7
Culinary institutions supported

“The Fund for the Arts is helping artists recoup what we have lost. This funding will allow me to pay my utility bills. I’m very grateful for their swift assistance!”

- COVID-19 Emergency Support Grant recipient
WHO YOU ARE: CORPORATE SUPPORT

$500,000 +
Humana/Humana Foundation and Associates
Yum! Brands, Inc. and Employees

$200,000 - $499,999
Brown-Forman and Employees
Gheens Foundation, Inc.
Kosair Charities
LG&E and KU Energy Foundation and LG&E and KU Energy/IBEW Local 2100 Employees

$100,000 - $199,999
Jefferson County Public Schools’ Employees
Louisville Metro Government and Employees
Norton, Norton Audubon, Norton Brownsboro, Norton Cancer Institute, Norton Children’s, Norton Children’s Medical Center-Brownsboro, Norton Healthcare, Norton Medical Group, and Norton Women’s & Children’s Hospital, and Employees
PNC Bank
Republic Bank Foundation Inc. and Republic Bank & Trust Company Employees
Stock Yards Bank & Trust Company and Employees

$50,000 - $99,999
C.E. and S. Foundation, Inc.
The Courier-Journal/Gannett Foundation and Employees
EY and Employees
Fifth Third Bank KY/Fifth Third Bank Foundation and Employees
Frost Brown Todd LLC and Employees
Kentucky Arts Council
Kindred Healthcare, Inc. and Employees
Louisville Water Foundation and Louisville Water Company Employees
Novak Family Foundation
U.S. Bank Foundation and U.S. Bank Employees

$25,000 - $49,999
Appalachian Impact Fund
Ashbourne Farms
Caesars Foundation of Floyd County
Commonwealth Bank & Trust Company and Employees
D.D. Williamson & Co., Inc. and Employees
The Glenview Trust Company and Employees

$10,000 - $24,999
Hazel & Walter T. Bales Foundation
Bellarmine University Employees
Bramco, Inc.
Central Bank of Jefferson County and Employees
Chase Kentucky Employees
Chronicle Cinema - Zach Meiners Churchill Downs, Inc. and Employees
Davis H. Elliot Company, Inc.
Delta Dental of Kentucky and Employees
Fund for the Arts Employees
Galen College of Nursing and Employees
GE Appliances, a Haier company
Greater Clark County Schools’ Employees
KPMG LLP and Employees
Louisville Tourism and Employees
Michter’s MSD-Louisville & Jefferson County Employees
Northwestern Mutual - Louisville, Inc. Employees
Ogle Foundation, Inc.
Old Forester
Faculty & Staff of the Oldham County Schools
PricewaterhouseCoopers LLP and Employees
Sam and Bonnie Rechter Family Foundation
Stites & Harbison PLLC and Employees
Sutherland Foundation
Toyota Motor Manufacturing, Kentucky, Inc.
United Electric Co., Inc.
White Clay Employees

$5,000 - $9,999
Alltrade Service Solutions and Employees

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Solberg Mfg.
Speed Art Museum and Employees
Todd Asset Management LLC
Triology Health Services, LLC Employees
University of Louisville Employees
UPS and Employees
V. V. Cooke Foundation
WDRB-TV and WMYO-TV and Employees
WesBanco
WHAS Crusade for Children
Wyatt, Tarrant & Combs, LLP
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~FFTAA Board Member *Farnsley by 40 #Women's Circle +Pride Circle ˚Ed Hamilton Circle

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**Society 100**

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Brook and Joseph Ventura ~

Marianne and Jim Welch

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Stephen Reily Fund

Ina and Allen Bond

Victoire Reynal Brown and

Owsley Brown III

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Lindy B. Street

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Deana and Michael Paradis

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Fran Ratterman and

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Jessica and Mac Thompson

Pamela and Paul Thompson ~

Amy and Steve Trager

Shelley Trager-Kusman

Ann and Darrell Wells

Walter Woods +

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Jessica Bird and

Neville Blakemore ~

Sue and H. Hewett Brown

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Susan and Jeff Callen

Julia and William Carstanjen ~

Diann and Brent Densford

Gayle S. Dorsey

Mary and Jim Eaves

Erica and Patricia Fields +##

Jennifer and Paul G. Fultz

Kathy Gahm

Kevin A. Gibson +

Jerian Greene ~

Karen and Roger Hale

Paula and Frank Harshaw

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Scott Kiefer #

Shannon and Todd Klimek ~

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Kristin and Mark Kull ~

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Bondurant

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Matthew D. Brier

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Sherman A. Brown

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WHO WE ARE

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We thank you for your trust, generous gifts, and support. Our work isn’t done. Great communities are ones that commit to investing in bold and dynamic visions. You can commit today to invest in the healing and rebuilding of your community. Please consider making a donation today. Join us - together, let’s build a more vibrant city.

623 W. Main St., Louisville, KY 40202
fundforthearts.org | 502.582.0100

with support from

Students create an art exhibit at the Carnegie Center for Art and History

Sponsored by the Kentucky Arts Council. The state arts agency supports the Fund for the Arts with state tax dollars and federal funding from the National Endowment for the Arts.