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Museum Results

Your Monthly Resource for Philanthropic News
from Alexander Haas

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



May 14, 2020
www.fundraisingcounsel.com



G. Douglass Alexander, a Founding Partner of Alexander Haas, left this world April 6. He was a southern gentleman who made a lasting impression on those he met with his passion for excellence, dry and sarcastic sense of humor, his knowledge of how to guide nonprofits to success, and his basketball hook shot. Our hearts are with his family. Doug retired from Alexander Haas in 2007, but his legacy lives on here at the firm that bears his name and with the thousands of clients the firm has served and continues to serve.

[Read about Doug's life and legacy here.](#)

from the bright and organized office of
Sandra K. Kidd | Senior Partner

Tough Times & Hard Decisions: A Salute to AAMD

In April, the Board of Trustees of the Association of Art Museum Directors (AAMD) made an impactful decision—in light of COVID-19's disastrous economic



impact on museums that have been forced to darken their galleries and close their doors.

The decision? An AAMD Board resolution not to censure art museums whose leaders determine they need temporarily to redirect income received from funds normally restricted to art acquisition, conservation, or research—in order to help cover expenses for general operations, including staff salaries/benefits.

The resolution also applies to income received from funds created through deaccessioning. In all cases, the resolution supports the temporary reallocation of annual income received from a fund, leaving the principal of endowed funds and deaccession funds intact. The AAMD resolution will be in effect through April 10, 2022.

While AAMD's announcement emphasizes that each museum has its own autonomy and policies, the resolution is nevertheless a big step for those who head some of the nation's top cultural institutions. The use of funds earmarked for collections and art acquisition for anything but those purposes has been strictly taboo in the museum world. Similarly, the use of funds acquired through deaccessioning of artworks has been restricted to the purchase of new works of art.

None of these practices are going to change permanently, a point AAMD is careful to make. And wisely AAMD supports the importance of talking with the donors or donor families who have set up the endowments and gifted the artworks that are the heart of many collections.

I applaud AAMD's support of the need for museums to have financial flexibility right now as they determine what the rest of 2020 and 2021 might look like. AAMD has taken a pragmatic approach in a time of unprecedented crisis. Such decisions are not made easily, but this was the right decision to make.

No one can say yet when visitors, members, and schools will be able to return to our museums, when long-planned exhibitions may go on view, or even when artworks can safely be moved from country to country.

For most non-profits, including museums, the biggest expense is their investment in their people. Around the country, hundreds of thousands of museum employees—from curators to maintenance—have been furloughed and laid off or have taken pay cuts and salary deferrals.

We recognize the severity of the current crisis and the immediate financial needs of many institutions," said Christine Anagnos, executive director of AAMD. "At the same time, whether it is the principal of an endowment or the art that comprises a museum's collection, we need to protect important assets for future use. These resolutions strike a balance between addressing near-term needs and our long-held values, and we expect that any institution that exercises these options will do so in good faith."

To read the full release, click [here](#):

COVID-19 Specific Arts Funding

The **Institute of Museum and Library Service** will fund direct grants through the *IMLS Cares Act Grants for Museums and Libraries*. It will award grants from between \$25,000 and \$500,000. They welcome projects that will help with preserving jobs, staff training and development, addressing the digital divide, planning and reopening, and providing technical support and capacity building for digital inclusion and engagement. **Deadline for submissions is June 12.** Please [go here for more information](#).

Art Bridges, a foundation dedicated to expanding access to American art, has committed \$5 million in support of museums impacted by the coronavirus pandemic. *The Bridge Ahead Initiative* will award grants to institutions with annual operating budgets under \$30 million. Funds will be distributed in two phases: the first will support the development of digital or print strategies designed to engage audiences remotely, while the second will support grantees' preparations for reopening. Applications will be accepted on a rolling basis, beginning May 11, until all funds are disbursed.

The **J. Paul Getty Trust** launched a \$10 million fund in support of nonprofit museums and visual arts organizations in Los Angeles County impacted by the novel coronavirus. To be administered by the **California Community Foundation**, the *LA Arts COVID-19 Relief Fund* will provide emergency operating support and recovery grants to small and midsize organizations. Grant amounts were expected to range from \$25,000 to \$200,000.

The **Artist Relief Fund**, organized by a coalition of national arts organizations, will provide unrestricted grants totaling \$10 million, \$5,000 every week, to 100 artists facing financial emergencies through the end of August. The grants may be used flexibly to meet recipients' most pressing financial needs and enable them to continue their creative practice.

#MuseumWeek

This week is **MuseumWeek**, the worldwide festival for cultural institutions on social media. Since 2014, MuseumWeek has grown to include over 60,000 participants from 100+ countries. It has become the first virtual, worldwide cultural event across many online platforms. With 2020's theme—*togetherness*—already established, participating museums were encouraged to offer original content based around the format "7 days, 7 themes, 7 hashtags": #HeroesMW, #CultureInQuarantineMW, #cogethernMW, #MuseumMomentsMW, #climateMW, #TechnologyMW, #dreamsMW.



Hamm Presents at Texas Association of Museums Meeting

Managing Partner, Museums & Performing Arts, **Carl Hamm**, was Presenting Chair for **Development Demystified: Real-World Advice on Strengthening Your Fundraising Program** as the TAM Development Symposium. The Symposium is part of **TAM 2020 Virtual, the Texas Association of Museums Annual Meeting**.

He was joined by presenters: **James Jillson**, Interim Director of Advancement, Nasher Sculpture Center, Dallas; **Amy Marks**, Membership & Development Services Director, Space Center Houston; and **Cliff Vanderpool**, Director of Development and Communications, Amon Carter Museum of American Art, Fort Worth.

We are proud to have been be a part of it.



Read Carefully

We Couldn't Have Said it Better Ourselves



The Whiny Donor
@thewhinydonor

Three pieces of nonprofit mail came today—all good, in my personal opinion. One, an acknowledgement for a [#GivingTuesdayNow](#) donation, with words like “recalibrating our priorities” and “working to adapt.” It’s good to know that you are moving forward in this disruption.

5:35 PM · May 11, 2020 · Twitter for iPhone

6 Retweets 61 Likes



The Whiny Donor @thewhinydonor · May 11
Replying to @thewhinydonor

Another, an invitation from a nonprofit that pivoted quickly to an online event. I suspect that they had to stop the presses on the original invitation, and were able to change the text before it mailed. Props for being nimble.

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The Whiny Donor @thewhinydonor · May 11

And, finally, an appeal from a house museum. “It’s still uncertain when we’ll be able to open our doors again.” There is no way to sugarcoat how catastrophic this is for the culturals. Stark reality strikes me as a good approach.

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The Whiny Donor @thewhinydonor · May 11

I don’t want to receive anything in the mail that makes it sound like business as usual. The ground has shifted beneath our feet, and I need to know you’ve seen the new terrain.

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We Want You to Know

Transforming Institutions

For more than 30 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with some of the largest—and some of the smallest—cultural organizations that help make our country a better place to live.

[Take a look at all of our past and present museum Client *Partners*.](#)

Face It: *Museums* are Different Our Transformational Museum Services

Alexander Haas serves a cross section of museums throughout the country. We specialize (and delight in) what makes you distinctive. As a museum, you have different needs at different times. We can help you create real results.

[Read all about them!](#)



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