

# Museum Results

Your Monthly Resource for Philanthropic News  
from Alexander Haas

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TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

**First Things First**



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[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



from the Texas desk of  
**Carl G. Hamm** | Managing Partner

## Hope for Giving to the Arts in a Post-COVID Reality

Non-profit leaders and observers of charitable giving eagerly anticipate the June release of Giving USA, the report on Americans' giving during the previous year, and the types of organizations they supported. This valuable information has historically helped practitioners forecast how donors might be inclined to give in the coming year and to understand whether they may need to shift their fundraising messaging and strategies to be more effective among other types of organizations.

This, of course, is no ordinary year, and the unknowns of the pandemic and the economy have made it difficult to predict how charitable giving might be affected over the remainder of this year and next. But Giving USA data and trends that have emerged over the past several decades show that giving to the arts, culture and humanities has continued to be an important priority for donors, whose generous support has always grown steadily following temporary decreases in giving after economic downturns in the past. Go here to learn more.

Giving to the arts has never been stronger. Adjusted for inflation, giving to nonprofits of all types grew by 2.4% in 2019 over the previous year. At 10.6%, inflation-adjusted giving to arts, culture and the humanities grew by a higher percentage than any other sector of the nonprofit community. This was the second largest annual increase for giving to the arts in nearly two decades, (topped only by an 11.2% inflation-adjusted increase from 2014 to 2015.)

Many variables affect giving to the arts from one year to the next, notably the launch of massive capital and endowment campaigns during a given period and the mega-gifts those projects attract. Extraordinary bequests and other one-time gifts also play a role in illustrating significant gains from one year to the next. Even considering the annual ebb-and-flow these situations may cause, inflation-adjusted giving to the arts has grown by 38% since the year 2000.

Giving to the arts fell 10.4% in 2001 after an especially robust year in 2000, when giving increased by 16.1%. It immediately bounced back to exceed 1999 levels the next year and overtook 2000-level giving within four years. After years of steady gains, the events of 2008 resulted in a dramatic 20.7% drop. Over a longer period of steady incline, giving slowly rebounded over a six-year period to exceed 2007 levels by 2015.

We have yet to see how the events of 2020 will affect donors' contributions over the next few years, but we know that the overall nonprofit community, and the arts sector specifically, entered the year with demonstrated donor confidence based on their record-setting giving in 2019. In the coming weeks, Giving USA will release additional information on last year's giving to arts, culture and the humanities, giving us more insight into how giving may unfold in the years to come.

But as we await this deeper dive into last year's performance, we can take last year's increase in giving to the arts an encouraging sign as we enter another period of economic uncertainty, giving us hope for continued robust giving in our inevitable Post-COVID reality.

## **Give Us 30 Minutes & We'll Give You Focus**

While your eyes are focused on your organization, your staff and those that you serve during these times of the COVID-19 pandemic, our eyes are focused on YOU:

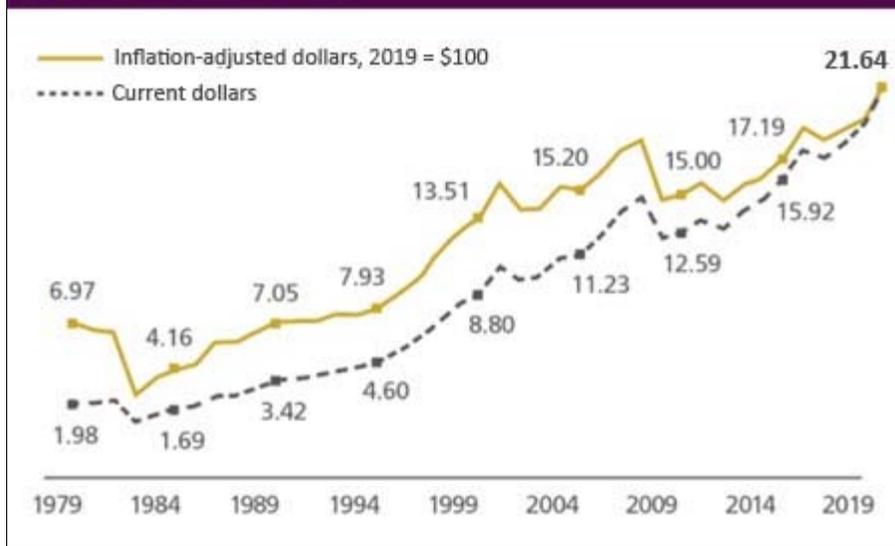
- Nonprofit organizations that are needed now more than ever.
- Nonprofits that have had to close their doors during this quarantine.
- Nonprofits that are struggling to keep providing services.
- Nonprofits that are seeing a drastic fall in donations.
- Nonprofits that struggling to adapt to the new normal.
- And even nonprofits that are seeing both volunteers and donors step up and lend increased support.

If you are any of those organizations, we are here to help you navigate this new world. We would like to offer you 30 minutes of consulting time at no charge to help you better understand and steer your fundraising efforts. We can help.

**[SCHEDULE YOUR FREE CONSULTATION NOW](#)**

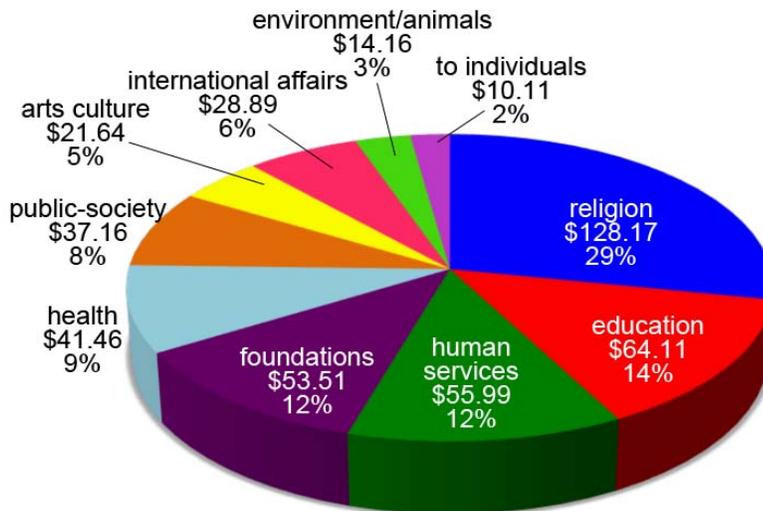
**Giving to the Arts in 2019**

## Giving to arts, culture, humanities 1979-2019 (in billions of dollars)



- Giving to the arts, culture, and humanities subsector amounted to 5% of total giving in 2019 at \$21.74 billion.
- Contributions to arts, culture, and humanities organizations increased by 12.6% from 2018 to \$21.64 billion in 2019. Adjusted for inflation, giving to these organizations increased by 10.6%.
- Adjusted for inflation, giving to arts, culture, and humanities increased 3.4% between 2017 and 2018, and increased 10.6% between 2018 and 2019. Cumulatively, giving to arts, culture, and humanities increased 14.4% in inflation-adjusted dollars between 2017 and 2019.
- The total amount contributed to arts, culture, and humanities reached its highest inflation-adjusted value in 2019.
- Online giving to arts organizations analyzed in the Blackbaud Institute's Charitable Giving Report grew 8.1% in 2019 over 2018.
- Giving to arts, culture, and humanities organizations has consistently totaled between 3% and 5% of all charitable dollars received by organizations over the last four decades.

## Giving by Recipient



- **Religious** organizations received the largest share of charitable dollars in 2019, at 29% of total giving. In current dollars, giving to religion was flat at 0.2% between 2017 and 2018, and increased 2.3% between 2018 and 2019.
- The **education** subsector comprised the second-largest portion of charitable dollars in 2019, receiving 14% of total gifts. Giving to education increased 1.9% in current dollars between 2017 and 2018. Between 2018 and 2019, current-dollar giving to education increased 12.1%.
- **Human services** organizations ranked third in total gifts received, at 12% of charitable dollars in 2019. In current dollars, giving to human services increased 2.0% between 2017 and 2018, and increased 5.0% between 2018 and 2019.
- Gifts to grantmaking **foundations** comprised the fourth-largest share of charitable dollars in 2019, amounting to 12% of total giving. Giving to foundations was flat at -0.3% in current dollars between 2017 and 2018. Between 2018 and 2019, current-dollar giving to foundations increased 2.5%.
- The **health** subsector ranked fifth in total gifts received, at 9% of charitable dollars in 2019. In current dollars, giving to health increased 1.3% between 2017 and 2018, and increased 6.8% between 2018 and 2019.
- **Public-society benefit** organizations received 8% of total giving in 2019. Giving to public-society benefit decreased 3.7% in current dollars between 2017 and 2018. Between 2018 and 2019, current-dollar giving to public-society benefit increased 13.1%.
- The **international affairs** subsector ranked seventh in total gifts received, amounting to 6% of charitable dollars in 2019. Giving to international affairs increased 13.8% in current dollars between 2017 and 2018. Between 2018 and 2019, current-dollar giving to international affairs was flat at -0.4%.
- **Arts, culture, and humanities** organizations received the eighth-largest portion of charitable dollars in 2019, at 5% of total giving. In current dollars, giving to arts, culture, and humanities increased 5.9% between 2017 and 2018, and increased 12.6% between 2018 and 2019.
- Comprising the ninth-largest share of charitable dollars in 2019, the **environment/animals** subsector received 3% of total gifts. In current dollars, giving to environment/animals increased 6.1% between 2017 and 2018, and increased 11.3% between 2018 and 2019.
- Gifts made directly to **individuals** amounted to 2% of total giving in 2019.

## Points of Interest for the Arts

### First Quarter 2020 Giving Drop But Early Signs of Uptick

Individual giving declined 6 percent in the first quarter of this year compared with last year, a trend that would lead to \$25 billion in lost revenue for nonprofits if it continues throughout 2020, according to a new survey.

Data shows the first two months of the year were good ones for fundraisers, followed by an 11% decline in March compared with March of 2019. However, there are early signs of a second-quarter rebound. At the end of March, data began to tick up. "I would be surprised if the 11% drop in March was anything that's going to hold," said Michael Nilsen, vice president of marketing, communications, and public policy at the Association of Fundraising Professionals.

Another bright spot: Donations under \$250 rose 6%. The 2017 tax law means that millions fewer people see any tax benefit from giving, but Congress voted to allow people who don't itemize to deduct up to \$300 in cash charitable giving for one year only, on their 2020 taxes. According to research, the first-quarter fundraising has been declining year over year for several years across all categories of donors,

so an increase in small-dollar donations was a surprise. More [here](#).

**Jill Snyder**, who has led the **Museum of Contemporary Art Cleveland** (OH) for 23 years, has resigned from her post. In a statement, Snyder insisted that her departure came amid a growing understanding in her field that museums must diversify their leadership in order to stay contemporary. *ARTnews*, 6-19

Bank of America awarded \$25 million to the **Smithsonian Institution** (DC) to create a new program across several of its museums that will explore issues of race and racism in the United States. The program will pull experts from the Smithsonian's African American and American Indian museums and Latino and Asian Pacific American centers. *COP*, 6-17

**Pennsylvania Academy of the Fine Arts** (Philadelphia) received a \$2 million gift from Kenneth Woodcock to endow the museum's *Curator of Historical American Art* position, which will be named for him. *COP*, 6-15

The **National Gallery of Art** (DC) reopened its outdoor sculpture garden on June 20. *Washington Post*, 6-15

**Oklahoma City National Memorial Museum** received a \$1 million gift from Chad Richison for endowment and to assist with the costs of safely reopening the museum after it closed temporarily on March 15. *COP*, 6-15

The **Baltimore Museum of Art** received a \$3.5 million gift from an anonymous longtime supporter to endow the directorship of the *Ruth R. Marder Center for Matisse Studies*. The BMA has the world's largest collection of the Matisse's works in a public museum, with more than a thousand pieces by and related to the artist. *PND*, 5-17

The **Henry Luce Foundation** awarded \$3.1 million in emergency grants and approved requests to reallocate more than \$1.75 million from existing project budgets to salary or general operating support at its grantee institutions. The 23 emergency grants include awards ranging between \$60,000 and \$250,000 to support staff salaries at small and midsize museums in Santa Fe, Tulsa, Portland (OR), Asheville, and Phoenix, among other sector awards. *PND*, 5-14



# COVID-19's Devastating Impact on the Arts



## Artist/Creative Workers

- 62% fully unemployed
- 94% report income loss
- \$21k lost income per worker, to date
- 66% unable to access the supplies, resources
- 80% have no post-pandemic plan
- *And yet . . . 75% strengthening morale and community cohesion through their art!*

## Nonprofit Arts Organizations

- \$6.7 billion in losses, to date
- 96% cancelled events
- 234 million lost admissions
- 24% reduced staff
- 10% doubt ability to outlast pandemic
- *And yet . . . 67% using the arts to boost community spirit!*

## 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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