

2020 ANNUAL REPORT

GREATER PHILADELPHIA CULTURAL ALLIANCE

greater
philadelphia cultural
ALLIANCE

On behalf of the board of directors of the Greater Philadelphia Cultural Alliance, we are pleased to present this report on our programs, activities and financial health for our 2020 fiscal year (July 1, 2019-June 30, 2020).

The 2020 fiscal year was one of the most challenging in the 48-year history of the Cultural Alliance. It was a year in which the COVID-19 pandemic upended any sense of normalcy or predictability. In March 2020, the staff transitioned to working from home overnight, as did the majority of the region. This brought new challenges and uncertainties for the Alliance's programming, services and resources. As a result, the Alliance refocused on the core of our mission: to lead, strengthen and amplify the cultural sector. When faced with clearly insurmountable challenges, the Alliance's mission became our guiding force and we directed our efforts to where we could have the maximum impact at this critical moment.

We hope that this report provides an understanding of the impact of the Cultural Alliance during this tumultuous year. Our services helped over 460 members to advance their missions and respond to the incredible challenges they faced. Our impact was made clear in four distinct areas: the pandemic, racial justice, advocacy and member services.

More importantly, our services supported the individuals who are the backbone of this vital sector: those who work in, donate to, participate in, attend, learn, connect with and grow through arts and culture in our region. In FY20, that was 136,463 individuals.

We applaud and thank the staff for their efforts to advance the mission of the Cultural Alliance and serve a sector in crisis, even as they were, themselves, living with many of the same uncertainties and challenges in their own lives.

We are extremely grateful to all who have invested in the Cultural Alliance: our board, member organizations, funders, donors and sponsors. Together, we are helping to ensure the health and vitality of the arts and culture sector. We could not do this work without your generous support.



PRISCILLA M. LUCE

*Interim President & CEO
Greater Philadelphia Cultural Alliance*

A handwritten signature in black ink that reads "Priscilla M. Luce".



CATHERINE M. CAHILL

*Chair, Board of Directors
Greater Philadelphia Cultural Alliance*

A handwritten signature in black ink that reads "Catherine M. Cahill".

**THE MISSION OF THE
GREATER PHILADELPHIA CULTURAL ALLIANCE
IS TO LEAD, STRENGTHEN AND AMPLIFY THE
VOICES OF A CULTURAL COMMUNITY THAT
IGNITES CREATIVITY, INSPIRES PEOPLE AND IS
ESSENTIAL FOR A HEALTHY REGION.**

This mission is manifested through programs that:

Promote the value and visibility of arts & culture

•
Inform, convene & connect

•
Build skills and capacity

In 2020 the arts and culture sector faced the greatest crisis of our lifetime: dealing with the COVID-19 pandemic and subsequent closures. In the midst of this, thousands of individuals were leading and working within their organizations through unimaginable revenue cuts, job losses and program disruptions. The country also grappled with the murders of Black individuals that summer. Calls for racial justice within the region's arts and culture sector took on even more urgency and artists and arts administrators wrestled with these systemic issues. All of this led to heightened tensions at the city, state and federal levels of government, and it was absolutely critical that the arts and culture sector communicate as a united front. Advocacy was particularly critical when so many had no capacity to speak on their own, and yet their survival depended on it.

The Cultural Alliance served 468 member organizations throughout the challenges of the 2020 fiscal year through programs that provided collective marketing and audience engagement, research, advocacy, workforce development and the advancement of diversity, equity and inclusion and anti-racism. These are programs that helped our member organizations deliver their missions and serve their communities. But it was much more than that.

These programs were a lifeline to 136,463 individuals in FY20. And as we go through 2021 and beyond, the Cultural Alliance will continue to support these organizations and the individuals who work in them and benefit from their programming and services.

**We ask you to join us by supporting the work
of the Greater Philadelphia Cultural Alliance.**

DONATE



IMPACT: PANDEMIC

IN MARCH 2020, PHILADELPHIA'S ARTS AND CULTURE SECTOR ENTERED ONE OF THE MOST CHALLENGING PERIODS IN RECENT HISTORY.

Faced with these unimaginable obstacles, the sector turned to the Greater Philadelphia Cultural Alliance. We responded with timely and relevant resources and information, a responsive marketing campaign and an infusion of unrestricted operating dollars when it was most needed. We focused where we could have the most impact and where our mission came alive.

This work was more than just a website, marketing and grants. This work supported individuals — including artists, administrators, board members and more — in navigating the uncertainty and challenges of the COVID-19 pandemic. It helped leaders to make decisions impacting their staffs and audiences. It helped the public connect with each other through isolation. It helped put food on the table and pay rent for artists and employees throughout the region.

That adds up to 9,836 individuals whose burden during the pandemic was eased by the work of the Cultural Alliance.

9,836
INDIVIDUALS

IMPACT: RACIAL JUSTICE

THE GREATER PHILADELPHIA CULTURAL ALLIANCE HAS A HISTORY OF RAISING AWARENESS OF AND ADDRESSING ISSUES OF DIVERSITY, EQUITY AND INCLUSION (DEI) IN ARTS AND CULTURE SINCE OUR IMPLICIT BIAS SCAN IN 2017.

In 2020 as the country grappled with the racism and violence faced by BIPOC communities, calls for anti-racism work took on even more urgency in Philadelphia's arts and culture sector. The Cultural Alliance deepened our commitment to this work in FY20 and released a **statement** on June 8, 2020 stating that we stand in solidarity with all persons who seek justice and equity, stating unequivocally: Black Lives Matter.

As we have recognized from the beginning, we are not experts in these issues. However, the Cultural Alliance is uniquely positioned to raise awareness of the systemic barriers to creating and working in Philadelphia's arts and culture sector; to connect people and organizations seeking to do this work to those who are experts; and to advocate for equitable funding, particularly for organizations led by and serving people of color.

Our programming, resources and advocacy in FY20 supported individuals who are seeking to become anti-racist in their own lives and in their workplaces. It also provided safe spaces for BIPOC artists and administrators to build their network and support one another.

This adds up to 113,625 people working individually and collectively to break down these systemic barriers and to make Philadelphia's arts and culture sector more diverse, inclusive and equitable.

113,625
INDIVIDUALS



IMPACT: ADVOCACY

DURING A SEASON OF HEIGHTENED TENSIONS AT THE CITY, STATE AND FEDERAL LEVELS OF GOVERNMENT, IT WAS (AND WILL CONTINUE TO BE) ABSOLUTELY CRITICAL THAT THE ARTS AND CULTURE SECTOR COMMUNICATE AS A UNITED FRONT.

In Philadelphia particularly, restaurants and gyms have been loudly—and successfully—advocating for support to survive. Our members and the broader cultural community have looked to the Alliance through this challenging year to advocate on their behalf. This is particularly critical in a year when so many of them have limited budgets, staff and capacity to do so on their own, and yet need to be heard to have any hope of survival.

The Cultural Alliance provided the platform for 2,134 individuals to unite in their calls for support from city, state and national government. But more importantly, it allowed arts leaders to continue to receive critical dollars from the Philadelphia Cultural Fund and pay their employees. And long term, it has opened doors to funding at institutions such as the Samuel S. Fels Fund and PNC Arts Alive to BIPOC-led/serving and community-based organizations that previously didn't have access.

2,134

**INDIVIDUALS CALLING FOR SUPPORT FOR
ARTS AND CULTURE IN THEIR COMMUNITIES**

IMPACT: GREATER PHILADELPHIA CULTURAL ALLIANCE

The Greater Philadelphia Cultural Alliance does so much for Philadelphia's arts and culture community, from collective marketing and audience engagement to research and advocacy to advancing diversity, equity and inclusion. People view and interact with the Cultural Alliance in many different ways. One person knows the Cultural Alliance for our Phillyfunguide calendar of arts and culture activities throughout the region. Another participates in our DEI workshops. Another might have gotten their job from the Job Bank or shared a social media post about our advocacy efforts.

When you look at it in terms of these individuals, it becomes clear that the Cultural Alliance is making a difference in the work and lives of those who are the bedrock for our vibrant, diverse, creative and world-class city. Our mission is for our 468 member organizations. But ultimately, it is for the people who work in them, donate to them, participate in them, attend them, learn from them, connect with them and grow through them.

136,463
INDIVIDUALS

The mission of the Alliance—manifested through these programs, services and resources—is a lifeline to thousands of individuals each year.

In this year—FY20—the Greater Philadelphia Cultural Alliance impacted 136,463 lives during the crisis of our lifetime. We were there for them. And we will continue to be there for them in FY21 and FY22 and beyond.



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Glenmede is proud to sponsor the 2020 Annual Report of the Greater Philadelphia Cultural Alliance. During an unprecedented year, the Cultural Alliance stepped up to support the arts and culture sector in Philadelphia and beyond. We are proud to support the Cultural Alliance, an organization that shares our values.

Glenmede was founded in 1956 to serve in perpetuity as the investment manager and trustee of the Pew family's charitable interests—The Pew Trusts. Today our trust company provides highly customized investment, fiduciary and advisory services to foundations, endowments, high-net-worth individuals and families, and institutional entities, representing \$40 billion of assets under management.

We are pleased to be part of this community and to support the Greater Philadelphia Cultural Alliance, which leads, strengthens and amplifies the voices of the arts and culture sector.

Sincerely,



Samantha E.M. Audia
Client Development Officer
Glenmede