

NASAA 2022 Fundraising Plan

January 1 – December 31, 2022

Individual Giving

Goal: \$160,000

Raised to date: \$57,274 (gifts and pledges as of 5/20/22)

Individual giving to NASAA includes: 1) unrestricted gifts made through the Annual Fund and the Signature Supporters, which provides general support where it is needed most; and 2) support for special projects and initiatives.

In 2022, NASAA plans to focus on cultivation and engagement strategies that will:

- 1) Increase major giving (gifts of \$1,000 and higher)
- 2) Increase our Annual Fund donor base by 10% (from 199 to 219)

Foundation Support

Goal: \$750,000

In 2021, NASAA's Development Committee approved this fundraising goal to underwrite work in 2022. To date, NASAA has secured **\$478,000** to support the initiatives outlined below. Several requests are currently pending, and we'll submit additional requests throughout the year.

Creative Aging: \$268,000

NASAA and Aroha Philanthropies have been working together since 2019 to help state arts agencies expand opportunities for creative aging nationwide. In 2021 we were awarded a \$2 million grant to be paid out over two years. The initiative ends December 2022.

- **Aroha Philanthropies** awarded **\$268,000** in 2022, the second and final payment of the current grant supporting state arts agencies' creative aging efforts.
- **Aroha** is considering another \$1,000,000 grant to NASAA to support creative aging. If Aroha decides to continue, NASAA will be invited to apply later in 2022.

Equity GAP Project: \$124,000

NASAA and the Ohio Arts Council (OAC) are partnering to evaluate the OAC's grantmaking practices and identify actions the agency can take to make its funding more equitable and accessible. Findings from this demonstration project will be shared with the field in the fall.

- To date, **\$85,000** has been raised: \$45,000 from the OAC and \$40,000 from Arts Midwest. NASAA and OAC are seeking an additional **\$39,000** to complete the project.

Assembly 2022: \$190,000

NASAA's national conference takes place in person in Kansas City, MO, September 19-24, 2022. The Mid-America Arts Alliance is responsible for raising these funds, with help from NASAA.

To date, **\$145,000** has been secured and efforts are underway to raise the remaining \$45,000.

Mid Atlantic Virtual Teaching Artist Retreat: \$99,200

NASAA co-sponsors this biennial event with states in the Mid Atlantic region. The 2022 retreat takes place in August and will bring together 300-500 arts education professionals to build and strengthen a regional network of highly qualified teaching artists.

To date, **\$60,000** has been secured and NASAA has submitted a \$30,000 proposal to the Windgate Foundation.

General Support/Other Initiatives TBD: \$150,000

How the Development Committee Can Help

This section to be completed as ideas come in from the committee.