

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors.

Note: If Philanthropy Network's Common Grant Application is used, CCCF's **Summary Sheet MUST accompany application.**

To obtain an electronic version of this application, visit www.chescocf.org

Date 1/8/2021

Contact Information

Organization Name: Delaware Art Museum
Address: 2301 Kentmere Parkway
Phone: 302-571-9590
Website: delart.org
Year Incorporated: 1912
FEIN: 51-0065746

ED/CEO Name: Molly Giordano
ED/CEO E-mail: mgiordano@delart.org
Board Chair Name: David Pollack
Board Chair Approval (check here):
Primary Contact Name: Maggie Oda Lyon
Primary Contact E-mail: modalyon@delart.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities Environment/Animal Welfare Education
 Health Human Services Religion

Mission: To connect people to art, offering an inclusive and essential community resource that through its collections, exhibitions, and programs, generates creative energy that sustains, enriches, empowers, and inspires.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Primarily New Castle County, DE with significant visitation from neighboring Chester and Delaware Counties, PA.

Describe Population Served & Annual Number of People Served: DelArt attracts over 70,000 annual visitors. Visitor demographics are: 67% female, 32% male, 1% non-binary/gender fluid/gender queer; 29% aged 37–53, 29% aged 54–68, 25% 14–36, 11% 69–88, and 6% 0–13; 62% White, 20% Black or African American, 8% Hispanic and Latinx, 4% Asian, 4% other, and 2% American Indian or Alaska Native.

Annual Budget \$4,758,153	26 # of Full-Time Equivalent Paid Staff
72 % of budget for program expenses	23 # of Board Volunteers
18 % of budget for administrative expenses	77 # of Active Non-Board Volunteers
10 % of budget for fundraising expenses	13,723 # of Volunteer Hours

100 % total

Top 3-5 funding sources: Individuals, Delaware Community Foundation, Delaware Division of the Arts.

Is this grant proposal for: Capacity Building or General Operating ?

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy Governance & Leadership Partnerships & Collaborations
 Fundraising, Development & Marketing Technology Other: _____

Grant Amount Requested from the Community Foundation: \$100,000

Proposal Summary: DelArt is an invaluable community resource that offers a wide array of exhibitions, performances, educational programs, and community events. Your support will help promote creativity and artistic excellence in the Brandywine Valley. As a primary institution for arts and culture, DelArt also contributes to the economic growth of the region.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Nonprofit's history, goals, key achievements & distinctiveness

History

Created in 1912 to honor Wilmington's renowned illustrator, Howard Pyle, the Museum has served as a primary arts and cultural institution in Delaware for over 100 years. It is alive with experiences, discoveries, and activities to connect people with art and with each other. Our collection of over 12,000 works of art boasts the largest, most important Pre-Raphaelite collection outside of the United Kingdom, a growing collection of significant contemporary art, and a monumental sculpture garden. Embracing all disciplines, the Museum's Performance Series ranges from concerts by Pyxis Piano Quartet, resident ensemble of over ten years, to cutting-edge, multi-disciplinary artists committed to social justice and pushing the boundaries of artistic practice.

Goals

The Museum's strategic plan focuses on increasing the Museum's relevancy and value to the communities in Wilmington and its surrounding area. Its main goals are as follows:

- Committed to excellence—nationally recognized for the quality of our collections and programs and for advancing innovation in all art disciplines.
- A vital hub—a vibrant, bustling space activated by the collections and programs where artists, educators, and community groups come together on equal terms to engage in cultural and civic discourse around art.
- Civically engaged—bringing art into the lives of the community in ways that support their interests.
- Welcoming and inclusive—understanding our audience and meeting their unique needs.
- Financially sustainable—securing the Museum's future with a strong endowment and responsible resource management.

Key Achievements

Creative Solutions: In response to the COVID-19 pandemic, DelArt distributed over 1,300 art kits to students and families in our community. Each kit contains all the supplies and instructions needed to complete a family art activity for different age groups. Because they do not rely on digital technology, kits are inclusive of those with limited or no internet access.

Community Relevance: DelArt regularly offers community-centered programs such as this year's Día de los Muertos celebration. Through our Connected Series, we support the creativity and interests of the community. We even celebrate local artists through exhibitions in our Distinguished Artists Series.

Innovation: Despite the ongoing pandemic, DelArt created new programs to keep our community engaged with the arts. Virtual programs like our Storyteller in Residence and school tours have ensured uninterrupted arts education for youth. During the summer, our grounds were host to drive-in movies and happy hours with mandatory masks, social distancing, and limited capacity.

Distinctiveness

The Delaware Art Museum is the premier arts and cultural institution in the state, home to a substantial collection of over 12,000 works of art. Its mainstays include the largest and most important collection of British Pre-Raphaelite art outside of the United Kingdom as well as works by two renowned local artists: the Museum's *raison d'être*, illustrator Howard Pyle; and John Sloan of the Ashcan school. Spanning a period of more than 200 years of American art, the galleries also showcase significant contemporary works. Even the grounds, lush and idyllic, boast a monumental sculpture garden and labyrinth.

The Museum plans exhibitions, community events, and performances in collaboration with community advisory groups in order to increase the relevance of these programs to our audience. For example, our Distinguished Artist Series celebrates local artists by showcasing their works at the Museum. Moreover, the Performance Series complements the exhibitions with multi-disciplinary performances on the cutting edge of the arts scene. The variety of performances, ranging from dance to all genres of music, promotes the advancement of all art forms at our institution. All performances focus on a social justice theme. Finally, our Red Apple Fund is unique in subsidizing arts education for youth facing economic disadvantage. By covering the costs not only of admission but also of transportation, the Museum provides meaningful support for all youth to participate in valuable arts education opportunities.

2. Funding request

Key Initiatives

Exhibitions: The Museum displays not only its permanent collections but also an average of three temporary exhibitions per year. Unique programs are specifically designed to accompany each exhibition. We are currently celebrating essential workers through our *Seeing Essential Workers through a New Lens* exhibition. This installation comprises photos and stories the heroes in our community who have sustained us during the pandemic. Our next major exhibitions will be *Fantasy and the Medieval Past* and *Afro-American Images 1971: The Vision of Percy Ricks*.

Performances: The Museum presents diverse, multi-disciplinary performances ranging from hip-hop dance to jazz and chamber music. These cutting-edge performances always relate to a social justice theme.

Learning & Engagement: The Museum offers educational programs for learners of all ages. Highlights are: Healing Through Art / Sanar a través de las Artes, a bilingual art therapy program for those affected by cancer; school tours and partnerships for kindergarten through high school; studio classes for youth and adults; Storyteller in Residence for young children; summer art camp; and ArtSmart exhibitions of student works.

Community Programs: Select programs include: Summer Happy Hours; cultural festivals; Family Second Sundays; Kids' Corner exhibitions designed by a local Family in Residence; community-driven Connected Series projects; the Wilmington Writers' Conference; and Glory of Stories.

Specific needs and issues to be addressed

The Delaware Art Museum contributes to the cultural and economic capital of Wilmington. Visitors to our galleries discover works by many local artists, both masterpieces of the past and innovative

contemporary works. In addition, our institution stimulates the local economy by generating jobs and attracting tourism.

As a civically engaged institution, the Museum collaborates with community advisory groups and partner institutions to design dynamic exhibitions, public events, and enriching programs. We are committed to providing equal access to the arts for all through our robust educational programs for youth.

A vital community resource for arts and culture, the Museum seeks programmatic and general operating support as well as contributions to our capital campaign in order to continue providing its invaluable services in the Brandywine Valley.

Why it is important to fund this now

In the midst of this global health crisis, DelArt is poised to become a premier arts institution in the region. Even during this pandemic, DelArt has implemented dynamic exhibitions, engaging programs, and performances of all genres. While CARES Act funding and special one-time gifts helped compensate for lost revenue this year, robust support from generous patrons of the arts in our community is needed to sustain the Museum for the coming years.

Investing in our institution at this time is crucial because it will ensure our success in the long run. Supporting DelArt now will support the institution for decades to come, safeguarding this integral center for arts and culture for future generations. Your support will help the Museum continue its important work through exhibitions, performances, and community-centered programs. This investment will enrich our shared community by connecting people with the arts, preserving our human culture, and promoting economic growth in the region.

How impact and results will be demonstrated

The Museum monitors attendance, demographics, and revenue on its database. This data allows us to evaluate who we are serving and who we need to engage more. It further shows our relevance to the community and their interest in our programs. This information allows us to evaluate the success of our individual efforts, partnerships, and collaborations.

For exhibitions and educational programs, the Museum solicits feedback from participants and collaborating organizations both verbally and through written surveys. This qualitative data allows us to learn and improve on our programs in the future.