



Immediate Release

Thursday, May 13, 2010

Contact: Robert J. Hankins (Robb)

330-453-1075, ext 202

330-265-8730 (cell)

Arts Campaign hits 90%. 12 Days Left.

"Getting to 90% is fine but now we've got to win the whole game," says campaign chair Linda DeHoff. She is describing where the 2010 Annual Arts Campaign, with its "Go TEAM Arts" theme, is at after ten weeks of a 12 week campaign. ArtsinStark has raised **\$1,306,000**. That's **90%** of its **\$1,450,000** goal, and now there are 12 days left until the campaign ends May 26. "Close doesn't count when it comes to football – or fundraising," says ArtsinStark board chair Bob Timken with a smile. "It's about being at 100% of our goal --- and *winning the game.*"

ArtsinStark's fourth quarter strategy is to be at 97% of goal a week from now so that its 100 volunteers have five days to raise the final **\$40,000**. The \$1,450,000 being raised will go out \$1.2 million in grants to Stark County non-profits, schools and artists, dollars to manage the Cultural Center for the Arts, and to host community events like the free "Something from Nothing" family art-making workshop this Saturday in Center Court at Westfield Belden Village Mall from 11:30 am to 2pm. For more information on this workshop or on supporting the Annual Arts Campaign, please go to www.ArtsinStark.com or call 330-453-1075.

ArtsinStark began 41 years ago in 1968 with the dream of building a Cultural Center for the Arts along side the Canton Civic Center owned by the City of Canton. In 1972 that dream came true. Today ArtsinStark is a non profit organization that gives out grants, manages the Cultural Center, and runs the Annual Arts Campaign. Its annual budget is \$2.6 million --- and 99% of it comes from the private sector. What isn't earned is raised from individuals, companies, and foundations through the Annual Arts Campaign run

every spring. In the last 4 years giving to the campaign has increased by 50%. Last May 2009, in the middle of a recession, ArtsinStark raised the largest amount in 41 years: \$1,450,000. Because of the challenging times, the goal has been kept the same for this year. Out of every dollar raised --- 91 cents goes directly to support programs as part of ArtsinStark's mission which is *to create smarter kids, new jobs, and healthier communities*"

"There are lots of great reasons for investing in the Annual Arts Campaign," says ArtsinStark CEO Robb Hankins. According to Hankins it starts with the million dollars each year that goes out in grants to the seven largest arts organizations in Stark County: the **Canton Ballet, Canton Museum of Art, Canton Palace Theatre, Canton Symphony Orchestra, Massillon Museum, Players Guild Theater** and **Voices of Canton**. Then there's the next \$200,000 going out in smaller Special Project Grants awarded to 100 schools, non profits, and individual artists. "The impact of these programs is tremendous and reaches more than 200,000 people in every community in Stark County," says Hankins. The final \$250,000 is used to help run the Cultural Center for the Arts, for marketing, to produce public art projects, and to host programs like the monthly First Friday celebrations. "A full 91 cents of every dollar raised goes right out the door to support programs," says ArtsinStark vice chair Susan Steiner. "We have the lowest overhead in the nation because we use almost all our dollars to make a brighter future for Stark County through the arts."