

# **Board Fundraising Committee Meeting Minutes, 1/26/2021**

## Attendees

ISCP Board: Patricia Brundage; Yng-Ru Che; Karyn Greenwald Ginsberg; Karen Karp; Sophie Riese; Ugochukwu-Smooth Nzewi; Arthur Zegelbone

## ISCP Staff:

Mollie Flanagan; Katie Fong; Susan Hapgood; Andrew Kim; Houda Lazrak

## Action Items

- Independent Editions
  - YC: Volunteered to reach out to Sarah Sze
  - SN: Will speak to Sanford Biggers' gallerist to see best way to approach him for an edition
- Dennis Elliott Founders Fund event ideas
  - AZ: Reach out to Dennis
- Think about fundraising for individuals/memberships
- RSVP to Arts Funders Forum Screening ([RSVP link here](#))
- Volunteer to focus on a specific fundraising initiative in in CY21:

## **Introduction (SH) - 2020 Reflections**

- Thank yous
- ISCP is persevering and very active
  - Ground Floor very active
  - Staggering staff on-site
  - Exhibition opening in early February: Alban Muja show from Kosovo Pavilion at Venice Biennale
- Introduction to Andrew Kuo: Development and Communications Assistant joined ISCP on January 11th

## **Introduction continued (SR) - 2020 Reflections**

- Successes: Despite difficult year: raised money, started new fund, met goal of benefit,
- End of year campaign final number: ~\$5,000
  - Special thanks to Smooth for two donations of \$1,000 from his emails
  - Marjorie Welish contribution (\$500)
- Vision Fund successful, artists currently gaining lots of press

## **CY2021 Fundraising Events Timeline (SR)**

- March: Fred Tomaselli Sale on Artsy (goal: \$5,000)
  - Part of larger Artsy sale to support arts organizations

- March: Independent Art Fair/Edition Sale. Ester Partegas and Sanford Biggers? (goal: \$15,000)
  - Virtual format? Still awaiting more details from Independent
- By June 30: Dennis Elliott Founder's Fund Event/Initiative
- September: 2021 Benefit Auction (goal: \$80,000)
  - Who should join the committee; where to get artworks
- November-December: Year End Appeal (goal: \$15,000)
- Year round: artworks (\$39,445) and editions on Artsy Shop

### **Current Fundraising Committee FY21 Outstanding Goals (SR)**

- Individuals and Memberships: \$26,000
- Foundations: \$75,000
- Special Funds:
  - Vision Fund: \$31,500
  - Dennis Elliott Founder's Fund: \$7,200 before the end of June
    - Holding off on Karen Ginsberg's offer to have an event
    - Jane Farver Memorial Fund: \$1,500
    - Nicholas Coutts Memorial Fund: \$2,000
- Young Patrons: raised membership fee slightly, but has not deterred group growth
- Looking to grow Directors Circle
  - Susan offering 'first time free' for potential new members
  - May be right for people interested in supporting, but not prepared to commit at board level
  - \$3,000 membership fee with special programming
- foundation funding is key
  - If you meet a potential connection, introduce them to Susan and Houda so you don't have to do the legwork yourself
  - Connections to individual foundations, family friends looking for new ways to engage with different communities
  - Special Funds a great way to engage individual donors or foundations
  - Invite potential donors to imagine a fund or residency they would like to start
- General operating funds are a priority

### **Opportunities for cultivation (HL)**

- ISCP Open Studios (April 27-28 and November 19-20, 2021)
  - Spring will likely be virtual, but Fall TBD
- Summer Open House (July or August 2021)
- ISCP Exhibitions: *Alban Muja: Family Portraits* (Feb 9-July 13, 2021) and *Maja Bekan*
  - Galleries will be open, can visit in person or schedule tour with Alison Kuo
  - Coffee/tours can also be done via Zoom
- Benefit Auction
- Monthly resident talks on Instagram Live
- Zoom coffee dates or meetings with Susan for high level donors or prospective foundation affiliations

### **Independent Art Fair/Edition Sale (PB)**

- Independent will likely be virtual, TBA
- Pending project with Sanford Biggers and new edition by Ester Partegas
- Limited edition print from Ester Partegas, ISCP will receive numbers 1-25
- HL: Still looking for editions in 2021, especially since Sanford Biggers is pending
- SH: Taking a break from asking Tavares Strachan for art for the year
  
- Fred Tomaselli: from *The Times* series beginning in 2005
  - 'Historic' piece from the start of the pandemic; rainbow over lone figure at Grand Central Station
  - Starting bid at \$2,500
  - *Art Keeps Nonprofits Going* online auction, close-date Mid-March
  - All others in series are sold out

### **Benefit Auction (PB)**

- Will invite back everyone from last year's host committee, but think about potential host committee members
- Hoping to raise \$80,000 (raised \$60k successfully last year)
- Think about artwork donations/artists
- Upcoming Celebrate the Studio visit with Tommy Kha, Feb , 2021
  - All host committee members invited
  - Opportunity to invite potential host committee candidates?
- Think about artwork donations/artists
- YRC: think about having virtual component - can reach more people outside of NYC eg VIA Art Foundation coming tour at Praise Shadows, might have major collectors but based in Boston
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### **Dennis Elliott Founder's Fund (SR)**

- Looking to raise ~\$8,000
- Pre-COVID plans: dinner hosted by Karyn Issa Ginsberg-Greenwald
  - No longer viable due to pandemic
- Ideas for new event/initiative? Crowdsourcing from committee

### **Discussion**

- SH: Any ideas that would honor or involve Dennis himself would be appreciated
- KK: Do we need to fulfill 8k goal by middle of summer/end of FY?
- SH: Yes, in the budget
- KK: Idea was to bring people together at Karyn's house for dinner-- is there a way to have dinner outdoors in the Hudson Valley in summer, event-like setting to bring people in touch with performance/artists? Desire for human contact, even at a distance
- AZ: Prominent alumni studio visit? Ask Dennis to help set up a studio visit with favorite alumni?

- SR: Trying to limit to virtual, but love the idea of doing something safely outdoors in warmer months. If someone can reach out to Dennis re: outdoor event or an event with favorite alumni?
- Idea from SR and PB: Curated tour of a selection of 4 favorite works in a collector's collection
- PB: Need to charge people for the event; in-person outdoor event places great burden on ISCP staff and resources
- PB: Designate Arthur to pitch these ideas to Dennis and let him decide?
- AZ: Dennis has had birthday parties over the years hosted by capable others, possible reprise? Will act as go-between with DE

### **Interests/Commitments (SR)**

- Everyone to pick one initiative or commitment to focus on
  - Chairpeople will follow up after meeting
  - Everyone has different levels of reach/comfort; variety of ways to support fundraising, all appreciated
    - Connect people to Houda and Susan; Make direct asks; Soliciting donations of artwork; Giving time/expertise
- Key commitments:
  - Vision Fund
  - Dennis Elliot Founder's fund
  - Directors' Circle and Young Patrons
  - Grants and Foundations

### **Arts Funders Forum Screening (SR)**

- Happened virtually 2 months ago
- 6 sessions about how arts organizations can increase reach/impact
- In addition to standard fundraising committee meeting, **SR proposing interim meeting with key clips from AFF sessions to watch/discuss/brainstorm for ISCP**
  - May invite speakers to come speak to board
  - KGG: Great idea
  - Most attendees agreed to partake in screening/convo

### **2021 Quarterly Meeting Dates**

- April 13, 2021
- July 13, 2021
- October 19, 2021
- January, 18, 2022