



## NEWS RELEASE

For more information contact:  
Patti Dowd  
314-289-4016 or 314-303-2649  
[patti-d@keeparthappening.org](mailto:patti-d@keeparthappening.org)

FOR IMMEDIATE RELEASE

### Arts and Education Council Board of Directors Approves Five Year Strategic Plan To Increase Fundraising by 58%

St. Louis, MO/September 13, 2007 The Board of Directors of the Arts and Education Council unanimously approved a five year plan to increase fundraising and support of the arts in the St. Louis area. The plan includes a revised mission statement that describes the enduring purpose of the Council.

*The Arts and Education Council enriches the vibrancy of the St. Louis community by investing in arts organizations and growing the base of local arts supporters.*

There are four target areas that will be the focus of the next five years.

1. **Increased investment in the arts** and arts organizations through increased support of smaller organizations, increased funding flexibility and the accommodation of 7 additional operating or sustaining investees.
2. **Increased fundraising** with a campaign goal reaching \$4 million by 2012, a 58% increase, with flexible, efficient giving options to also increase funds in non-traditional ways.
3. **Providing value added services** to the arts and the region by providing assurance of quality in arts organizations, aiding in arts collaborations and utilizing the Centene Center for Arts and Education as a "home for the arts" to increase the viability of the arts in St. Louis.
4. **Capacity-Building** in order to maintain a committed and engaged board of directors, volunteers and staff that provide strong stewardship of donor contributions.

Arts and Education Council Board member Glenn Sheffield led the planning committee, comprised of several board and staff members as well as various local arts and civic leaders and facilitated by Collaborative Strategies, Inc. The planning process began in February 2007 and entailed numerous meetings, focus groups and best practice research to develop the mission, vision and strategic priorities for the future.

Lisa M. McMullin, chair, Board of Directors, said, "The Arts and Education Council is proud to share this vision for the future of the arts in the St. Louis area. The commitment and determination of many dedicated people led to a well-defined plan to enrich the vibrancy of the arts, to touch people's hearts and minds through art and to *keep art happening*® for everyone."

The Arts and Education Council has been providing funding for the arts and arts education since 1963. We are proud of our heritage of encouraging the development and sustainability of the arts in the St. Louis area.

Arts and Education Council President James F. Weidman noted, "This five year strategic plan will begin a new chapter of fulfilling crucial funding needs for the arts as we approach the Arts and Education Council 50<sup>th</sup> anniversary of giving to St. Louis and its residents."

The entire strategic plan is available at [www.KeepArtHappening.org](http://www.KeepArtHappening.org).

###