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The Art of Giving

Arts and Education Council
Winter 2011



Donor Spotlight: Glenn Sheffield

Glenn Sheffield laughs when asked why she loves the arts. "That's like asking me why I love oxygen," she says, adding, "I don't really know. I just know that the arts are such a big part of my life. The arts for me are entertainment, joy, fun and learning.

"I support the Arts and Education Council partly out of laziness," jokes Sheffield, who is Chairman of the not-for-profit Council's Board of Directors. "The Council supports almost 70 arts and arts education organizations. Rather than write a check for what I can afford to many arts organizations, which would be like five cents, I can donate to the Council and by doing so, support a rich tapestry of arts organizations that enrich the fabric of cultural life in the St. Louis metropolitan area."

As a member of the Council team who reads grant proposals, Sheffield knows firsthand how hard it is to decide which organizations get funded and how much they get.

"The Council really does provide a sifting process," she says. "The Council also ensures not only the bigger arts institutions get funding but also smaller and regional ones that are doing such wonderful, important work."

Sheffield notes that in addition to enhancing the community's cultural profile, the arts positively impact the local economy by providing jobs and promoting tourism. "That's important, especially in hard economic times like now," she says. "The arts also entertain and educate people from all walks of life. They are a great equalizer in that they are so accessible and enlightening to so many."

Sheffield describes the arts scene in St. Louis as "inspiring" and suggests more people dig in and take advantage of what is here. "Everyone knows about the (Saint Louis) Art Museum but there are so many other opportunities as well for seeing art on the wall," she says. "Our region has so many theater compa-



Glenn Sheffield



nies. I want to encourage people not only to go to the Rep or Stages but also to the New Jewish Theatre, the Shakespeare Festival and smaller companies like HotCity. There is so much here. People need to know all that exists and attend when they can."

To find out more about all of these groups and what they offer,

(continued)





your support
keeps art
happening



*(continued
from page 1)*

Sheffield points to the Council's newly enhanced website at www.KeepArtHappening.org.

Sheffield says she has learned that people who are passionate about the arts will do what they can to make sure they survive and thrive. "I'm constantly amazed at people who will drive in from places like Cape Girardeau to see a performance at

the Rep or Opera Theatre," she says. "By the same token, there is so much that the Council supports in outlying counties around St. Louis." With that, Sheffield offers a challenge: "In 2011, I would like to see everyone in the region go to a performance or an arts event that they have never been to before. Try something new. But don't wait until December."

Become a member of the Arts Legacy Society

You haven't heard of it? Be among the first to know that the Arts and Education Council is actively involved in helping donors consider legacy gifts that will secure the future of the arts in our region.

As 2011 St. Louis Arts Awards Art Educator of the Year and John Burroughs teacher Wayne Salomon reminded everyone in accepting his January award: the arts need our help to ensure they will always be available. What better way to assure the future of the arts than through a legacy gift?

The next time you review your will or estate plan – and there are many life-changing reasons that cause us to do that (death, divorce, inheritance, retirement, new grandchildren, etc.) – consider adding a gift provision for the Arts and Education Council and your favorite arts organization. Another option might be to change the beneficiary of a life insurance policy or a retirement plan to the Arts and Education Council.

Those individuals and couples who include a future gift in their estate for the Arts and Education Council will become members of the Arts Legacy Society.

If you have already made an estate provision for the Council, do let us know. We will maintain the specifics of your gift in confidence, but would love to have permission to list your name as one of our members of the Arts Legacy Society. Please contact Director of Development Lillian Bales at 314.289.4003 or e-mail her at lillian-b@KeepArtHappening.org.

Because YOU Gave in 2010 . . .

- We were able to provide grants to 70 arts and arts education organizations in our 16 county bi-state region
- More than 400,000 at-risk children, youth and families experienced an arts outreach program
- Over 532,000 people participated in art classes and workshops throughout the metropolitan St. Louis area
- Your contribution in 2011 will continue to support the arts in our community