

The background of the entire page is a deep red, textured curtain with vertical folds and subtle variations in color, creating a sense of depth and drama.

New Jersey *Arts and Culture* Recovery Fund

Impact Report

2020-2021

Friends,

New Jersey's nonprofit arts and culture sector was devastated by the COVID-19 pandemic. At a time when people turned to the arts for connection, comfort, entertainment, and hope, thousands of culture workers lost their livelihood, and hundreds of cultural organizations faced the harsh reality of widespread layoffs, increasing debt, and the prospect of closing forever.

Losing this sector would devastate our communities, our economy, and overall quality of life. Not only do these organizations employ thousands and engage millions of people in economic activity, but many also serve as community anchors, capitalizing on partnerships that intersect with vital social services. To save New Jersey's theaters, music venues, galleries, arts centers, dance schools, history museums and the like, we had to act quickly as revenue losses surpassed hundreds of millions and the economic fallout rippled across the state.

Galvanized by unexpected crisis and buoyed by tenacious generosity, private and public funders came together quickly to provide solutions. The New Jersey Arts and Culture Recovery Fund (NJACRF) was established to ensure the survival and strength of the state's arts, cultural, and historical sector during and after the pandemic. By January 2021, the Fund had granted \$2.6M to 100 nonprofits statewide and made an additional \$1.3M in 60 grants in May 2021.

Our unique structure brings together the resources and expertise of government, corporate, and private philanthropic partners and allows us to foster ongoing dialogue with the field and stakeholders, as well as foster a true commitment to transparency and the most equitable approach to grantmaking. Individuals, foundations, and corporations across the state and nation endorsed our efforts with investments of their own, raising a total of \$4.7M for our efforts.

NJACRF's grants have helped to stabilize at least 169 organizations and hundreds of working artists across the state, especially in underserved and BIPOC-led communities that were hit hardest by the economic crisis. However, our work is far from over as we envision an equitable recovery for the arts, cultural, and historical sector, and the State as a whole.



From revitalizing local economies and creating jobs, to encouraging dialogue and unity around issues of social and racial injustice, the arts and culture are critical tools for action and change now and into the future. NJACRF is a key strategic player in driving smart, sustainable recovery, marking much more than a return to normal, but rather a necessary step toward lasting resiliency.

In the pages that follow, we invite you to learn more about NJACRF's early impact and how your generosity has provided a lifeline for these people, families, and communities.

Today, we continue our work delivering much-needed funding to help nonprofits respond to unexpected crises related to the pandemic and beyond. There remain many challenges ahead and we know that together, we can help this important sector emerge stronger than ever.

Sincerely,

A handwritten signature in blue ink that reads "Lynne H. Toye".

Lynne Toye, Executive Director
New Jersey Arts and Culture Recovery Fund

A handwritten signature in blue ink that reads "Jeremy Grunin".

Jeremy Grunin, Co-Chair
New Jersey Arts and Culture Recovery Fund

A handwritten signature in blue ink that reads "Sharnita C. Johnson".

Sharnita Johnson, Co-Chair
New Jersey Arts and Culture Recovery Fund

Evolving From This Crisis And Planning For The Future

The New Jersey nonprofit community has faced more than its share of catastrophic events from 9/11 to Superstorm Sandy. Local philanthropy responded and the sector adapted and rebuilt each time. The COVID-19 pandemic, however, is unprecedented because we are still unsure of the long-term impact to the state and beyond.

The arts, culture and history sector was particularly devastated as venues had to close their doors, schools went virtual, and many after-school programs were put on pause – indefinitely. The early estimates of \$25 million dollars in losses within 90 days of the pandemic were modest based on the fact that we can currently document more than \$100M in lost revenue.

\$662M

Generated for NJ's Economy
by the Arts & Culture Sector
When it is Thriving

28,000

Workers Who are Part of NJ's Nonprofit
Arts, Cultural, and Historical Sector

8.3M

People Visiting and Spending Money
in NJ Communities Due to Arts &
Culture Organizations when the
Sector is Fully Open

*Sources: Keep Jersey Arts Alive (NJ State Council
on the Arts/ArtPride NJ) and New Jersey History Trust*



Atlantic City Ballet Company



underscored the long-term funding inequities that left both BIPOC-led and BIPOC-serving organizations even more vulnerable.

Early in the pandemic, the collaboration of New Jersey private and public arts funders who created the New Jersey Arts and Culture Recovery Fund was critical to the stabilization of the of the sector. Individually, many of the Steering Committee members funded the same organizations in the sector, yet most implemented their own grant and technical assistance programs and independent evaluation criteria. The NJACRF deepened trust and collaboration while allowing funders the opportunity to bring the most efficient approach, new thinking, and data to the development of the NJACRF.

The widespread devastation negatively impacted small and large arts and culture organizations alike. The pandemic took a particular toll on artists and culture workers who not only lost their day jobs, but many supplementing their incomes in the service sector lost those positions as well. And while the sector has gone through and emerged successfully from crises in the past, the pandemic was unique in that it held many unknowns – specifically when—or if—it would ever truly be over.

Philanthropy was challenged to respond to unprecedented needs quickly. Many funders eliminated grant requirements, applications, and final reports and shifted project grants to general operating support. The pandemic also

The NJACRF intentionally and uniquely centered equity in its grant program, focusing on both BIPOC-led and BIPOC-serving organizations. The Fund was also nimble. After the initial funding round, as a result of applicant feedback, the guidelines were modified to be more inclusive to involve organizations that operated primarily with volunteer staff and multiple classifications.

Rapid response, strategic partnerships and continuing collaboration are hallmarks of the NJACRF. The deep commitment of the original Steering Committee members was continually demonstrated through ongoing investment of time, renewed financial support, and the creation of a full-time executive director position to continue the work of the Fund.

COVID-19's Impact So Far

\$100M+

Reported Revenue Losses

54%

Of NJ's Unemployed are Creative Workers

Source: FY2019 NJSCA grant data applied to Americans For The Arts AEP5 Calculator

NJACRF's Impact 2020-2021

178

Grants Awarded
(169 General; 9 Intermediary
to Provide Funds Directly to Artists)

169

Organizations Impacted

All 21

Counties Supported

Atlantic City Arts Foundation



NJACRF's Grantee Snapshot 2020-2021

\$22,326

Average Grant Size

\$713,528

Grantee Average Pre-COVID Annual Budget

3.25

Grantee Average Full-Time Staff

8.34

Grantee Average Part-Time Staff

63%

Round II Grantees with BIPOC Staff

29%

with BIPOC Executive Staff Leadership

American Theater Group



Stories of Impact

The following stories are a sampling of the great work accomplished by grant recipients across the arts, cultural, and historical sector.

NJACRF enabled **Newark Arts** to advance much-needed resources to artists who lost so much during COVID-19. While other funding addressed essential public health, food and shelter needs, what saved many people's ability to cope was the arts, and NJACRF did its best to save the arts in New Jersey. This funding helped Newark Arts reignite ArtStart, a signature program for intermediary re-granting to support small-budget, individual artists and non-incorporated arts collectives that serve Black, Brown, and under-invested cultural communities in Newark.

Thanks to the New Jersey Arts & Culture Recovery Fund, the **Institute for the Development of Education in the Arts** was able to regain their regular art programming and extend it to more youth in Camden and the surrounding area. The program exposed youth to a variety of art forms such as visual arts, drama, dance, film/TV production, graphic design, and music production.

“This programming kept us engaged with our patron base and provided some assurance that one part of their family’s “normal” still existed.”

– **Stephen Fredericks**,
Executive Director, The Growing Stage -
The Children’s Theatre of New Jersey



With funding from NJACRF, **The Growing Stage - The Children’s Theatre of New Jersey** kept teaching artists employed and provided the necessary equipment to launch TGS-TV when the pandemic forced the organization to switch to a virtual platform. TGS-TV offered free, weekly creative arts programming to patrons via Facebook. Activities encouraged family participation and were designed to be extended beyond the screen.

NJACRF’s grant is helping **South Jersey Cultural Alliance** find ways to create a sustainable business model and seek partners that will help continue building a diverse and wide-ranging network of connected, informed artists, arts and cultural administrators, and community cultural groups in South Jersey. This work has created a reciprocal communication network that allows SJCA to equitably and inclusively deliver information deep into the field and receive information about the cultural communities’ emerging needs.



"It has been decimating and heartbreaking to commit to teaching young artists your entire life and find yourself with barely enough income to get by at this challenging time. The work you are doing to help keep the arts alive during COVID is tremendously important!"

– Thank you note from a Morris Arts grant recipient

Vanguard Theater Company is committed to changing the narrative through theater dedicated to DREAM: Diversity, Reciprocity, Education, Activism & Mentorship. The NJACRF grant helped Vanguard renovate a new theater space in 2020 where they proudly produced "Walk in My Gravity," an original song cycle written and performed by Vanguard students, mentored by professional composer/lyricists under the direction of Janeece Freeman Clark.

Young Audiences Arts for Learning New Jersey & Eastern Pennsylvania (YA) became aware that artists were experiencing food insecurity, housing insecurity, health challenges, challenges maintaining work and childcare, and gaps in their technology needs. The NJACRF grant was critical to YA's supporting artists. As small business owners and independent contractors, artists may not always have an advocate looking out for them, and artists appreciate the leadership of the NJACRF for making this happen.

NJACRF funding allowed **Morris Arts** to support practicing NJ Teaching Artists from every artistic field (music, dance, theatre, visual arts, writing) whose main source of income was abruptly cut-off in Spring 2020.

As one of the few professional Asian American dance companies with a strong touring presence in America, **Nai-Ni Chen Dance Company** is bringing together AAPI leaders in dance and developing a community through virtual programs thanks in part to funding from NJACRF. This grant provided much-needed support for dancers and staff, many of whom are on visas that preclude federal assistance. In addition, the grant helped the Company develop new online programs, which were a lifeline for immuno-compromised students stuck at home. These programs provided guided physical exercise, musical entertainment, and important socialization.

The ability to sustain operations with the NJACRF grant and other relief funding allowed **Wheaton Arts and Cultural Center** to continue planning for the 2021 Fall programs and events, including the Festival of Fine Craft, their first large special event since March of 2020. Planning for the multi-year project, Reflections and Expressions: Communities and Cultures of Central and South America, also stayed on track. This project is addressing the history and cultural heritage of the Central and South American communities through exhibitions, a series of educational programs, virtual presentations and performances. Funding from NJACRF allowed Wheaton Arts and Cultural Center to remain a "Yes Place" for artists and audiences during an extremely challenging and uncertain time.

Nai-Ni Chen Dance Company



Grant Recipients

As of July 1, 2021

Absecon Lighthouse
Acme Screening Room
Adelphi Chamber Orchestra
Algonquin Arts Theatre
Alice Paul Institute
All Children's Art Center of New Jersey
Allaire Village Inc.
American Repertory Ballet
American Theater Group
Appel Farm Arts & Music Center
Ariel Rivka Dance
Art House Productions
ArtPride New Jersey
ARTS By The People
Arts Council of Princeton
Arts Ed Newark/Newark Arts
Arts Ed NJ
Arts For Kids Inc
Arts Horizons
ArtsPower, Inc.
Artworks Trenton Inc
Asbury Park Arts Council
Asbury Park Music Foundation
Atlantic City Arts Foundation
Atlantic City Ballet
Axelrod Performing Arts Center
Barat Foundation
Barnegat Bay Decoy & Baymen's Museum
Bay Atlantic Symphony
Bayshore Center at Bivalve
Blairstown Live-Arts, Inc.
Botto House American Labor Museum, Inc.
Brick Children's Community Theatre (BCCT)
Camden County Historical Society
Camden FireWorks
Camden Repertory Theater Community Development
Cape May MAC (Museums+Arts+Culture)
Cape May Stage, Inc.
Capital Singers of Trenton
Carolyn Dorfman Dance

CavanKerry Press
Center for Modern Dance Education
coLAB Arts
Conservatory of Music and Performing Arts
Crossroads Theatre Company
Dance New Jersey
duCret School of Art
Eagle Theatre
Educational Arts Team
Elizabeth Youth Theater Ensemble
Epitome of Soul, Inc.
Exit 82 Theatre Company
Friends of Yogi, Inc.
Frontline Arts
Gallery Aferro
Garden State Film Festival, The
George Street Playhouse
Gloucester County Historical Society
Hamilton Partnership for Paterson
HCSV Foundation
Historic Morven, Inc.
Historical Society of Princeton
Hoboken Historical Museum
Holiday Express Inc
Holmdel Theatre Company
Hopewell Valley Arts Council
Hub City Jazz Festival, Inc.
Hudson Theatre Works, Inc.
Hunterdon Art Museum
IDEA Center for the Arts
Inner City Ensemble
Institute of Music for Children
Jazz Arts Project
Jazz House Kids Inc.
Jersey City Theater Center
Lazos America Unida
Lincoln Park Coast Cultural District
Luna Stage
Lydia Johnson Dance
Mainstage Center for the Arts
Merchants and Drovers Tavern Museum
Middletown Township Cultural & Arts Council, Inc.
Mighty Writers
Mile Square Theatre

Millville Army Airfield Museum, Inc.
Millville Development Corp.
Monmouth Arts
Monmouth County Historical Association
Monmouth Museum
Montclair Art Museum
Montclair Film Festival, Inc.
Montclair History Center
Moorestown Theater Company
Morris Arts
MudGirls Studios A NJ Nonprofit Corporation
Museum of Early Trades & Crafts
Music Beyond Measure
Music For All Seasons, Inc.
Nai-Ni Chen Dance Company, Inc.
New Jersey Ballet Company
New Jersey Capital Philharmonic
New Jersey Dance Theatre Ensemble
New Jersey Historical Society
New Jersey Repertory Company
New Jersey Theatre Alliance
Newark Arts
Newark Boys Chorus school
Newark Performing Arts Corporation
Newark Print Shop
Newark School of the Arts
Nimbus Dance
NJ Festival Orchestra
Ocean Grove Historic Preservation Society /
Jersey Shore Arts Center
Old Barracks Association
Passage Theatre Company
People & Stories / Gente y Cuentos
People Helping People, Inc.
Perkins Center for the Arts
Peters Valley School of Craft
Phoenix Productions, Inc
Preservation New Jersey
Project for Empty Space
Pushcart Players, Inc
Riverviewjazz.Org
Rockit Live Foundation
Roebbling Museum
Roxey Ballet Company

Save Ellis Island
Sharron Miller's Academy for the Performing Arts, Inc.
South Jersey Cultural Alliance
South Orange Performing Arts Center
Speranza Theatre Company
Stickley Museum at Craftsman Farms
Storytelling Arts
Studio Montclair Gallery
Surati for Performing Arts
Surflight Theatre
Symphony in C
Talking Eyes Media
The Art School at Old Church
The Center for Contemporary Art
The Continuo Arts Foundation
The Grace Theatre Workshop, Inc.
The Growing Stage Theatre for Young Audiences, Inc
The Kennedy Dancers, Inc.
The Montclair Orchestra
The Nick Virgilio Haiku Association
The Princeton Festival
The Shakespeare Theatre of New Jersey
The Theater Project
Trenton Children's Chorus
Trenton Circus Squad
Trenton Museum Society
Trenton Music Makers
Trilogy an opera company
Twin Lights Historical Society
Union City Music Project, Inc.
University of Orange
ValleyArts Inc.
Vanguard Theater Company
Victory Hall Inc.
Visual Arts Center of New Jersey
West Jersey Music Academy
West Windsor Arts Center
Westrick Music Academy
Wharton Institute for the Performing Arts
Wheaton Arts and Cultural Center
Whitesbog Preservation Trust Inc.
Young Audiences New Jersey & Eastern Pennsylvania

Thank you to the following generous lead and early donors whose support allowed us to respond quickly to the evolving challenges facing New Jersey's cultural industry.

Founding Donors

Grunin Foundation
The Geraldine R. Dodge Foundation
Prudential Foundation
New Jersey Pandemic Relief Fund



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Turrell Fund
Union Foundation

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As of December 1, 2021

Steering Committee

Executive Director:

Lynne Toye

Co Chairs:

Jeremy Grunin
Grunin Foundation

Sharnita C. Johnson
Victoria Foundation

Members:

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Grunin Foundation

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Jeffrey M. Vega
Princeton Area Community Foundation

To learn more about the New Jersey Arts and Culture Recovery Fund,
including ways you can help and become involved, please contact us.

www.njartsculture.org

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Make a gift online at www.njartsculture.org or by mail:

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