THE GADSDEN CULTURAL ARTS FOUNDATION

Our mission:
The Gadsden Cultural Arts Foundation serves as a hub of community arts.

Our Vision:
To enrich our lives, support artistic and cultural progress, affirm individual value and dignity, and promote a sense of well-being for all people.

We accomplish our goals using the following programs and initiatives
• The Mary G. Hardin Center for Cultural Arts and fine art exhibitions
• Imagination Place Children’s Museum and Outreach/Offsite programs
• Downtown Dance Conservatory
• Music Center at Temple Beth Israel
• Etowah Youth Orchestras
• Gadsden Community School for the Arts
• Concerts, lectures and live audience events
• YouthALIVE!
• Coosa Valley Model Railroad
• pARTnerships / with City, Walnut Gallery, GMA and GSCC
• Gadsden Reads
• our facilities as public and rental space
• development of planned giving program

Gadsden Cultural Arts Foundation Board of Directors for 2019
Chairman: Christie Knowles     Vice Chairman: Catherine Martin
Secretary: Elisabeth Hardin     Treasurer: Ms. Kay Moore     Ex Officio: Mayor Sherman Guyton

Bill Haller III       Heidi Prime       Shane Ellison       Portia Foster
Michael Causey       Steve Hildebrant   Noorkarim Nagji     Belinda Reddick
Lisa Thacker         David Simmons      Julie Smith
2018 Attendance by the numbers

<table>
<thead>
<tr>
<th># of programs</th>
<th>program</th>
<th># of people served</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Exhibits</td>
<td>18,283</td>
</tr>
<tr>
<td>102</td>
<td>field trips/programs at CCA</td>
<td>7,209</td>
</tr>
<tr>
<td>153</td>
<td>outreach programs at schools</td>
<td>4,434</td>
</tr>
<tr>
<td>28</td>
<td>YouthALIVE! Programs</td>
<td>1,375</td>
</tr>
<tr>
<td>68</td>
<td>Concerts/live audiences</td>
<td>27,335</td>
</tr>
<tr>
<td>376</td>
<td>functions at CCA</td>
<td>12,960</td>
</tr>
<tr>
<td>7</td>
<td>EYO concerts</td>
<td>3,250</td>
</tr>
<tr>
<td>14 schools</td>
<td>EYO students</td>
<td>310</td>
</tr>
<tr>
<td>318</td>
<td>Community School for the Arts classes</td>
<td>801</td>
</tr>
</tbody>
</table>

1,076 TOTAL 75,957

Standing Committees of the GCAF

- **Executive** - composed of the 4 officers and empowered to make necessary decisions and then report them to the Board; meets as needed, often electronically.

- **Finance** – develops budget with the Deputy Director and monitors its progress through regular review of the financial reports. The Treasurer is the liaison and reports to the full board on behalf of the committee. Meetings are open to all and are held on the 3rd Monday of January, April, July, and October.

- **Strategic Planning** - Coordinates 5-year long range plan and projects.
• **Facility** - assesses the general condition of the facility and considers improvements for recommendation to the Board. Goal is to provide a space for us to provide our programs and also local citizens, businesses, and community organization to hold events, meetings, and functions.

• **Investment** - oversees the Investment accounts and monitors its growth in keeping with donor commitments. Treasurer is the liaison. Meets with financial advisors on the 3rd Monday of January, April, July, October.

• **Imagination Place** – works with staff to plan expansion of educational programs and space. Goal is to supplement classroom teachers with hands-on activities and to serve as an experiential education playground. Needs input from parents and educators and to assist with fundraising. Meets the 2nd Wednesday of each month at 3:30 pm.

• **Etowah Youth Orchestras** - to provide musically interested youth with a place to perform while furthering their education, to provide the general public with quality symphonic listening experiences. The board is comprised of the 3 county superintendents of education and a GCAF board member. Bobby Welch is Secretary of the committee. Mike attends and calls the meetings, and other YSO staff attend as requested. A Board member serves as liaison.

• **YouthALIVE!** - to help youth make the successful transition from childhood to adulthood. Fairly inactive in meeting, but very active in providing outreach programs.

• **Coosa Valley Model Railroad** - to present a "living" history of Gadsden in the late 1940s. Model railroad club meets on Tuesday evenings and a Board member serves as liaison.

• **Gadsden Community School for the Arts** - to provide students of all-ages group and individual instruction in the arts (music, dance, visual arts, etc.). Financial aid is made available each year through the Fund for Access and the Etowah Youth Orchestras. Committee meets at least twice a year, usually in June with SFA administration to assess the prior year and in August and January to make scholarship awards. Makes additional scholarships available for extreme needs and free admission.

• **Downtown Dance Conservatory** – Plans and organizes fundraisers for the DDC.
From our web and social media pages, you can get the latest info on classes, activities, programs, and sign up for e-info, our weekly e-mail reminder program.
Upcoming Exhibition Schedule

Chan Gallery Art Exhibition Schedule:
January 12 – March 16, 2019 – Kim Thoman / Rebeca Pittman
March 30 – June 29, 2019 – Rob Mango / Sol Hill
July 13 – September 14, 2019 – Anne Marchand / Sharon Kagon
October 2019 – January 2020 – Kathy Chan’s Celestial Dreams: The Art of Space Jewelry
February – April 2020 – TBA / Kathe Kauffman
May – July 2020 – Watercolor Society of Alabama Annual Exhibition
August – December 2020 – Martin Weinstein / Stephen Estrada

Children’s Exhibitions:
Through May 27, 2019: Adventures with Clifford the Big Red Dog
June 7, 2019-November 3, 2019: Big Blue Blocks
November 9, 2019-January 31, 2020: Let it Snow
November 9, 2019-December 31, 2019: Festival of Trees XXIV: Notable Alabamians
## 2019 Special Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Price per ticket</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 18:</td>
<td>Cultural Arts Presents Sean of the South</td>
<td>$50</td>
</tr>
<tr>
<td>February 9 to May 27</td>
<td>Clifford the Big Red Dog children’s exhibition</td>
<td></td>
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<tr>
<td>April 19 &amp; 20:</td>
<td>What Women Want</td>
<td>FREE</td>
</tr>
<tr>
<td>May 2:</td>
<td>IP’s Mother/Son Dance</td>
<td>$25</td>
</tr>
<tr>
<td>May 5:</td>
<td>EYO Spring Formal Concert</td>
<td>$7-$12</td>
</tr>
<tr>
<td>May 18 &amp; 19:</td>
<td>DDC’s Annual Spring Production</td>
<td>$21</td>
</tr>
<tr>
<td>June 8:</td>
<td>Imagination Place’s Touch a Truck</td>
<td>$10</td>
</tr>
<tr>
<td>June TBA:</td>
<td>Kings of Swing Concert at Gunn-Bellenger</td>
<td>FREE</td>
</tr>
<tr>
<td>August 10:</td>
<td>Rock the River with The Tyn Tymes</td>
<td>$25-$75</td>
</tr>
<tr>
<td>September 26:</td>
<td>Cultural Arts Presents a Southerner of Note</td>
<td>$50</td>
</tr>
<tr>
<td>October TBA:</td>
<td>Kings of Swing Concert at Gunn-Bellenger</td>
<td>FREE</td>
</tr>
<tr>
<td>November 3:</td>
<td>EYO Fall Formal Concert</td>
<td>$7-$12</td>
</tr>
<tr>
<td>November 9:</td>
<td>Let it Snow and Festival of Trees XXIX Open</td>
<td></td>
</tr>
<tr>
<td>November 23, 24, 25:</td>
<td>DDC’s Nutcracker Princess Production</td>
<td>$21</td>
</tr>
<tr>
<td>December 7:</td>
<td>EYO Rock and Roll Christmas</td>
<td>$7-$17</td>
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<tr>
<td>December 14:</td>
<td>Polar Express Day and Snacks with Santa</td>
<td></td>
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<tr>
<td>December 31:</td>
<td>IP’s Countdown to Noon</td>
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Sponsorship Opportunities:

<table>
<thead>
<tr>
<th>Event</th>
<th>Presenting</th>
<th>Sponsor:</th>
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</thead>
<tbody>
<tr>
<td>Chan Gallery Art Exhibitions</td>
<td>$3,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>What Women Want</td>
<td>$2,500 includes 10 tickets</td>
<td></td>
</tr>
<tr>
<td>Level 1: $1,000 includes 6 tickets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level 2: $500 includes 4 tickets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level 3: $250 includes 2 tickets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Imagination Place's Touch-a-Truck Day</td>
<td>$2,500</td>
<td>$1,500</td>
</tr>
<tr>
<td>Rock the River with The Tyn Tymes</td>
<td>$10,000 includes 2 tables of 8</td>
<td>$2,500 includes 1 table</td>
</tr>
<tr>
<td>Cultural Arts Presents TBA</td>
<td>$5,000 includes 2 table of 8</td>
<td>$1,000 includes 1 table of 8</td>
</tr>
<tr>
<td>Festival of Trees XXIV</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Let it Snow</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Traveling Children’s Exhibits</td>
<td>$10,000 includes evening of exclusive use</td>
<td>$5,000 includes evening of exclusive use</td>
</tr>
<tr>
<td></td>
<td>$2,500</td>
<td></td>
</tr>
</tbody>
</table>

All the above sponsorship levels include logo placement or recognition on all signage and promotional materials related to the exhibition or event. These vary slightly with each, but will usually include website, email blasts, and CenterVision screens inside the Hardin Center. All sponsorships over $1,500 include membership in the Chairman’s Club.

Fund for Access
There is an ever-growing need to fund scholarships in our Gadsden Community School for the Arts.

Please contact Deborah Hawkins at (256) 490-7227 or debhawkins@culturalarts.org for more information or to discuss sponsorship opportunities.
THE MODEL RAILROAD
Our only non-changing exhibition, the model railroad is scale depiction of Gadsden circa 1948 and is a collaboration between the GCAF and the Coosa Valley Model Railroad Club.
CULTURAL ARTS PRESENTS…
Live performances / live audience events well as other programs throughout the year.
GADSDEN ARTS TICKETS

is an account owned by the GCAF and serves as an online ticketing box office for local arts events. Visit www.wallacehall.org
IMAGINATION PLACE CHILDREN'S MUSEUM

Imagination Place is the hottest spot in town for children. Our miniature city and indoor toddler play area occupy children and their imaginations with experiential play for hours.
Imagination Place Children’s Museum brings enrichment activities and excitement to many area schools and after school programs through our outreach program. Imagination Place also produces and operates special events and festivals throughout the year.
Imagination Place’s Children’s Gallery
hosts changing exhibitions throughout the year, including traveling shows and the perennial favorite, Let it Snow.
Public Art pARTnerships
YouthALIVE!
YouthALIVE! brings interactive art experiences to underserved area youth through summer camps and activities at various locations, including the East Gadsden Community Center, Carver Community Center, and the 6th Street Pool. Other activities include partnerships on events like open mic nights, workshops, and art projects during First Saturdays at Carver Square.
AFTERSCHOOL ENRICHMENT PROGRAMS FOR GADSDEN CITY SCHOOLS

The Hardin Center and Imagination Place partner with Gadsden City Schools to provide STEAM (Science, Technology, Engineering, ART, and Math) programming for afterschool and summer programs.

Recent programs have included an Edible Education Program, teaching students basic cooking skills, nutrition, and healthy eating habits. Hardin Center artist Richard White has also led programs on art history/art appreciation, art activities using African symbols, and a drum history and creation project.
FUND FOR ACCESS

Thanks to a leadership gift from the Gadsden Cultural Arts Foundation and additional gifts from other donors, the Gadsden Community School for the Arts is able to provide partial financial aid to needy students who meet a series of qualifications. Aid is available to present or future students in all programs of the school. In order to qualify, students must submit a form along with a copy of their family’s most recent tax form to demonstrate significant financial need.

Families must apply yearly for financial aid. In order to be renewed, students must show commitment through attendance at all activities required in the program funded. After one semester, students with significant absences may lose support for the next semester at the discretion of the registrar. In general, financial aid will cover only partial tuition, and never covers registration fees and instructional supply fees or instruments.

Award Obligations:
• Consistent attendance at lessons, classes, and/or ensembles.
• Consistent practice and preparation for lessons, classes, and ensembles.
  • Positive evaluations from teacher.
• Recipient must pay tuition bills not covered by financial aid.
GADSDEN COMMUNITY SCHOOL FOR THE ARTS

GCSA provides over 600 students with weekly lessons in music, dance and visual arts. The programs are accredited by the prestigious National Guild for Community Arts Education and the Royal Academy of Dance.
ETOWAH YOUTH ORCHESTRAS

The Etowah Youth Orchestras was founded in October of 1990 to complement the established strings program in the Gadsden City Schools by offering beginning strings in selected Etowah County and Attalla City Schools; to establish an intermediate string orchestra and an advanced full orchestra; and to offer and promote private string instruction in Etowah County, Alabama.

The Orchestras have presented concerts throughout the United States and abroad, including Carnegie Hall in New York City (two appearances); the Lincoln Center in New York City; the Millennium Stage at the Kennedy Center in Washington, DC (in a performance which was broadcast live over the internet, and is archived at the Kennedy Center’s Millennium Stage website); Manston and Stratford-Upon-Avon in England; San Jose, San Ramon, Orotina, and Jaco in Costa Rica; Chicago; St. Louis; New Orleans; Philadelphia; New Haven; and Boston. The ensembles have also performed for Jacksonville State University’s Kaleidoscope Arts Series; the Alabama Music Educators Association Conference; the American Honor Orchestra Conference at the University of Southern Mississippi; the Arts Advocacy Day Conference in Washington, DC; the ASTA w/NSOA National Conference; and the Rock And Roll Hall Of Fame And Museum’s summer teacher’s institute.

The Orchestras’ have become nationally recognized for their performances of the music of contemporary composers. Since 1992, the EYO has performed the World Premieres of works by Mark Wood, Daniel Dorff, Julia Scott Carey, Terry Williams, James Woodward, Miriam Lense, Sheridan Seyfried, Stella Sung, James Curnow, Philip Koplow, Paul Hanks, Alan Moss, Julius Williams, John Wilson, James Grant, Ralph Whitfield, Ryan Fraley, Mike Gagliardo, Kevin McMahon, Paul Pierce, Johnny Mathis Jr., and Max Chain.

The EYO’s commitment to new music has been recognized by the American Symphony Orchestra League with the receipt of eleven ASCAP Awards “for excellence in the programming and performance of contemporary orchestral music,” and an additional ASCAP Award in 2006 for American Programming on a Foreign Tour.
The EYO’s unique approach to programming and performance has led to concerts with Grammy-winning artist Bruce Hornsby and his band (April 2001); as the opening act for James Taylor at the Oak Mountain Amphitheater in Birmingham (August 2001); with blues harmonica legend Jerry “Boogie” McCain (November 1996 & June 1997); and many other unique performing opportunities, including three live “silent-movie” style performances of How The Grinch Stole Christmas (December 2000, 2001, and 2004). The EYO has also been a part of two documentaries filmed by Alabama Public Television, and has been the subject of two feature articles in Band & Orchestra Product News magazine.
DOWNTOWN DANCE CONSERVATORY

The majority of movement department classes of the Cultural Arts Foundation’s Gadsden Community School for the Arts are provided by the Downtown Dance Conservatory. Royal Academy of Arts teacher Linze Rickles McRae provides instruction to over 500 students each week via two semesters each year and produces spectacular annual performances. Attendance proceeds from the May performance have offered professional development funds for Linze. The troupe performed in Italy in 2018.
The Mary G. Hardin Center for Cultural Arts serves a community need by providing space for public use. We offer an elegant setting for school proms and dances, community functions, meetings, reunions, conventions, forums, recitals, concerts, and receptions. The Hardin Center operates the Gunn-Bellenger House, an 1886 Victorian home that is used for receptions, showers, weddings, and corporate events. The Music Center at Temple Beth Israel is home to the Etowah Youth Orchestras and hosts concerts, events, and civic club meetings.
GRANTS AND PROMOTIONAL PARTNERSHIPS

The Gadsden Cultural Arts Foundation is grateful to receive grants and support from the City of Gadsden, the Alabama State Council on the Arts, the National Endowment for the Arts, the Alabama Humanities Foundation, and Greater Gadsden Area Tourism. As a highly involved member of the Alabama Mountain Lakes Tourist Association, we work to establish partnerships with other organizations. We also participate in the Alabama Tourism Department’s annual campaigns which bring tourism dollars and economic impact to our region.
WAYS TO SUPPORT US...

The Gadsden Cultural Arts Foundation is a recognized charity and most contributions are tax deductible.

Membership is the first step, and provides income for our operations. Members receive many benefits including: free admission to Hardin Center events, Imagination Place Children's Museum, and Courtyard Concerts; discounts on classes and camps; Invitations to all opening receptions; quarterly newsletter; and free admission to more than 600 other museums and science centers.

Membership is $60 for an individual and $100 for a family
We also offer an innovative Time Dollars program that allows you to volunteer 10 hours and receive a full family membership.

Contributions to our Annual Fund through outright contributions or Program Sponsorships are the most immediate way to have an impact on the cultural enrichment of our community. Sponsorships for exhibits and programs begin at $1,500.

Planned Giving Options

Services : The Gadsden Cultural Arts Foundation’s Board of Directors established an endowment fund in 2002. The Gadsden Cultural Arts Foundation’s Endowment Fund supports the operation of projects and programs of the Hardin Center for Cultural Arts and Imagination Place Children’s Museum.

Planning: Whether you are single, married, raising a family, planning for retirement years, or enjoying your senior years, your future and the future of those you care most about will be a reflection of the plans you make today.

The GCAF has the professional staff to assist you in achieving your charitable goals. Our mission is to promote philanthropy through charitable options that assist you in effectively meeting your needs while strengthening the mission of GCAF.

giftlegacy.culturalarts.com
CHAIRMAN'S CLUB

The Chairman's Club allows members and their guests to meet annually with a prominent individual and special entertainment. This premier support group is comprised of donors who contribute at least $1,500 per year. We cordially invite you to join this group.
Join Us!

Become a Member

12-month memberships cost only $60 for an individual or $100 for a family

Your support makes a positive impact on the quality of life for our community.
Membership is a bargain; your tax-deductible benefits include:
- Free admission to the Center for Cultural Arts
- Free admission to Imagination Place Children's Museum
- Discounts on birthday parties (save 10%)
- Free admission to more than 200 other participating museums and science centers
- Invitations to opening parties for art exhibits (with email reminders if you wish)
- No fee for School for the Arts classes ($15 savings) -discounts on art workshops
- Invitations to special events
- Subscription to the Center’s monthly newsletter
- A listing as a supporter on the Center’s webpage
- Official Center membership card

Visit us at www.culturalarts.org for more information. From our webpage, you can sign up for our weekly email updates.

There are many more benefits to membership.
For more information please contact the Hardin Center for Cultural Arts at (256) 543-2787.
2019 Annual Fund Response Form

Make a secure online contribution or pledge from the “Donate Now” button on www.culturalarts.org

Email: ____________________________

I pledge $_________________________ to be paid by December 31, 2019.

Enclosed is a contribution of $ ________________________________.

___ Contact me to discuss a program sponsorship, beginning at $1,500

Payment Information

Annual Fund Pledge $_________

Enclosed is: $_______________ Balance Due: $_______________

I wish to be billed: ______ Monthly ______ Quarterly ______ Semi-annually ______ Annually

Please send the first invoice on: ________________

Please charge my credit card:

Card No.:_________________________ Expiration Date: __________ CID: ______ Zipcode:________

Signature:__________________________

___ I wish to set up an electronic debit, please contact me.

____ The Gadsden Cultural Arts Foundation is remembered in my will.

If you are not a current member, we will apply a portion of your contribution to an annual membership.

Gifts to the Gadsden Cultural Arts Foundation are tax deductible to the extent allowed by law.

Please include the Foundation in your will or estate plan and please allow us to recognize your generosity

Return this form to P.O. Box 1507, Gadsden, AL 35902-1507.

For more information, or if you have questions, contact Bobby Welch at 256-543-2787 x 26, or email bobwelch@culturalarts.org