



City of Philadelphia
MuralArtsProgram

Lincoln Financial Mural Arts Center at the Thomas Eakins House
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May 11, 2015

The Honorable Darrell Clarke
City Council President
City Hall, Room 490
Philadelphia, PA 19107

Dear Council President Clarke:

This letter is in response to questions raised at the April 7th, 2015 hearing before the Committee of the Whole on the Fiscal Year 2016 proposed budget for the Mural Arts Program. The questions were recorded as follows:

From Councilwoman Sanchez:

1. Can you provide us a snapshot of your fundraising efforts?

In FY14 (our most recently audited fiscal year) Mural Arts raised \$3,866,676 from foundation and corporate sources and \$691,499 from individuals. Additional revenue included \$4,731,673 in government contracts and \$317,935 in other contracts. These numbers represent increases from FY13, when we raised \$3,141,467 from foundation and corporate sources and \$670,922 from individuals. Additional revenue in FY14 included \$3,728,180 in government contracts and \$308,767 in other contracts. In FY15, we predict having raised nearly \$5,000,000 from foundation and corporate sources and nearly \$800,000 from individuals. Several of the foundation revenue sources provided multi-year gifts, including a single \$1,250,000 three-year grant from the Kresge Foundation.

This year (FY15), Mural Arts' fundraising expenses, including salaries, is \$567,524. This covers the cost of four full time staff members. Fundraising efforts are focused on 1) raising unrestricted revenue to cover operating costs and improve the organization's capitalization; 2) matching public investments in our programs targeting underserved and vulnerable populations; and 3) investing in Research & Development and innovative large scale projects.

In FY15 to date, we are seeing the following ratios between public and private funding within our programs:

Porch Light Program

- Local Public Investment: \$425,000 (DBH/IDS)
- Raised Revenue: \$224,518
- Private funders: National Endowment for the Arts, Patricia Kind Family Foundation, Lutheran Children & Family Service, Berkowitz Family Foundation, van Ameringen Foundation, Hummingbird Foundation, 25th Century Foundation

Art Education Program

- Local Public Investment: \$1,455,000 (DHS and Parks & Rec)
- *Raised Revenue: \$561,100 (Includes revenue booked in FY15; does not account for cash received from prior multi-year gifts.)
- Private funders: ACE INA, Keystone Property Group, Lincoln Financial Foundation, Dick Blick, TD Bank Foundation, Congreso, Phil Straus & Margaret Harris, Dolfinger McMahon Foundation, Forrest and Frances Lattner Foundation, Lomax Family Foundation, Philadelphia Foundation Fund for Children, Victory Foundation, William Penn Foundation, Berkowitz Family Foundation, Hummingbird Foundation
- Multi-year funders not included in the \$561,100 are Pew Charitable Trusts, Surdna Foundation, Dow Chemical Foundation, Seed the Dream Foundation, and Fondation D'Entreprise Hermès

Restorative Justice Program

- Local Public Investment: \$360,000 (Prison System and City of Philadelphia appropriation)
- Raised Revenue: \$419,329
- Private funders: JP Morgan Chase, Bryan Weingarten, Frank & Ann Reed, Connelly Foundation, Ford Foundation, Hummingbird Foundation, Fierce Advocacy Fund

Mural Arts is increasingly attracting revenue from competitive national funders, including the Ford Foundation, Kresge Foundation, John S. and James L. Knight Foundation, the National Endowment for the Arts, Fondation D'Entreprise Hermès, Elizabeth Firestone Graham Foundation, Robert Wood Johnson Foundation, and the Surdna Foundation.

In FY15, revenue booked from national sources amounts to \$2,375,000.


Please feel free to contact me with any questions you may have about the information provided in this response.

Sincerely,



Jane Golden
Executive Director

cc: Everett Gillison, Chief of Staff
Rob Dubow, Director of Finance
Rebecca Rhynhart, Budget Director
Cintya Ramos, Deputy Budget Director



The City of Philadelphia Mural Arts Program is a unique public/private venture of the City of Philadelphia and the non-profit Philadelphia Mural Arts Advocates, which since 1984 has transformed communities and youth through the creation of public art.