

# Annual Report

2022



# Letter from the Executive Director

Dear Friends,

It is with great pride and excitement that we share our inaugural Annual Report with you! This report highlights all we have accomplished together in 2022 as we continue to build toward a sustainable financial future for the arts in Roanoke. Special acknowledgment goes to the students in Virginia Tech's Arts Leadership graduate program for compiling and designing this report as part of their coursework. We continue to look for creative and symbiotic opportunities in which to engage with our community.

Over the past year, the Roanoke Cultural Endowment has built new partnerships, received a major grant to fund collaborative projects, and participated in various community outreach events. This would not have been possible without the generous people who have shared their time, talents and resources. A handful of these individual stories are highlighted in these pages.

Thank you for building this legacy with us; we are fervently grateful for your support.

There isn't anything we can't accomplish together!

*Sharon T. Powell*



## Table of Contents

3	Board of Directors	12	Trivia Wheel
4	Roanoke Cultural Endowment	14	Other Highlights
5	Arts and Culture in Roanoke	15	Financial Snapshot
6	Spotlights	16	Founding Donors
10	American Rescue Plan Grant		

In 2018-2019, Americans for the Arts conducted an economic impact study, Arts and Economic Prosperity 5 (AEP5), for arts and cultural organizations in 341 regions across the country. Roanoke, VA took part in this study, and we're thrilled to share some of that data with you.

# Board of Directors



**David Wine**  
**Chairman**

*My dream is to ensure funding for Roanoke's vibrant arts and cultural community forever.*



**Katherine Fralin**  
**Secretary**

*It's just a great idea!*



**Lucas Thornton**  
**Treasurer**

*I believe the arts are an underappreciated, vital part of the economically and culturally vibrant city I would like to live in.*



**Sarah Tune Doherty**  
**Board Member**

*RCE fulfills the critical need to provide sustainable funding for the greater arts and cultural ecosystem.*



**William D. Elliot**  
**Board Member**

*Our arts and cultural community reflects the soul of the city. Let's ensure its future.*



**Nancy O. Gray**  
**Board Member**

*Creating an endowment for the arts helps ensure funding in perpetuity, through good times and bad.*



**Sherman P. Lea, Jr.**  
**Board Member**

*RCE is working to unleash the power of arts and culture to enrich and connect our community.*



**Cheryl Mosley**  
**Board Member**

*RCE will impact our valley for generations to come by creating a sustainable infrastructure for our arts and cultural organizations.*



**David B. Trinkle**  
**Board Member**

*RCE provides a predictable and sustainable method to ensure Roanoke remains the arts and cultural hub of southwest Virginia.*

# About the Roanoke Cultural Endowment

## Mission

To cultivate a legacy of stability, engagement, and vitality for arts and culture in the City of Roanoke through advocacy and grantmaking.

## Vision

A vibrant community where arts and culture are accessible to all and valued as a critical component of a healthy economy and region, today and for future generations.

## Values

- Collaboration
- Inclusion
- Integrity
- Stewardship
- Sustainability

## Our History

We are a nonprofit community endowment formed in January 2015 by resolution from Roanoke City Council as a private-public fund comprising city dollars and private dollars.

Arts and cultural organizations in Roanoke generate \$64.2 million in total economic activity (AEP5).

## A Sustainable Funding Model

PRIVATE DONOR GIFTS + PUBLIC GIFTS



ROANOKE CULTURAL ENDOWMENT

\$20 MILLION



Operational grants distributed in 3-year cycles





# Arts and Culture in Roanoke



As Mayor of Roanoke, I strongly support the Roanoke Cultural Endowment because I understand the many benefits that a strong arts community can provide for the region. The arts have proven to be great for education as well as a driver for economic development. By supporting RCE, we will have a permanent source of funding that is vital to our arts and cultural organizations. Once the endowment reaches \$20 million, RCE will be able to award up to 5% of the endowment each year.

Let's all support the Roanoke Cultural Endowment.



Mayor Sherman P. Lea, Sr.  
City of Roanoke



\*a sample of Roanoke arts and cultural 501(c)(3) organizations

# Board Member Spotlight: Cheryl Mosley

## Inspiration to Get Involved:

I was inspired to become a part of the Roanoke Cultural Endowment because my entire immediate family is involved in the arts. I recognize that the arts can sometimes feel out of reach for some, and I wanted to be a part of an organization that was intentional about connecting our entire community through arts and culture. I know firsthand the positive impact that arts and culture have on youth, families, and communities. Despite the positive impacts, when it comes to funding and sustainability, arts and culture programs are usually faced with many challenges. The long-term vision that RCE has embarked upon will help create a sustainable infrastructure for our arts and cultural organizations, thus impacting our valley for generations to come.



## Favorite Memory from 2022:



Cheryl volunteering at our booth at the Festival in the Park.

My favorite memory from RCE so far has to be our big spinning trivia wheel. Shaleen and I hand-painted the wheel and transported it to a variety of events during 2022, and it usually steals the show. It's fun, interactive, and educational. Kids and adults alike have the best time spinning the wheel, answering arts and culture trivia questions, and winning prizes. The wheel has been a great way to meet people from all walks of life and introduce them to RCE, the Roanoke Arts Commission, and a variety of other local arts and cultural organizations in a fun way!

# Donor Spotlight: The Tielkings

Donors play a crucial role in keeping arts and cultural organizations alive and thriving. In Roanoke's arts and culture scene, Tom and Mary Evelyn Tielking are two of those very important donors.

In 1999, the Tielkings retired to Roanoke from Texas, where Tom had been a professor of Civil Engineering at Texas A&M for 20 years. Mary Evelyn spent her time raising their two children and serving as an enthusiastic volunteer for several arts organizations.

"The arts made us want to be in Roanoke," says Tom. "When we first visited, we went to the symphony and were amazed by the crowd." Since that time nearly a quarter of a century ago, "the quality of the arts has improved significantly." COVID represented something of a setback for many arts organizations in the Roanoke Valley, but Tom believes "creativity led them out of it."

The Tielkings' name pops up frequently in this part of Virginia when arts funding is the topic of conversation. "People give money in various ways. Some give all their contributions to one organization; we spread it around. We have always contributed to organizations we have valued," says Mary Evelyn, listing the Smithsonian Institution and Metropolitan Opera as national favorites.



Local recipients of their donations include Carilion's Artist in Residence program (which Tom helped initiate), Garth Newel Music, Grandin Theatre, Jefferson Center, Kandinsky Trio, Mill Mountain Theatre, Mill Mountain Zoo, Roanoke Symphony Orchestra, Southwest Virginia Ballet, and the Taubman Museum.

From the very beginning of its existence, the Roanoke Cultural Endowment interested the Tielkings. In fact, Tom wrote a letter to the editor of the local daily paper endorsing it almost the moment he heard it existed. "When I wrote the letter to the *Times*," Tom says, "what attracted me was that this was an organization devoted to an endowment, and we decided we should be a part of it." An endowment, Tom insists, "is really important. So many organizations don't understand its value." It serves as a foundation for the building that holds up the arts. Tom and Mary Evelyn know that by giving to the Roanoke Cultural Endowment, they are "giving to the future" and ensuring that Roanoke maintains a rich arts and culture scene.



# Volunteer Spotlight: Cathy Greenberg

## Role and Involvement:

In 2018, I was asked to help RCE lead strategic planning workshops for arts and cultural organizations in Roanoke. Leaders and board members from 16 organizations gathered together for three or four days of workshops.

Then, Shaleen and I worked together on the Arts and Economic Impact 5 Study with Americans for the Arts. Over the summer, we collected 800 surveys from audience members. That information was then collated and synthesized into a wonderful report that shows how economically valuable the arts and culture sector is to Roanoke.

I also participated in Roanoke Arts Pop! which is a big collaboration with other arts and cultural organizations in Roanoke. I spent about two and a half days spinning our trivia wheel at the Taubman Museum and loved every minute of it!

I can't think of anything that's more fulfilling than volunteering with RCE! I work with all sorts of people and organizations--adults and children, people from out of town. RCE is such a valuable organization to the sector and to the city!



Did you know?  
1,691 volunteers donate a  
total of 92,145 hours to  
Roanoke's arts and cultural  
organizations. (AEP5).



## Favorite Memory from 2022:

One question on our trivia wheel asked, "What's your favorite piece of art in Roanoke?" An eight-year-old boy said, "It's that tree over there." I cried because it was so moving to me. That eight-year-old reminded me that there's art and culture everywhere; you just have to open your eyes, observe, and listen.

# Student Spotlight

## Kinsley Alcorn

Kinsley, a senior at North Cross School, served as our summer intern. She is involved in the Fine Arts Distinction program, has taken classes in studio arts and graphic design, and is passionate about “all things creative.” Kinsley was excited to learn about our role in the community, and why building a sustainable funding source for the arts helps connect us to a better tomorrow.

“I find the arts in every corner of Roanoke. I was so excited to learn more about the process and experience that goes into creating the creative beauty of Roanoke.”



Kinsley Alcorn



Photo from Top to Bottom:

Ashley Pope – MFA Arts Leadership Candidate; Fall 2022/Spring 2023 RCE Intern

Vincent Maluwa – MFA Arts Leadership Candidate

Kennedy Coyne – MFA Creative Writing Candidate; Arts Leadership Certificate

## Virginia Tech

In the fall, we partnered with students in Virginia Tech's Arts Leadership graduate program.

Students in the Arts Marketing course worked to create our first-ever Annual Report as well as a social media campaign highlighting our endeavors from 2022.

# Community Engagement: ARPA Grant

In 2022, we were granted \$50,000 from the City of Roanoke through the American Rescue Plan Act (ARPA) to facilitate two collaborative initiatives with the purpose of advancing the arts and cultural sector collectively.

## Learning from the Emerging Future

**"Great event. I'm immensely grateful  
for the opportunity!"**  
~ Program Participant

Learning from the Emerging Future was an initiative funded by the ARPA Grant and designed specifically for leaders of arts organizations in Roanoke. The program brought local arts leaders together to focus on approaches and practices necessary to advance their primary objectives in ways that address adaptive challenges during times of sustained uncertainty.

Participation in the program was by invitation from the Roanoke Cultural Endowment and the Roanoke Arts Commission and free to participants. Each of the 14 participating organizations was encouraged to bring a team of 3 individuals, preferably the Executive Director, Board Member, and the artistic leadership or another staff member.

Goals of the initiative:

- An increased awareness of one's core values, strengths, mindsets, and approaches to the various tasks of leadership
- An understanding of organizations as complex adaptive systems and as diverse human communities
- An improved ability to apply specific skills to advancing adaptive responses to critical organizational and community challenges
- A working knowledge of innovation as a framework for achieving organizational resilience
- A broader capacity to include a rich diversity of voices and perspectives to achieve results beyond those which can be achieved when working alone

Three on-site intensives took place between September and November 2022. These sessions included introductions to effective adaptive leadership practices, immersive exercises, small group work, individual reflection, and team-based engagement.





# 6-Part BUZZ Series: ARTS CONNECT Roanoke

**"The goal is to benefit the entirety of the arts and cultural community in the City of Roanoke through a recovery and resiliency marketing project."**

**~ Shaleen Powell**



Episodes 1 and 2: Roanoke Arts Pop!



Episode 3: Arts and Healthcare



Episode 4: Arts and Education

In partnership with the City of Roanoke, we facilitated the 6-part BUZZ Series: ARTS CONNECT Roanoke project. This served as an investment to develop collective storytelling tools around collaborative arts and cultural events, strategies, and challenges.

The ARPA funding was used to produce six episodes of BUZZ, a Roanoke-based public television show that features nonprofit organizations receiving pro bono marketing resources. This series highlights the innovative and engaging nature of arts and cultural organizations as well as the contributions of the arts and humanities.

All six (30-minute) BUZZ episodes are produced in partnership with Buzz4Good, whose content is currently shown on Blue Ridge PBS. Buzz4Good engages local advertising talent in providing marketing expertise and resources around specific needs for nonprofit organizations. Buzz4Good also supports the episodes using additional media offerings, including radio, podcast, and online stories as part of the overall marketing strategy.

- Episode 1: Roanoke Arts Pop! Preview
- Episode 2: Roanoke Arts Pop! Feature
- Episode 3: Arts in Healthcare
- Episode 4: Arts in Education
- Episode 5: Arts and Economic Development
- Episode 6: Arts and Social Justice and Equity

Episode 5 will air June 21, 2023.

Episode 6 will air fall 2023.

# Community Engagement: Spinning Trivia Wheel

In January of 2022, Shaleen Powell and Doug Jackson, the Arts and Culture Coordinator for the City of Roanoke, were inspired to develop a community engagement tool for Roanoke Arts Pop! The end result was a spinning trivia wheel that, from its conception, engaged the community and traveled to numerous events, enlightening people of all ages about arts and culture in Roanoke.

The initial idea was to buy a trivia wheel. "We looked on Amazon and found a wheel for \$500," Shaleen said, "but that was out of the budget." After thoughtful consideration, a creative solution was proposed: They would ask the students at Roanoke City Public Schools' Roanoke Technical Education Center (ROTEC) to build one.

ROTEC teacher Jessie Truax, Jr. leapt at the opportunity to create the wheel with his carpentry class. Shaleen "gave us a photo of what they wanted, and two of our students took a 4-by-8 piece of plywood and found the center of a 4x4 square. They drove a nail in the middle and tied string to a pencil, making a circle that they cut out with a jigsaw. With guidance, two students were able to complete it."

After ROTEC finished building the spinning wheel, RCE board member Cheryl Mosley, was recruited to help add the finishing touches. Shaleen commended Cheryl, saying she "has a knack for design and is great with color."



Students from ROTEC  
building the trivia wheel.

Once the colorful paint and categories (cinema, dance, history, literature, music, theatre, and visual arts) were added, the wheel was ready to spin. Each category consisted of a series of questions geared to demonstrate the player's knowledge as well as educate people about arts and cultural organizations in Roanoke.

Doug was enthusiastic about the project from the start. "Everyone loves a big wheel, especially the kids," he said. "We premiered it at the 2022 Roanoke Arts Pop!, and we watched kids make a beeline for it. We had a blast! I especially love engaging young people with questions about themselves and their relationship to art. 'Show us your favorite dance move,' is my all-time favorite. We were blown away last year when two young dancers from the Mish Moves Dance Company did some very acrobatic moves and showed us a lot of poise and grace. Since then, we've used the wheel at the Juneteenth Festival, Roanoke Festival in the Park, a Buzz4Good screening at the Grandin Theatre, and the Back to Black Art Festival."



Board member Cheryl Mosley  
painting the trivia wheel.



From arts gatherings to shows to community events, Shaleen believes the trivia wheel has become “such a wonderful asset for engaging the community” as well as enlightening people about Roanoke’s arts and cultural scene. She stated, “When people would approach the spinning wheel at a community event, they were excited to spin it and answer their trivia question. But it also got them thinking and talking about their experiences with arts and culture.”

Doug concluded, “These individual connections to the arts are critical. Our engagement can create contemplative spaces and practices, help us learn important concepts, make us feel part of something larger, and spread joy. If we can build a community in which everyone can tell us how the arts make their lives better, we’ll have a stronger community.”

Thanks again, ROTEC, for your wonderful work!



# Wait, Wait! Don't Tell Me!

Here are some examples of questions that are asked:

**Cinema:** Students interested in learning about film production can participate in this program at the Grandin Theatre. *The Film Lab*

**Dance:** Name one of the dance organizations/studios in the Roanoke area.

**History:** What was Roanoke called before it was Roanoke? *Big Lick*

**Literature:** Name a local author.

**Music:** Who is the Music Director and Conductor for the Roanoke Symphony Orchestra?  
*David Stewart Wiley*

**Roanoke Arts Commission:** Ann Glover’s Trojan Dog in Grandin Village is part of Roanoke’s Public Art Collection. The number on the dog’s tag is the same as the fire station he sits in front of. What is the number? 7

**Roanoke Cultural Endowment:** The purpose of RCE is to provide a permanent source of funding for the arts in Roanoke. How much money needs to be raised before arts organizations can receive operating grants? *\$20 million*

**Visual Art:** Name a local artist.

**You:** How did the arts help you manage the challenges of the pandemic?

# Other Highlights

## Local Colors Festival

We were honored to be one of the guest emcees at the Local Colors Festival.



Photo Credit:  
Local Colors Festival

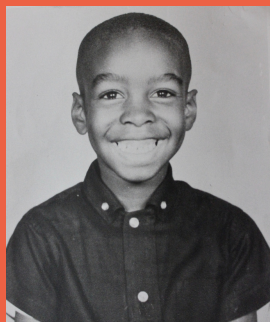


## Blue Ridge PBS: *Business Matters*

We were invited to speak with Gene Marrano on Blue Ridge PBS about the role the arts play in economic development.

## National Arts and Humanities Month

We partnered with two local restaurants, Lucky and Fortunato, in October for National Arts and Humanities month.



## Keep the Arts Alive! Campaign

Our *Keep the Arts Alive!* end-of-year appeal highlighted Fletcher Nichols, a local former arts teacher.

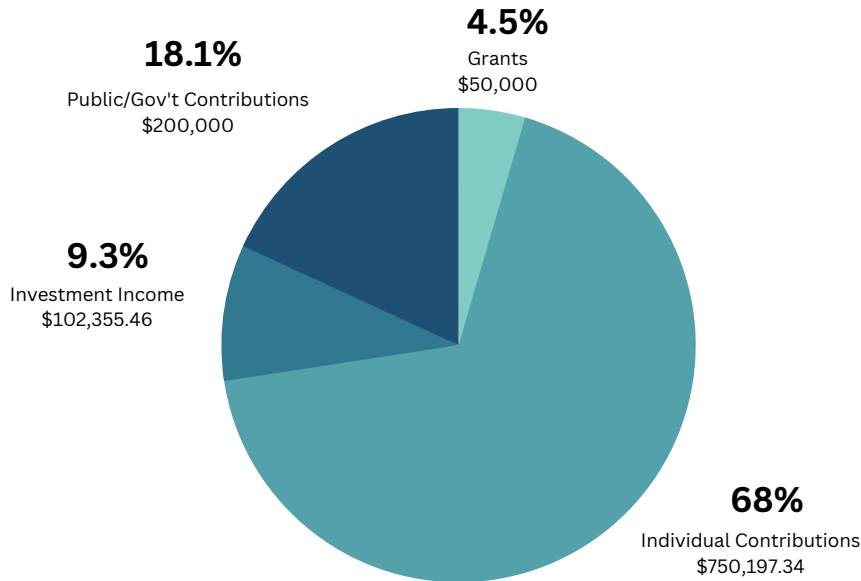
You can read Fletcher's inspiring story of his upbringing and dedication to the arts on our [website](#).



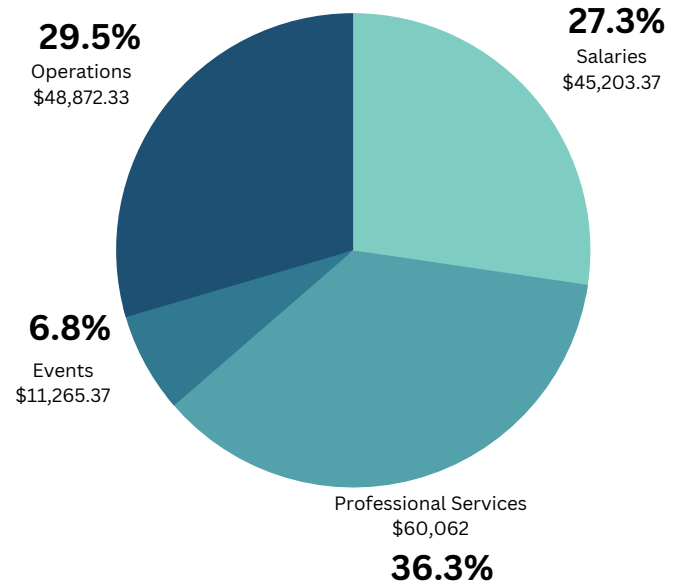
# Financial Snapshot

The information below is intended to give the reader a quick overview of our finances. Upon completion, the current audited financial statements will be available on our website. Please note our fiscal year ended December 31, 2022.

## Revenue



## Expenses



## Amount Raised

As of December 31, 2022

### CURRENT SUPPORT

Outright Gifts & Commitments To-Date	\$5,000,000
--------------------------------------	-------------

### FUTURE SUPPORT

Legacy Gifts Identified	\$5,000,000+
-------------------------	--------------

# Founding Donors

Thank you to those who have made a contribution through December 31, 2022.

We work diligently to ensure our listing is accurate. If you find an error, please accept our apology and let us know.

Anonymous (7)

*In honor of Mr. Davis H. Elliot*

*In honor of Rita L. Firestone*

Philip and Anna Agee

Dr. George and Millie Anderson

Briggs and Cathy Andrews

Edward and Amy Bagliani

Thomas Bamford

*In memory of Susan Bamford*

Dr. and Mrs. Luthur A. Beazley

The Berding Family

*In memory of our parents:*

*Frances & Thomas Welsh, Jr. and*

*Jean & Herbert Berding, Jr.*

Jason and Shelby Bingham

Carl and Mary Bivens

Kim and Tommy Blair

Henry Bradley

Betty Branch

Sandra Burks

Carillion Clinic

James and Lynn Carter

City of Roanoke, Virginia

Joe Cobb

Patton and Mimi Coles

Nick and Alison Conte

*In memory of Davis H. Elliot and*

*In honor of Bill Elliot*

Timothy and Barbara Cribbs

Rupert Cutler and Brenda McDaniel

Warner and Barbara Dalhouse

Michael L. Dame

Russ and Stacey Danstrom

Larry and Janice Davidson

Davis H. Elliot Company

Sean and Sarah Doherty

Dominion Risk Advisors

Dr. and Mrs. Antonio T. Donato

Neil Dorsey

Jo Lynn Draper

*In honor of the Roanoke Ballet Theatre*

Bill and Diane Elliot

Becky and Lou Ellis

*In honor of David Wine*

Farrell Foundation

Kevin Finch

Leona Fisher

Eric Fitzpatrick

*In honor of Helen Fitzpatrick and Jimmy Deck*

Frank Flippin

Foti, Flynn, Lowen, and Company

Maxine Fraade

Heywood and Cynthia Fralin

Katherine Fralin

William and Karen Fralin

Dr. Paul and Susan Frantz

Linda and Dan Frith

Rand and Jan Garrett

Sally and Blair Godsey

Franciso Gonzalez

Bob and Maryellen Goodlatte

Nancy Gray and David Maxson

Fred and Miranda Greear

Nancy Griggs

*In honor of Pedro Szalay*

Greg and Michele Haley

Iva Hammje

Bev and Leon Harris

Celeste Harrison Hicks

David Haskins

*In honor of Davis H. Elliot*

Dr. Bonnie L. Hennig-Trestman and Dr. Robert L. Trestman

Douglas Henson

John and Jean Hitchins

Patice L. Holland

Shirley Holland

Brian and Abby Hostetler

Jeff Howard

*In memory of Paul Howard*

Keith Humphry

David Hunt and Ellen Aiken

Peter Irot and Rachel Nuñez

Doug Jackson



# Founding Donors

Susan and Geoffrey Jennings

Bonnie and Pegram Johnson

Ruth A. Johnson

*In honor of Art on Your Own at the Salem Senior Center*

George A. Kegley

Jason and Carolyn Kiser

Susan and Al Knighton

Stan and Elise Lanford

Tom and Anna Lawson

Sherman P. Lea, Jr.

Jim and Lucy Lee

W. Tucker and Catherine Lemon

Mary Jean and John Levin

George W. Logan

*In memory of Sheila Strauss*

Willis and Ashley Logan

David and Diane Lohr

Richard Lovegrove

*In memory of Grace Meredyth Lovegrove*

Kirk and Sarah Ludwig

Rob Lyon

Michael and Susan Maloney

Debra Marshall

Debbie Meade and Hazel Bernard

Mandy Mills

*In honor of art changing lives. Changing mine.*

Cheryl Mosley

Jim and Jennifer Mullens

Donzia Mumford

*In honor of Dr. Richard W. Smith*

Ron and Barbara Nemura

Dr. Donald and Carolyn Nolan

Jenni Nolen

Yvonne Olson

*In honor of Susan Jennings*

Janet Osborne

Charles and Pamela Overstreet

Cyrus and Amber Pace

Susan Pedigo

Lewis and Karen Pillis

Valeta S. Pittman

Charlotte Porterfield

JP and Shaleen Powell

Will and Amy Powell

Powell Charitable Foundation

Luke Priddy

Steve Prisley

Jen and Tyler Pugh, Jr.

Roanoke Valley Estate Planning Council

Walter and Sally Rugaber

Walton and Molly Rutherford

Jackie and Thom Ryder

Matthew and Rachel Schallon

Annette Schell

Scott Insurance

The Harry and Elizabeth Sellers Fund

James Selvey

Patrick Shank

Dr. Allan Sklar

Garnett E. Smith

*In memory of Patty T. Smith*

Jean Smith

Lesleigh Strauss

*In memory of Sheila S. Strauss*

Wayne and Kay Strickland

Robert Stutes

Nancy Sullivan

Dan and Laura Summerlin

Su Taylor

Edward N. Thornhill

Linda and John Thornton

*In honor of Lucas Thornton*

Lucas and Isabel Thornton

Tom and Mary Evelyn Tielking

Dave and Ann Trinkle

William Trinkle

Elisabeth Von Bulow-Lile

Paula Wade

Christopher M. Walters Family Foundation

Wells Fargo Advisors

Pam and Austin West

Wilbanks Smith & Thomas Asset Management, LLC

David and Leah Wiley

Lee and Lainy Wilhelm

John B. Williamson III

Bart and Lynn Wilner

*In honor of Mr. and Mrs. Victor F. Foti*

Mary Ann and J. David Wine

Mike and Danielle Wise

Barry and Libba Wolfe

Jan and Robyn Wright

Janice and Keith Young

# Ways to Give

## Online

Give online and have the option to divide your gift into monthly, quarterly, or semi-annual payments.

You can also choose to give a gift in memory or honor of a loved one.



## Mail

Make checks payable to the "Roanoke Cultural Endowment"

### Mail to:

P.O. Box 22  
Roanoke, VA 24002

## Phone

Call us at 540-556-9123



## Gifts of Stock

Please use the following information:

**Account name:** Roanoke Cultural Endowment Restricted

**Name of Receiving Institution:**  
Charles Schwab & Co., Inc.

**Account number:** 6206-3968

**DTC number:** 0164

**Federal Tax ID#:** 47-2754436



## Multi-Year Pledges

Complete our pledge form

### Mail to:

P.O. Box 22  
Roanoke, VA 24002



## Planned Giving

What we can accept:

Current Gifts of Appreciated  
Stock or Real Estate  
Bequests  
Life Insurance  
Charitable Trusts  
Charitable Gift Annuity







# We thank you for your ongoing support!



## **Roanoke Cultural Endowment**

P.O. Box 22

Roanoke, VA 24002

540-556-9123

[roanokeculturalendowment.org](http://roanokeculturalendowment.org)



[@roanokeculturalendowment](https://www.instagram.com/roanokeculturalendowment)