





Sustainable Support for Arts & Culture in Roanoke.

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Letter from the Executive Director

Dear Friends,

It is with great pride and excitement that we share our 2023 Annual Report with you! This report highlights all we have accomplished together in 2023 as we continue to build toward a sustainable financial future for the arts in Roanoke.

Over the past year, the Roanoke Cultural Endowment has grown its endowment fund, strengthened community partnerships and participated in various collaborative events. This would not have been possible without the many donors, volunteers and colleagues who have generously shared their time, talents and resources. A few of these individual stories are featured in these pages.

Thank you for helping us build a sustainable future for arts and culture in Roanoke; we are enthusiastically grateful for your continued support.



A handwritten signature in white ink that reads "Shaleen Powell".

SHALEEN POWELL

Executive Director, Roanoke Cultural Endowment

The Grandin Theatre
Photo by Lindsey Parsons



Board of Directors

J. DAVID WINE

Chairman of the Board

KATHERINE FRALIN

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LUCAS L. THORNTON

Treasurer

SARAH TUNE DOHERTY

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WILLIAM D. ELLIOT

Board Member

NANCY O. GRAY

Board Member

SHERMAN P. LEA, JR.

Board Member

KATHERINE F. STRICKLAND

Board Member

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Board Member

DAVID B. TRINKLE

Board Member

WARNER DALHOUSE

PATICE L. HOLLAND

CHERYL MOSLEY

Directors Emeriti



Roanoke Symphony Orchestra



Harrison Museum

"How have the arts in Roanoke impacted you? Why do you believe they are important?"



"My first exposure to the arts in Roanoke was attending a performance of Handel's *Messiah* performed by the Roanoke Symphony Orchestra. Subsequently, in fourth grade I joined the Crystal Spring Elementary School band; my instrument through junior high was the cornet. I then remember attending theater performances as Mill Mountain Theatre opened on the eponymous mountain in the converted Rockledge Inn. Many years later, I took classes at the Studio School and began my late-in-life painting pastime. Roanoke is fortunate to have a wide array of artistic offerings, and it is incumbent upon us to foster and nurture our cultural organizations."

—**BILL ELLIOT**



"The arts are a vitally important economic industry in Roanoke: generating revenue, creating jobs and developing communities. I remain inspired by what the RCE is working to accomplish. I believe the Endowment will strengthen arts in the Roanoke Valley and help us continue to be a thriving metropolitan hub."

—**SHERMAN P. LEA, JR.**



"The arts have connected me to the Roanoke community and introduced me to so many wonderful friends that I may have not otherwise had an opportunity to meet. Having served on the board of the Mill Mountain Theatre at the time it closed and then reopened made me truly understand how arts and cultural organizations are often hanging in the balance even though what they provide are cornerstones of our community. The Endowment fulfills this critical need to provide sustainable funding for our arts ecosystem."

—**SARAH TUNE DOHERTY**

About Us

At the Roanoke Cultural Endowment, we aim to keep Roanoke's vibrant arts community sustainable *now and forever*. RCE is a visionary answer to the continuous problem of obtaining stable funding for the arts. We're building a \$20 million endowment from both public and private contributions to sustainably fund more than two dozen arts and cultural nonprofits in Roanoke for generations.

Our Sustainable Funding Model

Private Donor Gifts + Public Gifts

ROANOKE CULTURAL ENDOWMENT
\$20 Million

Operational grants distributed
in 3-year cycles

Roanoke Arts & Culture 501(c)(3)



Our Mission

to cultivate a legacy of stability, engagement, and vitality for arts and culture in the City of Roanoke through advocacy and grant making.



Our Vision

to foster 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.



Our Values

Collaboration
Inclusion
Integrity
Stewardship
Sustainability

Through the Years

2011

Arts & Culture Plan adopted by City Council specifying the need for a sustainable funding model for arts & culture



2012

Ideas solicited from arts & cultural organizations • Research conducted on funding models in peer cities

2013

Focus groups held with local arts & cultural organizations • Economic impact study on arts & culture completed • Cultural summit held in Roanoke for public input



2014

City of Roanoke endorses a public/private partnership for endowment

2015

Roanoke Cultural Endowment incorporates and acquires nonprofit status • RCE Board is recruited and Executive Director hired

2016

RCE develops a strategic plan

Local Arts and Culture Nonprofits

Roanoke has one of the most diverse groups of arts and cultural organizations for a city its size. RCE is a game changer for Roanoke and its citizens because it creates a foundation for sustainable arts and culture.*

5 Points Music Sanctuary
 Center in the Square
 CommUNITY ARTS-reach
 Cultural Arts for Excellence
 Grandin Theatre
 Harrison Museum of African American Culture
 Historical Society of Western Virginia
 Jefferson Center
 Local Colors
 Mill Mountain Theatre
 Mill Mountain Zoo
 Mish Moves Dance Company
 Opera Roanoke
 Roanoke Ballet Theatre
 Roanoke Symphony Orchestra
 Roanoke Valley Sister Cities
 Science Museum of Western Virginia
 Southwest Virginia Ballet
 The Spot on Kirk
 The Studio School
 Taubman Museum of Art
 Virginia Children's Theatre
 Virginia Museum of Transportation



*A sample of Roanoke arts & culture 501(c)(3) organizations

2017

Initial fundraising begins

2018

RCE facilitates Strategic Planning Workshop Series for arts and cultural nonprofit organizations

2019

RCE commissions Americans for the Arts Personalized Economic Impact Study on the Arts in the City of Roanoke • Sponsors inaugural Star City Arts Festival in Elmwood Park

2020

RCE sponsors inaugural Roanoke Arts Pop event at the Taubman Museum • RCE produces its first annual appeal and quarterly newsletter

2022

Receives ARPA grant to facilitate a 6-part Buzz4Good series on the arts in Roanoke and facilitates an Adaptive Leadership Training series for arts and cultural nonprofit organizations



2023

RCE updates its strategic plan • NEA OurTown grant partner on Arts Connect Neighbors project • Co-convenes arts and cultural organizations to further collaborative arts marketing in our region

PARTNER SPOTLIGHT

Roanoke Arts Commission

WRITTEN BY **MEIGHAN SHARP & DOUGLAS JACKSON***



About our Partner

The Roanoke Arts Commission supports arts and culture throughout the City of Roanoke. Each of the Commission's 15 members is elected by City Council to a three-year term. Their role is to increase the collective impact of arts and culture in the community by:

- *Advocating for arts and cultural initiatives and investment,*
- *Developing and implementing the City's Public Art Plan,*
- *Advancing the City's Arts and Cultural Plan, and*
- *Guiding City investments in arts and culture.*

Visit roanokearts.org to learn more.



As we reflect on the work of the Roanoke Arts Commission in 2023, it's tough to separate out the work of our partners at the Roanoke Cultural Endowment (RCE). The strategy of this close partner is that important.

Critically, in the collaborative community we are working to foster, the RCE provides a collective vision for the sustainable support of our nonprofit partners.

Why is this necessary? We know that if our organizations are continually scrambling for solid financial footing, any collective advancements will present the steep face of a tough climb. As a community, we will quiet our creativity and shared imagination and miss an opportunity to pursue our greater potential together.

Fortunately, with the RCE's efforts toward a sustainable organizational support structure, we are all better able to experiment and explore.

In the 2025 arts and cultural planning process, our community will ask, "How can we best build on our assets in creating every day the place we want to be?" We will focus on this collective ascent. We'll set a plan to thrive together, and the RCE will help lead the way.

We congratulate the Roanoke Cultural Endowment on a successful year. We're just getting started, and we couldn't do this without you.

*Meighan Sharp is the Chair of the Roanoke Arts Commission 2022-2024. Douglas Jackson is the Arts & Culture Coordinator for the City of Roanoke.

DONOR SPOTLIGHT

Bert and Kate Berding

When we made Roanoke our home in 1989, it was easy to see and enjoy not only Roanoke's remarkable natural beauty, but also the city's enviable cultural offerings—a choice of museums, live theater, a symphony and youth orchestra, an opera, a variety of parks, outdoor festivals and music performances.

Our children were raised here and benefited from the arts and cultural opportunities available. Having volunteered with various educational and charitable organizations, we feel that giving to others through the Roanoke Cultural Endowment is a way to improve our neighbors' lives as well as enhance our own.

Exposure to the arts can spur students to seek further education and foster creativity in the way they consider problems. Recreation and the arts are attractions for businesses and people considering jobs. Festivals, museums, music, theater and parks boost tourism and contribute to the economic health of Roanoke.

Supporting the arts, in the broadest sense, is beneficial to our lives directly. Being able to experience art, whether in museums, art fairs, or music and theater venues, has allowed us to meet new people and reconnect with old friends. The opportunity to participate in and enjoy cultural activities makes Roanoke and the surrounding areas both very attractive to families looking to relocate and benefits people who already live and work in Roanoke.



Bert and Kate Berding

Years ago, we heard the adage: plant tomatoes for yourselves, grapevines for your children and olive trees for your grandchildren. By donating to the Roanoke Cultural Endowment, we are planting grapevines and olive trees for the coming generations. We hope to make Roanoke an ever-better place for everyone who lives and visits.

We are fortunate to call Roanoke home and want to contribute to the perpetuation and enhancement of this great city. We invite you to do the same.

DID YOU KNOW?

You can make gifts to the RCE in memory or in honor of someone. See page 15 for more information.

As the years have gone by, we have seen Roanoke accomplish much to provide an ever-expanding menu of local, national and international talent in venues new and renewed. We know that all that has been achieved

did not magically appear. The time, talent and treasure of Roanoke's visionaries and creatives have enhanced our city and her citizens—today's and tomorrow's.



COMMUNITY ENGAGEMENT

Daisy Art Parade

Photos by Eric Francis

On April 15, 2023, RCE had the privilege of collaborating with the Roanoke Arts Commission and local arts and cultural organizations to create and parade art through the streets of downtown Roanoke in the inaugural Daisy Art Parade.

Set on the closest Saturday to World Art Day each year, the Daisy Art Parade is founded on the belief that making art brings people together. And the Parade creates opportunities to build community in Roanoke. Our group, the Arts Connect Krewe, embodied members from Roanoke's more than two dozen arts and cultural organizations!

At its core, the Daisy Art Parade is more than just an event, it's also the process that gets you there. It's about gathering people of different backgrounds, interests, and expertise who all

live in the same community and giving them the opportunity to use their creativity in a casual, unrestrictive way. Through Roanoke's Daisy Art Parade, RCE experienced the connective power of making and parading art together firsthand.

As the RCE builds our endowment fund, we're actively seeking ways to strengthen Roanoke's arts and cultural sector. For us, the Daisy Art Parade offers not only a touchstone community engagement event, but also a unique opportunity to foster connections among the arts and cultural nonprofits to which RCE will one day provide operating grants.

At the RCE, we envision a dynamic future for Roanoke's arts and cultural nonprofits where collaborative relationships clear the way for luminous possibilities.



COMMUNITY ENGAGEMENT

6-Part Buzz Series

In 2023, we wrapped up the final two episodes in our 6-part Buzz4Good series exploring the many ways the arts connect our community.



Arts and Economic Development (June 2023)

The fifth episode was in partnership with the City's Economic Development department, and explores the role the arts play in recruiting, building, and investing in economic projects. The marketing components for this episode did not disappoint! In addition to an arts-focused economic development webpage and printed materials provided by LeadPoint Digital, this is where the "It's Here!" music video was born. A wonderful visual showcasing of the arts in Roanoke set to a soundtrack by Bryan "Harvest Blaque" Hancock and JP Powell, this video has inspired us and has been viewed over 40,000 times on YouTube!

Arts Connect Neighbors (January 2024)

The last episode focused on the Arts Connect Neighbors project. Working alongside the Roanoke Arts Commission, it highlighted the role the arts play in community development and how our arts and cultural community can help to connect neighbors, engage new residents, and celebrate the people and the neighborhoods around us. Anstey Hodge Advertising Group hit a home run with the marketing components they provided. The print and online catalog of art offerings is stunning.

Watch the Full Series

Scan the QR code



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 Connect
Neighbors

Other Highlights

Bi-Monthly Executive Directors Meetings

With the Roanoke Arts Commission, RCE co-convenes a meeting of Roanoke arts and cultural organizations' Executive Directors every two months.

Culture Calendar Sponsorship

With support from the Davis H. Elliot Company, RCE sponsored WFIR's Culture Calendar in 2023. Culture Calendar offers weekly updates on arts and cultural happenings in the Roanoke community.

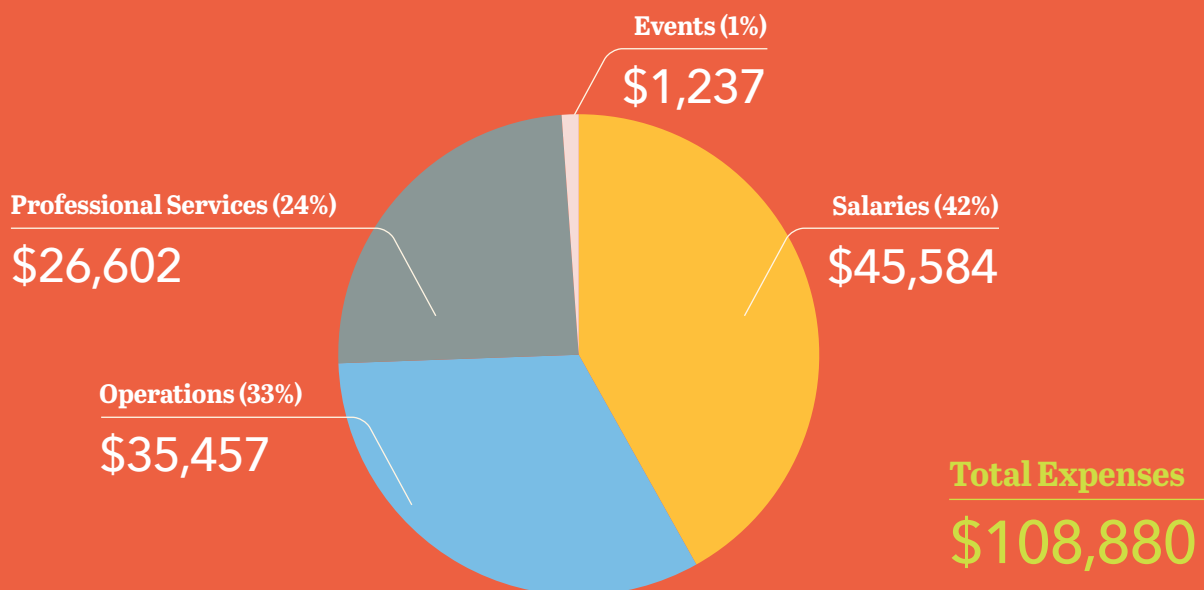
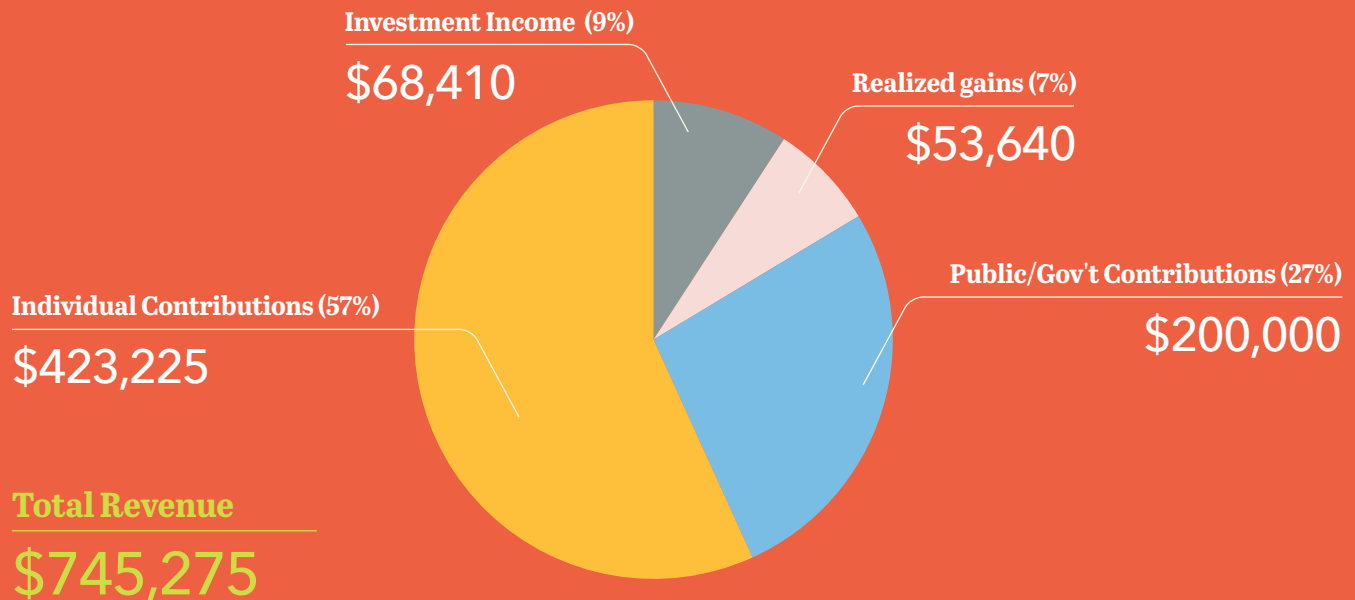


Arts Connect Neighbors

Arts Connect Neighbors is a program aimed to unite neighborhoods through creativity. It is an effort of the Roanoke Arts Commission, the Roanoke Cultural Endowment, and Roanoke Neighborhood Advocates with funding from the City of Roanoke and the National Endowment for the Arts.

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, 2023.*



AMOUNT RAISED AS OF DECEMBER 31, 2023

Gifts and Pledges To-Date

\$5,600,363

Legacy Commitments

\$5,000,000+



Founding Donors

Thank you to those who have made a contribution through December 31, 2023. We work diligently to ensure our listings are accurate. If you find an error, please accept our apology and let us know.

Anonymous (10)

In honor of Rita L. Firestone

In honor of Mr. Davis H. Elliot

In honor of Cheryl Mosley

Philip and Anna Agee

Dr. George and Millie Anderson

Don and Wendy Andree

Briggs and Cathy Andrews

Jack and Ginger Avis

Avis Construction Company, Inc.

Edward and Amy Bagliani

Jackie Baldwin

In memory of Don Baldwin

Thomas Bamford

In memory of Susan Bamford

Dr. and Mrs. Luthur A. Beazley

Paul G. Beers

The Berding Family

In memory of our parents, Frances
& Thomas Welsh, Jr. and Jean
& Herbert Berding, Jr.

Jason and Shelby Bingham

Robert Bittle

Carl and Mary Bivens

Kim and Tommy Blair

In honor of Shaleen Powell

Henry Bradley

Betty Branch

Charles and Donna Brinkman

Sandra Burks

Carilion Clinic

James and Lynn Carter

City of Roanoke, Virginia

Joe Cobb

Mimi and Patton 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

Jon and Lisa Dabareiner

Warner and Barbara Dalhouse

Michael L. Dame

Russ and Stacey Danstrom

Mark Darnel

Larry and Janice Davidson

Davis H. Elliot Company

Dorothy Dickason

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

John and Hoya Duckworth

Russ and Heather Ellett

Bill and Diane Elliot

In honor of David Wine

Becky and Lou Ellis

Farrell Foundation

Kevin Finch

Leona Fisher

Eric Fitzpatrick

In honor of Helen Fitzpatrick and

Jimmy Deck

Frank Flippin

Foti, Flynn, Lowen, & Co.

Maxine Fraade

Heywood and Cynthia Fralin

Katherine Fralin

William and Karen Fralin

John and Rosemary Francis

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

Karli and Will Griffeth

Nancy Griggs

In honor of Pedro Szalay

Greg and Michele Haley

FOUNDING DONORS (CONTINUED)

Anne S. Hall
Iva Hammje
Bev and Leon Harris
David Haskins
In honor of Davis H. Elliot
Lucy L. Hazlegrove
In memory of our daughter,
Page Hazlegrove
Dr. Bonnie Hennig-Trestman and
Dr. Robert Trestman



Carolyn Henritze
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
Susan and Geoff Jennings
Bonnie and Pegram Johnson
Cameron Johnson
Ruth A. Johnson
In honor of Art on Your Own at
the Salem Senior Center
Timothy and Jackie Kaufman
George A. Kegley
Rick Kelley
Jason and Carolyn Kiser
Susan and Al Knighton
William Lambert
Stan and Elise Lanford

Ann and Robert Lawson
Tom and Anna Lawson
Sherman P. Lea, Jr.
Lucy Lee
Brett and Diana Lemon
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
Carolyn Long
Richard and Lisa Lovegrove
In memory of Grace Meredyth
Lovegrove
Kirk and Sarah Ludwig
Richard and Glovie Lynn
Rob Lyon
Michael and Susan Maloney
Gene Marrano
Debra Marshall
Scott and Bonnie McFie
Debbie Meade and Hazel Bernard
Mandy Mills

In honor of art changing lives.
Changing mine.

Tammy Montgomery
Cheryl Mosley
Jim and Jennifer Mullens
Donzia Mumford

In memory 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
Lee and Susan Osborne
Charles and Pamela Overstreet
Cyrus and Amber Pace
Susan Pedigo
Lewis and Karen Pillis
Valeta S. Pittman
Ashley Pope
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
Churchill and Lee Robison

Walter and Sally Rugaber
Walton and Molly Rutherfordord
Jackie and Thom Ryder
Matthew and Rachel Schallon
Annette Schell
Scott Insurance
The Harry and Elizabeth Sellers Fund
James Selvey
Patrick Shank
Russell T. Shores
Dr. Allan Sklar
Garnett E. Smith

In memory of Patty T. Smith
Jean Smith
Lesleigh Strauss

In memory of Sheila S. Strauss
Lori and Steve Strauss
Wayne and Kay Strickland
Robert Stutes
Nancy Sullivan
Dan and Laura Summerlin
Su Taylor
Celeste B. Tethal
Edward N. Thornhill
Linda and John Thornton

In honor of Lucas Thornton
Lucas and Isabel Thornton
Tom and Mary Evelyn Tielking
Bradley Timofeev
Dave and Ann Trinkle
William Trinkle
H. Keene Varner
Elisabeth von Bulow
Paula Wade
Christopher M. Walters Family Foundation
Doug and Karen Walters
Mary and Douglas Waters
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
Wilson Family Fund
Mary Ann and J. David Wine
Mike and Danielle Wise
Barry and Libba Wolfe
Jan and Robyn Wright
Rebecca Wright
Janice and Keith Young

Ways to Give



Donate Online
roanokeculturalendowment.org

You can also make a gift in memory or in honor of someone to whom an acknowledgement card can be mailed at your request.



Donate via Stock
Account Name: Roanoke Cultural Endowment Restricted
Name of Receiving Institution: Charles Schwab & Co., Inc.
Account #: 6206-3968
DTC #: 0164
Federal Tax ID #: 47-2754436



Donate by Mail
Make checks payable to "Roanoke Cultural Endowment"
Mail to: P.O. Box 22,
Roanoke, VA 24002



Multi-Year Pledges
Complete the pledge form on our website:
roanokeculturalendowment.org
Mail to: P.O. Box 22,
Roanoke, VA 24002



Legacy Giving: Ensuring the Future for the Arts in Roanoke

Imagine leaving a legacy that ensures the vibrant arts and cultural scene of Roanoke thrives for generations to come. By including the Roanoke Cultural Endowment in your estate plans, you have the power to create a lasting impact that will enrich the lives of countless individuals in our community.

The RCE is dedicated to building a \$20 million fund that will provide perpetual support to the arts and cultural organizations in Roanoke. Your commitment today can shape the future, ensuring that these vital institutions continue to inspire, educate, and entertain for years to come.

One of the most straightforward ways to make this difference is by including the Roanoke Cultural Endowment in your will. Whether you choose to allocate a specific amount or a percentage of your estate, this thoughtful gesture will ensure your values live on. It's as simple as adding a provision when preparing your will or updating your existing Last Will and Testament with a codicil.

Beyond your will, there are other impactful avenues to consider, such as gifts of insurance, appreciated assets, charitable trusts, or donor-advised plans. Each option provides a unique way to support the arts while potentially offering tax benefits to your estate.

Let your legacy be one of creativity, culture, and community. Together, we can ensure the arts in Roanoke continue to flourish.

For guidance on how to proceed, resources are available on the RCE website, or you can reach out directly to Shaleen Powell, RCE Executive Director, at shaleen@roanokeculturalendowment.org or 540-556-9123.



Invest in the arts.
Invest in the future.

