



ROANOKE CULTURAL ENDOWMENT



2024 Annual Report

Letter from the Executive Director

Dear Friends,

It is with gratitude and joy that I share the Roanoke Cultural Endowment's 2024 Annual Report with you. This past year marked meaningful progress as we continued building the foundation for sustainable support of arts and culture in our community. Our strong partnership with the City of Roanoke has been central to this work, affirming a shared vision of ensuring that the nonprofit organizations who inspire, educate, and connect us will one day benefit from steady operational funding in perpetuity.

The accomplishments highlighted here are possible only because of your generosity, trust, and belief in this mission. Thank you for your continued support. Together, we are shaping a lasting resource for Roanoke's future—one that invites each of us to play a part in making it possible.



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

Shaleen Powell
Executive Director

Board of Directors

Board Officers:

J. David Wine,
Chairman

Katherine Fralin,
Secretary

Lucas L. Thornton,
Treasurer

Board Members:

Sarah Tune Doherty

William D. Elliot

Nancy O. Gray

Sherman P. Lea, Jr.

Katherine F. Strickland

Victoria Thornton

David B. Trinkle

Directors Emeritus:

Warner Dalhouse

Patice Holland

Cheryl Mosley

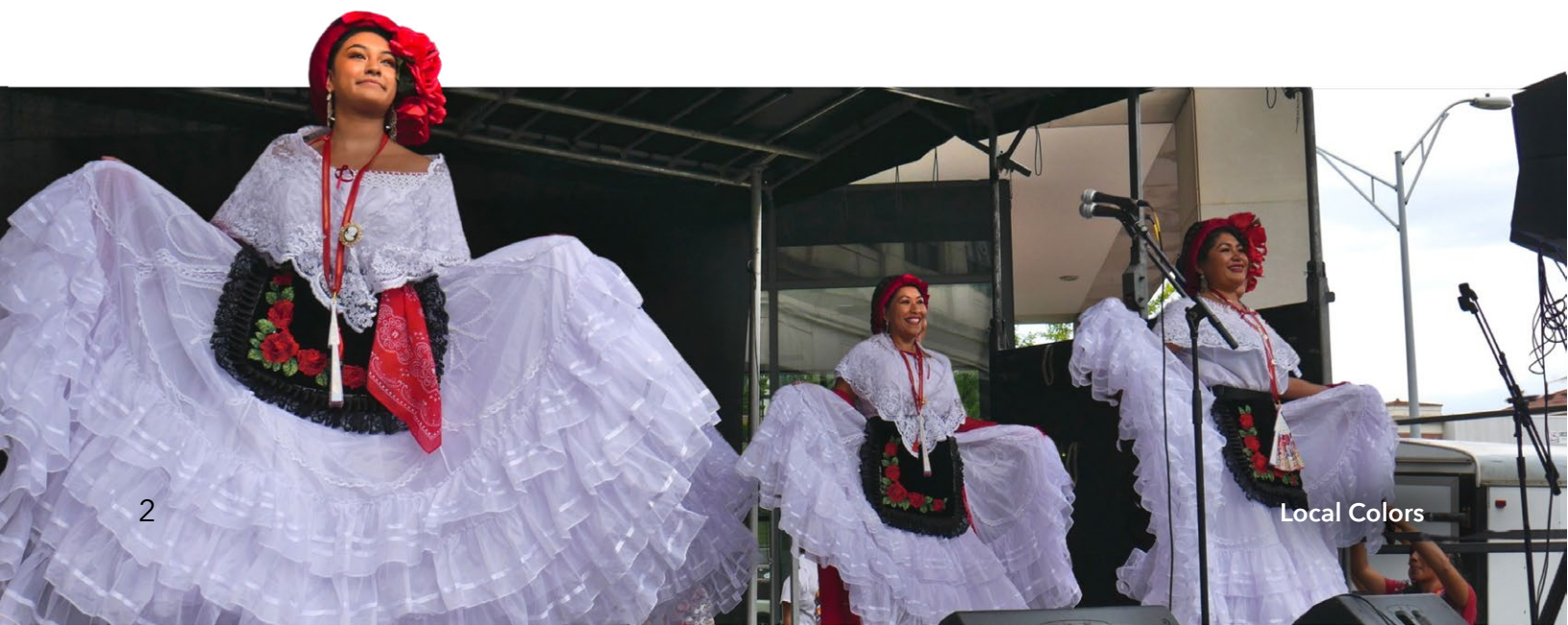


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Science Museum of Western
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photo by Dongsoo Choi

Cover illustration by
Isabelle Hill



About Us

The Roanoke Cultural Endowment (RCE) is committed to ensuring the long-term sustainability of Roanoke's arts and cultural community. By building a \$20 million endowment through public and private support, RCE will provide ongoing funding to more than two dozen local arts organizations. Our goal is to create a stable, enduring source of support that allows these organizations to continue serving the community for generations to come.



Mission:

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



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.



Values:

Collaboration | Inclusion | Integrity
Stewardship | Sustainability

Sign-up for RCE's
Quarterly Newsletter:



Our Sustainable Funding Model

PRIVATE DONOR
GIFTS

PUBLIC GIFTS



ROANOKE CULTURAL ENDOWMENT
\$20 MILLION



Operational grants distributed in
3-year cycles



RCE 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

2015-16

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

2017

Initial fundraising begins

Partner Spotlight:

City of Roanoke



Joseph L. Cobb
Mayor, City of Roanoke

“

The arts save my life - every day. The arts impact and enhance our economy - every day. The arts inspire creativity, vitality and delight - every day. Wherever I go in Roanoke, I experience the transformative presence of the arts and experience first-hand the depth to which the arts are helping our city and region shine. As Mayor and as a donor to the Roanoke Cultural Endowment, I urge you to join me in celebrating the arts through your gift to the endowment so that we can continue to empower, uplift, and support our thriving arts and cultural community.

”



► **2018**
RCE facilitates Strategic Planning Workshop Series for arts & 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



2020-21

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

► **2022**

RCE receives ARPA grant to facilitate a 6-part Buzz4Good series on the arts in Roanoke • Facilitates Adaptive Leadership Training series for arts & cultural nonprofit organizations

► **2023**

RCE updates its strategic plan • Partners on NEA OurTown grant for Arts Connect Neighbors project • Co-convenes arts & cultural organizations to advance collaborative arts marketing in our region



2024

RCE hits \$7 million towards its fundraising goal

Operational Funding

When RCE reaches its \$20M endowment goal, it will provide annual operating grants to Roanoke's arts and cultural nonprofits in perpetuity. Operating support helps sustain an organization's mission by covering essential expenses such as salaries, rent, utilities, and administrative costs.



Taubman Museum of Art

“

As someone who has served both on the Roanoke Cultural Endowment Board and as chair of the Agency Funding Advisory Committee for the Roanoke Arts Commission, *I have come to understand how essential general operating support is for our arts and cultural nonprofits.* These grants provide the flexibility organizations need to strengthen their infrastructure, retain talented leaders, and focus on delivering impactful programs.

By freeing nonprofits from the constant cycle of project-specific fundraising, we enable them to invest their time and resources where they are most needed, respond to opportunities, and innovate in ways that benefit the community. Most importantly, operating grants demonstrate a level of trust that empowers organizations to create solutions rooted in their deep understanding of the community they serve. *Sustainable, flexible funding is not just an investment in the arts—it is an investment in the long-term vitality of Roanoke.*

”



Patice L. Holland, Esq.
Former RCE Board Member



Local Arts & Cultural Nonprofits

Home to more than two dozen arts and cultural nonprofits, Roanoke is the heart of arts and culture in southwestern Virginia. RCE's sustainable funding model will allow these arts organizations to continue their impact well into the future.*

5 Points Music Foundation
 Center in the Square
 CommUNITY ARTS-reach
 Cultural Arts for Excellence
 Exit, Pursued by a Bear Theatre
 Grandin Theatre
 Harrison Museum of African American Culture
 Jefferson Center
 Local Colors
 Mill Mountain Theatre
 Mill Mountain Zoo
 Opera Roanoke
 Roanoke Ballet Theatre
 Roanoke History & O. Winston Link Museums
 Roanoke Symphony Orchestra
 Roanoke Valley Sister Cities
 Roanoke Baroque
 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 & cultural 501(c)(3) organizations



**POINTS MUSIC
SANCTUARY**



Roanoke Symphony Orchestra

Q&A with Duke Baldridge, President

The Data is Clear

The Arts are an Economic Driver in Roanoke, generating:

\$64.2
million

in economic activity annually



1,774

full-time equivalent jobs



\$41

million

in household income to local residents



\$6.5
million

in local and state government revenues



Dominion Risk Advisors made a multi-year commitment to support the Roanoke Cultural Endowment—a powerful example of corporate leadership in strengthening our region's arts ecosystem. What inspired you to make this long-term investment?

There are a number of reasons that we support the RCE, personally and professionally. As citizens, my wife, Mary Catherine, and I love the arts. They bring beauty to our lives and those of others. We are grateful for the generous leadership of those who created the museums, music venues, companies, and theaters that we all enjoy. It is a civic calling to honor that leadership by building a generational foundation of support for the arts. Professionally, our business believes that the community is one of our stakeholders. We support education, mental health, economic development and the arts. Each of these areas of interest build a healthy, vibrant community of which we can all be proud.

As a business owner, how do you see Roanoke's arts and cultural scene contributing to economic vitality, workforce retention, and quality of life in our region?

Working in downtown Roanoke for the past 37 years, I have heard dozens of times about how the arts bring people together. They create an energy to which people respond. We know that there are professionals and businesses who want to be located in a community with great musical companies and visual and performing arts. Without these cultural assets, they would choose to live and work elsewhere. Those people are our customers; we need them to be here so that our business can thrive. We really don't support the arts for a financial return, but we do know that the community's collective support of the arts benefits our business.

From your perspective, why should other corporate leaders view support for the arts not just as philanthropy, but as smart economic strategy?

Every business benefits from a healthy, energetic community. The arts stimulate people; they bring customers to town; and help us retain great employees. It is hard to think of an industry that does not benefit from the arts. Candidly, as businesses, supporting the arts is our shared responsibility.

Roanoke's creative energy and cultural experiences make this a uniquely appealing place to live, work, and visit. How has the arts community influenced the way you think about doing business here?

Mary Catherine and I enjoy art of all kinds, but our favorites are probably visual and performing arts. A perfect night for us is dinner and the theater, and a great afternoon is browsing art in a gallery. We would not want to live nor work in a community that lacks what we have. We love Roanoke and the arts are a core part of that love. Supporting the arts is a huge part of our corporate vision - "we will reinvest in the community in life-changing ways!"

Duke Baldridge

www.domrisk.com

Donor Spotlight:

Charlotte Porterfield

For me, supporting the Roanoke Cultural Endowment is about legacy - leaving something meaningful behind that will benefit our community long after I'm gone. The arts have always played an important role in shaping Roanoke's character, and I want to help ensure they remain a vital part of our region's future.

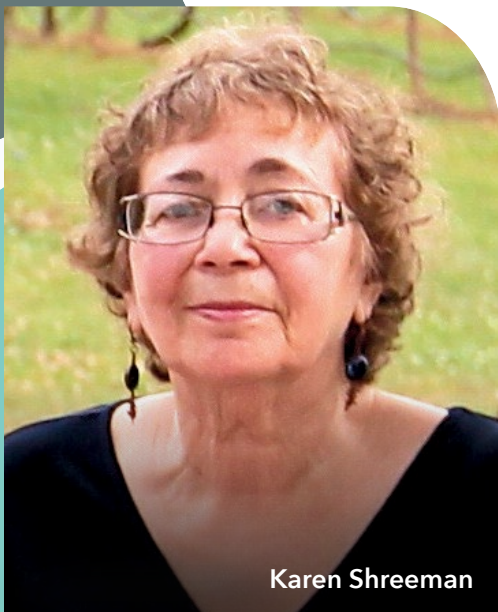
By donating to RCE, I'm contributing to a permanent source of funding that will support local arts and cultural organizations year after year. *It's a way to turn a personal value into a lasting impact.* Knowing that my gift helps build a sustainable legacy for the arts in Roanoke gives me a deep sense of purpose and pride.



Charlotte Porterfield

Legacy Spotlight:

Karen Shreeman



Karen Shreeman

by Andrea Shreeman, daughter

Thank you to the friends and family who contributed to the Roanoke Cultural Endowment in memory of our mother, Karen Shreeman's, lifelong dedication to arts and culture. Mom's love of literature, storytelling, theater, dance, and visual art took her around the world in appreciation of great artists and their work.

She was a continuous student of visual art who made many lasting friendships when she set out to take every class available through the art program at Virginia Western Community College. Karen valued highly her memberships to many Roanoke arts organizations and waited in anticipation each year for Festival in the Park, and other events showcasing the talents of Roanoke's rich local artist community. Our hearts are beaming with pride that even in her passing, the fantastic cultural legacy of Roanoke, Virginia has been strengthened by those who loved Karen in life.

Community Engagement Daisy Art Parade



Photo by Kent Turner

In the spring of 2024, RCE again had the privilege of collaborating with the Roanoke Arts Commission and local arts and cultural organizations to parade art through downtown Roanoke in the second Daisy Art Parade (DAP). With over 50 parade entries, the day was filled with color, energy, and community spirit as Roanoke wholeheartedly embraced this one-of-a-kind event.

Rooted in the belief that making art brings people together, DAP is more than a lively display of handmade creations, it is an invitation to connect and celebrate through the joy of the creative process. In the months leading up to the parade, our group, the Arts Connect Krewe, shared laughter and camaraderie while crafting whimsical critters inspired by Cole Porter's song "Let's Do It, Let's Fall in Love."

As RCE continues building our endowment fund, moments like the Daisy Art Parade highlight the power of collective creativity. *These gatherings shine a spotlight on Roanoke's artistic spirit and strengthen the connections that will carry our community forward.* By stepping into the parade, RCE reaffirms its commitment to fostering an arts community where partnerships grow and creativity brings people together.



Bill and
Diane Elliot,
Photo by
Kent Turner

Other Highlights

Bi-monthly Executive Director Meetings

With the Roanoke Arts Commission (RAC), 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 2024. Culture Calendar offers weekly updates on arts and cultural happenings in the Roanoke community.



Roanoke Regional Partnership's Experience Conference

RCE helped organize a panel on arts vibrancy for Roanoke Regional Partnership's 2024 Experience Conference.

Community Engagement

It's Here Roanoke!

Two years of conversations, collaboration, and planning set the stage for a shared vision of Roanoke's arts and culture. In 2022, RCE received ARPA funding to convene an adaptive leadership workshop series for local arts and cultural organizations. Among the strongest ideas to emerge was *the need for a unified identity to showcase the remarkable scope of Roanoke's arts and cultural scene*. Out of that vision, a task force was formed to explore collective marketing opportunities and define a brand that could celebrate and amplify the arts in our region. RCE was honored to join the task force alongside staff support from the Roanoke Arts Commission (RAC), the Taubman Museum of Art, and Jefferson Center to play an active role in shaping this important initiative.

By 2024, that vision became a reality with the launch of It's Here Roanoke. This new brand identity serves as a rallying point for artists, arts organizations, cultural institutions, and community partners, providing a single, engaging platform to connect residents and visitors alike with the breadth of opportunities the Star City has to offer.

To help bring the first phase of the brand to life, RCE contributed \$4,000 in seed funding, which was matched by the RAC, ensuring a strong debut at the Anthem Go Outside Festival (GO Fest) in October 2024. The It's Here Roanoke tent buzzed with activity all weekend, offering hands-on arts experiences, distributing branded materials, and sparking conversations about upcoming cultural events across the region.

The creation of *It's Here Roanoke underscores the power of collaboration in strengthening our cultural community*. As Roanoke grows and adapts, this new brand identity provides a unifying voice to showcase the arts as an essential part of daily life. Together, we are creating every day the place we want to be.

Learn more at www.itsHereRoanoke.org



Other Highlights

Arts Connect Neighbors

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



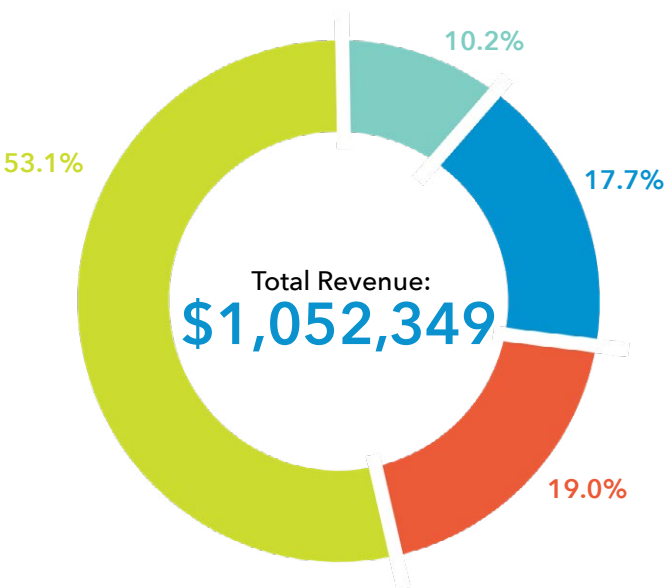
CultureCheck Roanoke Study

CultureCheck Roanoke is a joint project of the RAC and the RCE in collaboration with Virginia Tech's M.F.A. program in Theatre, Arts Leadership. This study helped inform the ongoing integration of Roanoke's arts and cultural sector into long-term community planning.

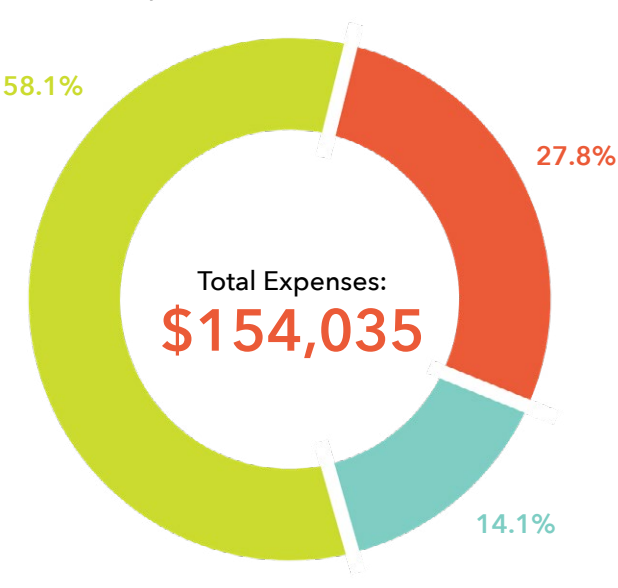


Financial Snapshot

The information below is intended to give 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, 2024.*



- Individual Contributions: **\$559,080**
- Investment Income: **\$107,046**
- Realized Gains: **\$186,223**
- Public/Gov't Contributions: **\$200,000**



- Salaries: **\$89,426**
- Professional Services: **\$21,771**
- Operations: **\$42,838**

Amount Raised as of December 31, 2024

Gifts and Pledges To-Date:

\$6,929,844

Legacy Commitments:

\$5,000,000+





Virginia Children's Theatre



The Grandin Theatre, Caitlin Krisko & The Broadcast, 2024, photo by Cloud Bobby



Jefferson Center, photo by Cloud Bobby

Founding Donors

Thank you to those who have made a contribution through December 31, 2024. We work diligently to ensure our listings are accurate. If you find an error, please accept our apology and let us know.

Anonymous (15)

In honor of Mr. Davis H. Elliot

In honor of Rita L. Firestone

In honor of Mary Lee Hunt

In memory of Cheryl Mosley

Philip and Anna Agee

Dr. George and Millie Anderson

Don and Wendy Andree

Briggs and Cathy Andrews

Tom Angleberger and Cece Bell

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

Alton Barton, Jr.

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 II

Carl and Mary Bivens

Wilson Blain

Kim and Tommy Blair

Katie Bower

Brad Bradley

Betty Branch

F. Bray

In memory of Karen Shreeman

Charles and Donna Brinkman

Sandra Burks

Rebecca Carr

Carilion Clinic

Cartledge Charitable Foundation

James and Lynn Carter

City of Roanoke, Virginia

Clearstead Advisory Solutions

Joe Cobb

Mimi and Patton Coles

Nick and Alison Conte

In memory of Davis H. Elliot

In honor of Bill Elliot

John Cornthwait

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

James and Janet Davis

Gemma Devinney

In memory of Karen Shreeman

Dorothy Dickason

Sean and Sarah Doherty

Dominion Risk Advisors

Dr. and Mrs. Antonio T. Donato

Neil Dorsey

Rhonda Dortch

In memory of Karen Shreeman

Jo Lynn Draper

In honor of Roanoke Ballet Theatre

John and Hoye Duckworth

Russ and Heather Ellett

Bill and Diane Elliot

Becky and Lou Ellis

In honor of David Wine

Meridith Entingh

Wendy Farkas

In memory of Karen Shreeman

Farrell Foundation

Craig Fifer

In memory of Karen Shreeman

Kevin Finch

Leona Fisher

Eric Fitzpatrick Charitable Fund

In memory of Earnest Johnson,

John Will Creasy, and Jim Yeatts

G. Frank Flippin

The Flippin Fund of Community

Foundation Serving Western Virginia

Foti, Flynn, Lowen & Co.

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Heywood and Cynthia Fralin

Katherine Fralin

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John and Rosemary Francis

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Sally and Blair Godsey

Andrew Goldstein and Adrienne Bloss

Francisco Gonzalez

Bob and Maryellen Goodlatte

Nancy Gray and David Maxson

Fred and Miranda Greear

Cathy Greenberg

Karli and Will Griffitheth

Nancy Griggs

In honor of Pedro Szalay

Amitav Hajra

Greg and Michele Haley

Anne Hall Owen

Edwin C. Hall

Iva Hammje

Cathryn Hankla

John and Ashley Harlow

Bev and Leon Harris

Cheryl Hartman

In honor of Jane Gabrielle

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

Stewart and Mary Hill

John and Jean Hitchins

Patice L. Holland

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Brian and Abby Hostetler
Jeff Howard

In memory of Paul Howard

Keith Humphry
David Hunt and Ellen Aiken
Jay and Paula Irons
Peter Irot and Rachel Nuñez

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Susan and Geoff Jennings
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In memory of Karen Shreeman

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Debbie Meade and Hazel Bernard

Mandy Mills

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Ruth Monsky

In loving memory of Karen Shreeman

Tammy Montgomery

Cheryl Mosley

Jim and Jenn Mullens

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In memory of Dr. Richard W. Smith

Amanda J. Nelson

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Dr. Donald and Carolyn Nolan

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Anne Hall Owen

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Deborah Petrine

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Ashley Pope

Charlotte Porterfield

JP and Shaleen Powell

Will and Amy Powell

Powell Charitable Foundation

Luke Priddy

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Jen and Tyler Pugh, Jr.

Gerald Rappaport

In memory of Karen Shreeman

Stephanie Moon Reynolds

Kelly Robertson

Roanoke Valley Estate Planning Council

Churchill and Lee Robison

Walter and Sally Rugaber

Walton and Molly Rutherford

Jackie and Thom Ryder

Matthew and Rachel Schallon

Annette Schell

Scott Insurance

Annie Schultz and Rick Sheridan

The Harry and Elizabeth Sellers Fund

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Susan Shandler

In memory of Karen Shreeman

Patrick Shank

Michael and Elizabeth Shasberger

Russell Shores

Dr. Allan Sklar

Stephanie Sloan Perry

In memory of Karen Shreeman

Eddie and Missy Smith

Garnett E. Smith

In memory of Patsy T. Smith

Jean Smith

Jonathan and Christi Stewart

Audrey and Bob Stone

Lesleigh Strauss

In memory of Sheila S. Strauss

Lori and Steve Strauss

Wayne and Kay Strickland

Robert Stutes

Nancy Sullivan

Dan and Laura Summerlin

Juan F. & Carmen T. Moreno

In memory of Karen Shreeman

Su Taylor

Celeste B. Tethal

Edward N. Thornhill

Linda and John Thornton

In honor of Lucas Thornton

Lucas and Isabel Thornton

Victoria Thornton

In memory of Joycelyn "Fudgie

Lee" Farrelly

Tom and Mary Evelyn Tielking

Bradley Timofeev

Dave and Ann Trinkle

William Trinkle

H. Keene Varner

Peter Volosin and Malcom Quigley

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Paula Wade

Christopher M. Walters Family

Foundation

Doug and Karen Walters

Mary and Douglas Waters

Wells Fargo Advisors

Pam and Austin West

Betsy Whitney

In honor of David Wine

David and Leah Wiley

Lee and Lainy Wilhelm

John B. Williamson III

Bar 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

Ann Marie Wood

Jan and Robyn Wright

Rebecca Wright

Janice and Keith Young



The Spot on Kirk, 2024 Solazo with
Salsa Noke, photo by Chip Ducott

Ways to Give

Your support of the Roanoke Cultural Endowment is an investment in the future of our community's arts and culture. Every tax-deductible gift helps ensure sustainable funding for Roanoke's arts and cultural nonprofits. There are many ways to give.



Current Gifts:

- One-time or recurring contributions
- Gifts of stock or securities
- Required Minimum Distributions (RMDs)
- Donor Advised Fund (DAF) contributions
- Corporate or foundation support

Legacy Gifts:

- Bequests through your will or trust
- Beneficiary designations from retirement accounts or life insurance
- Other planned gifts

Whether you wish to make an immediate impact or leave a legacy for the future, your gift can be tailored to fit your goals. For guidance on how to proceed, resources are available on the RCE website, or you can reach out directly to RCE's Executive Director, Shaleen Powell:

 shaleen@roanokeculturalendowment.org |  540-556-9123



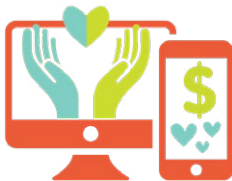
Donate via Stock

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



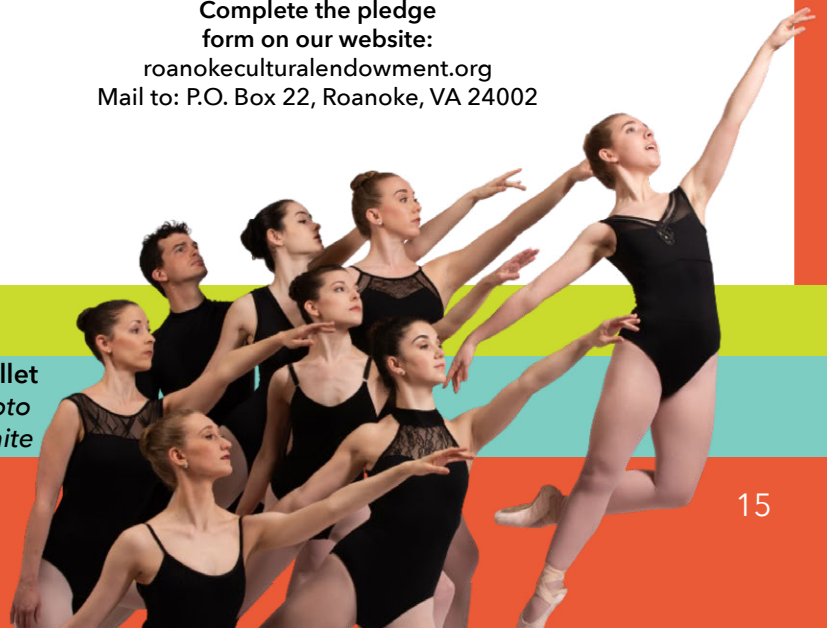
Donate Securely Online
roanokeculturalendowment.org
or scan QR code below:



Multi-year Pledges

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

Roanoke Ballet
Theatre, photo
by Laura White



invest
in the arts.
invest in the
future.

