

# CORPORATE GIVING TO NYC DANCE

## SNAPSHOT 2013

### Testimony

"This snapshot by Dance/NYC dives into the New York State Cultural Data Project's reports on corporate giving to dance in this global dance and business capital. It is a welcome starting point for those in the business community to consider how we are working with dance and cultural institutions and how we can be better partners." —Elissa D. Hecker, Dance/NYC Chair

### Highlights for Nonprofit Dance Organizations

<b>\$6,827,020</b>	Total corporate contributions for 131 dance organizations
<b>\$51,720</b>	Average total contribution per organization
<b>6.4%</b>	Percent of total private contributions
<b>2.9%</b>	Percent of total revenue
<b>5.4</b>	Average number of corporate funders per organization

### Giving Benefits Dance Makers—Companies Focused On Creation

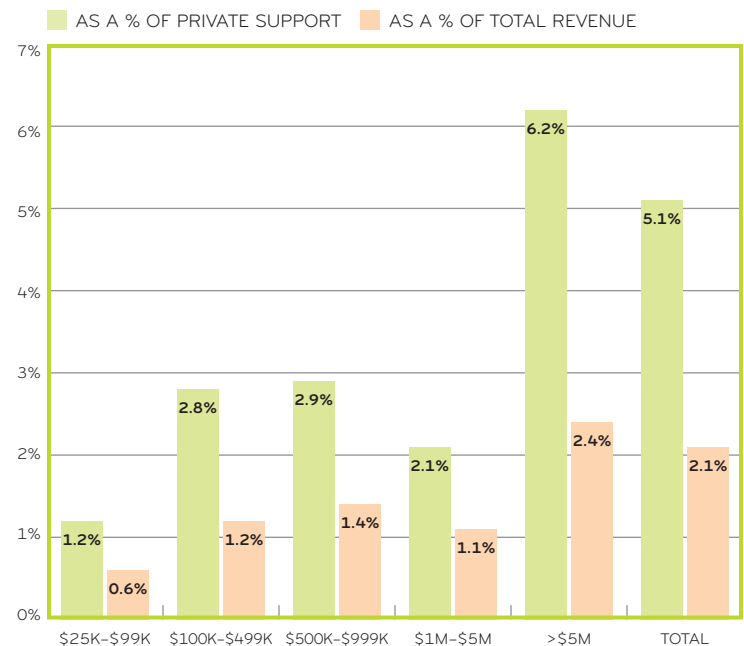
In the aggregate, corporate contributions are a marginally more significant source of revenue for dance-making organizations, focused on the creation and/or performance of dance, than for presenting and educational institutions.

Organizational Type	Count	% of Private Contributions	% of Total Revenue	Average # of Corporate Funders
Dance Maker	87	5.1	2.1	5.8
Educational	18	4.6	1.8	5.4
Presenting	13	3.3	1.5	4.7
<b>Total</b>	<b>131</b>	<b>6.4</b>	<b>2.9</b>	<b>5.4</b>

(including 13 Service Organizations)

### Giving Highest to Large Dance Companies

Corporate support totals \$3,685,052 for the 87 dance makers analyzed. While corporations support dance makers of all budget sizes, this source is most significant for the largest organizations, with budgets of more than \$5M, and least significant for the smallest organizations (\$25K–\$99K).



### Dance Makers in Snapshot Sample

Organizational Size	Count
\$25K–\$99K	22
\$100–\$499K	38
\$500–\$999K	13
\$1M–\$5M	9
>\$5M	7

### Average Number of Corporate Funders

Organizational Size	Count
\$25K–\$99K	0.4
\$100–\$499K	3
\$500–\$999K	4.6
\$1M–\$5M	3.1
>\$5M	58.2

### Note on Samples

The study uses New York State Cultural Data Project (CDP) samples: a full sample of 131 nonprofit dance organizations with budgets of more than \$25,000, a dance-maker sample of 87 organizations, and a trend sample (2009–2011) of 66 dance-making organizations. The CDP ([culturaldata.org](http://culturaldata.org)) is an organization created to strengthen arts and culture by

documenting and disseminating information on the sector. It defines corporate contributions as "the amount an organization receives in donations from corporations, including grants, funds, and matching gifts. This line may also contain donations from 501(c)(3)s such as regional arts councils, advocacy organizations, or alliances that regrant public funds." Trend figures are not corrected for inflation.

