CORPORATE GIVING O NYC DANCE

SNAPSHOT 2013



DanceNYC.org

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

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

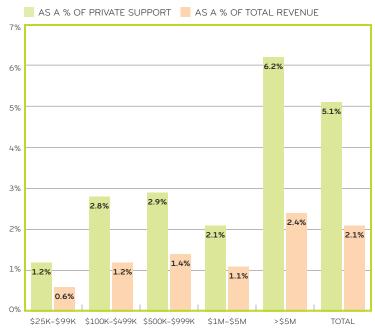
Giving Benefits Dance Makers-Companies Focused On Creation

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
Total	131	6.4	2.9	5.4

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) 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.

DANCE MAKER TRENDS (2009–2011) It's Up—But Not for Everyone

Corporate giving to a trend sample of 66 dance makers increased in the aggregate by 8% (\$361,715, or \$5,481 on average, per dance maker) from 2009 to 2011. However, this overall increase masks a noticeable shift in corporate giving to the largest dancemaking organizations, those with budgets of more than \$5M. The categories of dance makers with budgets of less than \$5M all reported losses from this source, and for dance makers with budgets of \$100K-\$1M, the aggregate loss exceeded 50%.

Budget Ranges	Count	Corporate Support
\$25K-\$99K	24	-36.2%
\$100-\$499K	22	-50.4%
\$500-\$999K	7	-59.6%
\$1M-\$5M	6	-18.0%
>\$5M	6	14.5%
Total	66	7.7%

(including one group <\$25K)

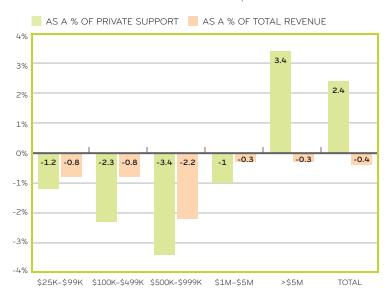
Corporate Support by Budget Size Detail

	2009		2011	
Budget Category (Count)	Aggregate (\$)	Average/ Dance Maker (\$)	Aggregate (\$)	Average/ Dance Maker (\$)
\$25K-\$99K (24)	\$25,963	\$1,082	\$16,565	\$690
\$100K-\$499K (22)	\$86,388	\$3,927	\$42,823	\$1,947
\$500K-\$999K (7)	\$276,578	\$39,511	\$111,625	\$15,946
\$1M-\$5M (6)	\$147,972	\$24,662	\$121,313	\$20,219
>\$5M (6)	\$4,169,898	\$694,983	\$4,776,188	\$796,031
Total including one group <\$25K (66)	\$4,706,799	\$71,315	\$5,068,514	\$76,796

Corporate Giving Bucks the Trends

An analysis of aggregate corporate contributions as a percent of private contributions and total revenue by budget size shows an uneven patchwork of growth and decline. As a percentage of private contributions, which declined 22% between 2009 and 2011, corporate giving increased overall (2.4%), tied to the increase in giving to the largest dance makers. However, as a percentage of total revenue, which increased 22% during the period of analysis, corporate giving declined 0.4% for the sample as a whole, and also declined 0.3% for the largest dance makers.

Changes in Corporate Giving as Percentage of Dance-Maker Revenues, 2009-2011



A trend analysis of revenue sources by organizational budget size shows the increased concentration of corporate giving to the largest dance makers bucking trends. Only the largest dance makers (>\$5M), and those in the \$500K-\$999K range, reported losses from private contributions, and only the largest dance makers reported declines from public sources. For the largest organizations, a rise in earned revenue and increased corporate giving helped to offset losses from Board members and other individuals included in total private contributions, and the losses in public funds, to increase their total revenues.

Changes in Aggregate Revenue Sources by Budget Size













