



## Spotlight on Art-Reach

### **Mission Accomplished: Action Agency Challenge Goal Reached!**

Supporters of the arts are passionate, creative and determined people. Get them in a room together and you have one heck of a lively bunch filled with jovial personalities who will stop at no end to see that the arts thrive and grow. Combine this with Art-Reach supporters and you have an unstoppable legion of devoted citizens working together to ensure that arts opportunities are made available to everyone. Art-Reach is thrilled to report that these supporters have launched a new donor program that will contribute significantly to our ability to keep Art-Reach's mission healthy and vital.

In spring 2010 Art-Reach launched the Action Agency, a new interactive donor program allowing passionate supporters pledging \$250 or more to "Share the Experience" with the people their gifts support. Art-Reach founder Joyce Burd and her husband, Ron; Virginia and Harvey Kimmel; Patricia A. Gritzan; and Carole Haas Gravagno collectively formed the Action Agency Leadership Council by pledging a combined gift of \$20,000 as a challenge to be matched by other individual donations of \$250 or more. True to form for lovers of the arts, Art-Reach supporters matched the challenge and to date the new Action Agency program has raised over \$40,000.

When we were designing the Action Agency, we asked our donors why they valued Art-Reach and what types of donor recognition they were looking for from us. What we heard loud and clear was that bringing the arts to those who most need them and allowing donors to experience their support in action was much more important than typical recognition benefits like T-shirts and mugs. With that in mind, we created a mission-based donor program that enables donors to target their support to specific underserved groups and allows them to experience arts programming side-by-side with people who would not have access to them otherwise.

To everyone who rose to the occasion and helped us meet the Leadership Council's challenge, we offer our heartfelt thanks. To those considering

joining the Action Agency, we say hop on board; your support truly matters and helps us “Share the Experience” of the arts with so many people who otherwise would not have the opportunity.

To join the Action Agency or for more information, please contact **Development Manager Rachel Robbins** at **(215) 568-2115** or **rrobbins@art-reach.org**.

**-By Stephanie Borton**

### **The benefits offered with the Action Agency include:**

#### **Buff (\$250-\$499)**

- Agent Passes (2) to attend 2 Art-Reach events/year.  
2 tickets to an inclusive production at the Amaryllis Theatre Company.
- Invitations (for 2) to attend our Annual Action Agent Cocktail Party (featuring special guests from the Philadelphia cultural and human-service communities).  
Free subscription to our quarterly Action Agent e-newsletter.
- Your name featured in our annual Art-Reach newsletter and Web site.

#### **Fanatic (\$500-\$999)**

*Every Buff level benefit, PLUS:*

- Agent Passes (2) to attend 2 additional Art-Reach events/year.
- Reserved VIP seating at art-Reach events.  
10 FREE tickets to a live arts event for an Art-Reach member group of your choice.
- 2 additional invitations to our Annual Action Agent Cocktail Party.

#### **Guru (\$1,000+)**

*Every Fanatic level benefit, PLUS:*

- 2 additional Agent Passes to attend 4 Art-Reach events/year.

- 10 additional FREE tickets to a live arts event for an Art-Reach member group of your choice.
- 1 FREE In-Facility performance for an Art-Reach member agency of your choice.

\*Gifts of any size are appreciated! Agency members who give between \$1 and \$249 are known as Dabblers.