



**MEDIA FACT SHEET – JUNE 10, ANNOUNCEMENT ON
PRIVATE-SECTOR CAMPAIGN FOR LOCAL ARTS**

Private-sector campaign to support local arts raises \$20 million, exceeding \$18 million goal

CHARLOTTE, NC – Foundation For The Carolinas exceeded its \$18 million private-sector fundraising goal for the local arts thanks to nearly \$4 million in commitments from Lowe’s, Honeywell, LendingTree, The Gambrell Foundation, EY, Robinson Bradshaw and Fifth Third Bank. These gifts brought the overall total raised to \$20 million.

GIFTS ANNOUNCED JUNE 10:

Lowe’s – \$1 million
Honeywell – \$1 million
LendingTree – \$750,000
The Gambrell Foundation – \$450,000
EY – \$300,000
Robinson Bradshaw – \$300,000
Fifth Third Bank – \$150,000

ABOUT THE CAMPAIGN/FUND:

FFTC agreed to lead the campaign to raise \$18 million from the private sector to match \$18 million from the City of Charlotte after it was recruited by the City to serve as the third-party administrator for the multi-year arts funding plan.

Now that the \$18 million private sector goal has been exceeded, the City plans to double its current level of public funding for arts, science and history organizations. To distribute these resources, a citizen-led grantmaking board will be created with a split of City of Charlotte and private-sector appointees.

ABOUT CHARLOTTE’S CULTURAL SECTOR:

The fund will support numerous cultural nonprofit organizations that, combined, have an audience participation of residents and visitors of more than 2 million per year. Charlotte’s cultural sector employs thousands of full-time workers and generates an annual economic impact of \$360 million, while its education programs for children and youth are nationally recognized. Local arts organizations were devastated by the pandemic, with \$50 million in lost revenue.

ADDITIONAL INFORMATION ON THE CAMPAIGN:

www.ffc.org/arts



QUOTES FROM FUNDERS ANNOUNCED JUNE 10:

Marvin Ellison, Chairman and Chief Executive Officer, Lowe's Companies Inc.

“Supporting arts and culture is critical to the vitality of our communities and the quality of life for our family, friends and neighbors. Lowe’s is proud to partner with Foundation for the Carolinas on this important campaign and we know these contributions will help major cultural nonprofit institutions and smaller organizations that are working to keep our hometown region vibrant.”

Darius Adamczyk, Chairman and Chief Executive Officer, Honeywell

“Honeywell is honored to help support the arts and cultural institutions that make Charlotte such a remarkable place to live and work. Together, we can help ensure this remains a vibrant, diverse community that we’re all proud to call home.”

Doug Lebda, Founder, Chairman and CEO, LendingTree

“Art, in all its forms, should be celebrated, revered and respected for its ability to unlock creativity, imagination and innovation. That’s why LendingTree is proud to announce our commitment to supporting local arts in Charlotte and applaud all the organizations who join us in this initiative.”

Sally Gambrell Bridgford, President, The Gambrell Foundation

“The Gambrell Foundation is proud to support this important initiative for the arts. On a practical level, a vibrant and diverse art scene brings jobs in the hospitality and restaurant industries by stimulating tourism and attracts businesses seeking relocation that seek a forward-thinking place to relocate. But on a human level, artists have the potential to shape the world, and our future. This grant will not be business as usual in the arts. It will ensure the expression of important unheard voices and help create a vision forward in these complex and challenging times.”

Malcomb Coley, Charlotte Managing Partner, EY

“EY stands with the greater Charlotte community and Foundation For The Carolinas in its campaign effort for our vibrant arts community. At EY, we believe a vibrant arts community helps to cultivate a culture of equity, inclusion and diversity, which is at the core of who we are: ‘Building a Better Working World.’”

Allen Robertson, Managing Partner, Robinson Bradshaw

“Since Robinson Bradshaw’s founding here in Charlotte in 1960, we have been a beneficiary of the many cultural institutions that educate, entertain and inspire us. The pandemic dealt a serious blow to our cultural sector – a sector that is essential for our community’s continued economic growth and development. We feel called to respond, which is why Robinson Bradshaw is pleased to make a donation and join this public-private partnership to address the needs of our cultural institutions.”

Lee Fite, President, Fifth Third Bank, Mid-Atlantic Region.

“It is with sincere enthusiasm that we contribute to this effort by Foundation For The Carolinas to support the arts and many incredible organizations that enrich the culture of our city. We understand the unparalleled impact that the pandemic has had on our cultural nonprofit institutions and the urgent need to drive awareness and aid to ensure they are sustained for future generations.”

Mayor Vi Lyles, City of Charlotte

“We know that an abundance of arts and culture is essential in the growth of a thriving, creative city like Charlotte. I commend the foresight of the generous benefactors, along with Foundation For The



Carolinas, in our ongoing efforts to cultivate and develop a more vibrant arts scene in the Queen City.”

Michael Marsicano, President and CEO, Foundation For The Carolinas

“I have said it all along – but the response of the private sector to this campaign has been overwhelming, inspiring and has filled me with hope. Fundraising is never easy, but it’s made easier when the community understands not only the cause but the necessity of swift action. To all who gave, I am overwhelmingly thankful. Our community is a better place thanks to your generosity.”

COMPLETE LIST OF CAMPAIGN SUPPORTERS

The Albemarle Foundation
Ally Financial
Atrium Health
Bank of America
Barings
The Centene Charitable Foundation
Childress Klein
Coca-Cola Consolidated
Deloitte
Susan Devore
Duke Energy
EY
Fifth Third Bank
Foundation For The Carolinas
The Gambrell Foundation
Clay and Deirdre Grubb
Honeywell
JELD-WEN, Inc.
LendingTree
Lowe’s
Leslie and Michael Marsicano
Moore & Van Allen
National Gypsum/C.D. Spangler Foundation
Novant Health
Nucor
Premier, Inc.
PwC
Red Ventures
Robinson Bradshaw
Rodgers Builders
Jane and Nelson Schwab
Trane Technologies
Truist
Wells Fargo



ADDITIONAL INFORMATION ABOUT PREVIOUS GIFTS

www.ffc.org/arts

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