Friends and Partners of MASSCreative,

If you’re reading this, you’re someone who cares about creativity, culture, and community. We’re glad you’re with us.

Since MASSCreative’s founding in 2012, Massachusetts has increased its annual investment in arts and creativity by 65%. The Massachusetts Department of Elementary and Secondary Education has agreed to make it easier for parents, artists, and community members to see how their school districts perform in arts education via an online report card. Hundreds of candidates for local and state office have pledged to be arts champions who will fund cultural initiatives and bring arts leaders to the policy making table.

None of these milestones occurred by accident. They came out of the deliberate decision to urge our political, business, and community leaders to support art, culture, and creativity. And they would not have been possible without your decision to join us.

Your willingness to attend community meetings and political debates to ask political candidates to commit to the arts has made a difference. When you email your state lawmakers to request funding for the arts, you are demanding that the state reflect the values of its voters in the way it allocates resources. And when you financially support our efforts, you make all of this possible.

There is simply no way we can organize for change without your help.

Together, we are accomplishing great things, and I can’t wait for the next five years.

Sincerely,

Matt Wilson Executive Director

1 Arts Matter Advocacy Day
600+ people join us to march from the Paramount Theatre to the State House to lobby for arts

2 Override of the Governor’s Veto
For the third year in a row, we organize to defeat a veto of arts funding by Gov. Charlie Baker

3 Elections Matter
We cultivate arts champions through our nonpartisan Create the Vote campaigns in 118 municipal and state races across the Commonwealth

4 Arts Education
We run a successful 10-month campaign convincing state officials to prioritize arts education in K-12 curricula

5 Creative Placemaking
We promote the growth of Main Streets and downtowns by using public art and design to draw people to these spaces
1  Arts Matter Advocacy Day

In a demonstration of growing power, nearly 600 people gather in Boston to meet with legislators to urge them to invest in the arts, support arts education, and fund public art.
Override of the Governor’s Veto

For the third year in a row, MASSCreative successfully organized to defeat a veto of arts funding by Gov. Charlie Baker. Between 2015 and 2017, the collective action of the arts leaders and supporters restored $11.6 million to state funding of art, culture, and creativity.

Override restores $3 million in badly needed funds for the arts and creative community

Mass Cultural Council

Funding remains at $14 million for 3rd consecutive year, 50% of funding levels from late 1980’s

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During the November elections, MASSCreative and its local partners inject arts and culture into Mayoral and City Council races across the Commonwealth. We cultivate arts champions by running Create the Vote campaigns in 118 municipal and state races across the Commonwealth.

3 Elections Matter
4 Arts Education

Working to reverse a downward trend of access and participation in arts education, MASSCreative partners with a coalition of groups including Arts|Learning, EdVestors, Mass Cultural Council, and Boston Public Schools to change policy. A 10-month campaign convinces state officials to prioritize and upgrade arts education in the Commonwealth’s K-12 curricula.

Over the past two decades, arts education has faced a fundamental shift in how Massachusetts schools deliver arts instruction. The nation’s first state mandate for visual arts and music education in the 1950s has been replaced by a piecemeal selection of content. With a growing body of research connecting arts education to student achievement, 21st century skills, and social/emotional development, the time is right for a comprehensive rewrite of the Commonwealth’s first arts education curricula in 20 years.

First-arts-education-curricula rewrite in 20 years

Expanded school report cards for the first time will document access to and participation in arts education

62 legislators co-sign letter to then State Education Commissioner Mitchell Chester.

62 450 public comments

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5 Creative Placemaking

Working to build more vibrant and connected downtowns, MASSCreative partners with the Massachusetts Association of Community Development Corporations (MACDC) to promote the economic growth of Main Streets and downtowns by bringing beauty and vibrancy to these spaces with public art and design.

 MASSCreative and MACDC hold four workshops in Salem, Worcester, Holyoke, and Boston to bring developers and artists together to discuss ways to build more vibrant and welcoming public spaces that will bring people together.

Boston and Amherst pass municipal public arts programs, joining Cambridge to dedicate a percentage of capital funds to public art and design.
5 Years of Impact

Bringing together leaders, supporters, and partners of the arts and creative community, MASSCreative delivers a strong and powerful voice for creative expression across the Commonwealth. Over the past five years, MASSCreative has boldly advocated for the resources and support working artists and creative community needs to build vibrant, healthy, connected, and equitable towns and cities across the Commonwealth.

Advocacy by arts leaders and supporters pushes Governor Patrick to triple state investment in Cultural Facilities Fund to $15 million, providing institutions with the capital needed to maintain, repair, and rebuild dozens of the Commonwealth’s cultural institutions.

After Gov. Baker vetoed more than half of the Massachusetts Cultural Council’s budget, MASSCreative organized arts supporters to send more than 12,000 messages to lawmakers requesting a veto override and each lawmaker heard from at least one constituent on the issue. Ultimately, 135 lawmakers signed a letter committing to override the veto, and funding was restored.

MassCreative was supported in 2017 in part by generous contributions from The Boston Foundation, the Barr Foundation, The Klarman Family Foundation, and the Defense Against Thought Control Foundation, Inc.

FINANCIALS

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<thead>
<tr>
<th>INCOME</th>
<th>EXPENSES</th>
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<tr>
<td>Individual Donors: $181,679</td>
<td>Direct Costs: $33,129</td>
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<tr>
<td>Membership Contributions: $317,779</td>
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<td>Speaking Income: $317,779</td>
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<td>Total Income: $280,665</td>
<td>Net Income: -$143,724</td>
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During FY 2016, MASSCreative received a $385,000 grant from the Barr Foundation for general operating support. The first installment of $200,000 was received during FY 2016. The final installment of $185,000 was received in FY 2018 and will be included in FY18 income.

LIST OF FOUNDATIONS

MASSCreative holds its second annual online Arts Matter Day with more than 400 arts and cultural organizations and hundreds more supporters participating on Twitter, Facebook, and Instagram. As the hashtag #ArtsMatter trended, we received hundreds more supporters participating in the March for Our Lives. MASSCreative organized arts issue of the Boston Mayoral campaign and each lawmaker heard from at least one constituent on the issue of the Arts. Ultimately, 135 lawmakers signed a letter committing to override the veto, and funding was restored.

MASSCreative opens first office in Fort Point neighborhood of Boston in 2012.
www.mass-creative.org
617-350-7610
15 Channel Center Street
Suite 103
Boston MA 02210