

Joshua M. Freeman
FOUNDATION

2019

ANNUAL REPORT

TRANSFORMING THE

Arts





OUR *Purpose*

Creating opportunities
that elevate the human spirit.



Joshua M. Freeman
FOUNDATION

The Joshua M. Freeman Foundation, a 501(c)3 nonprofit organization, was established in 2007 to honor Josh Freeman, the former Chair of the Carl M. Freeman Companies, after his untimely death in December of 2006. The Foundation seeks to honor Josh's passion and commitment to excellence by creating programs he would have been proud of. These programs include The Freeman Stage, an outdoor performance venue near Fenwick Island, which presents over 60 performances a year, and our Arts Access Initiative, which provides K-12 students and underserved families of Delmarva year-round access to high-quality, diverse arts experiences at no cost. Annually, more than 80,000 residents and visitors are impacted through our mission of creating opportunities that elevate the human spirit.

FROM OUR *President*

It's hard to believe that as we say goodbye to 2019, we are closing out a decade that has seen so much change. In 2010, The Freeman Stage was still in its infancy, hosting primarily local and regional acts on a small wooden stage. We quickly realized in those early years that we had tapped into a need and desire for the arts in the heart of the Delmarva Peninsula. It came from the local schools whose annual budgets did not allow for funding outside of a basic core curriculum as well as the residents who wanted easy access to cultural experiences.

Each year, we have expanded our reach and grown exponentially to satisfy that need and desire. And we believe that our community has been deeply enriched — culturally, socially and economically — because of our efforts.

As you'll read in these pages, we continue to break our own records — year-over-year — for the number of patrons (now standing at an astonishing 85,860), who have been touched by the foundation's

efforts, whether as an audience member at The Freeman Stage, a student at a local school or as a participant in one of our Arts Access Initiatives.

Of course, none of that would be possible without the time, talent and funding from our volunteers, patrons and sponsors. It has been my immense pleasure and privilege to preside over Joshua M. Freeman Foundation over the past decade as it has blossomed into a cultural tour de force, brimming with passion, energy and optimism that we pour into our local community. As we enter 2020, I have great confidence in our ability to continue fulfilling our mission of creating opportunities that elevate the human spirit. On behalf of the entire organization, I extend our heartfelt gratitude to our patrons, sponsors, volunteers and guests. Simply put, we would not exist without you.

Michelle Freeman

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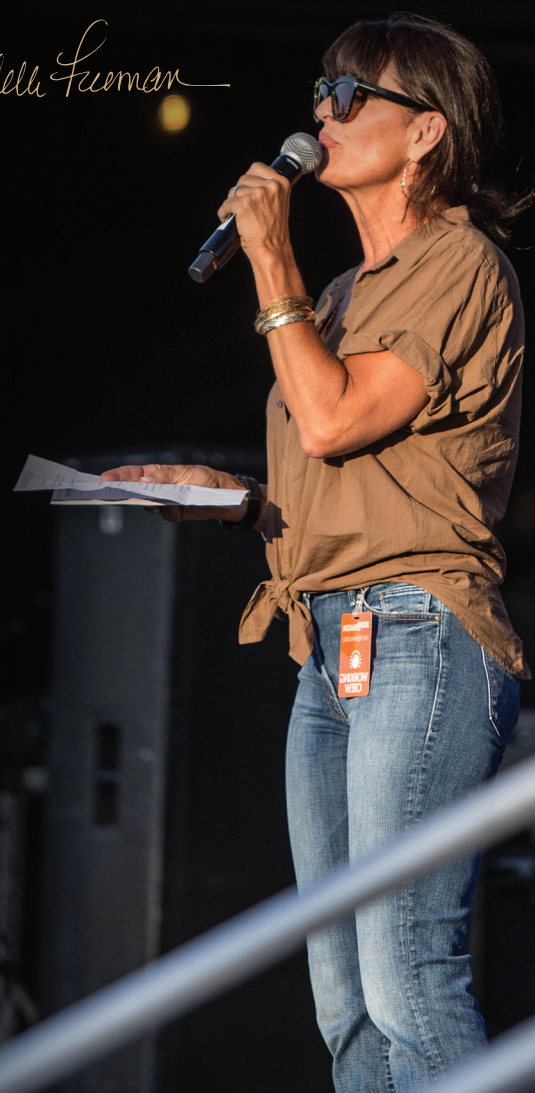
Greg Smith

Jose Somalo

Virginia Esteban-Somalo

Ginger Ward

Patti Grimes
Executive Director



OUR Programs

AT THE STAGE AND IN OUR LOCAL COMMUNITY

The Freeman Stage came alive on May 31 this past year and over the course of the next 50 days, 62 acts with more than 915 performers — singers, musicians, dancers, comedians and conductors representing every genre from rockabilly, hip hop, soul and reggae, to opera, folk, jazz and country — performed to the delight of our loyal fan base as well as first-time Stage visitors. This year saw first-ever Stage performances from Diana Ross, Steve Miller Band and Marty Stuart & The Mavericks. Our Arts Access Initiative program provides K-12 students and underserved families of southern Delaware and the surrounding region year-around access to high quality, diverse arts experiences at no cost. The initiative includes four programming elements: the Performing Arts Evening Series, the Young Audience Series, the Community Access Program and our Arts in Education program.

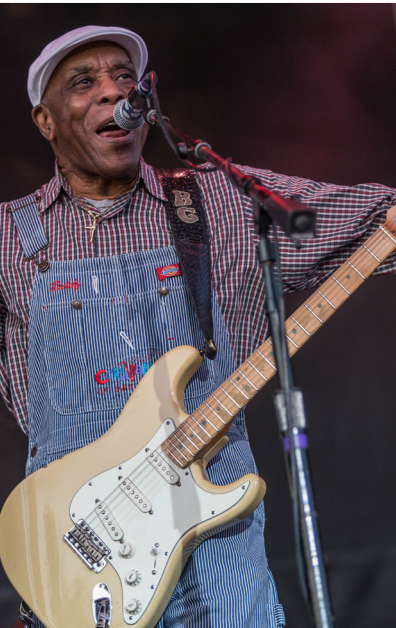


163

PERFORMANCES

915

PERFORMERS



85,860

PATRONS

Includes all performances, performers and attendees at The Freeman Stage and Arts in Education experiences in local schools.

ARTS IN *Education*

FROM PASTELS TO POETRY (WITH A LITTLE HIP-HOP IN BETWEEN!)

2019 saw over a 20 percent increase in both the number of Arts in Education programs as well as attendees. Students and faculty at 60 local elementary, middle and high schools were able to engage in a wide range of visual arts, music and literary programs, which were provided at no cost by the Joshua M. Freeman Foundation. The 2019 programs included harmonicist Gary Allegretto, Hip Hop Fundamentals and The Mayhem Poets, along with John Donato's Moving Pastels Project which continues to inspire a new generation of young artists.



24,566

ARTS IN EDUCATION ATTENDEES



101

ARTS IN EDUCATION
PROGRAMS

60

SCHOOLS IMPACTED

OUR *Guests*

FROM ACROSS THE COUNTRY TO RIGHT AROUND THE CORNER

After more than a decade, we take pride in the fact the Stage continues to be an inclusive place for our patrons to enjoy the arts. In 2019, we welcomed 61,294 patrons through our gates — representing 32 states — who created everlasting memories with their family, friends and loved ones. In addition, 740 members of the local community were able to enjoy a cultural experience at the Stage at completely no cost through our Community Access Program.



61,294

FREEMAN STAGE ATTENDEES



740

COMMUNITY ACCESS GUESTS

32

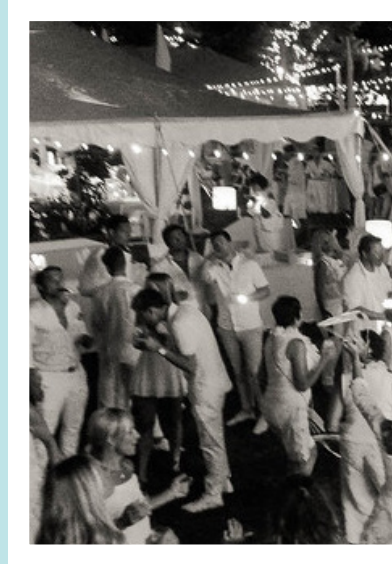
STATES REPRESENTED

OUR *Supporters*

SPONSORS, DONORS AND VOLUNTEERS ARE THE HEARTBEAT OF THE FOUNDATION

Each year, the ability to transform lives through the arts is made possible by the generous support of our sponsors, donors and volunteers. In 2019, we saw a record 454 sponsors step up to the plate with generous donations. While a large part of the appeal of our sponsorship program may be reserved seating and invitations to exclusive sponsor events, we are deeply indebted to those who are inspired to be part of our mission. The success of The Freeman Stage would not be possible without the help and dedication of our ever-growing team of volunteers. In 2019, our volunteer corps donated a total of 15,781 hours, which had a value of more than \$400,000 (based upon the Independent Sector rate of Delaware), and were once again

honored as one of the recipients of the prestigious Governor's Outstanding Volunteer Service Award. Though traditional fundraising efforts are essential to our organization, we also host two special fundraising events that put The Freeman Stage in the spotlight with current as well as potential new supporters. In 2019, The White Party and the Joshua M. Freeman Foundation Golf Tournament (accompanied by the Black & Tan Celebration) once again renewed the spirited support of a core group of sponsors, without whose generosity we would not be able to continue growing our impact in the local community. We are grateful for everyone who has donated their time, talent and/or treasure which allows us to continue to provide arts access to all.





454

FREEMAN STAGE SPONSORS

15,781

VOLUNTEER HOURS

OUR Donors

BASED UPON DONATIONS OF \$150 OR MORE

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OUR Donors

BASED UPON DONATIONS OF \$150 OR MORE

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 Gail Mitkoff
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 Grotto Pizza
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 Holden Family
 Holloway Funeral Home
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 Howard & Kathleen Crossan
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 In honor of Marc Grimes
 In honor of Maxwell DiPalma
 In honor of Michelle Freeman
 In honor of Leo Oberto
 In memory of Josh Freeman
 In memory of Hughie McBride
 In memory of Shelly Warsaw
 In memory of Barbara Hydro & Phyliss Wahl

In memory of Bill "Hammer" Hamilton
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2019 Highlights

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Louis & Jan Melton	Michelle Freeman	Pat & Dan Finocchiaro	Robert & Jane Dillon
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Maggie & Jim Pope	Mid Atlantic Symphony Orchestra	Patrick Davis	
Mal Mellington	Mid South Audio	Patsy & Cortez White	
Maplewood Dental Associates	Mike Kelly	Patty Paczan & Connie Marshall	
	Miken Builders	Paul & Maria Taltavull	

OUR Donors

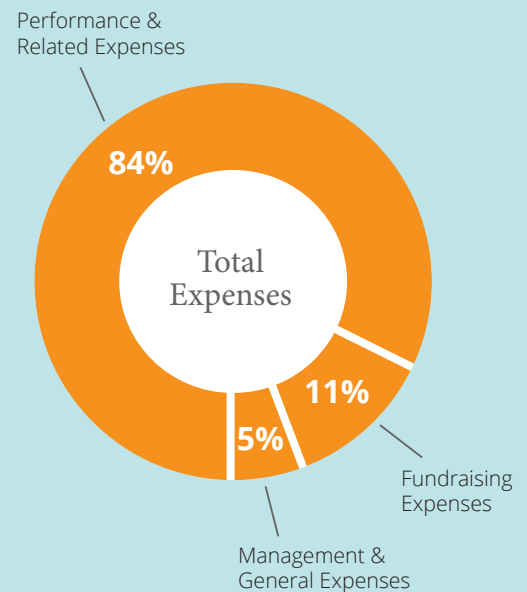
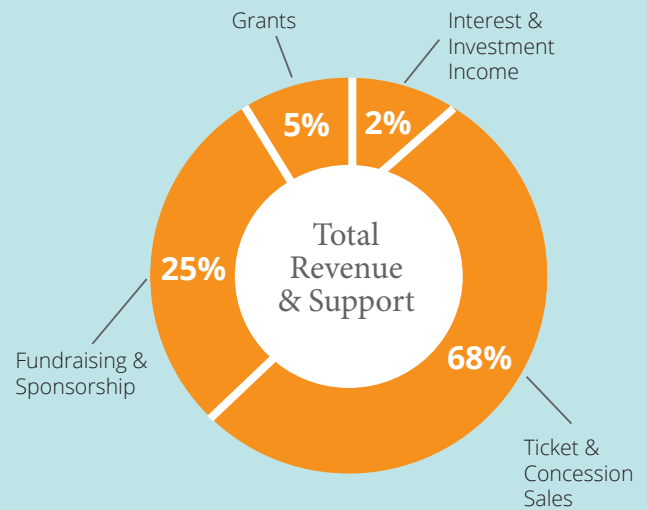
BASED UPON DONATIONS OF \$150 OR MORE

Robert Half Strategic Accounts	Shelby Dawirs	The Clayton Theatre	Tom Bowersox & Christine Shreve
Robert Leoni	Sherine High	The Condon Family	Tom Winner
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CONSOLIDATED *Financials*

\$ in Thousands (Unaudited)

REVENUE & SUPPORT	
Ticket & Concession Sales (Net Cost of Goods Sold)	\$3,381
Fundraising & Sponsorship (including In-kind Donations)	\$1,260
Grants - Local, State, Regional, Foundations	\$269
Interest & Investment Income	\$122
TOTAL REVENUE & SUPPORT	\$5,032
EXPENSES	
Performance & Related Expenses	\$4,019
Fundraising Expenses	\$549
Management & General Expenses	\$232
TOTAL EXPENSES	\$4,800
NON OPERATING RESTRICTED REVENUE	
Capital Campaign for New Facility	\$1,893



2019 Highlights

PARTNERS & GRANTS

The Joshua M. Freeman Foundation received financial support at the \$10,000 level or above from the following community partners in 2019:



Michelle Freeman
& Family



Sara Chase Carlson

Joan McVaugh

The Joshua M. Freeman Foundation received partial funding support for The Freeman Stage in 2019 from grants received and/or administered by:



Glasmann Foundation

The Joshua M. Freeman Foundation is supported, in part, by a grant from the Delaware Division of the Arts, a state agency, in partnership with the National Endowment for the Arts. The Division promotes Delaware arts events on www.DelawareScene.com.

THE Future

The Freeman Stage continues to grow and fill a need in the coastal region. We are delighted the community continues to support the arts in their backyard. Due to our success, it's time to create a sustainable arts venue, which is necessary to ensure access to the arts for everyone. Arts access not only enriches lives but is also an economic driver to the region. By the numbers, we've contributed \$68 million to the local economy since 2008 and more than 548,000 people have attended diverse arts experiences.



FREEMAN ARTS Pavilion

The Freeman Arts Pavilion is underway. The capital campaign will kick off in 2020 and we are grateful to the donors who have pledged or contributed to the initial phase of this campaign as well as those who will support us in the future.

Caroline & Nick Chahalís
Christine Shreve & Tom Bowersox
Crystal Trust
Don & Dianne Harlacher
Ginger Ward & Karissa Thacker
Greg Smith and Family

Jose Somalo & Virginia Esteban Somalo
L. Drexel Davison
Longwood Foundation, Inc.
Marc & Patti Grimes
Michael Guerrieri
Robert Bratt
Robert Engel

Sara Chase Carlson
Schell Brothers
State of Delaware
Sussex County Council
The Carl M. Freeman Foundation
Todd & Aimee Flubacher
Welfare Foundation, Inc.

OUR *Purpose*

Creating opportunities
that elevate the
human spirit.

Joshua M. Freeman
FOUNDATION

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