



Joshua M. Freeman
FOUNDATION

2016 ANNUAL REPORT



Making the arts possible



THE FREEMAN STAGE

at Bayside



Joshua M. Freeman
FOUNDATION

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The Joshua M. Freeman Foundation is a 501(c)3 nonprofit organization, donations to which may be tax deductible. A copy of our current financial statement is available upon request by contacting the Joshua M. Freeman Foundation at 31556 Winterberry Parkway, Selbyville, DE 19975 or 302-436-3015. For information related to state fundraising and solicitation requirements, please visit www.freemanstage.org

Delaware Division of the **Arts**

This program 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

Making the arts possible

LETTER FROM THE PRESIDENT

Since 2007, we have worked to make the arts possible in the Mid-Atlantic region. Through our Arts in Education program and The Freeman Stage at Bayside, we have been influenced and influencers in the arts. While it may have been an arts desert before, we've taken great strides in being a destination of joy – through beautiful music, great performers and a generous community. We are quite proud of the experiences and impacts we've made to over 322,000 patrons who've visited The Freeman Stage. In 2016, we continued to enhance lives, whether it was through performances by The Silk Road Ensemble and Yo-Yo Ma or hosting more than 8,000 students in May for an Arts in Education program ... our largest group to date.

The arts have always been a place to celebrate adversity and diversity – what we offer at The Freeman Stage is a respite from life, to come and experience joy.



Michelle Freeman with Yo-Yo Ma after his 2016 performance with the Silk Road Ensemble at The Freeman Stage at Bayside.

And none of this is possible without your support ... you've helped change people's lives. As we continue to grow and expand our reach, your support will continue to make an incredible difference. Thank you for being our partner in making the arts possible.



Michelle Freeman



90

PERFORMANCES



Our goal at The Freeman Stage is to ensure our patrons have a memorable experience while enjoying a diverse selection of programming. Generations of families, neighbors and friends are able to come to The Freeman Stage and delight in performances, such as dance, the symphony, theatre productions, tribute acts and national recording artists. We've set ourselves apart by being a vital source of cultural experiences and presenting this varied offering in an intimate setting everyone can enjoy.

15

National Recording Artists

76

Days of performances

407

Performers on stage





18,912

ARTS IN EDUCATION
GUESTS

In 2016, nearly 19,000 students in Sussex County and on Delmarva participated in a variety of arts experiences through our Arts in Education program. Whether it was creating a piece in our legacy mural project, connecting with the arts through our hip hop history workshop, finding their voice in our poetry program or watching the Washington National Opera – students from elementary to high school were involved in the arts in ways they might not be able to, otherwise. As we continue to create opportunities to elevate the human spirit and enrich lives, we look forward to advancing our Arts in Education program in local schools.

9

Participating School Districts

41

Arts in Education Events

3

Completed Mural Projects





62,381

PATRONS



Our 9th season at The Freeman Stage continued to break records with more than 62,000 patrons experiencing unique arts performances at the Stage. This means, since 2008, more than 322,000 people have come through our gates and enjoyed date night, girls night or a night of family fun! Whether it was their first visit or they've come for years, our patrons have made us an arts destination in the mid-Atlantic region.



13,908

VOLUNTEER HOURS



2016 was a big year for our volunteer program. Not only did we see our largest number of participants, but the Joshua M. Freeman Foundation volunteers were one of the recipients of the 2016 Governor's Outstanding Volunteer Service Award for the state of Delaware! This was a coveted and well-deserved honor for our volunteers as it would not be possible to further our mission – at The Freeman Stage and in schools – without these dedicated individuals. We are truly thankful for their commitment, hard work, love of the arts and their community.

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STAGE SPONSORSHIPS



Our mission at the Joshua M. Freeman Foundation and The Freeman Stage is to make sure we continue to create opportunities for our community, especially children, to have access to diverse cultural and arts experiences. Our sponsorship program is an opportunity for individuals and businesses to be our partner in providing the arts to our region. We are so thankful for their support and desire to be a part of something impactful in the community.

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FUNDRAISING EVENTS



Traditional fundraising efforts, such as Dine & Donates, are essential to our organization. However, we also host special fundraising events that put the Joshua M. Freeman Foundation and The Freeman Stage at Bayside in the spotlight with potential new supporters. In 2016, we had four such fundraising events: The White Party, the Joshua M. Freeman Foundation Golf Tournament and the accompanying Black & Tan Celebration, as well as the Spaghetti Dinner. Not only are these events fun for our guests, they are educational. Our guests walk away with a new (or renewed) awareness about how our organization is bringing arts awareness into the community and our schools.

A GROWING TEAM



Growth at the Joshua M. Freeman Foundation and The Freeman Stage is a word we use often when looking back over the last nine seasons. In all avenues — patrons, artists, volunteers, sponsors, etc. — we’ve seen tremendous growth since 2008. To better accommodate that growth, we added to our staff this year. In 2016, six new full-time employees joined the Joshua M. Freeman Foundation. These individuals joined a team who work hard to ensure the joy of the arts continues to enrich people’s lives on Delmarva.

PARTNERS & GRANTS

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

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



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Based on donations of \$150 or more

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Based on donations of \$150 or more

2016

FINANCIAL HIGHLIGHTS

The Joshua M. Freeman Foundation is recognized by the IRS as a 501(c)3 public charity.



REVENUE & SUPPORT

\$ in Thousands
(Unaudited)

| | | |
|--|----|-------|
| Ticket & Concession Sales (net of Cost of Goods Sold) | \$ | 1,936 |
| Fundraising & Sponsorships (including In-kind Donations) | | 1,360 |
| Grants - Local, State, Regional, Foundations | | 227 |
| Interest & Investment Income | | 121 |

TOTAL REVENUE & SUPPORT

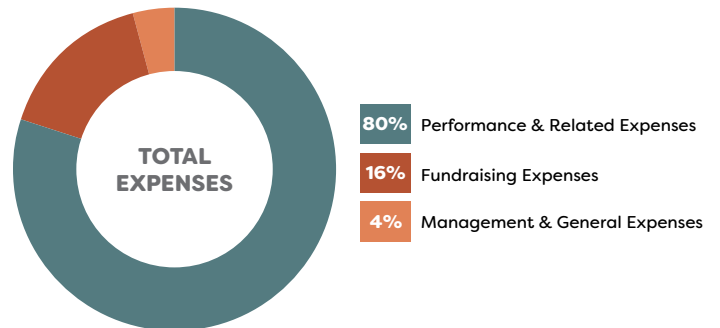
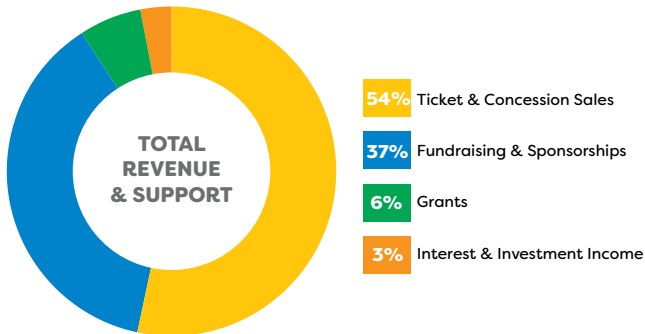
\$ 3,644

EXPENSES

| | | |
|--------------------------------|----|-------|
| Performance & Related Expenses | \$ | 2,794 |
| Fundraising Expenses | | 545 |
| Management & General Expenses | | 132 |

TOTAL EXPENSES

\$ 3,471



On to the next Stage

THE FREEMAN STAGE
at Bayside

Our Future

At the end of the 2016 season we said goodbye to a mainstay at The Freeman Stage – the wooden, covered stage that has been the backdrop of many memories and the platform for thousands of performers. Although we are sad to see it go, the removal of the stage signifies our growth as an organization because of the love and support we've received from the community. A different stage will be in place at The Freeman Stage starting in 2017, which will allow for more diverse programming as well as a more desirable experience for the performers and production team. This different stage is just the next step in our evolution, which will continue with a new venue, called the Coastal Arts Pavilion at Freeman Park.



Enjoy this Stage in your life!

OUR MISSION

Partnering to present memorable performances
and provide inspired arts education for all.



Joshua M. Freeman
FOUNDATION

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