



Why does Gilmer Arts need to have an annual fundraising campaign?

With a robust annual fundraising campaign, Gilmer Arts can focus resources on high quality programs and events to elevate the arts and inspire and entertain the people and guests of Gilmer County.

Thanks to a generous pledge, every dollar raised during our **2019 All About Arts** campaign will be **matched 2-for-1**, up to \$30,000. That means a gift of \$100 becomes \$300. \$250 becomes \$750, and so on.

Award-winning Gilmer Arts is a 501(c)(3) non-profit organization whose mission is to promote passionate interest and active participation in the arts. Gilmer Arts provides free and ticketed educational opportunities and sensational events - for all ages - in the visual, literary and performing arts. Contributions, sponsorships and ticket sales help keep event prices reasonable, free programs available, and revenues in balance.

With a successful annual fundraising campaign, Gilmer Arts can expand programs for adults and youth to include: Children's Theatre, Culinary Arts, Dance, Acting and Music instruction and more.

Donations, ticket sales, and other contributions support all of the programs offered through Gilmer Arts as well as the upkeep and maintenance of the facilities, which include: exhibit galleries, classrooms, a gift shop, and the George Link, Jr. Gilmer Arts Playhouse.

Unlike most arts organizations, whose venues are owned by a public institution, university or municipality, Gilmer Arts owns its own buildings. Consequently, the organization needs annual donations to sustain its pledge to provide programs of value to the community in well maintained facilities.

Most non-profit arts organizations receive about 50% of their annual revenue from donation campaigns. However, Gilmer Arts has relied on more than 50% of its annual revenue to be from ticket sales, which has created unique financial challenges. The annual **All About Arts** campaign will help relieve some of those challenges, reduce debt and create a more solvent organization.

(...and there's more...)

What impact does Gilmer Arts have on the local economy?

Each year, Gilmer Arts hosts thousands of participants to events, performances, classes, lectures, gallery exhibits and more. Each event promotes local and regional artists, performers and art educators who attract local residents and out-of-town visitors to Ellijay and the surrounding area. Gilmer Arts also promotes local vendors, businesses, and individuals by offering sponsorship and advertising opportunities.

What are the benefits of donating to Gilmer Arts?

Every community thrives when the arts are elevated and easily accessible. Extensive research indicates that the Arts are a fundamental component of a healthy community - strengthening us socially, educationally, and economically.

(source: AmericansForTheArts.org)

Your support will ensure that Gilmer Arts is able to continue to offer high quality performances, live theatre, education, and creative programming for all ages.

Your donation is tax deductible and directly supports the mission of Gilmer Arts.

Help us reach our 2019 All About Arts goal of \$75,000 to support free and ticketed programs for adults and youth such as: Painting, Drawing, Pottery, Writing, Culinary Arts, Dance, Music, Acting and other outstanding programs in visual, literary and performing arts.

Triple Your Dollars Now Through September 30, 2019

Gift	All About Arts Designation & Benefits*	
\$ 100.	<i>Friend of the Arts</i>	Donor Listing on Website
\$ 250.	<i>Patron of the Arts</i>	Donor Listing on Website and Playbills
\$ 500.	<i>Silver Donor</i>	1 Free ticket to BEST concert, Donor Listing on Website and Playbills
\$ 1,000.	<i>Bronze Donor</i>	2 Free tickets to BEST concert, Donor Listing on Website and Playbills
\$ 2,500.	<i>Gold Donor</i>	Playhouse Flex Pass, Donor Listing on Website and Playbills
\$ 5,000.	<i>Platinum Donor</i>	2 Playhouse Flex Passes for 10 performances plus Donor Listing on Website and Playbills

(see next page for important details)

Thank you for your continued support of the Arts in Gilmer County!

Your tax-deductible gift should be made payable to Gilmer Arts with “All About Arts” in the memo. Donations may be mailed to 207 Dalton Street, Ellijay, GA 30540. You may also donate online at www.gilmerarts.com/AllAboutArts



*Triple Your Dollars
Now through Sept 30*

Gilmer Arts and Heritage Association is a 501(c)(3) non-profit organization. Your charitable donation to the All About Arts campaign is tax deductible at the base amount of your contribution, not at the resulting matched amount. All About Arts contributions are separate from annual sponsorship or membership payments. All donations directly support the fiscal budget for Gilmer Arts and the Gilmer Arts Playhouse.

The November 2019 BEST concert will be an evening of jazz with John Jorgenson and his Gypsy Band. Playhouse Flex Passes are to be used within 12 months of issue and are applicable only for the 2019-20 season. Attendance must be booked in advance by contacting Gilmer Arts at 706-635-5605 or 706-635-5626. For donors age 70 and up, a Direct Distribution from your IRA is non-taxable income and counts toward your required annual distribution. Contact your financial advisor for details.