

Joshua M. Freeman
FOUNDATION

2020

ANNUAL REPORT



FUTURE FOCUSED. MISSION STRONG.



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 Freeman Arts Pavilion, 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 advancing arts access for all through performance, education and advocacy.

FROM OUR *President*

Each year as we prepare this annual report, we take time to reflect on the impact of the foundation's mission in the last 12 months. Since our founding in 2007, we have proudly highlighted the growth of our programs in these pages, noting year after year, the steady increase in visitors to The Freeman Stage, students reached through our Arts in Education program, and members of the community able to partake in free arts experiences.

In the face of a global pandemic, those metrics by which we have showcased our past success are smaller this year. But they are in no way any less impressive than our accomplishments in prior years. In fact, I would suggest that 2020 brought to the forefront a story beyond the numbers. We had the opportunity to witness the resolve, grit and resourcefulness of the entire Joshua M. Freeman Foundation team, from our Board of Directors and staff, to our volunteer corps and dedicated sponsors.

COVID-19 has had a devastating impact on lives and livelihoods throughout our country and the world. The performing arts industry all but shut down, with only a handful of organizations across the country able to host live events. We could have easily followed suit and canceled our season all together. But we could not reconcile that decision with our deepfelt conviction that the arts are an essential part of the human experience, uplifting us and enriching our daily lives. Our "Special Season of the Arts" was a welcome respite for patrons who had the chance to safely spend an enjoyable evening listening to beautiful music under the stars in the midst of a global pandemic.

When we could no longer have in-school Arts in Education programming, we knew it was our mission to reach children and continue arts enrichment activities virtually. We pivoted and found a way.

This annual report celebrates the amazing work of the foundation in 2020 to fulfill our mission and purpose. My heartfelt gratitude goes out to everyone who contributed to this success: patrons, sponsors, volunteers, staff members and business partners. As we continue our efforts in 2021, we are committed to remain future focused and mission strong. The best is yet to come.

In gratitude,



MICHELLE D. FREEMAN, PRESIDENT
JOSHUA M. FREEMAN FOUNDATION

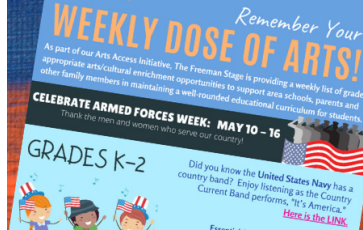


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- Ginger Ward
- Patti Grimes, Executive Director



February 20-28

March 3

April 9

June 5

June 12

August 5

2020

A Timeline of Unexpected Challenges HIGHLIGHTS OF OUR EXTRAORDINARY YEAR

February 20-28

Seaford Middle School Moving Pastels Project

March 3

Hip Hop Fundamentals performed "Intro to Hip Hop" for grades K-2

March 30

The Stage is Yours! is launched to showcase local musical talent on our social media channels

March 18

Original season reveal date is postponed due to COVID-19

May 6

Whimsical Masterpieces at Home with John Donato starts its 10-week run

May 5

JMFF participates in Giving Tuesday NOW, a global day of generosity to support those most impacted by COVID-19

April 9

Weekly Dose of the Arts debuts, providing 10 weeks of virtual arts activities for students in grade level groups

June 5

The JMFF Board of Directors approves moving forward with "Special Season of the Arts"

June 12

The Stageline SL 320 (mobile stage) is delivered and erected

June 6

The operations team begins work putting public health safeguards in place, including seating pods, hand sanitizer stations, food & beverage policies and staff training

July 9-12

Opening Weekend! Lower Case Blues, Technicolor Motor Home, Lauren Glick Band perform

July 7

Friends and Family "soft" opening featuring local band, The Stims

July 23-24

Broadway Stars: Under the Stars! Caroline Bowman and Austin Colby delight us with music from their storied Broadway careers



July 23-24



July 7



July 9-12



August 15

August 20

August 28

September 13

September 16

October 3

and Innovative Solutions

August 5
The Art of Yoga Series begins, featuring Wednesday night yoga + music in cooperation with SoulFire Collective

August 15
Starry Night Classic: New York City Opera and the Mid-Atlantic Symphony Orchestra

August 28
Category 5

August 20
Masters of Soul

September 4
Amish Outlaws

September 12
Closing night: Tusk: The Ultimate Fleetwood Mac Tribute Band

September 13
Volunteer Appreciation Event

September 16
Fall Young Audience Arts Explorers Series is launched on Wed. evenings (through October 28)

October 3
The 14th Annual JMFF Golf Tournament

October 26
JMFF staff moves into new office space at 31255 Americana Parkway

December 4
The JMFF Board of Directors approves the transition from The Freeman Stage to Freeman Arts Pavilion

December 31
Our end of year fundraising campaign, 2020 Strong, is the most successful to date

December 1
Giving Tuesday: Our 2020 campaign breaks all previous fundraising goals



September 4

Our Special Season of the Arts



2020 By the Numbers

Total Performances: 49

Total Number of Performers: 213

Total Number of Patrons: 11,410

Pivot

OUR SPECIAL SEASON OF THE ARTS

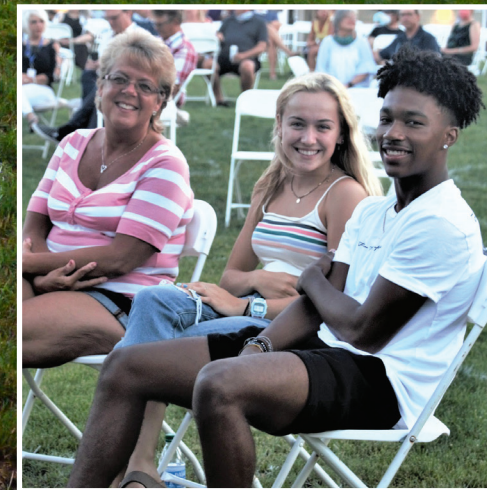
In order to safely host live performances during the global pandemic, the organization had to quickly put into place stringent public safety measures to protect patrons, performers, staff and volunteers. Central to that strategy was the innovative concept of “seating pods,” circular areas that were spaced six feet from each other, and could accommodate up to four individuals (family pods seating up to four adults and two children were made available as well).

Once the Board of Directors voted to move forward with a season, the operations team worked tirelessly over a five-week period to prepare the venue, and train the staff and volunteer corps for new safety protocols. Hand sanitizers, a cashless policy for food/beverages, grab & go snacks, floor decals, and hand washing stations were all put in place. Videos, social media posts and venue posters were created to educate patrons about the safety measures in place.

And then the question became, how will the public respond?

All doubts were erased on opening weekend, July 9-12, as grateful fans filled the lawn and enjoyed a few hours of music and fun under the stars. Every two weeks a new line-up of acts was announced, featuring local fan favorites, like Lower Case Blues, Kategory 5 and Tranzfusion, to beloved tribute bands, including Kashmir: The Live Led Zeppelin Show, Technicolor Motor Home: A Steely Dan Tribute and Sweet Baby James (James Taylor tribute). Word of mouth continued to spread, and the venue began to fill to its conservative capacity of 388 patrons.

By the time the season wrapped on Sept. 12, with a double-header performance by Fleetwood Mac tribute band, Tusk, we tallied 49 total performances (with 32 sold out shows), hosted more than 11,000 patrons, and provided 213 artists the chance to practice their craft in front of a live audience, for many the first time since the March shutdown.





ATTENDEES

2020 By the Numbers

Arts in Education: 5,253

Free Nightly Programming: 353

Young Audience Series: 910

Community Access: 362

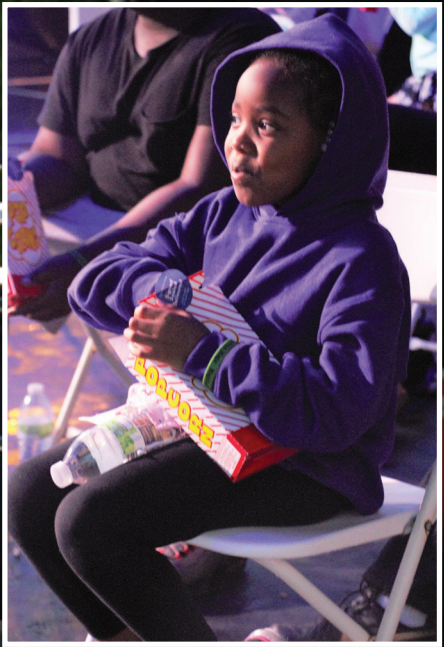
Total: 6,878

Arts Access Program

WHEN SCHOOLS WENT VIRTUAL, WE FOLLOWED

When our government and public health agencies mandated remote learning for our local schools, it meant all in-person Arts in Education programs were canceled. To continue providing arts enrichment activities — so vital to the students' academic, emotional and cognitive development — we created several virtual programs to support teachers and families.

- **Weekly Dose of the Arts:** A curated collection of grade-appropriate arts activities delivered via email to teachers and broadcasted on our social media channels.
- **Whimsical Masterpieces at Home:** Local artist John Donato led 10 weekly lessons online, guiding students to create fun works of art, using everyday materials that could be found at home.
- **Young Audience Series:** Free programming was available each Saturday morning at The Freeman Stage during the summer season, featuring children's theater performances, magic acts, dance and storytelling.
- **Fall Arts Explorers Series:** The fun continued Wednesday evenings at The Freeman Stage through the end of October for children and their families.
- **Creative Nourishment Kits:** Art Kits — complete with all supplies and step by step instructional worksheets in both English and Spanish — were assembled with the help of our volunteer corps.





2020 By the Numbers

Number of Sponsors: 428

Number of Volunteers: 97

Volunteer Hours 3,578

Value of Volunteer Hours: \$97,322

100% of Staff and Board of Directors made a financial contribution in 2020

Our Steadfast Supporters

THE COMMITMENT OF OUR SPONSORS,
DONORS AND VOLUNTEERS MADE IT HAPPEN

Each year, the foundation is dependent on the generosity of our sponsors to help us fulfill our mission. That was even more so the case in 2020, given the catastrophic decline in revenue from ticket and concession sales at the Stage due to the shortened season and smaller audience size. In addition to the dedicated group of 428 season sponsors who supported us, we saw an incredible outpouring of generosity for our other fundraising efforts in 2020, including **Giving Tuesday NOW** and **Giving Tuesday** (global days of philanthropy on May 5 and Dec. 1, respectively), **2020 Strong** (our end-of-year campaign) and the **14th Annual Joshua M. Freeman Golf Tournament**, held at the Bayside Golf Course on Oct. 3. These campaigns broke previous years' records and were instrumental in helping underwrite our ongoing programming. When we couldn't gather together for the Annual Summer White Party, prior attendees were sent a "**Summer White Party-at Home Kit**," with fun accessories (beads, flashing rings, boas, salt water taffy) that were reminiscent of the event.

With a reduced seating capacity of 388 (versus 2,700 in a normal season), our need for volunteer support was reduced, yet still vital to delivering our mission. A small but mighty team of 97 volunteers brought their smiles (evident even under their masks!), hospitality and welcoming spirit to the Stage for each performance, serving as ticket scanners at the gate and ushers on the green, lending a helpful hand wherever needed. We were particularly proud of long-time volunteer Maureen Griffith who was recognized with a prestigious Governor's Outstanding Volunteer Service Award for 2020 as an Emerging Volunteer Leader.

Whether time, talent or treasure, the unwavering commitment of our sponsors, donors and volunteers is the bedrock that supports the foundation's purpose in creating opportunities to elevate the human spirit.



Our Donors

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 Jay Creech
Doctors, Nurses & First Responders
 John Tiberi
Johsua M. Freeman Foundation
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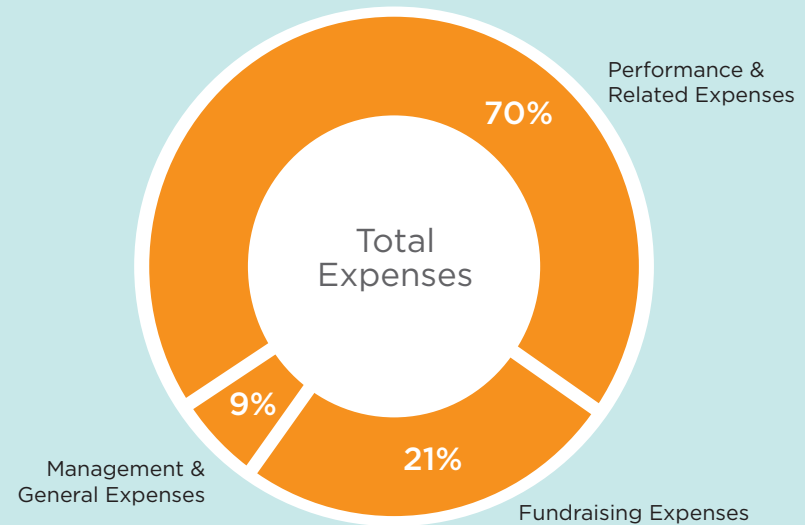
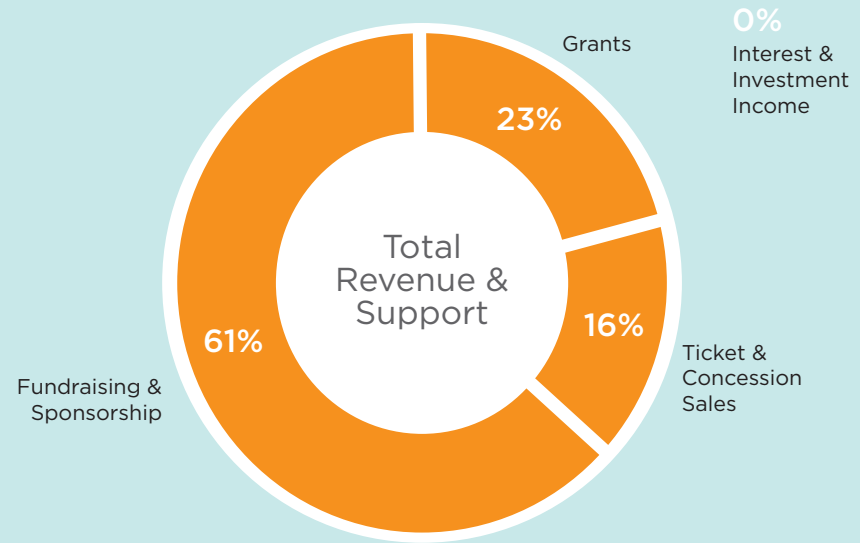
CONSOLIDATED *Financials*

\$ in Thousands (Unaudited)

REVENUE & SUPPORT	
Ticket & Concession Sales (Net Cost of Goods Sold)	\$335
Fundraising & Sponsorship (including In-kind Donations)	\$1,298
Grants - Local, State, Regional, Foundations	\$493
Interest & Investment Income*	(\$8)
TOTAL REVENUE & SUPPORT	\$2,118

EXPENSES	
Performance & Related Expenses	\$1,359
Fundraising Expenses	\$415
Management & General Expenses	\$185
TOTAL EXPENSES	\$1,959

NON-OPERATING RESTRICTED REVENUE	
Cash Donations for New Facility	\$3,051



* Loss is due to 2020 market fluctuations.

Partners and Grants

The Joshua M. Freeman Foundation received financial support at the \$10,000 level or above from the following community partners in 2020:



The Joshua M. Freeman Foundation received partial funding support for The Freeman Stage in 2020 from grants received and/or administered by:



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.



IS OUR *Present* AND OUR *Future*

On Jan. 1, 2021, the Joshua M. Freeman Foundation unveiled the latest chapter in our evolution by adopting a new brand consistent with our vision and commitment to our future as a premier arts organization on the Delmarva Peninsula. The Freeman Stage is now Freeman Arts Pavilion.

Although the new physical structure of the Freeman Arts Pavilion is still several years away, we have established a multi-phase plan that will allow us to expand our seating capacity in 2021, while still maintaining public safety protocols due to the pandemic. The newly purchased parcel of land adjacent to the prior Stage area will provide ample space for roughly 500 seating pods. Construction of the new pavilion will be done gradually over the

coming four to six years, limiting construction to the off-season (October through May). When complete, the new facility (see illustration above) will accommodate 4,000 patrons, with 1,100 under roof, and feature state-of-the-art sound, lighting and video capabilities, an expanded concession and dining area, and artists' dressing room and production space.

Our vision of becoming a world-class arts organization in this region will reap tremendous benefits for the entire community, and it will continue to serve as an economic driver for the region. Since 2008, we've contributed

more than \$73 million to the local economy for goods and services purchased by our patrons throughout the season. As we begin to rebuild the local economy in the coming months, we are steadfastly committed to do our part in supporting the fiscal health of the community.



Become Part of the Future with Freeman Arts Pavilion

Show your support for the future of the arts on Delmarva by donating to our capital campaign. Visit our website at freemanarts.org to learn more.

OUR Purpose

Creating opportunities that
elevate the human spirit.



Joshua M. Freeman
FOUNDATION

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