

2015 ANNUAL REPORT



Advancing the Arts



Joshua M. Freeman
FOUNDATION

Joshua M. Freeman
FOUNDATION

THE FREEMAN STAGE
at Bayside

OUR CORE PURPOSE

Creating opportunities to elevate the human spirit.

OUR MISSION

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

OUR VISION

A vital source of exceptional cultural experiences.



Advancing the arts in our rural community is no small task. It is one that we take on with responsibility and enthusiasm, with support from many. The honor of presenting and providing unique arts experiences is not one that we take lightly, but we know that it's important. The best communities are those with a strong, vibrant arts presence, and in 2015 we presented our most exciting and culturally rich season to date. Advancing the arts is a bold goal, but it's in action on a small scale. Children who have painted in mural programs sponsored by the Joshua M. Freeman Foundation are now bringing their parents to performances at The Freeman Stage. Patrons who only attended national recording artists previously now return for ballet or Shakespeare. Our efforts are working...and we have you to thank for that.

Take pride in what you've helped to achieve. You've helped to make more than impacts...you have changed peoples lives. The ripple effects will be everlasting. Our actions are dependent upon your passion, and together we will continue to advance the arts in our community.

BOARD OF DIRECTORS

Michelle Freeman • Stephen Huttler • Christine Shreve • Sara Chase Carlson • L. Drexel Davison
Jose Somalo • Virginia Esteban-Somalo • Cathy Davies-Harmon • Marnie Oursler • Alan Levin

Patti Grimes, Executive Director

73 EVENTS



When we start the programming process each season, we seek out arts experiences that are unique, enriching, and entertaining. Doing so, especially in an affordable manner, is no easy task. In 2015, we continued to offer a diverse selection of performances at The Freeman Stage at Bayside and throughout the community. These events included tribute bands, dance troupes, national recording artists, theatre productions, local performers on our Locals Under the Lights nights, global artists at Delaware Technical Community College, our annual Arts & Jazz Festival, a special evening for military veterans and their families for Operation SEAs the Day, painting workshops in local middle schools, and more. All together, 670 artists performed on our stage in 2015. Our patrons and supporters enjoy this varied offering of arts experiences, and that's what we're all about...creating opportunities to elevate the human spirit.

16 NATIONAL RECORDING ARTISTS



No one would have ever dreamt that rock and roll legends *Heart* would perform in Selbyville, Delaware...but they did, and they rocked the house.

Heart was 1 of 16 national recording artists to take our stage in 2015. That group included Daryl Hall & John Oates, The Beach Boys, Trombone Shorty & Orleans Avenue, Melissa Etheridge, Blondie, The Wailers, Heart, Big Bad Voodoo Daddy, Indigo Girls, Preservation Hall Jazz Band, Colbie Caillat, Christina Perri, Rachel Platten, Lyle Lovett & His Large Band, Rusted Root, and Aaron Tippin. When these artists come into town, the buzz from the community is louder than the sound that comes out of the speakers. With such talents on our stage, our simple venue becomes an intimate arena. Not only do these performances provide unforgettable experiences for our patrons, the revenue generated from those shows allows us to bring arts experiences back into the community.



56,236 PATRONS

Each year, The Freeman Stage at Bayside seems to become less and less of a secret. Our 8th season was another record breaking season, setting the bar higher than it's ever been before with 56,236 patrons enjoying a unique arts experience at the Stage or at various other opportunities that the Joshua M. Freeman Foundation sponsored in the community. That means since 2008, over 260,000 people have come through our gates. There were thousands of date nights, girls nights, family nights, and experiences shared between friends or community groups at The Freeman Stage in 2015. Ticket buyers came from 41 states, proving again that The Freeman Stage has become an arts destination in the Mid Atlantic region. Our vision is to be a vital source of exceptional cultural experiences. We believe that vision has become a reality for many of our loyal patrons and supporters.

10,971 ARTS IN EDUCATION IMPACTS



Our Mission: Partnering to present memorable performances and provide inspired arts education for all. In 2015, we were able to present those performances and provide that arts education to nearly 11,000 guests. Whether it was bringing Shakespeare to a local high school, continuing our mural painting program with artist John Donato in local middle schools, or bringing students from THEARC (Town Hall Education Arts Recreation Campus) in Southeast DC to meet Preservation Hall Jazz Band, we are constantly looking for ways to expose those to the arts who have been underexposed. We recognize the absence of the arts in our area, and we do our best to make sure that those in our community, especially children, are given the chance to see, and even participate in, a live arts experience.

6,100 VOLUNTEER HOURS



When you visit The Freeman Stage at Bayside, most likely the first smiling face you see is that of one of our loyal volunteers. In 2015, we grew our volunteer corps to nearly 150 members, and they contributed 6,100 hours of service...a 64% increase compared to 2014! Given that our full time staff is so small, we depend heavily on volunteers at The Freeman Stage, out in the community, and occasionally assisting in our office. In 2015 alone, their donated time had a value of nearly \$130,000 (*based upon the 2013 Independent Sector rate for Delaware*) and there's simply no way that our organization could be as effective without their time and talents. Though our volunteers may vary greatly in their life stages and motivations, they all share one common theme...a love for the arts and their community.

300 STAGE SPONSORSHIPS



Though some sponsors have reserved seating for many performances, the real benefit is what they are helping to provide for the entire audience. Without the generous support of our record breaking 300 Freeman Stage Sponsors in 2015, our vision of being a vital source of exceptional cultural experiences would not be a reality. These individuals, families, and businesses—our “sponsors”—share a mutual commitment to our community and a belief in our mission. It’s humbling to see the path that some sponsors take. Some start off as volunteers or seasonal employees who further their commitment and become a sponsor. Many area businesses start off as individual ticket buyers who want to be a part of something exciting and impactful in the community. Whatever path they take, we are thankful for their support each year.

4 FUNDRAISING EVENTS



Though traditional fundraising efforts are essential to our organization, occasionally 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 2015, we had 4 such fundraising events: The White Party, the Joshua M. Freeman Foundation Golf Tournament and the accompanying Black & Tan Celebration, and the newest event — Harvest, Harmony, and Hops. Not only are these sold out events fun for our guests, they are educational. Our guests walk away with a new (*or renewed*) awareness about how our organization is trying to bring arts awareness into the community.

PARTNERS & GRANTS

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



Sodoka, Inc. Charitable Foundation
Dedicated to the Art of Giving
The Family of Sara Chase Carlson



Mr. & Mrs. Peter (Jerry) Fitzgerald, Sr.

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



**MID ATLANTIC
ARTS FOUNDATION**



The Carl M. Freeman Foundation, established in 1960, has a long history of supporting nonprofit organizations – both large and small. The Foundation commits its time, talent and treasure to facilitate, support and promote innovative community-based leadership and giving. The Carl M. Freeman Foundation has been a substantial source of support of the Joshua M. Freeman Foundation since its inception. Other support is growing, but sustainability for the long term will require continuing growth in broad based community support, such as from the partners above.

532 DONORS

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\$1,174

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In Memory / In Honor Of:
Julie Gail Beisel
Bill Hamilton
Josh Freeman
Michelle Freeman
Eileen Drake Kowal
Sarah French

Based on donations of \$150 or more



2015 FINANCIALS

unaudited

REVENUE & SUPPORT

\$ in Thousands

Ticket & Concession Sales (net of Cost of Goods Sold)	\$ 1,573
Fundraising & Sponsorships (including In-kind Donations)	913
Contributions	149
Grants - Local, State, Regional, Foundations	315
Interest & Investment Income	111

TOTAL REVENUE & SUPPORT

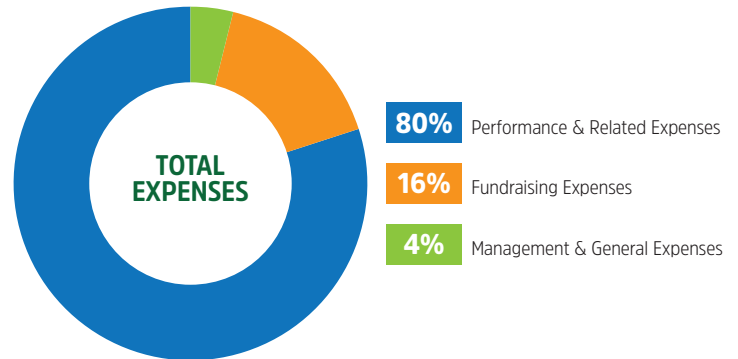
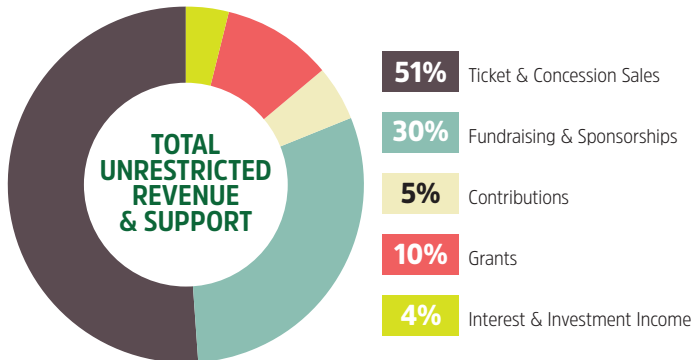
\$ 3,061

PRINCIPAL EXPENSES

Performance & Related Expenses	\$ 2,302
Fundraising Expenses	452
Management & General Expenses	128

TOTAL EXPENSES

\$ 2,882



LOOKING AHEAD

As we look towards our 9th season at The Freeman Stage at Bayside, we realize that our capacity to advance the arts is being limited by our physical space. When the Joshua M. Freeman Foundation built The Freeman Stage in 2008, we never imagined that it would host nearly 60 performances each summer. As well, we didn't anticipate the significant need for the arts in our community and schools, and the work that it takes to present them.

Our venue, our staff, our support, and our expectations must grow. It can't happen overnight though, and we will continue to rely on the support of our patrons, volunteers, and sponsors to help us along the way.

Thank you for joining us on this most important journey of advancing the arts. We could not do it without you.



Advancing the Arts: 2015 in review



Enjoy this Stage in your life!

Joshua M. Freeman
FOUNDATION

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Selbyville, DE 19975
freemanfoundation.org