

A man is seen from behind, wearing a light blue shirt, holding and playing a double bass. The background is a warm, golden sunset with the sun low on the horizon, creating a strong backlight effect. The man's hair is dark and slightly messy. The double bass is dark wood with metal hardware.

Joshua M. Freeman
FOUNDATION

2018

ANNUAL REPORT

TRANSFORMING THE

Arts



OUR *Purpose*

Creating opportunities to
elevate the human spirit.

CONTENTS

- 3 Message from our President
- 4 Our Programs
- 6 Arts in Education
- 8 Our Guests
- 10 Our Supporters
- 11 Fundraising Events
- 12 Our Donors
- 17 Consolidated Financials
- 18 Partners & Grants
- 19 Looking Ahead



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 Joshua M. Freeman Foundation seeks to honor Josh's passion and commitment to excellence by creating programs that he would have been proud of. With The Freeman Stage, an outdoor performing arts venue located near in Selbyville, DE, we act on that mission by providing unique arts experiences to more than 50,000 visitors a year.

FROM OUR *President*

It's been remarkable to see the evolution of The Freeman Stage since our debut in 2008. The last 11 seasons have been eye-opening and transformative. We have become a destination for many in the Mid-Atlantic region, welcoming more than a half a million people, and are currently the third largest arts organization in Delaware. Though our popularity and impact have grown, our core purpose has remained the same — creating opportunities that elevate the human spirit.

We are able to achieve our vision with the support of the community through donations, sponsorship, patronage and volunteer hours. We take your support seriously, and in 2018 our organization received accreditation from the Standards for Excellence Institute®. We are proud to be one of the select few nonprofit organizations who have completed this rigorous process for accreditation. Standards for Excellence provides assurances for all donors that integrity, transparency and systems are in place within the Joshua M. Freeman Foundation.

As we continue our arts journey, we look forward to continuing to present memorable experiences and we thank you for your partnership and unwavering encouragement.

2018 BOARD OF DIRECTORS

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President

Sara Chase Carlson

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Michelle Freeman



OUR Programs

2018 was a transformative year at The Freeman Stage as we presented our biggest season to date. From June 1 through mid-September, 61 performances took place over the course of 51 days with more than 892 performers who dazzled our guests. We continued to expand our offerings, which included first-time performers O.A.R., comedian Jeff Foxworthy and movie screenings of documentaries “Heal,” and “Andy Irons: Kissed by God.” Our Arts in Education program also exposed more than 20,000 students to a variety of arts experiences through 85 projects and programs.

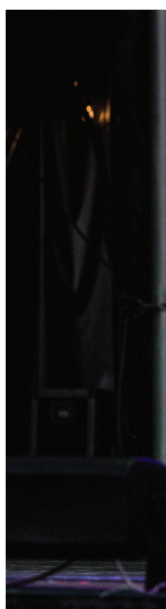


146

PERFORMANCES

892

PERFORMERS





78,748

PATRONS

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

ARTS IN *Education*



In 2018, 20,665 students in both Delaware and Maryland participated in a variety of arts experiences through our Arts in Education program. Through 85 projects and programs, students from elementary to high school were able to have a variety of arts experiences — which included theatre, music and dance, visual arts and literary arts — many who might not have these arts opportunities otherwise. This year, we introduced a new visual arts project for middle school students, The Moving Pastels, where students create self-reflecting character portraits within the pastel art form. We are continuing to partner with artist John Donato. In addition to providing instruction to the students using the pastel medium, he will create a stop motion animation film that is then premiered at the school. As we continue to create opportunities to elevate the human spirit and enrich lives, we look forward to continued growth in this program.



20,665

ARTS IN EDUCATION ATTENDEES



85

ARTS IN EDUCATION
PROGRAMS

13

SCHOOL
DISTRICTS



2018 Highlights

OUR *Guests*

After more than a decade of presenting the arts at The Freeman Stage, we take pride in the fact the Stage continues to be an inclusive place for our patrons to enjoy the arts. In 2018, we welcomed 58,083 patrons through our gates who created everlasting memories with their family, friends and loved ones.



58,083

FREEMAN STAGE ATTENDEES





1,112

COMMUNITY ACCESS GUESTS

36

STATES REPRESENTED



OUR Supporters

Each year, many of our most loyal fans open their wallets and provide substantial financial support for our organization. In 2018, we had 420 sponsors. While the appeal of our sponsorship program may be reserved seating and invites to exclusive sponsor events — including a new “Behind the Scenes” benefit — the real reward is what we are able to do with the dollars provided. Without the generous support of our sponsors, our mission of partnering to present memorable performances and inspired arts education for all would not be a reality.

The success of The Freeman Stage is possible with the help and dedication of our ever-growing team of volunteers. In 2018, our volunteer corps saw the most individuals yet, who donated a total of 15,835 hours, which had a value of more than \$403,000 (based upon the Independent Sector rate of Delaware). From parking attendants to greeters at the front gate, this group of helping hands is instrumental in providing an exceptional arts experience.

420

**FREEMAN STAGE
SPONSORS**

15,835

VOLUNTEER HOURS

FUNDRAISING *Events*

Though traditional fundraising efforts are essential to our organization, annually we also host special fundraising events that put The Freeman Stage in the spotlight with loyal and potential new supporters. In 2018, we had two fundraising events: The White Party and the Joshua M. Freeman Foundation Golf Tournament. These events are fun and also educational, as guests walk away with a new or renewed awareness about how our organization brings the arts to the community.



Joshua M. Freeman
FOUNDATION



2018 Highlights

OUR Donors

BASED UPON DONATIONS OF \$150 OR MORE

3rd Wave Brewing Company	Anonymous	Beebe Healthcare	Brice & Kathy Cropper
Abbot Downing	Anonymous	Bernie & Fran Lubran	BrightStar Consulting LLC
Acopia Home Loans	Apple Electric, Inc.	Bethany Blues	Bronfman E.L. Rothschild, LP
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Anne & Terry Geier	Bayside Wine & Spirits	Bonnie & Paul DiFebo	Carole & Gary Siegel
Anne Del Vecchio Powell	Beach Balls...snowballs are now a "shore" thing!	BOWA	Carolina Street Garden & Home
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Anonymous	Bearhole Farms	Brandywine Living	Carolyn & Jack Smith
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	DiFebo's Restaurant	Elizabeth Johnston	Gayle H. Widdowson
	Dillon Family		

OUR Donors

BASED UPON DONATIONS OF \$150 OR MORE

GCFL Productions	iHeart Media	Jim & Kim Hershfeld	Kathleen M. Matthews
George, Miles & Buhr, LLC	Image Engineering	Jim & Kim Logan	Kathleen M. Miller
George's Mixes	Integrated Technologies Group, LTD	Jim & Sherry Martinovich	Kathleen Witsil
Gerald & Emily Hocker	Iris & Russell Hobbs	Joan McVaugh	Kathy & David Green
Gillis & Lynn Green	J.D. Yeatts & Son, Inc.	Joe & Tina Pipitone	Kathy Jankowski
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Harris Teeter	Jeanine Soliman	John J. Pohanka Family Foundation Trust	L. Drexel Davison
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Howard & Kathleen Crossan	Jerry & Joan Krause	Julie & Bob Volker	Leonard Family
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2018 Highlights

Lisa Levine	Mary Appollina & Pam Petill	Mr. & Mrs. W.C. Raup	Peninsula Plastic Surgery, PC
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Martha Blair FitzGerald		Paul Townsend	
Marvin & Jane Long		Peg Hertrich	
Mary & Bob Kendall			
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OUR Donors

BASED UPON DONATIONS OF \$150 OR MORE

Richard and Claudia Fischer	Scott & Vickie Feinstein	Suzanne O'Brien	Tomchik Family
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Rob & Terri Clark	SEA Studio Architects	Tarte	Tracey & Dave Leatherman
Rob & Whitney Henry	Sean Gradomski	Terrance & Mary Jane Sheridan	Troon Golf, LLC
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Scot & Kim Hare	Sussex County Council		Wink Family
Scott & Carole Greenhaus	Suzanne E. Worrall		Worcester Preparatory School
Scott & Lisa Kammerer			

CONSOLIDATED Financials

\$ in Thousands (Unaudited)

REVENUE & SUPPORT

Ticket & Concession Sales (net cost of goods sold)	\$3,041
Fundraising & Sponsorship (including In-kind Donations)	\$1,572
Grants - Local, State, Regional, Foundations	\$382
Interest & Investment Income*	(\$59)

TOTAL REVENUE & SUPPORT **\$4,936**

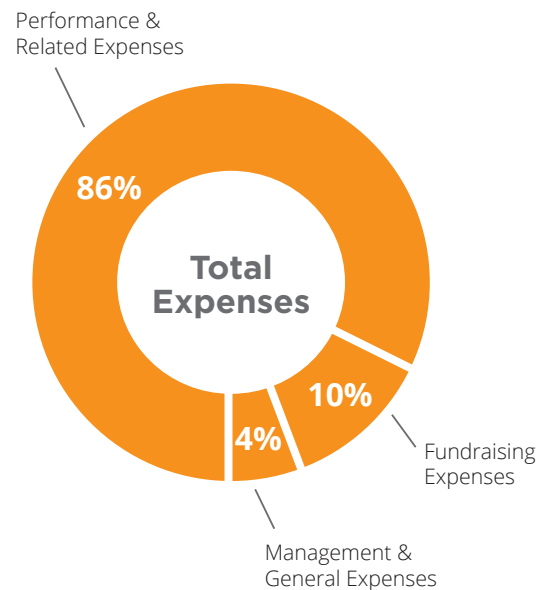
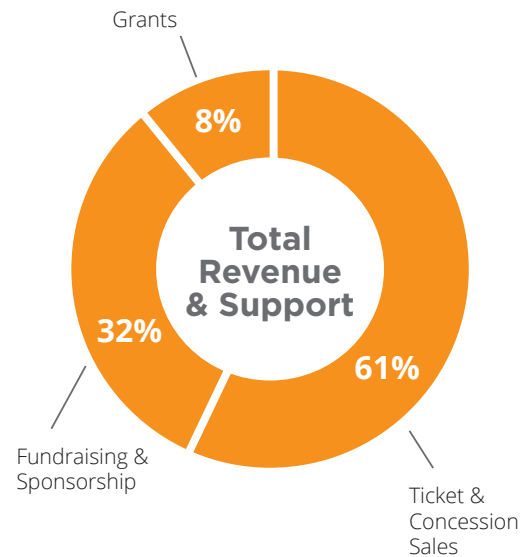
EXPENSES

Performance & Related Expenses	\$4,189
Fundraising Expenses	\$471
Management & General Expenses	\$204
TOTAL EXPENSES	\$4,864

NON OPERATING RESTRICTED REVENUE

Capital Campaign for New Facility	\$3,118
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* Loss is due to market fluctuations that occurred in 2018.
On a cumulative basis the overall gain exceeds the loss.



2018 Highlights

PARTNERS & GRANTS

The Joshua M. Freeman Foundation received financial support at the \$10,000 level or above from the following community partners in 2018:



Joan McVaugh

Michelle Freeman
& Family



Sara Chase Carlson
Celebrating the Art of Giving



SODEL
CONCEPTS



The Joseph Jeffrey Stein III
Foundation



BACCHUS
IMPORTERS LTD

The Joshua M. Freeman Foundation received partial funding support for The Freeman Stage in 2018 from grants received and/or administered by:



John J. Pohanka
Family Foundation
Trust



The Glassman
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 has grown exponentially since our first season in 2008. Gone is the covered, wooden stage — replaced now by an expansive music-industry standard stage to accommodate our programming. We continue to diversify our offerings — tripling the number of national recording artists we’ve presented in just one season. At the same time, we remain steadfast in maintaining free programs as well as our Young Audience Series for children. In addition, we are committed to our Arts in Education programs to provide high-quality arts experiences for students on Delmarva.

This growth has transformed the look of The Freeman Stage and our impact on the area. Access to arts and cultural experiences not only enriches lives but is also an economic driver to the region. Since 2008, we’ve contributed more than \$30 million to the local economy and more than a half a million people have experienced the arts as patrons.

While the look of our venue in the future may continue to change, the experience will remain the same as we continue to be pioneers of the arts in the Mid-Atlantic region.

FREEMAN ARTS *Pavilion*

The Freeman Arts Pavilion is the next step in the continued growth and sustainability of our mission in providing access to high-quality diverse arts programming for all. Thank you to these lead donors who have pledged or contributed in the initial phase of this campaign.

Carl M. Freeman Foundation

Ginger Ward & Karissa Thacker

Marc & Patti Grimes

Caroline & Nick Chalahis

Greg Smith and Family

State of Delaware

Crystal Trust

Jose & Virginia Esteban-Somalo

Todd & Aimee Flubacher

Don & Dianne Harlacher

L. Drexel Davison

Welfare Foundation, Inc.

Longwood Foundation, Inc.



OUR *Mission*

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



Joshua M. Freeman
FOUNDATION

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Selbyville, DE 19975
freemanstage.org

