

THE ROZSA FOUNDATION

2010 ANNUAL REPORT



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MESSAGE FROM THE PRESIDENT

This past year has revolved around people. Significantly, long-time Foundation associate, Cheryl McCarthy, bid both the Foundation and Canada adieu in June when she returned to her native Australia. One month earlier, community coordinator Cindy Hoskin had announced that her husband had been transferred out of province so she was saying good-bye as well. Fortunately, Ashley Humphreys knocked on the door of the Foundation and a smooth transition was made. Ashley is now comfortably and ably doing much of the administrative work of the Foundation. In particular, she keeps the website fresh and informative.

In addition to the staffing change, three new individuals joined the Rozsa Awards Jury, in addition to last year's recipient Tom McFall: from Edmonton, Margaret Bateman co-founder of Calder Bateman; from Red Deer, U of A Business School alumnus Damian Zapisocky; and from Calgary, Haskayne alumnus Tamara McCarron. Vital Business Solutions completed their third year as an awards sponsor, stepping aside to allow Structured Abstraction the opportunity to support the recipients. The Banff Centre has proven to be a valuable new sponsor as well.

In June, the Foundation held a special thank-you event for our awards partners and volunteers (evidence of our new volunteer policy). Framework Partners Inc. and the Haskayne School of Business received a glass sculpture made by Tyler Rock in recognition of their many years of support, and CKUA was acknowledged for their transition from a sponsor to partner role. The Foundation's new CPO representative, Kevin Libin, was in attendance as were Haskayne professors Drs. Piers Steele and Peter Sherer who had conducted grantee seminars earlier in the year.

Based on the feedback from seminar participants, the Foundation undertook a research pilot which includes a sector-wide survey to be conducted in 2011. The results of this inquiry will form the content of future seminars. In the area of grants, there were some helpful changes made, including improving the on-line query form and internal processing, as well as the introduction of a new evaluation approach.

The final initiative of the year was an evening in Edmonton at the School of Business “Beyond the Boardroom” dinner. The topic presented by the Foundation, “Social Dividends: The Business of Philanthropy” was followed by a stimulating discussion featuring past Rozsa Awards nominees and recipients.

In closing, I am pleased to report that the Foundation endowment has recovered most of the capital loss that occurred during the 2008 economic crisis. With this healthier balance sheet and the wonderful new people who are now involved with the Foundation, we look forward to a promising new year.

A handwritten signature in black ink, reading "M.L. Rozsa de Coquet". The signature is written in a cursive style with a large, stylized 'S' for 'Rozsa'.

M.L. Rozsa de Coquet

President

ABOUT THE ROZSA

Drs. Ted and Lola Rozsa, noted philanthropists, founded the Rozsa Foundation in 1990. Since their gifts of time, talent and treasure were focused on the Arts the Foundation has maintained this mandate, and now actively promotes the arts through grants, community involvement and advocacy. Rather than simply donating funds to help arts companies balance their books, the Foundation strives to be an agent of change by promoting artist and audience development, the arts management profession and a broader arts and business dialogue. The Rozsa Foundation believes that artistic expression is essential to the well-being of the individual and the community, and works to ensure that individual talent is developed, organizational capacity is enhanced, and opportunities for community participation are provided.

Amongst his many honors, on October 19, 2010, Dr. Ted Rozsa was inducted (posthumously) into the Calgary Business Hall of Fame in recognition of his oil industry leadership and innovation. This award is presented by Junior Achievement of Southern Alberta. Dr. Lola Rozsa attended the awards ceremony, and during her interview, charmed both the audience and host Peter Mansbridge of the Canadian Broadcasting Corporation.



Drs. Ted and Lola Rozsa

“A highlight of the Rozsa Arts Management Awards was meeting Lola and hearing her speech to the group, as well as taking an interest in each individual. She is a very special lady with an amazing family to carry on the Rozsa legacy. A big thank you for the time, effort and money you and your family

ARTS MANAGEMENT

The Rozsa Foundation seeks to increase the profile of the Arts management profession by providing professional development opportunities for arts managers, and by recognizing outstanding management work through the Rozsa Arts Management Awards.

PROFESSIONAL DEVELOPMENT

Jointly sponsored by The Haskayne School of Business at the University of Calgary, and the Rozsa Foundation, two professional development events were offered free of charge for managers of past and present grantee organizations this year. In February Dr. Peter Sherer, Associate Professor of Human Resources and Organizational Dynamics, led a highly interactive session entitled: Organizational Strategy: How to Differentiate Yourself in the Marketplace. Participants agreed the session was fun, informative and innovative.

In May, Dr. Piers Steel conducted a seminar entitled Motivational Leadership: Dealing with Procrastination. Participants were asked to submit personal and professional motivation challenges ahead of time and Dr. Steel addressed these challenges during his lecture. The session reminded us all that

“procrastination is not a strategy” and gave valuable tools for helping motivate staff and volunteers.

These Grantee Seminars not only allowed for valuable idea sharing and networking for the participants, but also provide an excellent opportunity for the staff of the Rozsa Foundation to connect with Arts professionals, discuss current sector needs and communicate the overall objectives of the Foundation.

MARKET RESEARCH

Working with Christina Colenutt of *Research and Insights*, the Foundation undertook a pilot study of administrative practices and informational needs of arts organizations in Calgary. A comprehensive survey of human resource

“Thank you all so very much for organizing such a useful and engaging grantee session. It's such wonderful and very innovative idea. The lectures and the films have given me much practical information to bring back to my board.”

2010 ROZSA AWARDS

The 2010 Rozsa Arts Management Awards reception on Thursday September 16, 2010 continued the tradition of bringing arts managers "From Back Stage to Centre Stage".

Building on a tradition of honouring the previous year's Award of Excellence recipient, the event took on a Craft Council

theme and a visual feast of crafts was set up for guests to explore while Loose Moose Improvisers entertained the crowd with their take on what happens when crafts get in the wrong hands! Many mayoral candidates (Including His Worship Naheed Nenshi) were in attendance and Honorable Wayne Cao brought greetings from the province. The 2010 Rozsa Awards benefits were

valued at \$110,000 which again provided recipients with cash prizes, personal mentoring, business management training and professional development

Award for Excellence in Arts Management and **Innovation Award** scholarships, customized business assessments, audits and financial system review, computer consultation services, opportunities for speaking engagements and paid attendance at events.



2010 Rozsa Award Nominees:

Front L-R: Dr. Dean O'Brien, Shirley Penner, Scott McTavish. Back L-R: Rose Brow, Ann Lewis-Luppino, Lou Morin, Lindsay Dann, Penny Ritco, Suzanne Mott

Congratulations to the 2010 Rozsa Awards Recipients:

"I had no idea how much this award might mean to me until I received it. I have been incredibly moved that those who nominated me as



PROFILING ARTS MANAGERS



The Rozsa Awards received substantial media coverage in 2010, bringing well deserved attention to our nominated arts managers. CKUA Radio Network increased their involvement with the Rozsa Foundation from sponsor to partner and also increased their coverage of the Rozsa Awards. An on-air discussion with past recipients occurred shortly after the awards celebration, and nominee interviews are heard weekly throughout the year.

“Vertigo Theatre boss takes prize”

–David Parker, Calgary Herald, “Calgary Business”

“Vertigo’s Mott wins Rozsa”

– Calgary Herald, “Daily Dish”



“Tribute to art admins”

–Bill Brooks, Calgary Sun, Calgary’s People



“Winner’s Circle”

–Recipients announced in Alberta Venture



“Rozsa Awards (congrats Suzanne Mott!) then 12 Angry

Men opening (thumbs up!) at Vertigo. Major buzz in

#vvr ”



“What an amazing





ARTS & BUSINESS DIALOGUE

In 2010, the Rozsa Foundation helped expand the arts dialogue to the political arena thanks to its involvement with ArtsVote Calgary. Helping with organizational development as well as outreach activities such as a mayoralty forum and a flashmob dance, the public voice cultivated by ArtsVote Calgary had a definite impact on the outcome of the civic election in October. It is the intention of ArtsVote Calgary to monitor policy decisions by City Council through-out their three year mandate. Given the fact that the Foundation is ultimately interested in systemic change favoring the Arts, on-going involvement in this endeavor will be maintained.

The ArtsVote logo, featuring the word "artsvote" in white lowercase letters on a red rectangular background.



In November, Foundation President Mary Rozsa de Coquet, addressed faculty and alumni of the Business School at the University of Alberta as part of their “Beyond the Boardroom” series. Arts managers Tom McFall (Alberta Craft Council),

Mary Philips–Rickey (Edmonton Opera) and Shelley Switzer (International Street Performers Festival) were highlighted in a far ranging discussion of the business challenges facing arts companies, and the social dividends they provide society.



Management Awards, The Haskayne School of Business and Framework Partners were presented with glass sculptures crafted by Tyler Beck. Rozsa

Pictured (L–R) Top: Ruth Ann Rayner, Tony Watfa, Vern Jones. Bottom: Dr. Piers Steel, Brenda Ann Marks, Mike Simoens, Tamara McCarron

ARTS GRANTS

Summary of 2010 Arts

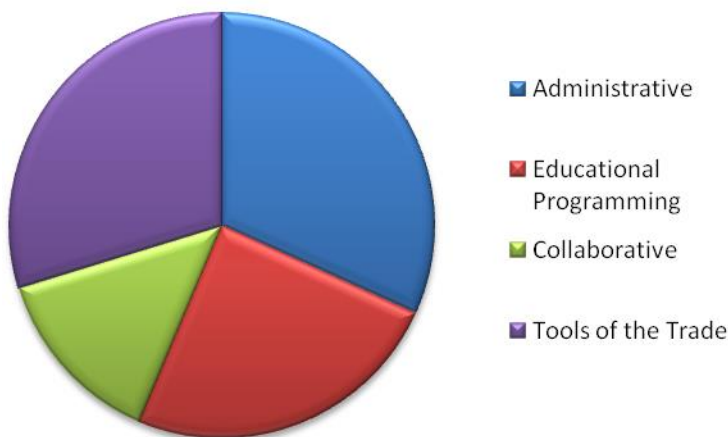
Grants:

Total Value of Arts Funding: \$112,438

Number of Grants Approved: 25

Number of Applications Received: 40

Grant Distribution



The Rozsa Foundation is constantly re-evaluating its granting strategy and processes in order to effectively address current gaps within the arts sector in Calgary and area. There is a commitment to go beyond the monetary donation by providing additional sources of information and assistance, and regular personalized monitoring of project progress to enable a more successful and positive funding experience for both the grantees and the Foundation.

2010 Grantee

Organizations:

Alexandra Writers Centre

Amici Strings

Calgary Folk Music
Festival

Calgary International
Film Festival

Calgary Multi-Cultural
Centre

Cantos Music Foundation

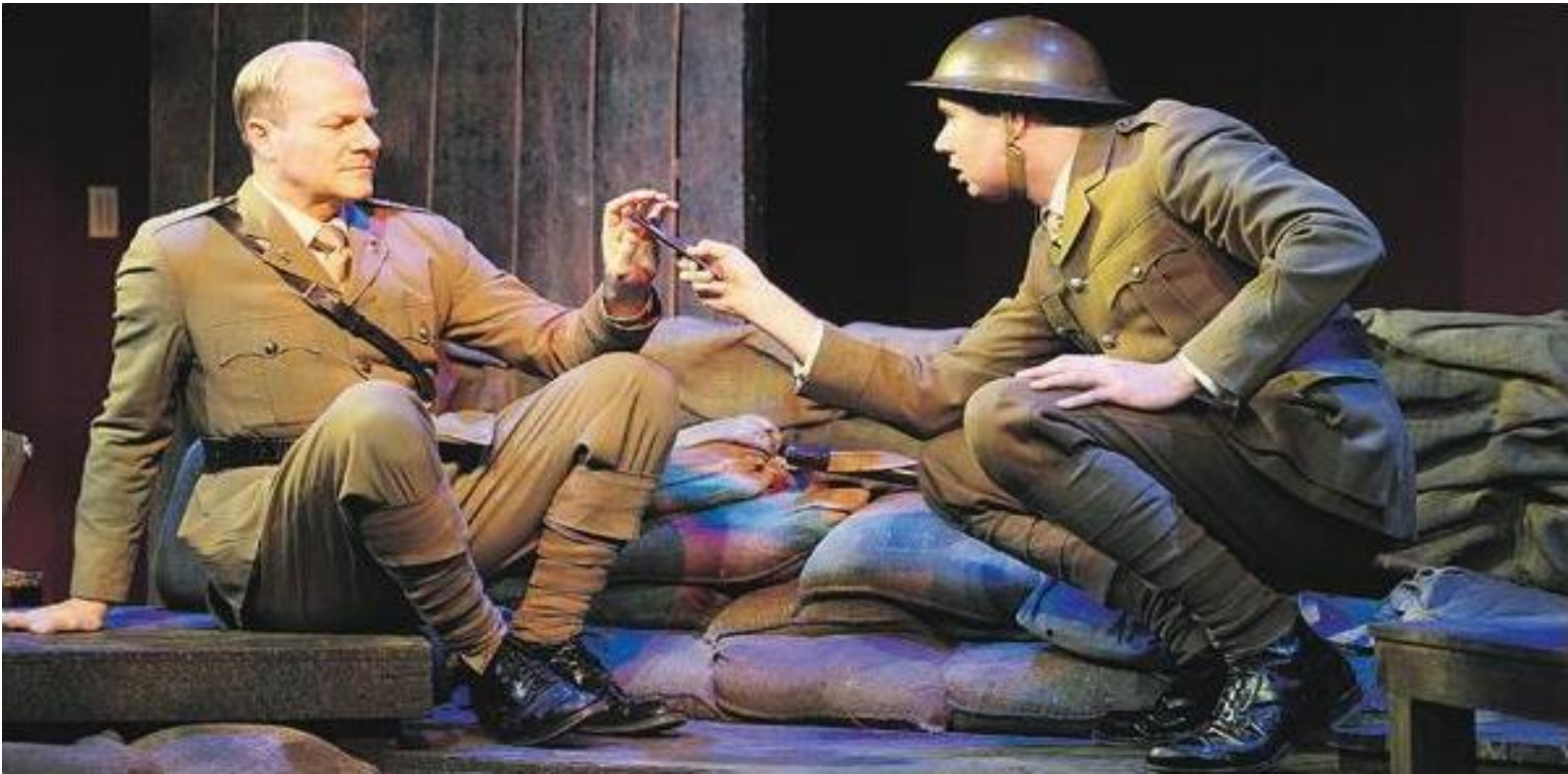
EPCOR CENTRE for the
Performing Arts
Festival Chorus

Forte Musical Theatre

Glenbow Museum

Ground Zero Theatre

“The granting process is one of the simplest...where the investment of time required is not greater than the potential



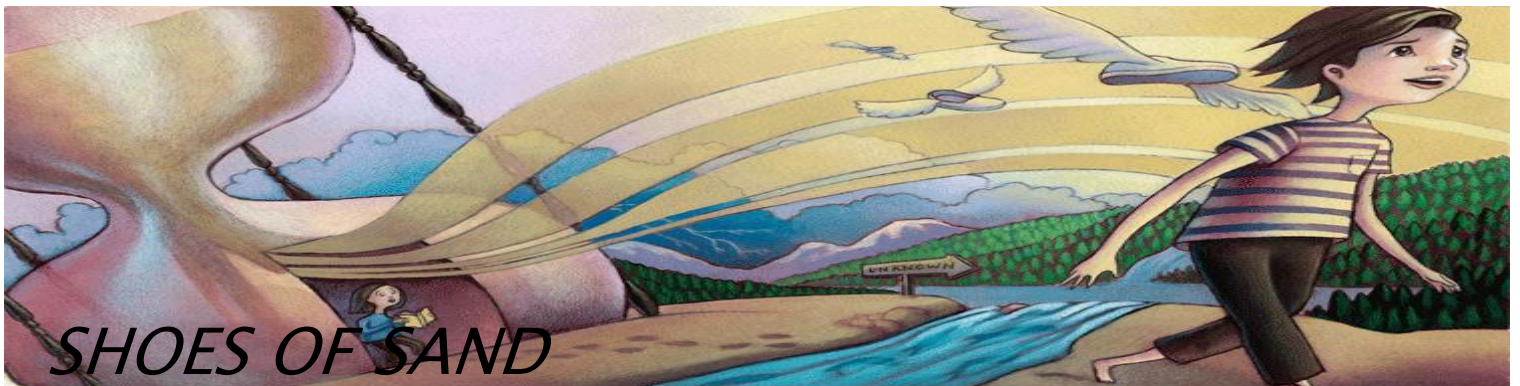
EDUCATIONAL PROGRAMMING

The Rozsa Foundation often funds the development of new initiatives which provide opportunity for artistic growth and experimentation. In 2010, four of the Five Educational Programming (EP) grants were new works and two of these were workshops.

Pictured above is a scene from Lunchbox Theatre's "In Flanders Fields". The foundation funded the workshop process and presentation for this new musical presentation. The grant allowed performers to be flown in from across Canada to attend the crucial the workshop that focused on incorporating music and a new female character into a previously created play. The run of the show was held around Remembrance Day and provided an educational opportunity for both students and adults to learn about history through the arts.

Other EP grants include another musical workshop (Forte Musical Theatre), family presentation (Pro Musica), season programming (Amici Strings) and

“The show never lets up, yet never feels rushed in covering considerable back-and-forth tracts of McCrae territory that, even from the midway point, stretches all the way from first asking Alice to dance, and McCrae-initiated poetry club readings, to the final moments that inspired the beloved poem we all learned by heart in



TOOLS OF THE TRADE

The main objective of the Rozsa Foundation's Tools of the Trade (TOTT) grants is to reduce the physical and technological barriers to artistic exhibition and performance in arts organizations.

Equipment and technology grants approved in 2010 addressed a variety of needs from hardware purchases to technology design services:

Cantos Music Foundation – ipod “Touch” Handsets for Reel to Real Program

Festival Chorus – Choir Performance Robes

Glenbow Museum – Blackfoot Shirt Exhibition Display Cases

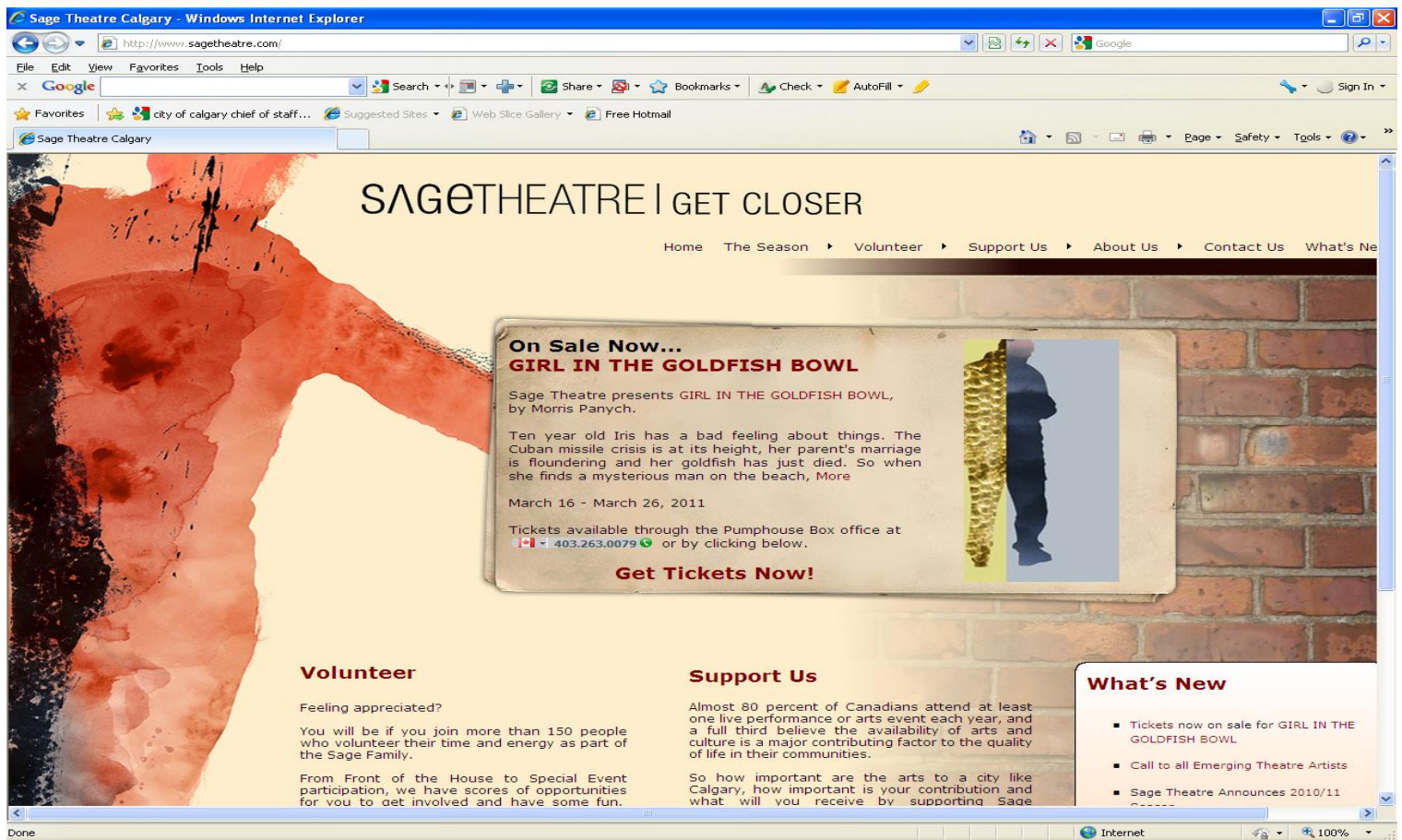
Ground Zero Theatre – MacBookPro Laptop to create new website

Quest Theatre – Puppets for the show Shoes of Sand

Trickster Theatre – New Sound Equipment

“When we later visited their class and asked them to try to explain what the shirts mean to them as Blackfoot youth, one of the students instantly responded:

‘Belonging. They’re about belonging and being Blackfoot.’...This sense of connection between contemporary Blackfoot identity and the shirts was expressed over and over again by all of the Blackfoot people who came to Glenbow to visit the shirts and learn from them...Another Blackfoot teacher said, ‘I’m emotional seeing these today. These are my people who fought for me to be here. ...The kids I teach



ADMINISTRATIVE CAPACITY

Part of the Rozsa Foundation's commitment to supporting, promoting and enhancing the practice of arts management is the allocation of grant funding to build the administrative capacity of individual arts organizations. These grants are not provided for salaries or basic operational costs, but rather for research and upgrades of financial, human resource and marketing systems that will have a lasting impact on the organization's long-term effectiveness and stability.

In 2010, the foundation funded both Sage Theatre and One Yellow Rabbit in building new websites. The EPCOR CENTRE for the Performing Arts was awarded a large grant in order to assist all resident companies currently using the Tessitura ticketing system. All companies will undergo a usage review in 2011 to ensure the new system is operating at full capacity.

WordFest received a grant for succession planning when long time General Director and Rozsa Award Recipient, Anne Green, stepped down and Jo Steffens assumed the challenging role. The Rozsa Foundation was proud to support WordFest's initiative to create an extensive plan to ensure the transition was successful for all staff and board members. We hope to have WordFest share their experience with other organizations in 2011 to encourage best practices among other small arts companies.



COLLABORATIVE PROJECTS

The foundation vision states that we look for opportunities for community participation in the arts. Collaborative Project Grants often bring together a variety of community groups, including companies with different artistic genres, a new configuration of artists from the same genre and other non-profit organizations. The diversity fosters innovation and strengthens community bonds.

The Calgary Folk Festival received a grant to produce “Acres of Dreams” a musical collaboration between Folk Fest, One Yellow Rabbit, Tooth Blackner Productions and the Calgary Philharmonic Orchestra. Featured musicians are spoken word singer Kris Demeanor, guitarist James Keelaghan, folk singer Wendy McNeill, Edmonton’s poet laureate/rapper Cadence Weapon, Emmy Award-winning composer Dave Pierce – and do not forget the orchestra!

The Alexandra Writers Centre Society will be publishing an anthology to celebrate their 30 year anniversary. While the celebration will honor their home in the cozy community of Inglewood, the anthology will represent a large group, with submissions from all members of the past 30 years.

“Meeting other artists was exhilarating...I feel I am being recognized as an artist in Calgary...I have the publicity...for the new artist in Calgary it is hard to open their own exhibition and this was a great opportunity to promote new

FINANCIAL SUMMARY

The Foundation endowment recovered most of the capital loss that occurred during the 2008 economic crisis, while maintaining strong community funding. In addition, existing awards partners and sponsors continued their generous support and new donors joined. As always, the arts companies in which the Foundation invests made efficient use of the grant monies, and leveraged it significantly. We saw even the smallest grant go a long way.

Rozsa Awards

Cash	\$20,000
<u>In-Kind Donations</u>	<u>\$90,000</u>
Total Contribution:	\$110,000

Program Donations

Discretionary Funds	\$23,500
Collaborative Grants	\$15,600
Tools of the Trade Grants	\$33,425
Educational Programming Grants	\$27,688
<u>Administrative Grants</u>	<u>\$35,725</u>
Total Contribution:	\$135,938

Total 2010 Community Contribution: **\$245,938**

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PARTNERS AND SPONSORS

The in-kind services, outstanding recipient benefits and profile offered by Rozsa Foundation partners, sponsors and supporters increasingly strengthen Foundation events and initiatives, and continue to establish the Rozsa Awards as the pre-eminent arts management awards in Canada.

2010 Rozsa Award Partners:

Deloitte.

HASKAYNE
School of Business



Framework

ckua
radionetwork

UNIVERSITY OF ALBERTA
SCHOOL of BUSINESS



Sponsors:

2010 Rozsa Award



*Suddaby, Peter
Debi Andrus*


The Banff Centre
inspiring **creativity**


Structured Abstraction

*Pictured (L-R) Drs. Roy
Sherer and*

"I know our Leadership Development staff is proud of the partnership with the Rozsa Foundation and the opportunity to offer a Banff Centre Leadership Development program/scholarship to an up and coming arts leader."

VOLUNTEERS

Volunteers in 2010 contributed as panelists, presenters and general helpers at Rozsa Foundation events, acted as Jury members for the 2010 Rozsa Awards and served as the CPO Board appointee representing the Foundation.

2010
Volunteers
Debi Andrus

Ana Arun

Margaret Bateman

Brian Dunsmore

Janice Florence

Bruce McAslan

Tamara McCarron

Tom McFall



j

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THE ROZSA FOUNDATION



BOARD OF DIRECTORS

Mary Rozsa de Coquet

Ruth Ann Rayner

Karen Rice*

President

Vice President

Secretary

Brenda-Ann Marks

Scott Rozsa*

Rozsa Award Liaison

Director

*missing from photo

MANAGEMENT

Mary Rozsa de Coquet, President

Ashley Humphreys, Community Coordinator



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