

ROZSA FOUNDATION

2008 ANNUAL REPORT

Exploring New Frontiers



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OUR MISSION, VISION & VALUES

The Rozsa Foundation believes that artistic expression is essential to the well-being of the individual and the community. We

acknowledge the value of the Arts through grants, community involvement and public dialogue,

focusing on not-for-profit arts companies active in the City of Calgary.

"The Rozsa Foundation is truly visionary in its support of the community, and of the arts, which are of such vital importance to the spiritual and mental health of a city."

Xstine Cook, Curator-Artistic Director,
Calgary Animated Objects Society

Our vision is that the experience of artistic expression is accessible to all members of the community: individual talent is developed, organizational capacity is enhanced, and opportunities for community participation are provided. The Foundation focuses on not-for-profit arts companies active in the City of Calgary, but offers a province-wide arts management competition.

2008 Achievements

GRANTS

Granted \$79,400 for local arts initiatives.

PARTNERS

The Foundation welcomed two national organizations, Deloitte and Touche and The Institute for Corporate Directors; and provincial educator, the Business School at the University of Alberta; as new Rozsa Awards partners.

DIALOGUE: THE ART OF BUSINESS

Held the North American book launch of "The Illusion of Leadership" by Piers Ibbotson at a luncheon co-sponsored by the Haskayne School and the Calgary Chamber of Commerce.

DIALOGUE: THE BUSINESS OF THE ARTS

Successfully introduced "sandwich seminars" in Calgary and in Edmonton. A panel of previous Rozsa Awards recipients and for-profit business leaders led a discussion of best business practices.

INTERNAL CAPACITY

The Rozsa Foundation continued to build its own internal capacity by securing permanent office space and hiring an Executive Director and an Event & Development Coordinator.

2008 GRANTEES

Alberta Theatre
Projects

The Art Gallery of
Alberta

Calgary Animated
Objects Society

Calgary Arts Summer
School Association
(CASSA)

Calgary International
Children's Festival

Calgary Philharmonic
Orchestra

Calgary Stampede
Showband

EPCOR Centre for the
Performing Arts

Foothills Brass

The New Gallery

Old Trout Puppet
Workshop

Red Deer Lake
School

Theatre Junction

Vertigo Theatre

2008 STRATEGIC OBJECTIVES

1. **AWARENESS & ADVOCACY:** Influence public discourse regarding the value of the arts, and the business of the arts through events, and direct participation on arts boards and advisory councils, or nomination of emerging leaders to those positions.
2. **ADMINISTRATIVE ENHANCEMENT:** Foster leadership and administrative enhancement within the arts sector through targeted capacity building grants and the annual Rozsa Awards.
3. **ARTIST & AUDIENCE DEVELOPMENT:** Support collaborative educational and engaging arts initiatives, focusing on not-for-profit arts companies active in the city of Calgary.

“The fine arts are crucial to the development of children and with more and more school programs being cut, it is important to find other opportunities for children to explore the arts. CASSA provides children with the opportunity to learn more about themselves and others as they engage in aesthetic fine arts experiences. We are grateful that the Rozsa Foundation has chosen to support this worthy program.”

JOANNE DYCK, PARENT OF CASSA PARTICIPANT

SOME HIGHLIGHTS

Awareness & Advocacy

The Rozsa Foundation champions the arts through community participation at a policy level, and a commitment to foster institutional change:

- Foundation appointee on the Board of the Calgary Philharmonic Orchestra.
- Foundation President Chairs the Calgary Arts Development Authority.
- Support of Philanthropic Foundations Canada and participation on their Board.
- Working with The Haskayne School of Business at the University of Calgary, and the Rozsa Center at Michigan Technological University, to create an on-line MBA in Arts management.

Artist & Audience Development

- Alberta Theatre Projects –Participation in their groundbreaking project, “Audience Engagement and Research Program: Measuring the Intrinsic Impact of the Arts.”
- Calgary Philharmonic Orchestra – First funder of the new children’s work, *A Paintbrush for Piccolo*. An engaging blend of live classical music, theatre and puppetry for Calgary audiences that will be produced in other Canadian cities.

Administrative Enhancement

Rozsa Arts Management Awards – This year, the Rozsa Awards were brought to life via a live broadcast by CKUA. Two new awards, which recognize innovative business practices and artist professional development, were created. Congratulations to the 2008 recipients:

Award for Excellence in Arts Management: Les Siemieniuk of Calgary Folk Music Festival

Innovation Award: Bob Davis of Rosebud Theatre

Human Resources Award: Murray Kilgour of the School of Alberta Ballet

PARTNERS AND SPONSORS

The Rozsa Foundation staff and board value our relationships with our partners and sponsors. Each year, we connect top business and education leaders with the best arts managers in Alberta – professional development is provided, business practises are refined, and communities are better served.

We would like to thank our generous partners and sponsors whose support has contributed to the Rozsa Award's value and reputation as the preeminent arts management awards in Canada. Their commitment ensures that the Rozsa Award recipients continue to receive the very best of Award benefits.

2008 Award Partners

- Deloitte & Touche
- Framework Partners, Inc.
- University of Alberta School of Business
- University of Calgary Haskayne School of Business

2008 Award Sponsors

- Calgary Chamber of Commerce
- CKUA
- Institute of Corporate Directors
- Vital Business Solutions

FOUNDATION STAFF

Mary Rozsa de Coquet, President

Cheryl McCarthy, Executive Director

Alexis Berezan, Event and Development Coordinator

BOARD MEMBERS

Mary Rozsa de Coquet, President

Ruth Ann Rayner, Vice President

Karen Rice, Secretary

Brenda-Ann Marks, Rozsa Award

Scott Rozsa, Director

FINANCIAL OVERVIEW

Like many charitable organizations, the Rozsa Foundation's endowment fund significantly declined in the fourth quarter of 2008. However, going forward, we will maintain granting levels.

Rozsa Awards

Cash	\$10,000.00
<u>In-Kind Donations</u>	<u>97,000.00</u>
Total Program Contribution	\$97,000.00

Program Donations

Discretionary Fund	\$20, 500.00
Infrastructure Grants	6, 000.00
Program Grants	42, 000.00
<u>Administrative Grants</u>	<u>900.00</u>
Total Program Donations	\$69, 400.00