

UNCSA
POWERING
CREATIVITY



The Campaign for UNCSA

Five Years of Impact
2016 - 2021



A new paradigm

2020's reimagined film version of "The Nutcracker" has been **viewed more than 116,000 times** worldwide to date — the largest audience in the 55 consecutive years UNCSA has presented the holiday favorite. It **raised \$230,394** in net funds for student scholarships.

Your gifts will shape the future—our future.



Dear friends and supporters,

I am thrilled to share with you this report on the most ambitious fundraising effort in the history of the University of North Carolina School of the Arts, *Powering Creativity: The Campaign for UNCSCA*.

When this campaign began in 2016 with a transformative gift from dear friend and former Chancellor Alex Ewing, we knew that there was tremendous potential to make an impact on UNCSCA and its students, faculty and staff that would propel our university into the future on a more solid financial footing than ever before. However, even our most optimistic projections did not fully anticipate the seemingly boundless enthusiasm and generosity that would be demonstrated toward this institution in the five years that followed.

Even in the face of a global pandemic and the worldwide contraction of the performing arts, our extraordinary donors helped us reach unprecedented heights. As you will see in this report, not only have we seen the highest levels of giving in university history, we have also seen the largest-ever individual gift, the largest-ever alumni gifts, and significant increases in the number of scholarships that UNCSCA is able to offer.

We have seen gifts arrive that are helping to transform the physical infrastructure of our campus, as well as gifts that help to better connect our university to the community that surrounds us and of which we are a part. Other gifts have helped our arts conservatories to build and expand programs that push the limits of technology and technique and prepare our emerging artists for a rapidly changing arts landscape so they can thrive no matter what the future holds. We have also received gifts that help to ensure that the faculty and guest artists whose knowledge and experience guide the academic and artistic growth of our students have the resources they need.

These gifts—your gifts—are hard at work on our campus, sustaining our artists and encouraging their work. This report contains just a small sample of the countless demonstrations of generosity we have witnessed over the past five years. We are grateful to each and every donor who made UNCSCA a philanthropic priority.

Thank you, sincerely, for your support. You truly are powering creativity in countless ways.

Brian Cole
Chancellor



Five years ago, UNCSA began its first major fundraising campaign in decades. With a lead gift from beloved Chancellor Emeritus Alex Ewing, *Powering Creativity* began quietly in 2016.

Launched publicly in September 2019, the campaign was the most ambitious fundraising initiative in UNCSA history. With a goal of \$65 million, it was poised to make a transformative impact on students, faculty, staff, and the wider community.

Thanks to the generosity of thousands of supporters, *Powering Creativity* soared past its goal, and the funds received are already hard at work, helping our emerging artists reach new creative heights.

***Powering Creativity* focused on five pillars:**

Scholarships: \$35,909,064

Faculty Support: \$5,552,959

Innovation: \$25,611,544

Living & Learning Environment: \$6,682,927

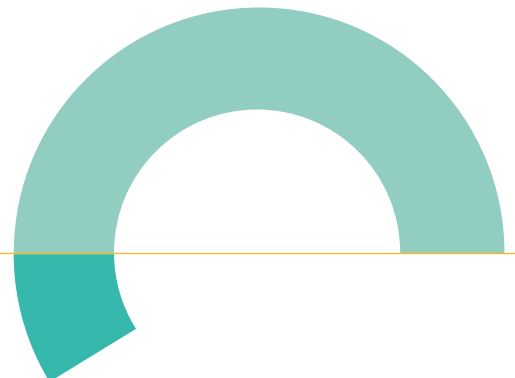
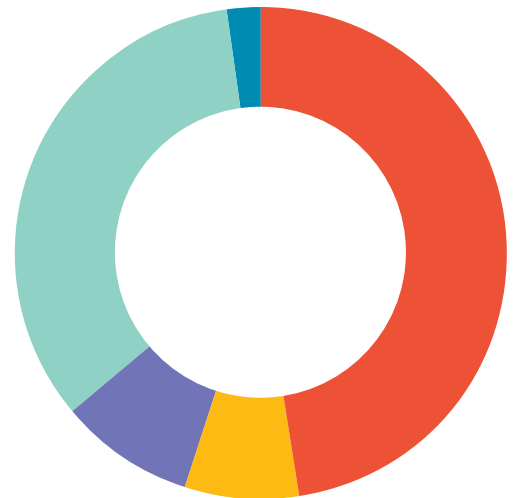
Community Engagement: \$1,583,464

Total Raised:

\$75,339,958

Goal: \$65 Million

Achieved: **115%**



Powering Creativity

The Campaign for UNCOSA

Highlights

Nearly **19,400** individual gifts made by more than **10,000** unique donors

More than **70** new endowed and current use scholarships created and **dozens more** expanded

More than **\$5.5 million** raised from UNCOSA alumni

New endowed professorships in the Schools of **Drama, Design & Production**, and **Music**, and in the **Division of Liberal Arts**

Renovation of the newly renamed **Alex Ewing Performance Place**

Creation or expansion of initiatives such as the **Institute for Performance Innovation**, the **Choreographic Institute**, the **Media and Emerging Technology Lab (METL)**, and the **Animatronics MFA program**

An endowed professorship supporting **guest artists**

Forty-one new planned gifts totaling more than **\$12.5 million**



Scholarships

Fueling Artists Who Will Shape the Future of the Arts

**We believe that talent, passion and dedication—
not financial circumstance—should determine
who has access to the high-caliber conservatory
training that UNCSCA provides.**

From the time that *Powering Creativity* was conceived, scholarship support was the single largest pillar of the campaign. In the end, the scale and scope of the investment in UNCSCA's emerging artists was nothing short of extraordinary.

The amount raised for scholarship support shattered the goal of \$25 million and is already making a permanent and lasting difference in the university's trajectory.

Transformative gifts came from every direction.

Some were received from trusted partners with long histories of support for UNCSCA. **The William R. Kenan, Jr. Charitable Trust**, for example, contributed \$5 million to expand the **Kenan Excellence Scholars program**. The program, which was initiated in 2005, provides in-state tuition, fees, and room and board for four years of study, with a focus on first-generation and minority students. The new gift by the Kenan Trust increased the number of scholarships awarded from 12 to 20 annually.

"The trustees of the William R. Kenan, Jr. Charitable Trust and I are delighted to support the expansion of this important program, helping increase access for even more young artists to the top-tier training offered by UNCSCA," said Tom Kenan, Kenan Trust trustee and emeritus member of the UNCSCA Board of Trustees.

Other gifts came from new friends and partners, including an unprecedented number of UNCSCA alumni. Two of the largest alumni gifts in university history were documented during the campaign period, both of which will support scholarships.

The first landmark alumni gift came from **David Loring, a 1968 high school graduate of the School of Dance, and his husband, John Dickens**. They established

a merit-based scholarship named for Loring in the School of Dance through a will bequest with an expected value in excess of \$2 million.

Originally from Waynesville, N.C., Loring had no formal dance training when he applied to be a part of the first-ever high school class at the newly established institution then known as the North Carolina School of the Arts. That was the first step in a dance career that would span decades, including time as a soloist with Het Nationale Ballet in Amsterdam, an international tour with Rudolf Nureyev, and time at the American Ballet Theatre, where his roles included the Tiller in Antony Tudor's final ballet, "The Tiller in the Fields." Loring then transitioned into musical theater, where he spent the rest of his career appearing in musicals such as "Mame" and "The Phantom of the Opera."

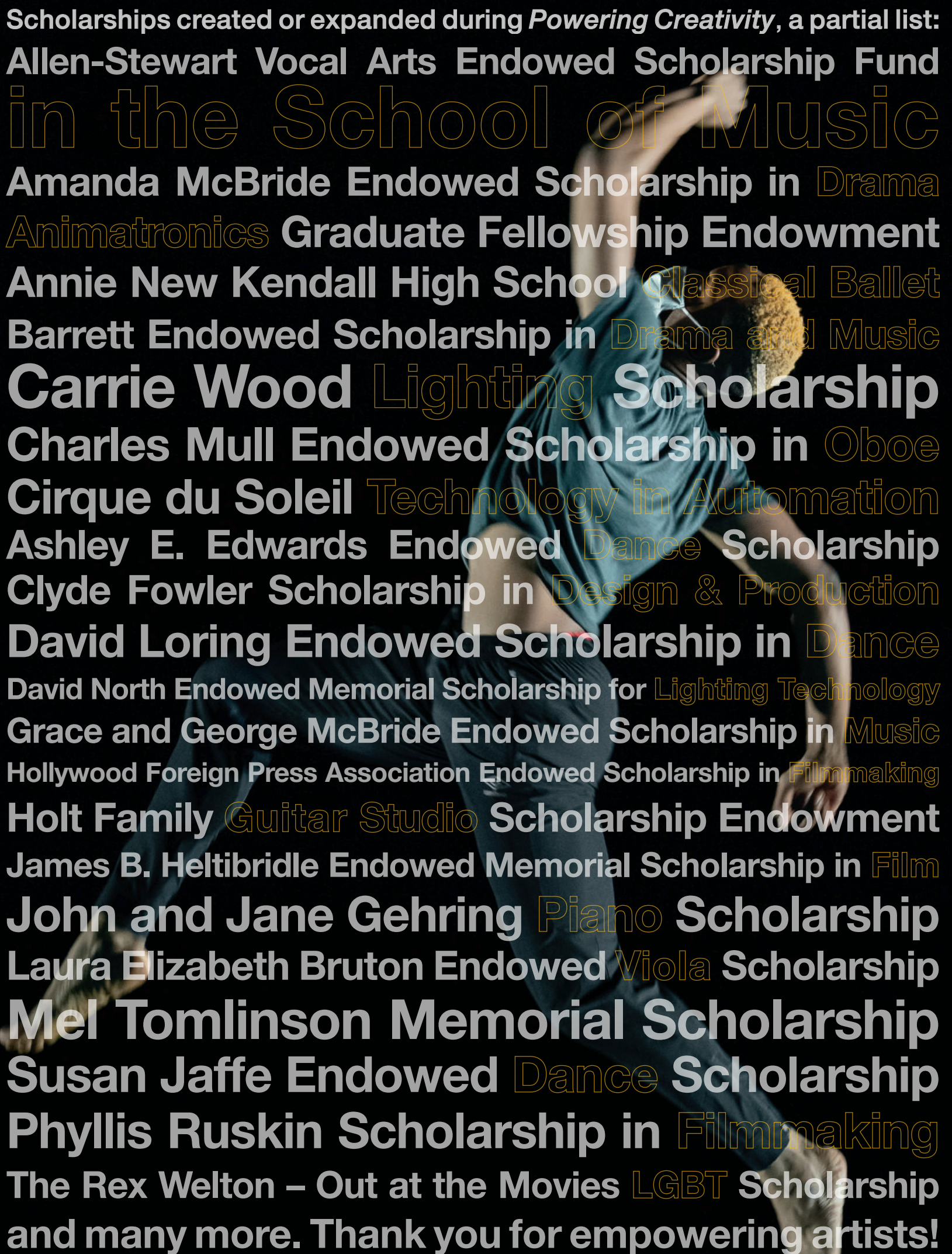
His journey to the School of the Arts and then to a professional stage career "was unheard of in the 1960s for a kid from Waynesville," Loring said. "I got there because I got help from a lot of places. We've come a long way since then, but there are always those people who need a chance, and we want to give that chance to somebody."

The other landmark alumni gift received during the campaign came from an anonymous graduate of the School of Music, who documented a \$2 million planned gift to support merit-based scholarships in that school. Other alumni support included a gift from Tony and Emmy Award-winning costume designer and **alumnus Paul Tazewell '86**, which established a merit-based scholarship for undergraduate students of color in the School of Design & Production.

"We are thrilled and humbled by these extraordinary demonstrations of support for our students," said Chancellor Brian Cole. "All of us at UNCSCA express our deep appreciation."

Total raised in support of scholarships:

\$35,909,064



Scholarships created or expanded during *Powering Creativity*, a partial list:

Allen-Stewart Vocal Arts Endowed Scholarship Fund
in the School of Music

Amanda McBride Endowed Scholarship in **Drama**
Animatronics Graduate Fellowship Endowment

Annie New Kendall High School Classical Ballet

Barrett Endowed Scholarship in **Drama and Music**

Carrie Wood Lighting Scholarship

Charles Mull Endowed Scholarship in **Oboe**

Cirque du Soleil Technology in Automation

Ashley E. Edwards Endowed Dance Scholarship

Clyde Fowler Scholarship in **Design & Production**

David Loring Endowed Scholarship in **Dance**

David North Endowed Memorial Scholarship for **Lighting Technology**

Grace and George McBride Endowed Scholarship in **Music**

Hollywood Foreign Press Association Endowed Scholarship in **Filmmaking**

Holt Family Guitar Studio Scholarship Endowment

James B. Heltibridle Endowed Memorial Scholarship in **Film**

John and Jane Gehring Piano Scholarship

Laura Elizabeth Bruton Endowed Viola Scholarship

Mel Tomlinson Memorial Scholarship

Susan Jaffe Endowed Dance Scholarship

Phyllis Ruskin Scholarship in **Filmmaking**

The Rex Welton – Out at the Movies LGBT Scholarship
and many more. Thank you for empowering artists!

Faculty

Supporting Faculty Who Are Changing the Artistic Landscape

Our world-class faculty is one of UNCOSA's greatest assets.

UNCOSA faculty are deeply engaged industry leaders and effective educators who are wholly committed to developing the next generation of artists.

The creative industry is rapidly evolving, requiring a reimagined arts education. With deep expertise in cutting-edge technologies and techniques, our faculty help students transition seamlessly into their careers, leveraging their industry contacts to provide UNCOSA's emerging artists with exceptional opportunities.

One way UNCOSA supporters stepped up to help recruit and retain top faculty is by creating new endowed professorships in the Division of Liberal Arts and in the Schools of Drama, Design & Production, and Music.

These professorships are, in many cases, eligible for matching funds from the University of North Carolina System that will greatly augment their reach.

"We are deeply grateful to our remarkable donors and to the UNC System for making these significant professorships possible," said Chancellor Brian Cole. "Endowed professorships play an extraordinarily important role in keeping UNCOSA competitive for top-tier faculty."

Anonymous donors created two new endowed professorships in piano—the **Clifton Matthews Distinguished Professorship** and the **Eric Larsen Distinguished Professorship**—that will help to ensure that top faculty members continue to thrive in the School of Music.

The professorships—both named for retired piano faculty—were created through gifts of \$500,000 each and were matched, dollar for dollar, by the UNC System Distinguished Professors Endowment Trust Fund. These gifts create significant endowments capable of funding the professorships in perpetuity. The initial recipient of the

Matthews Professorship is Dmitri Shteinberg, while the Larsen Professorship has been awarded to Dmitri Vorobiev.

Elsewhere on campus, UNCOSA received gifts totaling \$750,000 in June 2021 to endow a distinguished professorship from staunch supporters and members of its board of trustees. A gift of \$500,000 from **Michael and Amy Tiemann** of Chapel Hill, N.C. will endow a distinguished professorship in the Division of Liberal Arts. Their gift was met with an additional \$250,000 from **UNCOSA founder and Trustee Emeritus Thomas S. Kenan III**.

"For more than half a century, UNCOSA has trained artists and creative professionals to be excellent technicians and flawless craftspeople," said Michael Tiemann, a former chair of the board of trustees. "What really makes our students and alumni stand out, however, is the integration of a liberal arts education into the conservatory model, exposing them to history, literature, science, and systems of thought, expanding their perspectives and increasing their potential. You can see it in their performances and portfolios, and you can see it in the way they become leaders in their communities."

"We are grateful that Michael, Amy and Tom chose to support our university in this way," Cole said. "Our faculty are the lifeblood of our institution, and support like this helps us to bring the most talented, forward-looking educators available to our campus. By supporting the Division of Liberal Arts, this gift has the capacity to influence the educational trajectories of our undergraduate students."

Total raised for faculty support:

\$5,552,959



**School of Filmmaking
included in Top 50
entertainment
programs worldwide**

Variety

PICTURED:

School of Filmmaking faculty member Tom Ackerman leads a cinematography class.



PICTURED

School of Dance faculty member Ming-Lung Yang leads a contemporary class.



School of Design &
Production costume
design program among
Top 10 in the world



School of Drama #4
undergraduate acting
program in the world

Hollywood Reporter



School of Filmmaking
#5 in ranking of
Top 50 film schools

TheWrap

Innovation

Powering New Expressions of Creativity

The arts have always been about innovation: new ideas, new techniques, new voices and new methods of expression.

The support for innovation that UNCSA has received during *Powering Creativity* is already at work helping the school fuse conservatory training with advances in technology and technique, preparing our gifted emerging artists to tell timeless stories in relevant ways for the audiences of today and tomorrow.

Support for innovation represented a major pillar of *Powering Creativity*, and received a tremendous boost thanks to an anonymous \$10 million gift in 2016 to support cutting-edge technologies in the Schools of Design & Production and Filmmaking.

One such program is the groundbreaking new **Animatronics graduate program**, which welcomed its inaugural class in the fall of 2021. The program promotes out-of-the-box thinking and problem-solving by exposing students to the processes needed to design, build, and execute story-enhancing objects that encompass the frame, skin, and brain.

School of Design & Production Dean Michael Kelley calls animatronics “technology, mechanics and art blended together. By building on existing curricula in areas including stage properties, wig and makeup prosthetics, stage automation, and robotics, D&P will train the next generation of artists for leadership-level positions in the fields of creature/animatronic design, sound design, sound engineering, and mechanical engineering for the broader entertainment industry.”

The UNCSA animatronics program is unique because it focuses on storytelling. “As an arts conservatory,” Kelley says, “storytelling is at the core of everything we do. Our animatronics program is grounded in the arts, in utilizing science and technology to tell compelling stories.”

“We’ve built a graduate program that reflects our reputation for rigorous training and that will fill a specific need for the future of the arts and entertainment industry,” Kelley says. “Graduates of the UNCSA animatronics program will be in high demand.”

Another major initiative that grew, in part, out of the transformative anonymous gift is the **Media and Emerging Technology Lab (METL) in the School of Filmmaking**. METL launched in 2017 and is dedicated to the exploration

of using emerging technologies such as augmented reality (AR) and virtual reality (VR) across industries, including medicine, business, education, arts and culture, and gaming entertainment.

METL’s programs include the Immersive Storytelling Residency, which brings together writers, technical artists, and software engineers to create fully realized VR experiences.

“As one of the few immersive labs in the country to be housed in a professional arts conservatory, METL is uniquely situated to train and serve as a resource for the next generation of creative innovators,” said METL Director Ryan Schmaltz, who conceived the storytelling residency. “The residency brings together people with complementary skill sets, gives them room to develop an idea using METL’s technology and resources, and provides guidance and mentorship by key industry experts.”

Elsewhere on campus, innovation can be seen in countless other ways. In the School of Dance, for example, support from donors—including UNCSA Board of Trustees member **Noel “Skip” Dunn** and **Mia Celano**—made the **Choreographic Institute** possible. The Institute provides choreographic residency opportunities for professional choreographers each summer, where they collaborate with dance students to create and perform new works. The result is a creative laboratory that introduces UNCSA dancers to new artistic perspectives from across the globe.

The institute is beneficial for both students and choreographers. “I’ve never worked with this many dancers for a piece before—I think this was double the number,” says Marika Brussel, a 2019 Choreographic Institute resident and contemporary ballet choreographer whose works have been commissioned by ARC Dance, Columbia Repertory Ballet and Berkeley Ballet. “So right away, it was a big challenge for me. By embracing that challenge and talking to the other choreographers, I feel like my work has developed in unexpected ways.”

Total raised for Innovation:

\$25,611,544

Living & Learning Environment

Developing State-of-the-Art Facilities for Growth and Mastery

Emerging artists need space to thrive.



Thanks to the support of many donors, updated and enhanced spaces on UNCSCA's campus will enrich performances, build community, and foster artistic growth.

Studios, soundstages, rehearsal spaces, and performance and screening venues are vital classrooms and laboratories. For our faculty to prepare their students for the real world, the systems in these environments must meet current standards for industry technology.

"Enhancing the living and learning environment was one of five comprehensive campaign pillars and an objective of our Strategic Action Plan," said Vice Chancellor for Finance and Administration Michael Smith, who oversees the division responsible for campus buildings and grounds. "Succeeding at our mission of training the

most talented artists for the global entertainment industry requires a substantial investment in the facilities and technology that enable our expert faculty to prepare students for the real world."

One space on campus that has been transformed thanks to the generosity of donors is the **Alex Ewing Performance Place**, newly renamed in honor of the beloved former chancellor who gave the lead gift in the *Powering Creativity* campaign to support the renovation of the space. The Alex Ewing Performance Place opened more than 30 years ago, and critical upgrades to this vital on-campus performance space were long overdue.

"We were thrilled to be able to proceed with the renovation that is necessary to give our students the best possible learning experience in a facility that reflects current industry standards," said Associate Vice Chancellor for Facilities Management Steve Martin. Upgrades were made to both the **Gerald Freedman and Catawba theaters**, including replacing obsolete theatrical lighting and the installation of audiovisual equipment. In Freedman Theatre, the proscenium walls, which separated the stage from the auditorium, were demolished, and the stage was extended on both the left and right. New seats, carpeting, and paint were added and finishes were refreshed throughout the facility. Additionally, building maintenance, such as repairs to the roof and to the heating and air conditioning, were made.

Improvements to the living and learning environment on campus were not limited to building renovations. Donors also contributed to initiatives such as the **Piano Acquisition Fund**, which was used to purchase and service pianos, perhaps the most ubiquitous and indispensable instrument on the UNCSCA campus, used by students and faculty of many disciplines.

Our students perform at the highest level. Donor support is helping to ensure that the spaces where they learn and work are equal to the task.

Total raised for Living & Learning Environment:

\$6,682,927





PICTURED:

Spring Opera 2021
"L'heure espagnole"

PICTURED:

ArtistCorps members at work in schools throughout the community



Community Engagement

Strengthening Cultural Life Through Arts Experiences



UNCSA students are skilled, inventive, and ready to become champions of the arts for all.

By engaging with the community at large, our students enrich their journeys of expression and reach new audiences—ensuring that the arts continue to be the connective fabric of a vibrant society, open to and reflecting the experiences of everyone.

Support from *Powering Creativity* donors helps community engagement programs remain a vital part of the student experience at UNCSA, allowing emerging artists to share their work and broaden their horizons.

ArtistCorps, the primary community-focused initiative at UNCSA, was established in 2015 to help students engage in meaningful work in the community with a goal of improving the lives of North Carolinians from all walks of life through the arts.

ArtistCorps members work primarily with school-age children and seniors, providing arts instruction, integration and exposure throughout the Winston-Salem community.

Specific ArtistCorps projects include a program that brought UNCSA students from the School of Filmmaking to Brunson Elementary School in Winston-Salem, where they integrated film into the regular curriculum, engaging students in a new and different way.

“Here at Brunson, our teachers are versed in a lot of pedagogical styles,” Brunson Principal Jeff Faullin said. “When you bring in an ArtistCorps member who has a completely different skill set but is able to connect to those standards, our students gain exposure to the arts, the knowledge that the community is a part of their school, and a new path to learning.”

Through the years, scores of UNCSA students have participated in the program, contributing tens of thousands of community service hours and gaining priceless new perspectives along the way.

“My biggest takeaway was the community that ArtistCorps builds,” said Nia Franklin '17, who participated in the program during the 2016-17 academic year and later received the title of Miss America 2019. “So many people across the state of North Carolina were impacted—not only students but their families, the people that worked in the schools and day care centers that we served in, and the community that we had with our colleagues within ArtistCorps as we were building and growing together. That’s what the arts really foster—and it was just such a great and tangible example of that.”

“As artists ourselves, it is critical that we give back to our community,” said Moriah Hall '18, who served in ArtistCorps during the 2017-18 academic year and now works in the film industry. “We all have an instructor who made a difference in our artistic career. We owe it to ourselves to pay it forward to the next generation of artists and give back to the communities that we wish to inspire with our art. After all, our talents aren’t just for ourselves—they’re made to be shared and passed on.”

Thanks to support from the **Strickland Family Foundation, the Reynolds American Foundation, Wells Fargo, the Winston-Salem Foundation** and many other donors, UNCSA students are able to immerse themselves in all corners of Forsyth County and the surrounding region, sharing their skills along the way.

Total raised for
Community Engagement:

\$1,583,464





PICTURED:

Campaign Leadership Circle co-chairs Charles Lucas (pictured, left) and Ralph Womble at the September 2019 *Powering Creativity* launch event in the School of Filmmaking Soundstage VI

One of the most improved educational institutions in the nation for fundraising

2020 CASE Educational Fundraising Award

Powering Creativity campaign video, "What it Takes," honored

2021 CASE Circle of Excellence Grand Gold Award
2020 Gold Telly Award

Writing the next chapter in the history of UNCSCA

Dear fellow supporters of UNCSCA,

When UNCSCA opened its doors in 1965, it did so thanks to the generosity and support of donors and advocates who truly believed in the power of the arts. They knew that a publicly funded arts conservatory would be an enormous benefit to the state of North Carolina and its people, and knew that this community was capable of nurturing the school and its artists.

Like the founders and early students and faculty of School of the Arts, these supporters—including friends and family members of ours—had a vision for what the future of the arts in our state could be and the courage and selflessness to work toward making that vision a reality.

More than half a century later, UNCSCA embarked on the largest fundraising effort in UNCSCA history, *Powering Creativity: The Campaign for UNCSCA*. The extraordinary success of this effort will help the school write the next chapter of its history. The students and faculty are better prepared to succeed than ever, and the facilities, programs, and outreach efforts that make UNCSCA a world-class institution have been strengthened and prepared for many years of future success.

On behalf of the Campaign Leadership Circle—a group of volunteers who, like you, deeply value the continued success of the School of the Arts—we thank you for your support. This campaign exceeded our most optimistic expectations, and we are thrilled to see how the university will continue to thrive and grow thanks to your support.

Sincerely,

Charles Lucas

Ralph Womble

Powering Creativity Campaign Leadership Circle co-chairs

Campaign Leadership Circle

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Our Gratitude



The UNCSCA Foundation Board of Directors is tasked with ensuring that the foundation's endowment is managed to optimize growth and funding for generations to come. As president of the Foundation Board and on behalf of my fellow board members,

I thank every donor who has made UNCSCA a philanthropic priority over the course of *Powering Creativity: The Campaign for UNCSCA.*

The emerging artists at UNCSCA possess unsurpassed skill, passion and dedication. I consider myself fortunate every time I am able to enjoy their performances or see them deeply engaged in their work in studios and shops around campus. UNCSCA donors are giving these remarkable creative professionals the tools they need to continue to thrive.

The success of this campaign and the growth of our endowment are already allowing UNCSCA to move into the future with a renewed sense of confidence and possibility. I have been honored to be a part of this historic effort, and look forward to discovering what we can accomplish together in the years to come.

Sincerely,

John D. Wigodsky

President, UNCSCA Foundation Board of Directors



On behalf of the Board of Visitors, I congratulate the university and every one of its donors on the successful completion of *Powering Creativity: The Campaign for UNCSCA.*

As a member of the Winston-Salem community, I am deeply grateful to have the School of the Arts and its students and faculty as neighbors and partners in progress. The work being done at UNCSCA elevates our city and state, and our students and alumni are finding success at the highest levels and shaping the way our society experiences art.

As members of the Board of Visitors, it is our duty and our pleasure to advocate on behalf of UNCSCA and spread the word of the university's continued success, from national rankings to alumni achievements. So many of these accolades and accomplishments would have been impossible without philanthropic support from donors such as you.

Thank you for empowering artists and helping to build a foundation for continued success at UNCSCA.

Warm regards,

Anne Rainey Rokahr

Chair, Board of Visitors



Powered by you.

There are still many ways to support UNCSA and shape the future of human expression.

Visit uncsa.edu/giving to learn more or contribute today.

Our Donors

2016 - 2021

We are deeply grateful for every donor who made the decision to help shape the future of human expression as a part of *Powering Creativity: The Campaign for UNCSA*. The following donors made cumulative gifts during the campaign that exceeded \$5,000. You can explore a full list of our donors at uncsa.edu/campaignreport.

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