

## Philanthropy – One Family’s View

BY DAVID HORVITZ

Individual and family support of the arts is older than government support or corporate support. Before the invention of the corporation, the Renaissance Popes paid Michelangelo to paint the Sistine Chapel. The Medici family, for centuries, was the patron of artists in Venice and the other city-states on the Italian peninsula. This sort of support continues today, often with more sophisticated variations made possible by advantageous tax laws. In many ways, individual sponsorships for the arts are the most pure. It is almost always based on the passion of the family or individual for the art form and the desire to support the particular project.

There is some overlap with the goals and objectives of both corporate support for the arts and government support. Often, but not always, individuals seek public acclaim and recognition for their good work – enhancing the reputation of the individual as a good corporate citizen. This is seen as helping their business interests. Some of the worst corporate criminals spend millions of dollars supporting charity in an effort to gain the good will of the community (and maybe the judge or jury); this is the exception, not the rule. Most individual givers to the arts just love the arts.

Corporations support the arts because they want to be seen as good citizens or because the sponsorship provides opportunities to showcase their company or products. But again, while the recognition factor often looms larger in the corporate world than for individuals, more often than not, somebody in a decision-making position in the corporation has a passion for the arts. Government provides arts education to our youth through the schools, and supports the arts in the community, but almost all art lovers would agree the quantity and quality

of such programming is grossly lacking. Individuals and families often support the arts because they feel that it is important to educate the public in the arts and help make up for government shortcomings.

I think it is fair to say that individuals and family foundations provide sponsorships because the person has a personal passion for the project. Requirements for recognition are something that varies widely from person to person and from foundation to foundation.

Understanding this will enable the potential grantee to be much more effective. Who’s the art lover? If he or she can’t be identified, there’s going to be an uphill battle. What sort of recognition should the donor get? What’s appropriate? What’s necessary? What are the motivations of the potential donors?

For us, we try to be careful and limit our support to those things we think are very important. Now the problem is that all grant applicants believe from the bottom of their hearts that their projects are incredibly important. This is as it should be, for how can one be effective if one doesn’t believe in what he or she is doing? And we don’t want to discourage anyone. But we do make decisions. We do say “no” more often than we say “yes.” We have limits on what we can do, and believe that by making just a few grants that we think are the most important, we can be more effective. We do that with the knowledge that we are saying “no” to projects that are or will turn out to be among the most important for the community. We guess wrong sometimes. But we will continue to guess.

*David Horvitz is President and CEO of WLD Enterprises in Fort Lauderdale and serves as a trustee or director of numerous South Florida charities.*



*David Horvitz and Francie Bishop Good*

## Arts Make Us Human

BY FRANCIE BISHOP GOOD

I feel very fortunate that I can combine my passion for the arts with philanthropy. To me, the arts are what make us human. I am thrilled to be able to work with Young At Art Children’s Museum on its capital campaign and to help with the Museum of Art | Fort Lauderdale, the Art and Culture Center of Hollywood and the Museum of Contemporary Art in North Miami.

Several years ago, I got together with other arts lovers, Erica Hartman and Bonnie Barnett, who wanted to make a difference in the arts community. We wanted to bring the private sector together to help fund the arts and to make a substantial difference to the arts in Broward County. Debi Hoffman, from Funding Arts Network in Dade County, took us by the hand and helped us get started with Funding Arts Broward! We knew that, by

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