

# **Fundraising at the Intersection of Development and Community Engagement**

**Libby Doss, Canton Museum of Art, October 23, 2023**



# Libby Bracy Doss

## Biography

- Libby Bracy Doss is an arts administrator, art educator, and artist with a driving goal to connect and engage people with art. She is the Development Director at the Canton Museum of Art, prolific in all things fundraising and grantwriting. Her experience is most deeply rooted in Development and in Art Education; in addition to her current role, she has also recently served as Adjunct Faculty in Visual Art at Malone University. Her previous nonprofit arts experience includes The Frick Pittsburgh, the Artful Living and Learning Program, the MAKEshop at the Children's Museum of Pittsburgh, and the Massillon Museum.





# The Canton Museum of Art

## Mission and Brief Background

- The Canton Museum of Art is where art meets life, providing opportunities for everyone to discover, explore, learn, and be inspired through a connection with American art.
- Located in Canton, Stark County, Ohio. Serves 40,000-45,000 annually through inspiring exhibitions, engaging programs and community art experiences - both inside and outside of the Museum walls.



Canton  
Museum  
of Art





Canton  
Museum  
of Art



Fundraising at the Intersection of  
Development and Community  
Engagement means...

For me, it is all about  
**connecting people with art.**



*The mission of JRC is to enrich lives through  
educating children, engaging seniors,  
and strengthening community.*





**Using examples from the Canton Museum of Art, we will explore the relationship between community engagement, outreach, and development, and how these all intersect to contribute to fundraising success.**





# Examples

- Working with Cleveland Clinic Mercy Pastoral Care to “care for the caregivers” with the creation of the Coping Art Cart
- Pairing a local business with a nonprofit collaborative partnership to reach underserved populations at the Canton Farmer’s Market
- Developing a relationship with another local business to sponsor meaningfully meet philanthropic and mission-driven objectives



What did it take to make these  
happen?



**Communication  
Collaboration  
Creativity**

- And more...
- Time
- Openness
- Listening
- Building relationships
- And most importantly....

**Focus on the mission**



Amanda Crowe,  
Museum to Go  
and Outreach  
Coordinator





**After a year of exploration, a mutually beneficial program was implemented with Cleveland Clinic Mercy's "Code Lavender" protocol - The Coping Art Cart, providing make-and-take materials with thoughtful prompts, providing the healing benefits of art for stressed hospital caregiving staff, serving 38 nursing staff since it's launch in May 2023.**





**The Canton Museum of Art partnered with sponsor Cain Motors' and the Canton Farmers' Market in Summer 2022 to distribute free Family Museum Memberships to individuals who presented their SNAP/EBT card at the Market. Additionally, CMA created 300 Make-and-Take hands-on art activity packets for children to enjoy at the Market or at home. This collaboration extended free memberships to 50 families. Partnership continued in Summer 2023 with hands-on art activities on select dates, engaging 82 out of 300 attendees .**





**The JRC serves low to moderate income children, seniors and families, with focused programming in early childhood education and purposeful activities for seniors. The Canton Museum of Art worked with the JRC to provide monthly intergenerational art activities based on familiar, memory-enhancing art experiences. This program impacted 40 adults and 31 children, (total 71 participants) during Summer 2022 - continuing today; total of 57 participants in Summer 2023.**









“Thank you again for your partnership with the Canton Farmers Market. The Canton Museum of Art continues to redefine what community outreach looks like, expanding your programming with onsite interactive art experiences with Amanda this year at the market. We were able to witness of all ages and demographics test their conceptions of art in a new way, utilizing sensory art and thinking outside the box. This sort of collective effort gave so many people joy at no cost and provided value to the overall experience of our shoppers at the market. I just wanted you to know that we value our relationship with the CMA and look forward to what we can accomplish together in 2024.”

**-Ryan and Jena Grosschmidt**



# Challenges



# Successes



Building relationships, making genuine connections, working collaboratively, seeking mutually beneficial partnerships, and **focusing on the mission** are what makes for successful "fundraising at the intersection of development and community engagement".





**Q&A**