

THE WOODRUFF
ARTS CENTER

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Hala Modellmog
President & CEO
The Woodruff Arts Center

A Letter from our President & CEO

The story of the Woodruff Arts Center's 2019-2020 season features a real-life plot twist as dramatic as one you'd find on our stages. The seasons painstakingly planned by our Art Partners—the Alliance Theatre, Atlanta Symphony Orchestra, and High Museum of Art—did not end in celebratory fashion with season finales in May 2020 as scheduled. Instead, they came screeching to a halt in March when the COVID-19 pandemic forced us to close the doors to the Arts Center. When our galleries and stages went dark, however, our Art Partners quickly developed innovative ways to remain connected to patrons through an incredible array of virtual programming, sustaining the vitality of the community during those dark days.

Turns out that temporarily shutting our doors, difficult as it was, had another silver lining: those months in spring 2020 afforded us an unexpected opportunity to consider what's at the crux of what we do, why we do it, and

the audiences we do it for. It also allowed us to reimagine the ways in which we deliver our art, education, and social justice programming to the community. And while our teams across campus pivoted quickly to offer virtual programs, they were also reflecting and reexamining core programming to ensure that every offering gives voice to our values.

What, then, are our values? When we tell the story of the Woodruff Arts Center, the three areas that we underscore time and again are artistic excellence, arts education, and social justice. These three pillars are the lifeblood of the Arts Center. They ensure that we continue to serve as an anchor institution in Atlanta, bringing world-class theater, music, and visual arts to the community. You'll find them at the heart of everything we do. Of course, none of this work would ever be realized without the support of our donors. In a season when we were forced to shut our doors, our donors became heroes, generously bridging the gap

created when ticket sales were on hold for months. We are deeply grateful for your commitment to ensuring the vitality of this institution—thank you.

Between a global pandemic, a national reckoning on social justice, and political unrest, each of us emerged from 2020 with our own unique tale. But art is one of the most powerful tools we have to heal and—perhaps even more remarkably—to effect change. The arts facilitate dialogue; they encourage us to listen and learn, to grow and connect. Art tells a story. So come visit the High Museum (yes, it's open) to find hope in the gallery walls. And when the Alliance Theatre and Symphony Hall are lit up once again and audiences pack the houses, I hope you'll join us there, too. Because when you immerse yourself in the art here, you can always turn the page and start anew. It's your story to tell. We'll help you use your **voice**.

In service,
Hala Modellmog

- **Artistic Excellence:** The Woodruff Arts Center serves as Atlanta's cultural cornerstone, offering world-class art to the community through our Art Partners—the Alliance Theatre, Atlanta Symphony Orchestra, and High Museum of Art.
- **Arts Education:** Together, our Art Partners serve as the #1 arts educator in the state of Georgia. Our education programs foster the innovation, creativity, and critical thinking skills that 21st-century students need to be successful.
- **Social Justice:** The Woodruff Arts Center and our Art Partners have long been committed to work in equity, diversity, and inclusion; increasing access to programming; and ensuring that our art, artists, and staff reflect our vibrant city.



SOCIAL JUSTICE

PROGRAMS



PEOPLE



The Woodruff Arts Center and its three Art Partners—the Alliance Theatre, Atlanta Symphony Orchestra and High Museum of Art—continuously strive to be equitable leaders in all areas of the arts. Over the years, significant progress has been made to engage all of Atlanta’s residents and visitors by increasing access to innovative programming that appeals to people of all ages and backgrounds. Artistry showcased across our campus continues to highlight and acknowledge significant contributions in visual and performing arts made by women, BIPOC and LGBTQ+ artists. We are committed to celebrating all voices in our community, and we continue to examine, refine and implement practices which reflect our deep commitment to equity, diversity and inclusion.

PATRONS



PERFORMANCES



EMPLOYEES FOR THE ARTS

Employees for the Arts is the Woodruff Arts Center's workplace giving program, which encourages employees to make personal contributions to promote the arts in Atlanta. By investing in the Woodruff Arts Center, employees play an integral role in enriching the cultural landscape of our city. Thank you to all of our Employees for the Arts supporters who contributed to the 2019-2020 Campaign.

ADP

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AT&T

JLL

Bank of America Private Bank

Jones Day

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PwC

EY

Smith & Howard, P.C.

Genuine Parts Company

Truist



CORPORATE CABINET

The Woodruff Arts Center's Annual Corporate Campaign raises critical funds for the cultural growth of our local and global community. Support from corporations ensures a lasting impact in Atlanta and beyond through arts education, outreach, and world-class performances and exhibitions. More than 250 companies contribute in this citywide effort, led by the volunteer Campaign Chair and the Campaign Corporate Cabinet composed of Atlanta executives. The Woodruff Corporate Cabinet helps support the success of the Woodruff Arts Center and its Art Partners—the Alliance Theatre, Atlanta Symphony Orchestra, and High Museum of Art. We are deeply grateful to these volunteers, who help ensure that the arts thrive in our city.

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SVP and Regional Manager, Foundations
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Truist Financial Corporation

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President & CEO
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FRIENDS OF WOODRUFF

Our Friends of Woodruff help sustain the very best in visual and performing arts through their support of the Woodruff Arts Center's Annual Campaign.

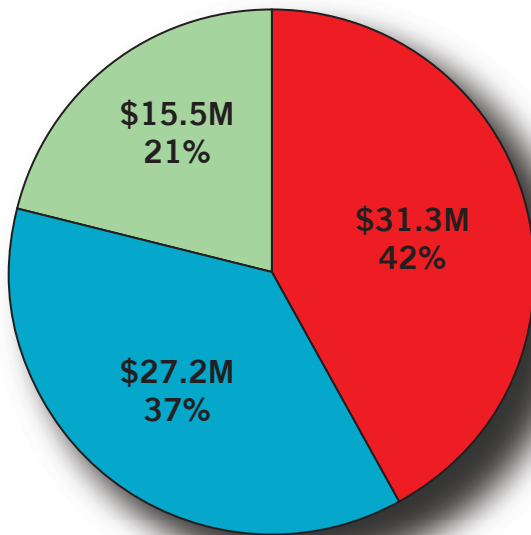
The Annual Campaign provides critical operating expenses—including shared services that benefit the Alliance Theatre, Atlanta Symphony Orchestra, and High Museum of Art—as well as funding for artistic and educational programs.

Friends of Woodruff enable the Art Partners to deliver world-class performances, exhibitions, and education programs that make Atlanta a cultural hub, strengthen the community, and improve student outcomes.

If you'd like to learn more about becoming a Friend of Woodruff, please contact friendsofwoodruff@woodruffcenter.org.

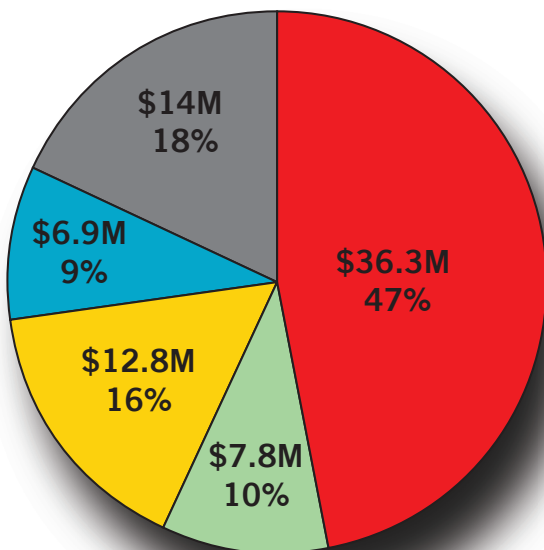


FINANCIALS AT A GLANCE



Revenue

Earned Revenue	\$31,353,564	42%	
Contributed Revenue	\$27,208,670	37%	
Endowment Income	\$15,591,035	21%	



Expenses

Arts & Education Programming	\$36,353,564	47%	
Outreach & Awareness	\$14,080,170	18%	
Administration	\$12,848,947	16%	
Patron Services	\$7,874,952	10%	
Facilities/Maintenance	\$6,907,796	9%	

THE WOODRUFF ARTS CENTER



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116K+
PATRONS



57K+
STUDENTS



10K+
ATTENDED
FREE
PERFORMANCES

16K+
STUDENTS
ATTENDED
VIRTUAL
PROGRAMS



ALLIANCE THEATRE

EXPANDING HEARTS AND MINDS ON STAGE AND OFF

The Alliance Theatre's 19/20 onstage season was filled with Broadway-scale productions, new plays for teen audiences, and regional premieres of contemporary works by America's leading playwrights. The season opened with the Broadway-scale musical **Becoming Nancy**, directed and choreographed by Broadway legend Jerry Mitchell. **Maybe Happy Ending** pushed the boundaries of what musical theater can be and shone a spotlight on the Alliance's technical prowess. **Ghost**, adapted from the wildly popular young adult novel by Jason Reynolds, delighted middle and high school audiences, and **Seize the King**, a contemporary twist on Richard III, served as the inaugural production in the Alliance's Classic Remix Series.

As March began, the Alliance was humming with activity. The third musical of the 19/20 season, Mo Willems' **Naked Mole Rat Gets Dressed: The Rock Experience**, was on stage performing for sold-out student matinee audiences. Meanwhile, Kendeda National Graduate Playwriting Competition winner **53% Of** was in the rehearsal hall, while the creative team for the Alliance's production of Lynn Nottage's Pulitzer Prize winner **Sweat** was preparing to start rehearsals and close out the season. The COVID-19 crisis forced these plans to grind to a screeching halt.

COMMUNITY CONNECTION

Live theater is an art form celebrating live, in-person gatherings. But 2020 has taught us that theater—and the Alliance—are so much more than that. When the Alliance's stages went dark in the early days of the pandemic, its production departments set to creating more than 8,000 fabric masks and 1,000 gowns for local hospitals, providing emergency personal protective equipment to healthcare workers until manufacturers could meet demand. Meanwhile, the Alliance teams created connection during times of isolation through virtual camps, which reached more than 1,000 children and teens in 26 states, and streaming performances of the Kathy & Ken Bernhardt Theatre for the Very Young productions like **In My Granny's Garden** and **Naked Mole Rat Gets Dressed**, which streamed in eight countries.

Above all, the Alliance Theatre has spent this year listening. The Alliance has been committed to being an anti-racist organization for decades—but there is still work to do to be a theater that is inclusive, diverse, and accessible to all. The Alliance is committing to telling more BIPOC stories on all of its stages, created with more BIPOC artists, and to serving as a community resource through programs like Allyship training, the Spelman Leadership Fellows program, and many others.

ALLIANCE THEATRE



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Vice President and Associate

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The Home Depot

Anne Kaiser

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Vice President, Community

& Economic Development

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President & CEO

The Woodruff Arts Center

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Partner, Jones Day

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ATLANTA SYMPHONY ORCHESTRA

143K+
PATRONS



35K+
STUDENTS



101
ATLANTA YOUTH
SYMPHONY
ORCHESTRA
MEMBERS

300K+
ATTENDED
VIRTUAL
PROGRAMS



ATLANTA SYMPHONY ORCHESTRA

CELEBRATING 75 YEARS

The Atlanta Symphony Orchestra's 75th anniversary season began with dazzling performances featuring celebrated guest artists and conductors, Mahler's monumental "**Symphony of a Thousand**" with 454 musicians on stage, eight ASO premieres, and solo performances from three ASO musicians. Atlanta Symphony Hall LIVE events and the Movies in Concert series also brought new audiences looking for unique entertainment experiences.

On March 11, former Music Director Yoel Levi returned to Symphony Hall in what turned out to be the final concert of the season. In response to the COVID-19 crisis, the Atlanta Symphony Orchestra canceled all concerts for the remainder of the season. While the country sheltered in place, the ASO continued to deliver musical experiences via the ASO Virtual Stage, a central hub of online content featuring interviews, on-demand concerts, listening parties, education programs, archived concerts, and premieres of newly recorded solo and chamber performances by ASO musicians, keeping music lovers connected to the music and each other virtually.

Despite the many unforeseen challenges and the devastating cancellation of the remainder of the season, the ASO ended the fiscal year with a budget surplus for the sixth consecutive year.

COMMUNITY COMMITMENT

During the 2019-2020 season, the ASO also deepened its connection to the Atlanta community by broadening its education and community programs. The ASO reached 35,000 students and their families through its Concerts for Young People, Family Concerts, Music for the Very Young, Musicians in Schools, and Instrument Petting Zoo programs. The ASO also forged new partnerships with Living Walls Atlanta and Tiny Doors ATL to commemorate its 75th anniversary.

Taking the music to the community, engaging new audiences, and creating new partnerships, the ASO launched Around the A, presented by PNC Bank in September 2019. This free concert series featured performances across Atlanta in venues like Centennial Olympic Park, Morehouse College, Monday Night Garage, Atlanta History Center, Agnes Scott College, and more.

The civil unrest of 2020 created a renewed sense of urgency for the ASO to work toward a more equitable future for the institution, the Atlanta community, and the entire field of classical music. Building on the groundbreaking work the ASO began nearly 30 years ago with the nationally recognized Talent Development Program, a rigorous musical training program for Black and Latinx students, the ASO is committed to diversity, equity, and inclusion throughout its hiring and audition practices, artistic programming, internal culture, and education and community engagement.

ATLANTA SYMPHONY ORCHESTRA



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Community Volunteer

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Susan Antinori

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President, Antinori
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James Rubright

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Retired Chairman and CEO,
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‡ Denotes Committee Chairs for the
2020/21 Season

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BOARD OF DIRECTORS

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* Denotes Ex-Officio Board Member
(Serves as consequence of Office)
† Denotes Members on Sabbatical for the
2020/21 Season
‡ Denotes Committee Chairs for the
2020/21 Season

HIGH MUSEUM OF ART

323K+
PATRONS



43K+
STUDENTS



25K+
TITLE I
STUDENTS
RECEIVED
FREE ACCESS

40K+
STUDENTS
ATTENDED
SCHOOL
TOURS



HIGH MUSEUM OF ART

ART AND ARTISTS TO INSPIRE, ENRICH, AND DELIGHT VISITORS OF ALL BACKGROUNDS

With 13 exhibitions and dozens of school, family, and public programs, the High Museum of Art facilitated an engaging dialogue with diverse audiences of more than 323,000 visitors on-site during the High's fiscal year, which ends each year on May 31. The Museum served another 1,552,467 online. The High's vision was to create a dynamic suite of exhibitions and programs to foster an understanding and appreciation for the visual arts.

Although the last months of the High's fiscal year brought a number of challenges due to the COVID-19 crisis, including the temporary closure of the Museum, shutting the doors opened up new opportunities to bring the High's collections and educational resources directly into homes through new and engaging online programs. As a result, hundreds of thousands of viewers connected with art—even during the pandemic.

EXHIBITIONS AND COLLECTIONS

The High's curatorial team crafted a robust schedule of exhibitions for 2019-2020 that celebrated the excellence of the Museum's collections while reaching beyond its boundaries to present new and riveting material. These exhibitions represented a broad range of cultures, styles, and art forms.

Last year more than 300 objects were added to the High's permanent collection, most notably the 24 artworks donated by philanthropists Doris and Shouky Shaheen. This collection of Impressionist, Post-Impressionist, and modernist paintings is one of the most significant groups of European paintings ever to enter the Museum's collection. The gift marks the High's first acquisition of paintings by renowned artists such as Henri Fantin-Latour, Henri Matisse, Amedeo Modigliani, and Alfred Sisley. In recognition of the gift, the Museum established the Doris and Shouky Shaheen Gallery in its Stent Family Wing, where the paintings are currently on view.

COMMUNITY ENGAGEMENT

The High Museum strives to ensure that its programs are accessible and inclusive to the entire community. Through programs like the popular Second Sundays, when the Museum offers free admission and a broad array of activities; Toddler Thursdays, when the High welcomes young children and their caregivers for art-making activities, stories, and tours; or the new Creative Aging programs designed for older adults to experience the collections in fun and innovative ways, the High meets people of all ages where they are and provides profound, often transformational experiences.

HIGH MUSEUM OF ART



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BOARD OF DIRECTORS

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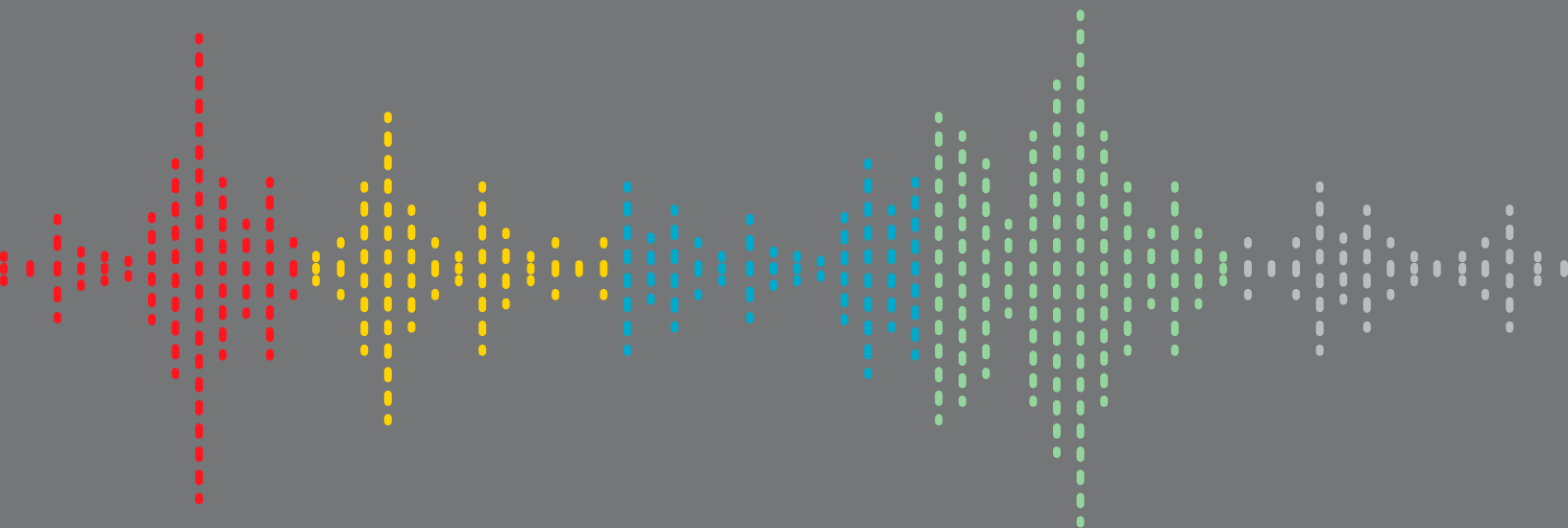
* Included in the Executive Committee
along with all officers

† Past Board of Directors Chair



Photo Credits

- Page 3
Headshot by CatMax Photography.
- Page 4
Courtesy of Sara Keith Studios.
- Page 5
Top Left Photo, Alliance Theatre Audience .
Top Right Photo, Alliance Theatre, HANDS UP.
Bottom Left, Alliance Theatre, Anti-Bias Training.
Bottom Right, Alliance Theatre, Anti-Bias Training.
- Page 7
Woodruff Campus, Photo by Kelly Jordan.
- Page 8
Left, Education Luncheon, Photo by Sara Keith Studios
Right, Woodruff Arts Center Womens Panel 2019.
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Woodruff Campus, Photo by Kelly Jordan.
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Top, The cast of the Alliance Theatre's 2019/20 world premiere production BECOMING NANCY.
Photo by Greg Mooney.
Middle, Alliance Theatre's Costume Shop Face Masks for Frontline Workers.
Bottom, Alliance Theatre's US Premiere of Maybe Happy Ending. Photo by Loenid Furmansky.
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Ericka Ratcliff and Courtney Patterson in the Alliance Theatre's 2019/20 production of Small Mouth Sounds. Photo by Greg Mooney.
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Top, ASO Virtual Stage Logo.
Middle, ASO Talent Development Program Audition.
Bottom, ASO Movies in Concert, Photo by Chris Eason.
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Courtesy of Atlanta Symphony Orchestra.
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Top, Doris and Shouky Shaheen Collection, Stent Family Wing, High Museum of Art.
Photo by Mike Jensen.
Middle, SO-IL, *Murmuration* (detail), 2020, Carroll Slater Sifly Piazza.
Photo courtesy of SO-IL.
Bottom, Thornton Dial, *Birmingham News*, 1997, High Museum of Art, museum purchase and gift of the Souls Grown Deep Foundation from the William S. Arnett Collection, 2017.51.
Photo courtesy of Souls Grown Deep Foundation.
- Page 22
Courtesy of Sara Keith Studios.
- Page 30
Woodruff Campus, Photo by Johnathan Banks.



THE WOODRUFF
ARTS CENTER