



Joshua M. Freeman
FOUNDATION

Expanding the Experience

ANNUAL REPORT 2017

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Joshua M. Freeman
FOUNDATION

The Joshua M. Freeman Foundation, a 501(c)3 nonprofit organization, was established in 2007 to honor Josh Freeman, the former Chair of the Carl M. Freeman Foundation, after his untimely death in December of 2006. The Joshua M. Freeman Foundation seeks to honor Josh's passion and commitment to excellence by creating programs that he would have been proud of. With The Freeman Stage at Bayside, an outdoor performing arts venue located near Fenwick Island, DE, we act on that mission by providing unique arts experiences to nearly 50,000 visitors a year.



M. Freeman
FOUNDATION

THE FREEMAN STAGE at Bayside





Our Core Purpose



Creating opportunities to elevate the human spirit.

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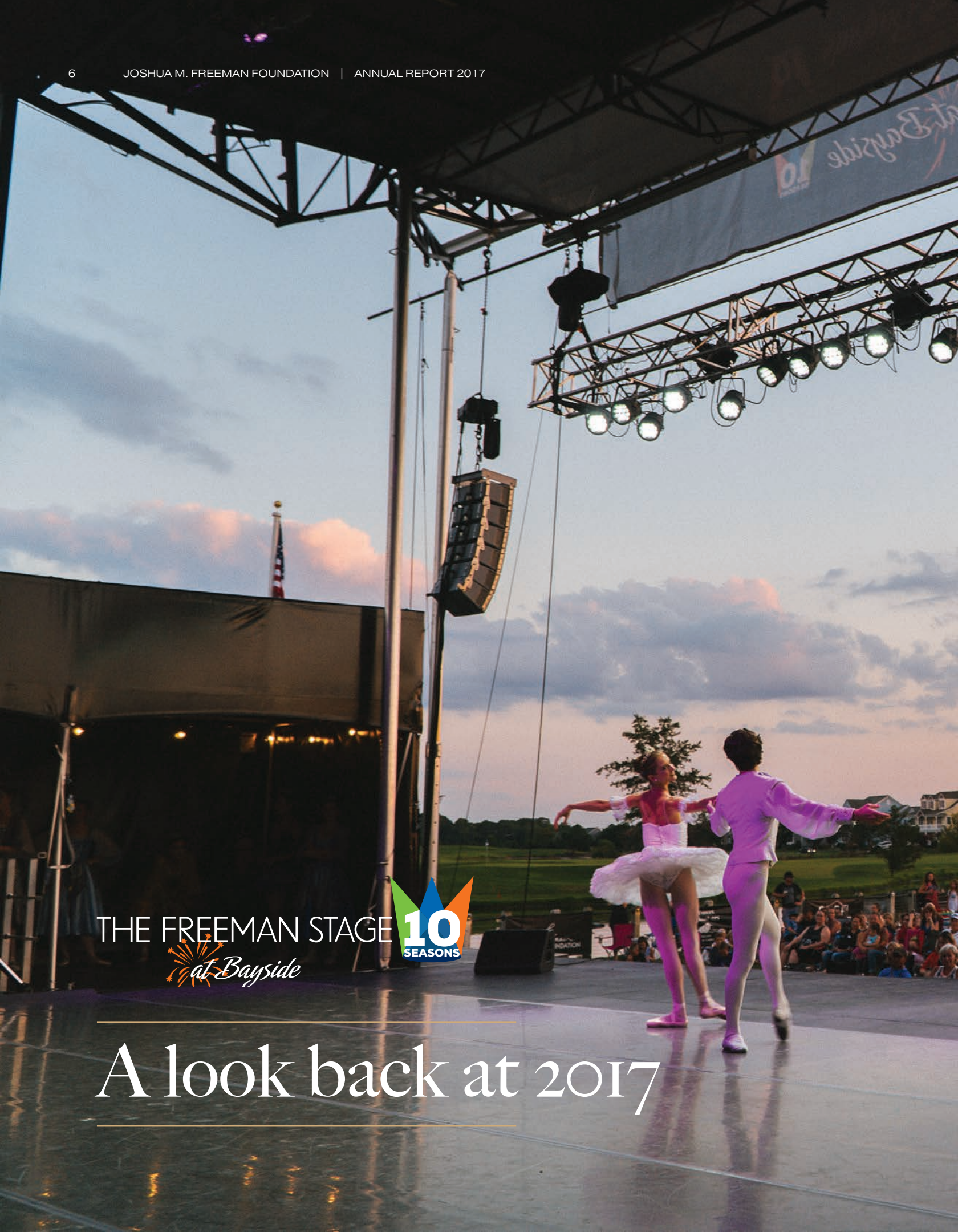
A Message from our President

Since 2007, the Joshua M. Freeman Foundation has made it our mission to bring the arts to the mid-Atlantic region through The Freeman Stage at Bayside and our arts in education and community access programs. I often look back, humbled and amazed at how far we've come. The goals we've achieved are because of the support from the community, through donations, sponsorship, patronage and volunteer hours. And while I'm proud of all we've accomplished in 10 years, I can't wait to see what's ahead as we expand and grow as an organization. We hope to bring more arts experiences and opportunities to Delmarva, whether it be with a larger venue or engagement programs. Annually, we make adjustments and improvements to the organization based on the feedback our patrons are telling us they'd like to see. In 2017, we debuted a new stage that allowed us to bring artists such as Chicago and Tedeschi Trucks Band. These updates are setting the stage for the future of the arts on Delmarva. As we continue to grow and expand our reach, your support will make an incredible difference. That difference won't be one of only access to the arts — it will be one of positive impacts in our communities. Thank you for being our partner in creating opportunities to elevate the human spirit.

A black and white photograph of Michelle Freeman, President and Chairman of the Joshua M. Freeman Foundation. She is smiling and holding up a smartphone to take a picture of a large crowd of people at an event. She is wearing a dark sweater, a watch, and a bracelet. The background is slightly blurred, showing many people in a large outdoor or semi-outdoor venue.

Michelle Freeman

Michelle Freeman, President and Chairman
Joshua M. Freeman Foundation



THE FREEMAN STAGE

at Bayside




A look back at 2017



2017 Highlights

A New Stage



At the end of the 2016 season we said goodbye to a mainstay at The Freeman Stage — the wooden, covered stage. Although we were sad to see it go, the removal of the original stage was just another indicator of our growth as an organization, thanks to the love and support we've received from the community. A different stage became the backdrop to many new memories at The Freeman Stage in 2017 and allowed for more diverse programming as well as a more desirable experience for the performers and production team.




2017 Highlights

Our Programs

122

Performances

492

Performers

86

Days of arts

Includes all performances at The Freeman Stage and all Arts in Education experiences in local schools.

Our goal at The Freeman Stage is to ensure our patrons, whether they are 2 or 92, have a memorable experience while enjoying a diverse selection of programming.

In 2017, we continued to add to the variety with our first comedian Jay Leno; a performance by Broadway star Sutton Foster and a speaking engagement with Baltimore Ravens kicker Justin Tucker. We've set ourselves apart by being a vital source of cultural experiences by presenting varied arts offerings for everyone to enjoy.

Top: Young guests participate in John Donato's Saturday morning painting workshop.
Middle: NFL Kicker Justin Tucker speaks to our audience, and Broadway sensation Sutton Foster sings.
Bottom: Trombone Shorty & Orleans Avenue rocked the house again in 2017.




2017 Highlights

Arts in Education

20,521

Arts in Education attendees

72

Number of Arts in Education programs

9

School Districts

In 2017, 20,521 students from Maryland and Delaware participated in a variety of arts experiences through our Arts in Education program. This year, we completed our legacy mural project and have reached our goal of having a mural in all 12 middle schools in Sussex County and expanded our high school poetry program, which we introduced in 2016, to include a writing workshop. Through 72 programs, students from elementary to high school were able to have a variety of arts experiences they might not have had otherwise. As we continue to create opportunities to elevate the human spirit and enrich lives, we look forward to continued growth to our Arts in Education program.

Top: Kids rock out to Milkshake Rock Band and students participate in a Poetry Out Loud workshop.
Middle: The Twin Poets read their work to students at Cape Henlopen High School.
Bottom: Students paint their murals at Sussex Academy and Laurel Middle School.





2017 Highlights

Our Guests

44,344

Freeman Stage attendees

1,030

Community Access guests

37

**Number of States
Represented**

The 2017 season at The Freeman Stage was special as we celebrated 10 years of unique arts experiences. In 2017, we welcomed 44,344 patrons, which means more than 386,000 people have experienced the arts in 10 seasons at the Stage.

Whether they were first-time visitors or they've come year after year, we strived to be an arts destination in the mid-Atlantic region.

Our guests come for a variety of reasons: For the snowcones, to dance with their friends, to connect with their favorite artist, to enjoy a well-deserved date night, and to make memories with family.



2017 Highlights

Our Supporters



356

Freeman Stage Sponsors

While the appeal of our Sponsorship Program may be reserved seating or early ticket access, the real benefit is what we can do with the dollars provided. Without the generous support of our record-breaking 356 Freeman Stage Sponsors, our mission of partnering to present memorable performances and inspired arts education for all would not be a reality. Our sponsorship program is an opportunity for individuals and businesses to be our partner in providing arts experiences to the region. We are so thankful for their support and desire to be a part of something impactful in the community.



12,439

Volunteer Hours

Our Volunteer Program continues to be a bright spot within our organization as it not only attracts more participants, but also is a huge reason we're able to further our mission at The Freeman Stage and in schools. In 2017, our volunteer corps grew again to over 240 dedicated individuals who contributed nearly 13,000 hours of service. In 2017 alone, their donated time had a value of \$288,585 (based upon the Independent Sector rate of Delaware)! Though the duties of a volunteer may not always be glamorous, we are truly thankful for their commitment and hard work.

Fundraising Events



Though traditional fundraising efforts are essential to our organization, occasionally we also host special fundraising events that put the Joshua M. Freeman Foundation and The Freeman Stage in the spotlight with potential new supporters. In 2017, we had three such fundraising events: The White Party, the Joshua M. Freeman Foundation Golf Tournament, and the accompanying Black & Tan Celebration. Not only are these events fun, but they are also educational as guests walk away with a new (or renewed) awareness about how our organization is trying to bring arts awareness into the community.



2017 Highlights

Our Donors

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2017 Highlights

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2017 Highlights

Our Donors

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 Vincent B. Killeen

The Joshua M. Freeman Foundation is a 501(c)3 nonprofit organization, donations to which may be tax deductible. A copy of our current financial statement is available upon request by contacting the Joshua M. Freeman Foundation at 31556 Winterberry Parkway, Selbyville, DE 19975 or 302-436-3015. For information related to state fundraising and solicitation requirements, please visit www.freemanstage.org



Joshua M. Freeman
FOUNDATION

2017 Financial Highlights

Consolidated Financials

\$ in Thousands

(Unaudited)

Revenue & Support

Ticket & Concession Sales (net cost of goods sold)	\$	2,096
Fundraising & Sponsorship (including In-kind Donations)		1,433
Grants - Local, State, Regional, Foundations		235
Interest & Investment Income*		(21)
Total Revenue & Support	\$	3,743

Expenses

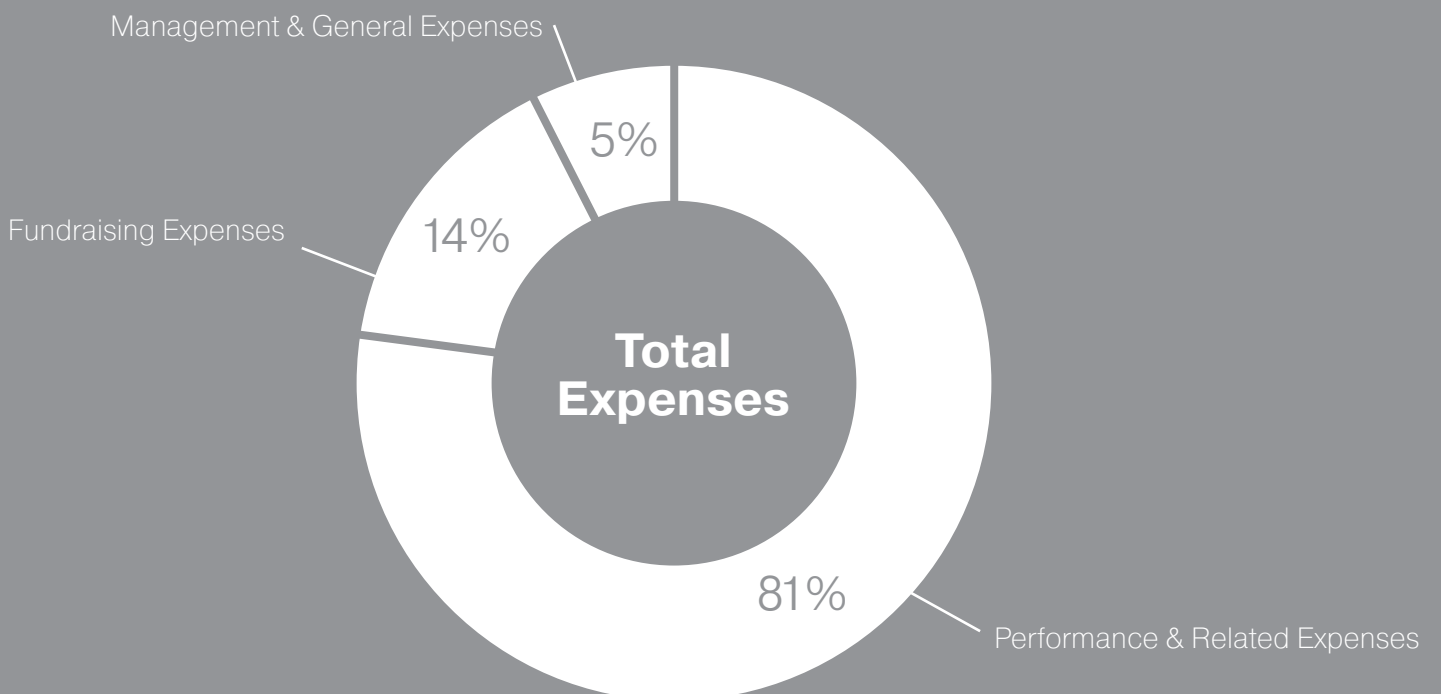
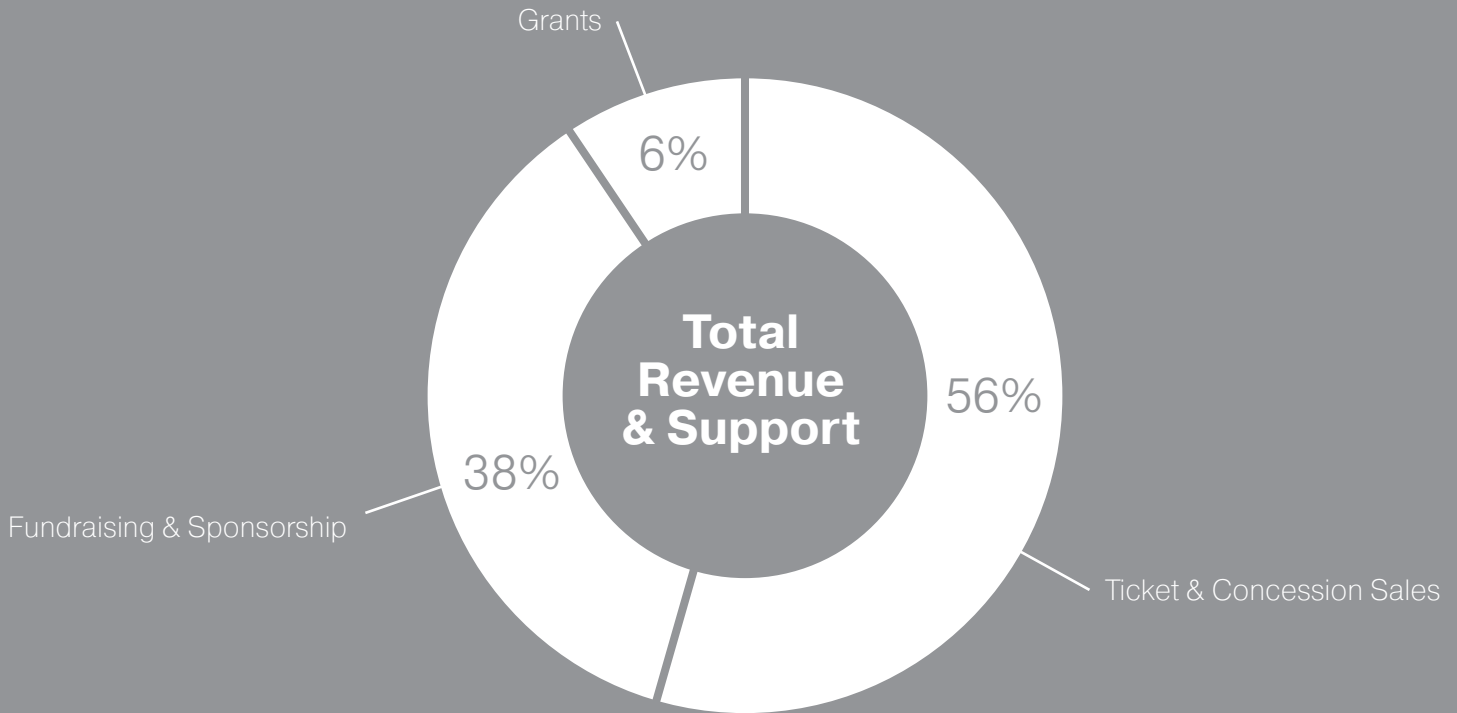
Performance & Related Expenses	\$	2,980
Fundraising Expenses		509
Management & General Expenses		205
Total Expenses	\$	3,694

Non Operating Restricted Revenue

Capital Campaign for New Facility - Crystal Trust	\$	150
Capital Grant - Carl M. Freeman Foundation		650
Total Restricted Revenue	\$	800

*Loss is due to market fluctuations that occurred in 2017. On a cumulative basis the overall gain exceeds the loss.

The Joshua M. Freeman Foundation is recognized by the IRS as a 501(c)3 public charity.



2017 Highlights **Partners & Grants**

The Joshua M. Freeman Foundation received financial support at the \$10,000 level or above from the following community partners in 2017:



The Joshua M. Freeman Foundation received partial funding support for The Freeman Stage at Bayside in 2017 from grants received and/or administered by:



The Joshua M. Freeman Foundation is supported, in part, by a grant from the Delaware Division of the Arts, a state agency, in partnership with the National Endowment for the Arts. The Division promotes Delaware arts events on www.DelawareScene.com



Joshua M. Freeman
FOUNDATION

COASTAL ARTS PAVILION

2018 & Beyond

2018 Priorities

- Continue to enhance patron experience
- Elevate diversity of programming
- Increase awareness of Arts in Education programs
- Build community connections via access programs
- Expand fundraising support
- Engage the community around the future Coastal Arts Pavilion at Freeman Park

Since 2008, the Joshua M. Freeman Foundation has presented unique arts experiences to nearly 400,000 guests at The Freeman Stage at Bayside and in venues and schools throughout Delmarva. Though our attendance numbers have grown and our reach has spread further into the community, our mission remains the same: Partnering to present memorable performances and provide inspired arts education for all.

As we look ahead, the Joshua M. Freeman Foundation will be growing our programming, volunteer, arts education, and fundraising efforts to help to expand the experience at The Freeman Stage, the future Coastal Arts Pavilion at Freeman Park, and in classrooms around Delmarva. All of which will require a continued dedication from those who have helped us to get where we are today. With your support, the impacts we can make with the arts are limitless and everlasting.

OUR MISSION

Partnering to present memorable performances and
provide inspired arts education for all.



Joshua M. Freeman
FOUNDATION

31556 Winterberry Parkway
Selbyville, DE 19975
freemanstage.org