

MICHIGAN STATE
UNIVERSITY



EMPOWER
EXTRAORDINARY

THE CAMPAIGN *for* **MICHIGAN STATE UNIVERSITY**

Supporting

WHARTON CENTER FOR PERFORMING ARTS

Transforming Lives through **the Arts**

“Now more than ever the arts matter. The arts are central to our nation’s civic, economic, and cultural vitality. The arts reflect who we are and what we stand for—freedom of expression, imagination, and vision. Arts education is indispensable to raising America’s next generation of creative, innovative thinkers.”

ROCCO LANDESMAN

FORMER CHAIRMAN, NATIONAL ENDOWMENT FOR THE ARTS



A Place to Engage *with* **the Arts**

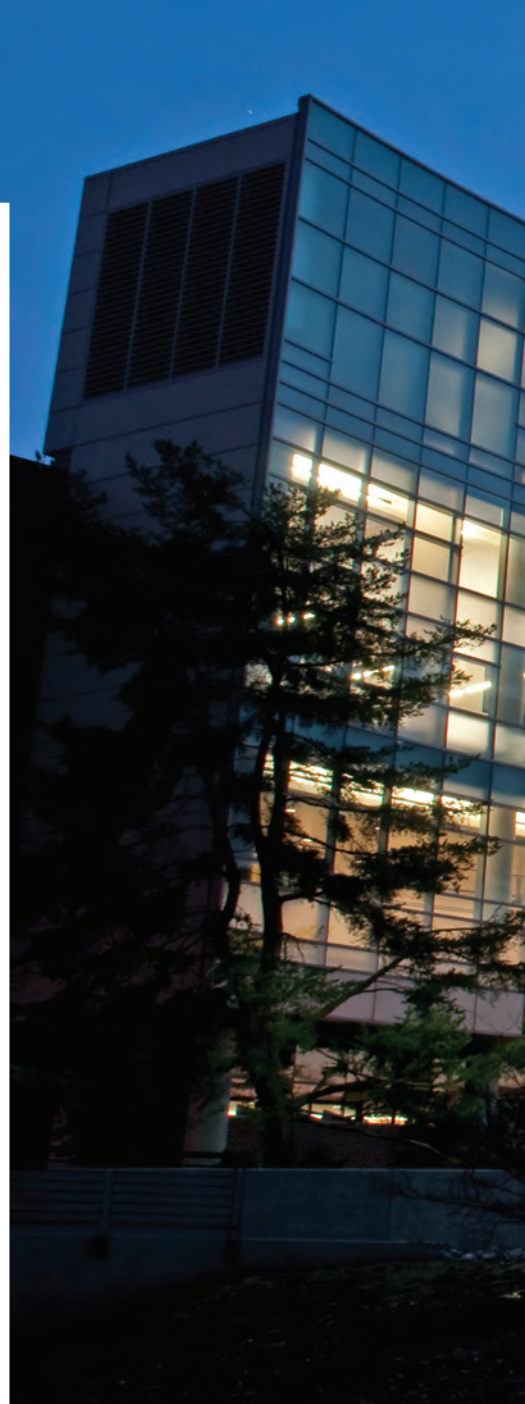
For more than thirty years, Wharton Center for Performing Arts has been in the business of changing lives. Founded on the belief that the arts are a powerful force for exploring our common humanity and embracing cultural, economic, geographic, and social differences, Wharton Center fosters mutual understanding, insight into our place in society, and how we can be better people and contribute to the world in which we live. Our performing art spaces offer world-class entertainment, but we are more than that: Wharton Center is a place to educate and engage. Dazzling, exciting performances are only the beginning of what we do; our innovative programs and strategic collaborations across communities throughout the state of Michigan integrate the performing arts and the creative process into the lives of many, especially our young people.

We have the largest programming schedule of any independent performing arts center affiliated with a university in the country. Beginning with the inaugural performance by the Chicago Symphony Orchestra in 1982, Wharton Center has brought world renowned orchestras, Broadway shows, classical musicians, dance companies, jazz ensembles, and a multitude of other internationally recognized performers to mid-Michigan.





WHARTON CENTER
IS THE LARGEST
PERFORMING ARTS
CENTER IN MICHIGAN
AND **THE LEADING
PRESENTING VENUE
AMONG BIG TEN
INSTITUTIONS.**



As the performance promoter for Michigan State University, we offer programs within Wharton Center as well as the Breslin Student Events Center, MSU Auditorium, and even Spartan Stadium. Through our management agreements with Broadway Grand Rapids and Traverse City Opera House, we are able to bring our rich, diverse programming to venues beyond East Lansing.

Wharton Center is an integral part of the Michigan State University educational experience. We work across the colleges and programs to impact



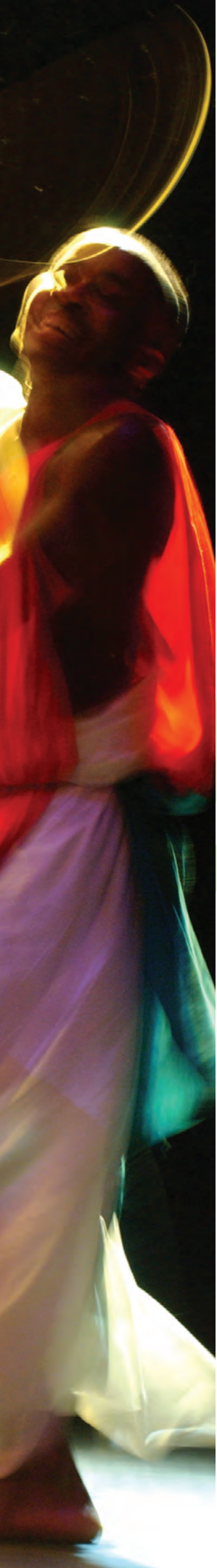
thousands of students. Moreover, the MSU Federal Credit Union Institute for Art and Creativity at Wharton Center provides meaningful, participatory lifelong learning programs throughout the state for audiences of all ages. The Institute integrates Wharton Center's educational programs into a K-12 curriculum reaching more than 30,000 children each year. Artist-in-residence programs, including master classes and lecture demonstrations, provide learning opportunities for aspiring performers and enthusiastic amateurs.

OUR CAMPAIGN **VISION**

Wharton Center envisions strengthening its role as a catalyst for creativity in mid-Michigan and beyond. Our work will celebrate different cultures and points of view, challenge people to think in new ways, and cultivate the next generation of creative, innovative thinkers through arts education. We strive to become a center whose financial sustainability rises to the level of our programs.

The creativity happening at Wharton Center and the venues it manages will build a vibrant community by enhancing the performances, programs, and spaces that attract audiences, connect them with the university's students and campus, and contribute to the state's economic well-being. Enhanced educational programming and support for endowed scholarship tickets will elevate Wharton Center as a force for creativity, discovery, and learning by helping us strengthen partnerships with MSU colleges and programs to integrate imagination and innovation across academic disciplines. Wharton Center strives to become an engine of access serving students of all ages to foster creativity and innovation through arts education.





ADVANCING MSU *through the* **PERFORMING ARTS**

Wharton Center for Performing Arts seeks to raise \$20.15 million in the campaign. We will achieve this goal with a mix of endowment, facility, and annual funds.

Creating or contributing to an endowment gift leaves a lasting legacy at Wharton Center. An endowment gift is invested, and a portion of the earnings from the principal is spent annually in accordance with the terms of the endowment. Because Wharton Center can plan on a fairly consistent contribution from endowment earnings, these gifts will provide for the long-term financial success of the organization.

Gifts to facilities help Wharton Center be maintained as a state-of-the-art venue. Ongoing capital improvements, such as replacing seats or a stage floor, are costly but essential to the artists' and patrons' experience. It's critical the "Wharton Experience" have a high customer satisfaction level.

Annual fund contributions provide the kind of strategic, flexible funding that enables Wharton Center to bring world-class artists to Michigan, to fund internships, and to provide opportunities for MSU and young students to interact with performers while they are here. Annual contributions have an enormous impact, providing Wharton Center with funds to meet operational expenses involved in bringing major productions to stage.

A Vibrant **COMMUNITY**



OUR FUNDING
GOAL FOR
BUILDING
A VIBRANT
COMMUNITY IS
\$13 MILLION.

Wharton Center enriches the Michigan community culturally and economically, helping us prosper as a great place to live, work, and play. The performances we present—music, theater, dance—gather people from all walks of life together as a collective audience, fostering mutual understanding, and appreciation of different points of view. We learn about ourselves and our neighbors; we are moved to tears of sadness and joy; we recognize our diversity—in Michigan, in the country, and in the world—for the strength that it is.

Nationally, arts patrons spend three times the amount of their ticket on dining, lodging, and shopping when attending performances. Touring artists of Broadway productions—consisting of as many as 40 to 70 people—spend their hard-earned dollars in the community during the time they are on tour, while up to 150 local people are employed during a week-long show. For employers, Wharton Center’s performances of world-class artists, normally found only in major metropolitan areas, help create the high quality of life essential for recruiting and retaining talented professionals.

At a time when public schools have lost their funding for the arts and programs are being eliminated, Wharton Center’s ability to provide free or low cost programs is critical. Private support underwrites scholarship tickets and busing subsidies, making possible teachers’ and school children’s participation in programs at Wharton Center. The ability to take artists into the schools for classroom discussions and master classes helps to address the artistic void in the schools.

A Force for **CREATIVITY, DISCOVERY, AND LEARNING**

Creativity at Wharton Center is defined by how we collaborate with the many world-renowned performers who grace our stages in artistic discovery and education. Our performers serve as teaching artists in classrooms, as champions of the creative process, and as innovative partners in the co-creation of new work and new ways of expressing ourselves and the world in which we live. This kind of creative thought and expression happens in all of the venues managed by Wharton Center on the campus of MSU and in communities throughout the state. It happens through collaborative partnerships across disciplinary boundaries at MSU with public and private schools, and with many of the nation's leading arts organizations. It happens as the arts intersect with the business community to foster an economic and cultural transformation for the state of Michigan.



"Creatively, whether that's the muse or whether that's tapping into your imagination...the thrill of discovering it, on your feet, on the stage, or as you're writing it, that's what you're looking for every day."

JEFF DANIELS
ACTOR/MUSICIAN
MICHIGANIAN



“Thank you, thank you, thank you for making the weekend so fabulous for Nathan and Anna. They were able to try out their skills and hone their craft a bit more...and in a more professional way. The Ovation Awards is such an amazing opportunity for the students of Michigan high schools. (I am a little jealous that this did not exist when we were younger.)”

PARENT OF **MICHIGAN OVATION AWARDS PARTICIPANT**

Our Artist-in-Residence program and Wharton Center Theatre Productions bring professional performers, playwrights, and artistic directors to the MSU campus to share their expertise and creativity during close interaction with young and adult learners through lecture demonstrations, master classes, career development discussions, and small group mentoring. Students are afforded the opportunity to interact with artists such as Renée Fleming and Yo Yo Ma as well as with professional arts organizations such as the Stratford Festival of Canada and Kennedy Center. Such interactions provide aspiring students and lifelong learners with key tools to master their craft and develop their careers.

OUR FUNDING GOAL TO BE AN EVEN GREATER FORCE FOR CREATIVITY, DISCOVERY, AND LEARNING IS **\$6.5 MILLION.**

However, the star performers Wharton Center brings to MSU do not merely interact with student-artists during their stay. They are also involved with the entire university. Wharton Center partners with colleges and programs across MSU to integrate the arts and the values they foster—creativity and collaboration—into academic disciplines such as business, literature, medicine, music, and theater. For example, the Stuart Pimsler Dance Theatre Company partners with the College of Osteopathic Medicine to conduct workshops illuminating the physician-patient relationship through storytelling and non-verbal exercises. By connecting internationally recognized performers with MSU and younger students, we nurture the ambitions and dreams of budding artists throughout Michigan and exhibit how creativity and artistic expression can help overcome the challenges of many disciplines.

Creativity and collaboration are central to the land-grant mission of Michigan State University and are part of the core of Wharton Center's work. The impact of these world renowned performers extends beyond MSU. The artists we bring work with teachers to integrate the arts and other creative activities in schools. Award-winning poet Glenis Redmond spends part of her time in the community working with elementary, middle, and high school students on creating and reading their own poetry. And internationally recognized Celtic musician, vocalist, and songwriter Cathie Ryan conducts teacher workshops on using folk music to integrate music, language arts, story, history, geography, and poetry into the curriculum. These are just two examples of the contributions hundreds of artists have made and are making throughout the state because of Wharton Center.





An Engine of **OPPORTUNITY**

The power of the arts to change lives is limited only by the opportunity to engage with them. The arts have the power to teach, to inspire, to unify, and truly transform individuals of all ages and backgrounds. Time and time again, research shows that young people who are engaged in the arts achieve more in school and become involved in their communities. Wharton Center is dedicated to making the performing arts accessible to audiences and students of all ages and economic means.

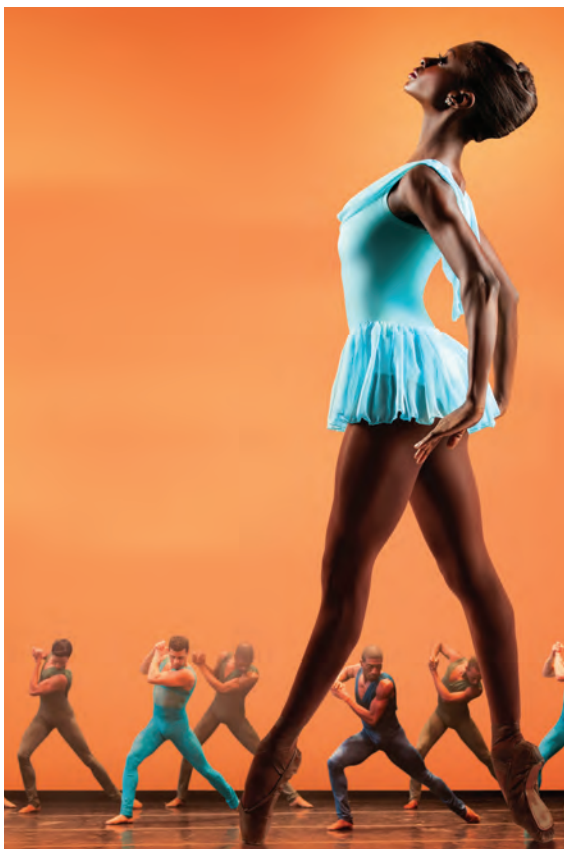
Each year Wharton Center offers internships to deserving students to gain experience in the performing arts. These internships expose students to all aspects of the performing arts: stage production; in-house management; ticketing; and administrative functions, such as communications, development, and operations. Internships provide “hands-on” learning of the skills and experience needed to develop as creative problem-solvers and

“This is something I’ve never seen in 24 years of teaching. I truly appreciate the opportunity your program has given these children. It made a real difference in their lives.”

A COORDINATOR **OF AT-RISK STUDENTS**

succeed professionally. Students have the opportunity to interact closely with established professionals, allowing these young people to hone their understanding of stage performance and build networks. MSU parents will hear their children talk about what they accomplished and not only about what they heard a professor say.

Children experience the power of Wharton Center through scholarship tickets, such as the Seat 4 Kids program, that provide economically-disadvantaged youth with the opportunity to attend performances through partnerships with local community service organizations and schools. These students get to experience a first-rate production of Porgy and Bess or a performance by the Vienna Boys Choir. These are experiences they will not soon forget, that will expand horizons, shape their aspirations, and encourage educational attainment.



OUR FUNDING GOAL
TO PROVIDE MORE
OPPORTUNITIES
TO ENGAGE AND
BE AN EVEN MORE
POWERFUL ENGINE
OF ACCESS IS
\$650,000.

Making Your Impact *on* **the Arts**

The inspiring and life-changing performances and programs Wharton Center offers would not be possible without private gift support. Your generosity will help us expand and deepen the bold artistic and educational programming that we have brought to Michigan for the past thirty years. To have a lasting impact, Wharton Center, like any arts organization, requires strong endowment and reliable, robust annual support. Dynamic artistic programming needs experiment and risk, and significant reliance on ticket income alone hinders supporting new and groundbreaking acts. Lack of sustainable funding also reduces our ability to commit to educational and other programs on a long-term basis. Many educational programs earn no revenue, and private support is critical to ensuring their continued availability to new generations of Michigan students.



At the End of *the* **Day**

Creativity and collaboration are fundamental to Wharton Center's work. These are also attributes increasingly vital in a new economy and to the future of Michigan and America. Innovation has long been the engine driving the success and prosperity of our state and our nation, and it will be the key to continuing this success in the present century. More than ever, employers and employees alike need critical reasoning skills nurtured in the cradle of creativity, as well as the ability to partner across boundaries to find innovative solutions to complex problems.

Artistic expression is the purest form of creativity, and Wharton Center is the biggest champion of performing arts in the state of Michigan. The performing arts are intrinsically collaborative endeavors, involving holistic interactions among people, ideas, and things. The confidence gained in performance imbues a willingness to take other positive risks; the skills acquired working as part of the cast or crew of a stage production transfer to other cooperative endeavors. In cultivating these values, Wharton Center, working in partnership with business and industry, fosters an economic and cultural transformation that strengthens the state of Michigan.

The Campaign for Michigan State University offers friends of Wharton Center an opportunity to strengthen this vital resource for the university. Your investment in Wharton Center and in the arts will continue to strengthen the university's impact on the cultural life of Michigan, the nation, and the world.

MIKE BRAND
EXECUTIVE DIRECTOR





SPARTANS WILL.

MAKE A DIFFERENCE *and*
EMPOWER EXTRAORDINARY TODAY.

EMPOWER.MSU.EDU

#EmpowerMSU



**WHARTON CENTER FOR
PERFORMING ARTS**

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COVER IMAGE:

*Girl with Doves, a sculpture presented as a gift from
Selma and Stanley Hollander to Wharton Center
for Performing Arts*