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Contemporary Art  
Museum St. Louis

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## FOR IMMEDIATE RELEASE

**The Contemporary Art Museum St. Louis launches *Create: The CAMpaign*, a \$12 million fundraising initiative to increase endowment, fund innovation, and make capital improvements.**

**October 28, 2019 (St. Louis, MO)** - The Contemporary Art Museum St. Louis (CAM) announces *Create: The CAMpaign*, a \$12 million campaign to ensure the continued growth and vitality of the institution's exhibitions and programs, and to increase CAM's cultural impact on St. Louis and the region through its education initiatives. "CAM has experienced remarkable growth over the last five years," says Lisa Melandri, CAM Executive Director. "Museum attendance has risen by 85 percent. Our exhibitions of emerging and established artists have captured the imaginations of more and more visitors across a wide array of local, national, and international communities. We are especially proud that CAM audiences reflect the diversity of St. Louis, and indeed the world," she adds.

"During this period of growth, thanks to the support of generous donors, our budget has grown commensurate with our goals," Melandri observes. "With this positive momentum, CAM is positioned to be as great as our ambitions. When you give to *Create*, you enable us to reach broad and diverse audiences in St. Louis and beyond, bolster our city as a vital cultural destination, and offer a source of meaning in a complex and complicated world."

***Create: The CAMpaign* raises funds for three essential institutional needs.**

### **Endowment** **\$10 million**

CAM elected to become free in 2013, making full access to all audiences an institutional priority. In keeping with this initiative, all CAM education programs are free, all tours are free, and the vast majority of public programs are free. As a free museum, however, the institution receives little earned income revenue and very modest tax support. A robust endowment not only provides CAM a stable, reliable, and perpetual funding source, it elevates the museum to the top-tier of mid-size contemporary art institutions and ensures free access to all far into the future. CAM's endowment will grow from \$5 million to \$15 million as a result of *Create*.

### **Innovation Fund** **\$1 million**

With a major funding source directed toward innovation, CAM expands education programs, engages and provides more employment opportunities to local artists, and develops new models for strengthening relationships between the museum and its community. At present, CAM lacks the resources to respond to all of the requests it receives for art education, teacher training, and professional development from St. Louis Public Schools, colleges and universities, and community and senior centers. The Innovation Fund allows the Museum to be even more responsive to diverse communities, including the growing demographic of life-long learners. CAM also strives to be a platform for new scholarship in contemporary art through publications and exhibitions with a global reach. The fund helps to keep CAM relevant, proactive, and a source for new ideas in the museum field.

### **Capital Improvements** **\$1 million**

To preserve and restore CAM's 15-year-old home, much-needed improvements are essential. For CAM to secure art loans from major national and international institutions, galleries, and collectors, the lenders need to be assured that their work will be in a space with state-of-the-art climate control and security systems. In addition, CAM is committed to using more efficient technologies than were available when the building was constructed. CAM is destined to be greener, energy efficient, and eco-responsible—a symbol of excellence, beauty, and function, an ideal space in which visitors may engage with the art of our time.

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10–5 Wed  
10–8 Thu & Fri  
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CAM is free. Visit often!

**Create: The CAMpaign has already achieved major fundraising goals.**

Prior to today's launch of *Create: The Campaign*, more than \$9.7 million has been raised toward an original goal of \$10 million. The commitment of longtime CAM supporters has emboldened the organization to reach out to the wider community to achieve our initial goal and to go beyond. "We feel the ambitious goal of \$12 million is within reach," says Melandri.



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Important cultural leaders have shown significant support. A lead gift from Emily Rauh Pulitzer of \$5 million represents a significant milestone for *Create*. Pulitzer has been a founder and mentor to CAM since its inception as a storefront gallery in downtown St. Louis nearly forty years ago. Her thoughtful and generous commitment to arts and culture continues with this gift. Her vision for CAM, and for St. Louis, continues to make our region a better place to live.

Alison and John Ferring have pledged \$1 million to *Create*, and serve as the campaign committee co-chairs. The Ferrings know art as central to the world we live in, and work to bolster CAM's place in it. It is because of their passion and hard work that *Create* has drawn so close to its initial goal.

CAM has also received generous support through the Centene Charitable Foundation and Neidorff Challenge. This \$1 million matching grant was predicated on CAM's ability to achieve a dollar-for-dollar match in one year. The Challenge proved to act as an incentive for donors, so the match was accomplished in just six months.

The Museum is also grateful to Crawford Taylor Foundation for a substantial gift. Crawford Taylor is an organization that takes civic responsibility and the betterment of St. Louis to heart, and this includes acknowledging the power of the city's cultural resources to draw more people to it.

"A great contemporary art museum is a hallmark of a great city," says Melandri. "CAM is an essential component of the rich cultural fabric of St. Louis. The success of *Create: The CAMpaign* will make for a better museum and a better St. Louis."

Visit [camstl.org/create](http://camstl.org/create) to donate and for more information.

**About the Contemporary Art Museum St. Louis**

The Contemporary Art Museum St. Louis (CAM) works to enrich lives and inspire curiosity, creativity, and learning through experiences with contemporary art. Focused on a dynamic array of changing exhibitions, the Museum reflects and contributes to the global cultural landscape while engaging thousands of visitors through a wide array of public programs. CAM nurtures the creative minds of our city's youth through free, in-depth art education, making a long-lasting impact on the community. CAM is a site for discovery, a welcoming space, free and open to all.

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