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Contemporary Art
Museum St. Louis

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FOR IMMEDIATE RELEASE

CAM celebrates reaching its \$10 million goal for *Create: The CAMpaign* with new curatorial title honoring The Ferring Foundation



We didn't ask permission, we just did it..., installation view, Contemporary Art Museum St. Louis, September 9, 2022–February 12, 2023. Photo courtesy Dusty Kessler.

November 30, 2022 (St. Louis, MO) - The Contemporary Art Museum St. Louis (CAM) celebrates the successful conclusion of *Create: The CAMpaign*, a major fundraising initiative to ensure the continued growth and vitality of the institution's exhibitions and education programs. The campaign has raised \$10 million for the museum's endowment, in service of increasing CAM's cultural impact on St. Louis and the region.

"We raised 10 million dollars for our endowment, securing this essential and perpetual funding source that will allow us to serve as many in our community as possible, while continuing to program with our community as the main priority," says Lisa Melandri, Executive Director. "This is not an easy task for an organization of this size. We achieved this goal because our supporters have given with extraordinary generosity to support a really big idea. The support of the community has made CAM what it is today."

A foundational gift from Emily Rauh Pulitzer of \$5 million represented a significant fundraising milestone. Pulitzer has been a founder, long-time supporter, and friend to CAM since its inception as the First Street Forum more than forty years ago. Her thoughtful and generous commitment to arts and culture in St. Louis continues with this contribution to CAM's endowment. "Her vision for CAM, and for St. Louis, makes our region a better place

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to live. She has been not just important, but essential, to the Museum's growth into the future," says Melandri.

Lead donors Alison and John Ferring contributed \$1 million to *Create: The CAMpaign*, and served as campaign committee co-chairs. "The Ferrings know that art is central to the world we live in, and work to bolster CAM's place in it. They have been involved with the Museum since it was the Forum for Contemporary Art, and their leadership has helped transform this institution into a cultural landmark," Melandri notes.

Important cultural leaders showed significant support to *Create: The CAMpaign*. CAM received generous support through the Centene Charitable Foundation and the late Michael Neidorff and his wife, Noemi, who created the Neidorff Challenge. This \$1 million matching grant was predicated on CAM's ability to achieve a dollar-for-dollar match. The Challenge proved to be an effective incentive for donors, and the match was accomplished in just six months. Additional outstanding contributors include the Crawford Taylor Foundation, Nancy and Kenneth Kranzberg, Ann R. Ruwitch and John Fox Arnold, Carol and Michael Staenberg, Berges Family Foundation, Clare Davis and David Obedin, JiaMin and Michael Dierberg, Edward Jones, The Estate of Joan Goodson, Susan B. McCollum, Donna Moog and Leonard Landsbaum, Nancy Reynolds and Dwyer Brown, and Mary Ann and Andy Srenco.

To mark this occasion and in recognition of the Ferring's central role and deep care for the museum, CAM's Chief Curator position will be named The Ferring Foundation Chief Curator. "It's a privilege to have the Ferring's partnership and investment in the future of this organization," says Melandri. "We are honored to have the Ferring name associated with the staff member who guides our exhibition planning and shapes the museum's curatorial vision."

Reflecting on the outcome of *Create: The CAMpaign*, Melandri observes, "The goal of any public institution is to do better, to positively impact more people's lives, and to achieve sustainability. Those who gave to CAM's endowment invested in excellence, in community interaction, in programs that engage with diverse audiences, and in providing meaning in a complex world. Having a strong endowment emboldens us, and sustains our efforts far into a more vibrant future."

About the Contemporary Art Museum St. Louis

The Contemporary Art Museum St. Louis creates meaningful engagement with the most relevant and innovative art being made today. Founded by civic and cultural leaders in 1980, the Museum transformed from a small gallery into an internationally recognized arts institution, now permanently housed in a flexible, open, and inviting building designed by renowned American architect Brad Cloepfil. CAM's distinct architecture reflects the organization's values and supports a dynamic range of exhibitions, public programs, educational initiatives, and community collaborations. The only museum in the region solely dedicated to contemporary art, CAM is one of the preeminent non-collecting institutions of its kind in the United States. We are a site for discovery, a welcoming space, free and open to all. For more information, visit camstl.org.

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