



ESSENTIAL CAMPAIGN FAQ

1. Why is the Entertainment Community Fund involved in a comprehensive campaign?

The Entertainment Community Fund envisions a world in which individuals contributing to our country's cultural vibrancy are supported, valued and economically secure.

The \$160 Million *ESSENTIAL* Campaign is a bold and comprehensive effort that combines all of an organization's fundraising over a set number of years, which will allow the Fund to serve more people in more places.

What the *ESSENTIAL* Campaign will support:

Expand and Sustain Services

- Triple the number of people the Fund serves.
- Execute an innovative digital engagement strategy that includes the roll-out of a new client portal funded by Bloomberg Philanthropies.
- Reach more people in additional communities with services such as scholarships, mental health services, insurance and career counseling.

Grow the Emergency Relief Reserve Fund

- An Emergency Relief Reserve Fund will allow the Fund to respond immediately to the next crisis that will impact the entertainment community, knowing the resources are there and more resources can be deployed.

Support Mission-Critical Capital Projects

- Complete construction of The Hollywood Arts Collective, a complex in the heart of Hollywood that combines 151 units of affordable housing with an arts building and a new home for the Fund's Western Region offices.
- Upgrade the Actors Fund Home, an assisted living, skilled nursing and rehabilitation residence for seniors in New Jersey.
- Modernize The Schermerhorn and The Dorothy Ross Friedman affordable housing residences in New York.
- Create an Affordable Housing Catalyst Fund to stimulate investment in new projects.

2. Why is the *ESSENTIAL* Campaign's Fundraising goal \$160 million?

The campaign's goal is comprised of three principal areas over the next three years.

- \$75 million to expand and sustain services
- \$22 million to create the Emergency Relief Reserve Fund
- \$63 million to support mission-critical capital projects

3. When did the Fund start fundraising for the *ESSENTIAL* Campaign?

Following an extensive strategic planning process that was centered on a commitment to serve more people in more places, the Fund started fundraising in 2022.

4. What type of support has the Entertainment Community Fund already received?

The Fund has received contributions from individuals, foundations, corporations, unions and guilds.

5. May I pledge a gift over a period of time?

Yes, you can make a pledge for three–five years.

6. Can I specify how my gift will be used?

Yes. If a particular campaign pillar has special meaning to you, you can direct funding to support efforts to expand and sustain services, support mission-critical capital projects, or increase the Emergency Relief Reserve Fund.

7. Will donors be publicly acknowledged?

Yes, unless the donor chooses otherwise. Public acknowledgment is the choice of the donor. The Fund has a planned donor recognition program for this campaign, including attractive naming opportunities for spaces and programs.

Furthermore, the Fund respects a donor's wishes and understands if public recognition is not desired. Contributions can remain anonymous if requested.

8. Who do I contact if I have questions?

For more information or to learn how you can support the *ESSENTIAL* Campaign, please contact Tom Exton at texton@entertainmentcommunity.org or 917-281-5929.