



For Immediate Release

JOY OF MOTION DANCE CENTER SELECTED AS A GRANTEE OF BLOOMBERG
PHILANTHROPIES' ARTS INNOVATION AND MANAGEMENT PROGRAM

Joy of Motion will participate in \$43 million program

Washington, DC - August 22, 2018 - Joy of Motion (JOM) today announced that it is a grantee recipient of Bloomberg Philanthropies' Arts Innovation and Management (AIM) program. The invitation-only program seeks to strengthen the organizational capacity and programming of small and mid-size cultural organizations within Atlanta, Austin, Baltimore, Denver, New Orleans, Pittsburgh and Washington, D.C. Through the \$43 million multi-year initiative, Bloomberg Philanthropies will provide unrestricted general operating support as well as arts management training in areas that include fundraising, strategic planning, marketing, and board development.

"Joy of Motion Dance Center is so proud to have been selected for the AIM program. It is an honor to be listed alongside so many other great art organizations and we are confident that this award will help improve our outreach, strengthen our organization, and spread the word that *Dance is for Everyone*," says Heidi Thiboheim, chair of the Board of Directors.

AIM targets arts non-profits because of the vital role that they play in building communities, driving local economies and supporting artists. "The arts inspire people, provide jobs, and strengthen communities," said Michael R. Bloomberg, founder of Bloomberg Philanthropies. "This program is aimed at helping some of the country's most exciting cultural organizations reach new audiences and expand their impact."

Bloomberg Philanthropies will develop curricula and conduct seminars for the program in partnership with leading experts, including the DeVos Institute of Arts Management at the University of Maryland, led by Institute Chairman Michael M. Kaiser and President Brett Egan. AIM organizations will engage in activities that strengthen their long-term health and goals, and will receive one-on-one consultations and implementation support for leaders and their boards.

All organizations invited to participate in the 2018 expansion of the AIM program are nonprofits that have been in existence for at least two years. Participating organizations will be required to secure 20% of their AIM grant in matching dollars; reach 100% board participation in fundraising; and maintain up-to-date information in DataArts, an online management tool that assists arts organizations across the country in collecting, learning from, and using data effectively. The grants will be unrestricted to allow recipients to utilize the funds to address their greatest needs.

Since 2011, AIM has helped more than 500 small and mid-sized organizations in all creative disciplines, including theater, visual arts, music, film, literature and dance. Participating organizations reported significant improvements in board development, fundraising and overall income over the two-year program. Watch [this video](#) for an overview of the Arts Innovation and Management program.

About Joy of Motion Dance Center:

A non-profit charitable organization founded in 1976, Joy of Motion Dance Center has since developed into “the area’s most comprehensive dance institution” (Washington Post), engaging 60 faculty members and teaching artists, providing more than 300 weekly classes, and drawing nearly 9,000 unique students and artists annually to three studio locations (in two Wards of DC and in Bethesda, MD). With more than 40 years of history in the District, Joy of Motion has become the hub of a vast artistic community, committed to excellence both in high-level training and community-based arts experiences.

About Bloomberg Philanthropies:

Bloomberg Philanthropies works in over 480 cities in more than 120 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: Arts, Education, Environment, Government Innovation, and Public

Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's charitable activities, including his foundation and his personal giving. In 2017, Bloomberg Philanthropies distributed \$702 million. For more information, please visit www.bloomberg.org or follow us on Facebook, Instagram, Snapchat, and Twitter.

Media Contacts:

Bloomberg Philanthropies, Rebecca Carriero | 212-205-0182 or rebeccac@bloomberg.org

Joy of Motion Dance Center, Julia H. Cain | 202-907-5113 or jharmancain@joyofmotion.org

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