



**FOR IMMEDIATE RELEASE**

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**CENTER FOR ASIAN AMERICAN MEDIA SELECTED AS A GRANTEE OF BLOOMBERG  
PHILANTHROPIES' ARTS INNOVATION AND MANAGEMENT PROGRAM**

*CAAM Will Receive Part of \$30 Million Investment to Strengthen Programming  
and Organizational Capacity*

**San Francisco, CA — November 23, 2015** — The Center for Asian American Media today announced that it is a grantee recipient of Bloomberg Philanthropies' Arts Innovation and Management (AIM) program. Through the two-year initiative, Bloomberg Philanthropies is providing \$30 million across 262 small and mid-sized nonprofit cultural organizations around the country to help strengthen their operational and programming efforts, including training in fundraising, audience development and board member engagement.

"We are very deeply appreciative for this support both for the recognition by one of the country's leading philanthropies and for the funding which will help strengthen our organizational and programmatic development," said CAAM Executive Director Stephen Gong.

The invitation-only program supports nonprofit cultural organizations based in six cities: Boston, Chicago, Dallas, Detroit, Los Angeles and San Francisco. All organizations are locally or internationally recognized nonprofits that have been in existence for at least two years. The grantees are required to participate in a management training program; secure matching funds; ensure 100% board participation in fundraising; and maintain up-to-date information in the Cultural Data Project, an online financial & data collection platform that assists arts organizations across the country to collect, learn from, and use data effectively. The grants are unrestricted so that recipients can use them to address their greatest needs.

The grant will support CAAM's work to build a more diverse and strategic Board of Directors and to create a National Advisory Council that will help the organization to enhance and secure its sustainability as an innovative, public-serving Asian American arts organization.

Bloomberg Philanthropies is partnering with the DeVos Institute of Arts Management at the University of Maryland to develop curricula and conduct trainings for the AIM program in each city. The comprehensive workshops engage organizations around activities that strengthen their long-term health and goals and include consultations and implementation support for arts managers and their boards.

First piloted in New York City, Bloomberg Philanthropies supported 245 grantees through AIM from 2011-2013. Participating organizations reported improvements in audience development, board engagement and fundraising over the two-year program.

### **About the Center for Asian American Media**

The Center for Asian American Media (CAAM) is a nonprofit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. We do this by funding, producing, distributing and exhibiting works in film, television and digital media. For more information about CAAM, please visit us at [caamedia.org](http://caamedia.org).

### **About Bloomberg Philanthropies**

Bloomberg Philanthropies works to ensure better, longer lives for the greatest number of people. We focus on five key areas for creating lasting change: arts, education, the environment, government innovation, and public health. The arts are a valuable way to engage citizens and enhance communities. Through innovative partnerships and bold approaches, the Bloomberg Philanthropies arts program works to increase access to culture using new technologies, empower artists and strengthen cultural organizations to reach broader audiences. For more information, please visit [bloomberg.org](http://bloomberg.org) or follow us Facebook, Instagram and Twitter @BloombergDotOrg.

### **About the DeVos Institute of Arts Management**

The DeVos Institute has served more than 1,000 organizations from over 80 countries since Michael M. Kaiser founded it during his tenure as President of the John F. Kennedy Center for the Performing Arts in Washington, D.C. The Institute has designed its services to assist a wide range of institutions, from traditional performing and presenting organizations, museums and galleries, arts schools and libraries, to botanical gardens, glass-making studios, public art trusts, and non-profit cinemas, to name a few. The DeVos Institute transferred its activities and offices from the Kennedy Center to the University of Maryland in September 2014. The move enables the Institute to expand its global training and consulting programs, enhance its fellowships for North American and international arts managers within the context of a major educational institution, and create a Master's program that leverages both University and Institute resources.