

WHY PARTNER WITH THE ARTS?



Businesses need people and strategies that can respond to an ever-changing, complex world of work. Leveraging the arts to **advance diversity, equity and inclusion** initiatives creates a platform for **connectivity and cohesiveness**. Let us show you how.

THE ARTS CULTIVATE DIVERSITY & EMPATHY



Partnering with the arts allows your employees, company, and community to gain better understanding of diverse cultures and ideas and helps build an inclusive workforce.

57% OF COMPANIES

with less than 100 employees believe that the arts support their corporate objective to create conversation about important issues.

Business Contributions to the Arts: 2018 Edition

73% OF POPULATION

agree that arts "help them understand other cultures better"

Americans Speak Out About the Arts in 2018

50% OF COMPANIES

with more than 25,000 employees say that the arts support their corporate adjective to address issues of diversity and inclusion in the workplace.

Business Contributions to the Arts: 2018 Edition

“At Ameriprise Financial, we celebrate the arts as a medium that brings people together and enables us to see the world through the lens of diverse cultures and experiences. We support programs, exhibitions, and artists that enrich our communities, inspire new ways of thinking, and share the beauty of art with people from all walks of life.”

BRIAN PIETSCH
SENIOR VICE PRESIDENT, COMMUNITY
RELATIONS AND PUBLIC AFFAIRS

AMERIPRISE FINANCIAL

PARTNERSHIPS IN PRACTICE

AMERICANS
for the ARTS



ROCHE TISSUE DIAGNOSTICS'S WE ARE HUMAN EXHIBITION

In partnership with the Arizona Business Committee for the Arts, Roche Tissue Diagnostics used their in-house gallery space to support an employee driven photography project that was designed to deconstruct bias and embrace humanity. Those who participated brought an object or 'cultural artifact' that they felt represented them and took a professional portrait. They were also asked to write five things about themselves. The portraits were displayed on one wall while the 'five things' were displayed on another, giving participants and exhibition attendees the opportunity to have meaningful conversation, learn new things about their colleagues and explore implicit biases they might have as a result of looking at the photographs.

*Photo credits:
Portrait from Roche Tissue Diagnostics WE ARE HUMAN Exhibition*

BOOZ ALLEN HAMILTON

HOSTS "HIDDEN FIGURES" FILM SCREENINGS

In honor of Black History Month in February, Booz Allen Hamilton held a series of "Hidden Figures" screenings in theatres across the country. The firm encouraged its employees not just to attend the film, but to start conversations around diversity and inclusion that bridge differences across its social channels. The combination of the poignant film and the panel of local STEM professionals across industries inspired many to continue the dialogue around tactical solutions for removing barriers that impede the advancement of women and people of color in STEM industries.

FURTHER

READING AND RESEARCH

EMBRACING DIVERSITY & TEAM BUILDING FROM THE PARTNERSHIP MOVEMENT

This essay illustrates ways the arts can advance DEI initiatives in business

NEIGHBORHOOD DIVERSITY, ECONOMIC HEALTH, AND THE ROLE OF THE ARTS

An exploration of where arts organizations in New York City locate in terms of neighborhood diversity.

For more information on the pARTnership Movement and additional resources and case studies, visit www.pARTnershipMovement.org.