

**STEP AFRiKA! SELECTED AS A GRANTEE OF BLOOMBERG PHILANTHROPIES'
ARTS INNOVATION AND MANAGEMENT PROGRAM**

STEP AFRiKA! will participate in \$43 million program

WASHINGTON, DC — 9/4/18 — STEP AFRiKA! 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.

“STEP AFRiKA! is tremendously grateful for the financial support and training provided by the AIM program. On the heels of our 25th Anniversary, this is not only great news but an incredible opportunity to help us plan strategically for the organization's future” said C. Brian Williams, founder and Executive Director of Step Afrika!

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 organization 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: <https://www.youtube.com/watch?v=4KJy8DgjRDg&feature=youtu.be>.

About Step Afrika!

Founded in 1994 by C. Brian Williams, Step Afrika! is the first professional company in the world dedicated to the tradition of stepping. The Company blends percussive dance styles practiced by historically African American fraternities and sororities; traditional dances from across the African continent; and an array of contemporary dance and art forms into a cohesive, compelling artistic experience. Performances are much more than dance shows; they integrate songs, storytelling, humor, and audience participation. Step Afrika! promotes stepping as

an educational tool for young people, focusing on teamwork, academic achievement and cross-cultural understanding. The Company reaches tens of thousands of Americans each year through a 50-city tour of colleges and theatres and performs globally as Washington DC's one and only Cultural Ambassador. Step Afrika! now ranks as one of the top ten African American dance companies in the United States and is featured prominently at the Smithsonian National Museum of African-American History and Culture with the world's first stepping interactive. To learn more, visit www.stepafrika.org

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](#).

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