

# Kansas City Volunteer Lawyers and Accountants for the Arts



## General Information

### Contact Information

**Nonprofit**

Kansas City Volunteer Lawyers and Accountants for the Arts

**Address**

P.O. Box 413199  
Kansas City, MO 64141 3199

**Phone**

(816) 974-8522

**Website**

[www.kcvlaa.org](http://www.kcvlaa.org)

**Facebook**

[facebook.com/kcvlaa](https://facebook.com/kcvlaa)

**Twitter**

[twitter.com/KCVLAA](https://twitter.com/KCVLAA)

**Email**

[info@kcvlaa.org](mailto:info@kcvlaa.org)

### At A Glance

**How to donate, support, and volunteer**

Donations can also be made by check mailed to our P.O. Box. We can also use in-kind donations of event space, and office supplies. Volunteers are always welcome, whether that be at a volunteer attorney or accountant, or data entry or event set-up.

# Mission & Areas Served

## Statements

### **Mission Statement**

KCVLAA is a nonprofit, 501(c)(3) organization that provides legal and accounting assistance to qualifying artists and arts organizations from all creative disciplines. Our ArtSmarts program provides seminars in arts law to help artists avoid common pitfalls in their professional arts careers.

### **Background Statement**

Kansas City Volunteer Lawyers and Accountants for the Arts was founded and incorporated as a 501(c)(3) organization in May 2004. With the high concentration of artists and arts organizations in the Kansas City area, a separate local organization was needed to serve the arts community. Several people and organizations, including the Arts Council of Metropolitan Kansas City, the St. Louis Volunteer Lawyers and Accountants for the Arts, the Texas Accountants and Lawyers for the Arts, Julia Austin, Jane Lowery, and Rebecca Stroder had been working on this project since November of 2003. With encouragement and support from the St. Louis Volunteer Lawyers and Accountants for the Arts and the Missouri Arts Council the state of Missouri was divided into two areas of service. KCVLAA's primary service area is greater Kansas City, and western Missouri (including Springfield, but not including Columbia: St. Louis's VLAA serves Columbia), and five counties in eastern Kansas: Leavenworth, Johnson, Wyandotte, Douglas and Miami counties.

### **Impact Statement**

KCVLAA was established to meet the demand for legal and accounting services at an affordable rate. We are a unique organization that fills a necessary role for Kansas City's artists and arts organizations and we will continue to, - provide legal and accounting assistance to artists and arts organizations from all creative disciplines that could not otherwise afford it; - demystify legal and accounting practices for individuals and organizations working in creative fields; - establish resources for the most current professional practices related to the arts and art management; and - assist individuals and organizations in developing excellence in their professional practices. KCVLAA provides pro bono (free) legal and accounting services for qualifying artists and arts organizations. Without KCVLAA, the legal and accounting problems of many artists and arts organizations would go unresolved. KCVLAA provides a critical link between members of the legal, business and arts communities. A thriving arts community contributes to a positive economic and social environment for all of us. Because familiarity with arts law and business practices can help avoid legal and accounting problems, KCVLAA has an extensive education program for both arts professionals, attorneys and accountants. Seminars typically focus on nuts-and-bolts information such as protecting copyrights, negotiating contracts, or preparing budgets. We also offer approved CLE/CPE programs to lawyers and accountants on the topics faced by the arts community. Through KCVLAA, more than 160 accountants and lawyers offer counsel to artists and administrators who are asking for help in record numbers. Since our inception KCVLAA volunteers donated over \$500,000 in pro bono services to the arts community. KCVLAA hopes to increase the number of artists served through our seminars and referral process. In 2016, we served over 300 artists, in 2017 we hope to increase this number to over 425. KCVLAA is also actively searching out additional collaborations for our events. KCVLAA had successful collaborations with the InterUrban ArtHouse, Hot 103JAMZ, MACAA, Kansas City Art Institute, and Kansas City Artists Coalition in 2014.

### **Needs Statement**

1. Additional funding from a variety of sources, with a focus on individual donors.
2. The establishment of an internship/volunteer program to insure a steady source of volunteer help.
3. Expansion of our programming via additional funding and increased volunteers.
4. Recruitment of additional Board members and Board succession planning.

### **CEO/Executive Director/Board Chair Statement**

Our challenge is in funding – to have strong leadership for the organization we must be able to compensate staff on a comparable level to other organizations. That leadership is what KCVLAA needs to increase outreach, visibility, and develop programs and recruit volunteers. Our current director is a self-starter and is dedicated to our mission. She has a strong program administration background. She has moved our record-keeping on-line and has streamlined our processes and is committed to increasing our earned income and outreach. Our biggest challenge, of course, lies in funding. Nevertheless, because we are able to partner with so many other organizations to take advantage of resources like space, mailing lists, advertising, and equipment, our overhead can be low. In addition, we can draw upon the many volunteers in our organization to provide services for which we would otherwise have to pay: speaking engagements, interns, and copy services, to name a few. We also can position ourselves within the market for arts-related funding in a unique way. After all, we provide a service to the arts community that is without peer in the area, and our services help keep other arts organizations afloat. Our board is made up of many well-respected individuals in the legal, accounting, and arts community, whose contacts and visibility can be leveraged to provide grounding for our requests for funding. Overall, however, the arts community's enthusiasm for our presence in the area leads me to believe that these challenges, while formidable, can be overcome in the coming year. The KCVLAA has been received warmly by this community, and I have no doubt that it will attain the support of both the funding community as well as the legal, accounting, and arts communities for years to come. Going forward, we must make our organization more visible to organizations, and we must not hesitate to initiate requests for strategic partnerships with organizations who can help us promote our services to a broader range of people in the arts community. This opportunity to leverage the popularity of our services will only strengthen as our organization grows and our partnerships with other arts organizations become deeper because familiarity with arts law and business practices.

### **Service Categories**

Arts, Culture & Humanities NEC

Management & Technical Assistance

Crime & Legal - Related NEC

### **Areas of Service**

#### **Areas Served**

##### **Areas**

---

KS

KS - Fort Bend

KS - Franklin County

KS - Johnson County

KS - Lawrence

KS - Wyandotte County

KS - Wyandotte County Urban Core

MO

MO - Clay County

MO - Eastern Jackson Co

MO - Jackson County

MO - Jackson County Urban Core

MO - Liberty

MO - Platte County

MO - Ray County

# Programs

## Programs

### Legal and Accounting Referral

<b>Description</b>	Providing referrals for pro bono legal and accounting assistance to artists and arts organizations from all creative disciplines.
<b>Category</b>	Arts, Culture & Humanities, General/Other Artists' Services
<b>Population Served</b>	Adults, Other Economic Level, General/Unspecified
<b>Short-Term Success</b>	These pro bono legal and accounting referrals allow qualifying artists to quickly resolve small or large legal and accounting issues and allow the artists to get back to the business of producing art.
<b>Long- Term Success</b>	Pro bono legal and accounting referrals allow qualifying artists to receive legal and accounting assistance that they otherwise would not have obtained. This assistance allows the artists to make art their business and to make that business successful.
<b>Program Success Monitored By</b>	All participating artists and volunteer attorneys and accountants are given a survey about the referral process and resolution. Artists that have referrals to attorneys or accountants are followed-up with to insure services are being effectively provided.
<b>Examples of Program Success</b>	Pro Bono referrals are up from last year. Survey results are overall very positive on both the process and the resolutions offered. Word of mouth about the referral process has increased substantially and inquiries about services have greatly increased.

## ArtSmarts

<b>Description</b>	ArtSmarts is professional practices program that offers creative professionals, attorneys, and accountants education on issues relevant to the arts community. Many of our ArtsSmarts seminars are CLE/CPE approved for attorneys.
<b>Category</b>	Arts, Culture & Humanities, General/Other General Arts Education
<b>Population Served</b>	Adults, Other Named Groups, General/Unspecified
<b>Short-Term Success</b>	Many of the artists that attend our ArtSmarts programs are able to take the information gained at these seminars and apply it immediately to their art businesses. Often the artists are able to solve smaller problems that they may have had in business practices or protection of intellectual property.
<b>Long- Term Success</b>	ArtSmarts is an ongoing series of workshops focused on helping artists, arts organizations, and creative businesses learn how to better navigate potential legal issues. KCVLAA services enable arts clients to get their organizational "house in order" so that they can more effectively create and present their art
<b>Program Success Monitored By</b>	Evaluation forms are given at the end of each seminar. These evaluations gauge the popularity and usefulness of the program as well as the preparation and skills of the presenter.
<b>Examples of Program Success</b>	Attendance at ArtSmarts programs is up for the year. The evaluations have been overwhelmingly positive. The seminars have been getting some media attention and are generating record levels of inquiries at KCVLAA.

### **CEO Comments**

KCVLAA refers arts-related legal and accounting problems to attorneys and accountants who volunteer their time to help individuals and arts organizations with limited resources. The first requirement is that the legal or accounting problem or issue is directly arts-related. Our definition of "art" is broad and encompasses the visual, literary, media, design, and performing arts, as well non-traditional arts forms. To qualify for free professional services, the client must be able to demonstrate genuine financial need. These guidelines are designed to determine eligibility, while providing flexibility for extenuating circumstances. While KCVLAA is primarily a referral program, education in arts law and business practices is an important part of our mission. We conduct ArtSmarts seminars, provide guest speakers, and we are building a library and starting "how-to" guides – all in an effort to help artists protect their rights and develop sound business practices.

# Leadership & Staff

## Executive Director/CEO

<b>Executive Director</b>	Mrs. Danielle A. Merrick
<b>Term Start</b>	Jan 2010
<b>Email</b>	admin@kcvlaa.org
<b>Compensation</b>	\$0 - \$50,000

### Experience

Danielle A. Merrick currently serves as the Executive Director of the Kansas City Volunteer Lawyers and Accountants for the Arts. She is an attorney and Clinical Law Professor with over 13 years of experience co-directing a business law entrepreneurial clinic at the University of Missouri-Kansas City School of Law.

## Former CEOs

<u>Name</u>	<u>Term</u>
Ms. Julia M. Austin	Oct 2005 - June 2006
Ms. Rachel S. Fann	Feb 2007 - July 2009

## Staff

<b>Paid Full-Time Staff</b>	0
<b>Paid Part- Time Staff</b>	1
<b>Volunteers</b>	188
<b>Retention Rate</b>	100%
<b>Paid Contractors</b>	0

## Formal Evaluations

<b>CEO Formal Evaluation</b>	Yes
<b>CEO/Executive Formal Evaluation Frequency</b>	Annually

## Plans & Policies

<b>Organization Has a Fundraising Plan</b>	Under Development
<b>Organization Has a Strategic Plan</b>	Yes
<b>Management Succession Plan</b>	Under Development
<b>Organization Policy and Procedures</b>	Under Development
<b>Nondiscrimination Policy</b>	Under Development
<b>Whistleblower Policy</b>	No
<b>Document Destruction Policy</b>	No

## Government Licenses

**Is your organization licensed by the government?**

**CEO Comments**

Our board is made up of many well-respected individuals in the legal, accounting and arts community who have been committed to the formation of the organization and the continued growth in services. Composed of lawyers, accountants, artists, and other representatives of the community, the board meets to review policy, develop public relations and fund raising strategies, and plan educational programs.

# Board & Governance

## Board Chair

<b>Board Chair</b>	Ms. Susannah Evans
<b>Company Affiliation</b>	Hood Law Group
<b>Term</b>	July 2017 to July 2019
<b>Email</b>	susannah@kc.rr.com

## Board Members

<b>Name</b>	<b>Affiliation</b>
Mr. J. Brent Burkholder	Ozark National Life Insurance Company
Ms. Susannah Evans	The Law Offices of Matthew L. Hood LLC
Mr. Todd Gangel	Hovey Williams LLP
Ms. Julie Metzler	Retired
Mr. Michael Meyer	Bartimus, Frickleton, Robertson
Mr. Nick Page	Country Club Bank
Ms. Judith A Sharp	Retired
Mr. Donald S. Simon	Simon Business Consulting
Mr. Adam Sipe	JMW & Associates
Ms. Rebecca S. Stroder	FireEye

## Board Demographics - Ethnicity

<b>African American/Black</b>	0
<b>Asian American/Pacific Islander</b>	1
<b>Caucasian</b>	9
<b>Hispanic/Latino</b>	0
<b>Native American/American Indian</b>	0
<b>Other</b>	0

## Board Demographics - Gender

<b>Male</b>	6
<b>Female</b>	4
<b>Unspecified</b>	0

## Governance

<b>Board Term Lengths</b>	3
<b>Board Term Limits</b>	0
<b>Board Meeting Attendance %</b>	0%
<b>Written Board Selection Criteria?</b>	No



<b>Written Conflict of Interest Policy?</b>	Yes
<b>Percentage Making Monetary Contributions</b>	100%
<b>Percentage Making In-Kind Contributions</b>	100%
<b>Constituency Includes Client Representation</b>	Yes
<b>Number of Full Board Meetings Annually</b>	6

## Standing Committees

Board Development / Board Orientation

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

Human Resources / Personnel

Finance

Operations

## CEO Comments

Our board is made up of many well-respected individuals in the legal, accounting and arts community who have been committed to the formation of the organization and the continued growth in services. Composed of lawyers, accountants, artists, and other representatives of the community, the board meets to review policy, develop public relations and fund raising strategies, and plan educational programs.

## Advisory Board Members

<b><u>Name</u></b>	<b><u>Affiliation</u></b>
Ms. Jane Lowrey	Texas Accountants & Lawyers for the Arts
Ms. Megan Mantia	Artist
Mr. Patrick McAndrews	Spencer Fane
Ms. Jennifer McGlothen	Better Business Bureau
Ms. Janet Simpson	Kansas City Artists Coalition
Ms. Tammy Smith	Artist

# Financials

## Fiscal Year

<b>Fiscal Year Start</b>	Jan 01, 2017
<b>Fiscal Year End</b>	Dec 31, 2017
<b>Projected Revenue</b>	\$31,500.00
<b>Projected Expenses</b>	\$31,500.00
<b>Endowment Value</b>	\$0.00
<b>Percentage</b>	0%

## Detailed Financials

### Revenue and Expenses

<b>Fiscal Year</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
<b>Total Revenue</b>	\$30,942	\$16,381	\$24,081
<b>Total Expenses</b>	\$22,470	\$22,907	\$26,645

### Revenue Sources

<b>Fiscal Year</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
<b>Foundation and Corporation Contributions</b>	\$18,136	\$6,318	\$5,580
<b>Government Contributions</b>	\$9,843	\$7,346	\$16,036
<b>Federal</b>	\$0	\$0	\$0
<b>State</b>	\$8,218	\$5,203	\$13,417
<b>Local</b>	\$1,625	\$2,143	\$2,619
<b>Unspecified</b>	\$0	\$0	\$0
<b>Individual Contributions</b>	\$0	\$0	\$0
<b>Indirect Public Support</b>	\$0	\$0	\$0
<b>Earned Revenue</b>	\$2,963	\$1,717	\$2,315
<b>Investment Income, Net of Losses</b>	\$0	\$0	\$0
<b>Membership Dues</b>	\$0	\$0	\$0
<b>Special Events</b>	\$0	\$0	\$0
<b>Revenue In-Kind</b>	\$0	\$0	\$0
<b>Other</b>	\$0	\$0	\$150

## Expense Allocation

Fiscal Year	2016	2015	2014
Program Expense	\$22,470	\$22,907	\$17,228
Administration Expense	\$0	\$0	\$6,974
Fundraising Expense	\$0	\$0	\$2,443
Payments to Affiliates	\$0	\$0	\$0
Total Revenue/Total Expenses	1.38	0.72	0.90
Program Expense/Total Expenses	100%	100%	65%
Fundraising Expense/Contributed Revenue	0%	0%	11%

## Assets and Liabilities

Fiscal Year	2016	2015	2014
Total Assets	\$0	\$0	\$16,033
Current Assets	\$0	\$0	\$16,033
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$0	\$0	\$0
Total Net Assets	\$0	\$0	\$16,033

## Short Term Solvency

Fiscal Year	2016	2015	2014
Current Ratio: Current Assets/Current Liabilities	--	--	--

## Long Term Solvency

Fiscal Year	2016	2015	2014
Long-Term Liabilities/Total Assets	--	--	0%

## Top Funding Sources

Fiscal Year	2016	2015	2014
Top Funding Source & Dollar Amount	Francis Family Foundation \$10,000	--	Missouri Arts Council \$8,560
Second Highest Funding Source & Dollar Amount	Various Individual Donors \$8,136	--	Francis Family Foundation \$7,500
Third Highest Funding Source & Dollar Amount	Missouri Arts Council \$8,218	--	ArtsKC \$2,766

## Capital Campaign

Currently in a Capital Campaign?	No
Goal	\$0.00
Capital Campaign Anticipated in Next 5 Years?	No

## Organization Comments

KCVLAA needs to increase our outreach, expand our referral services and further develop ArtSmarts; we are actively pursuing support to continue to serve and protect the creative people that make Kansas City unique.

## Foundation Comments

- FY 2016, 2015, 2014: Financial data reported using Internal Financial documents.
- Revenue from foundations/corporations may include individual contributions.

