

IN A NEW LIGHT CAMPAIGN



OUR DONORS

Creating the Win-Win

Leaders at the global law firm DLA Piper devised a corporate giving program that supports the Museum and increases the impact of their own gifts—all while encouraging others to step up for the BMA.

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When the Burch and Mathias families decided to join with DLA Piper to make individual and corporate gifts to the BMA, they knew right away what program they wanted to support: free admission. “We were eager to support free admission because it makes the BMA accessible to everyone,” says Elisabeth Burch, a Trustee of the Museum since 2005. “And with this combined gift with the DLA Piper Foundation, we feel we can have an even greater impact.”

One of the world’s largest law firms with offices around the globe, including in Baltimore, DLA Piper has long supported organizations that improve the quality of life in the communities where they’re located. “Community giving is a key part of who we are as an international organization,” says Frank Burch, chairman of the global board at DLA Piper and a former BMA Trustee.

And top executives at DLA Piper understand that the single most important ingredient for a successful corporate giving program is strong support from the firm’s leadership.

“We wouldn’t ask the firm to give unless we give ourselves,” says Robert J. Mathias, who is joint global leader and U.S. chair of litigation for DLA Piper and has served as a BMA Trustee since



2001. “That’s why we created the DLA Piper Fund for Free Admission. We live in a great city, and it’s a privilege and a pleasure to support the organizations that make it great.”

Frank Burch and Bob Mathias point out that working within a global firm provides a unique perspective about Baltimore. “We travel so much for business,” says Bob, “and spending time in other cities helps you see what a terrific

institution we have right here.” Frank recalls hosting a dinner at the BMA about 15 years ago for a group of managing partners from other firms. “There were 30 or 40 lawyers from all over the world here. We were given a tour, and I could see their reactions—they were mesmerized by the collection.”

These thoughtful trustees also recognize that private and corporate philanthropy are increasingly the mainstays

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for institutions that, a generation ago, relied on public support. "Maintaining an institution like the BMA requires a lot of people and organizations," says Elisabeth. "Our gift is a meaningful one, but even more it provides, we hope, an example to others of a way to approach giving."

"When corporations and their employees give," adds Bob, "there's a ripple effect." He points out that corporate

philanthropy helps improve a company's own bottom line. Studies have shown that companies that sponsor charitable programs inspire loyalty in their employees while strengthening their reputation with their customers. And they enhance their standing in their communities, creating a reservoir of goodwill that's a win-win for the entire region.

The Burch and Mathias families, who have supported the Museum over the

last two decades, say they are excited to see the way *In A New Light* is energizing the BMA, continuing the momentum over the next decade. "This campaign is ensuring the fruition of a very smart strategic plan," says Elisabeth. "We're enhancing facilities, strengthening the endowment, reaching out to the community, and continuing the BMA's presence as a strong and vibrant destination in Baltimore."