

## **Meet the Grantmakers: Funding for Arts Organizations**

*April 15, 2009*

### Profile Form

**ORGANIZATION/FOUNDATION NAME:**

American Express

**PANELIST NAME & TITLE:**

Cheryl Green Rosario  
Director, Philanthropy

**ADDRESS:**

3 WFC  
New York, NY 10285

**INTERESTS:**

**Cultural Heritage** - Preserving major historic sites or rediscovering important cultural works in order to provide ongoing access and enjoyment for current and future audiences.

The programs we support include a broad range of arts and culture: from historic landmarks and public spaces to dance, theater, music, film and the visual arts and we emphasize support for a wide range of diverse cultures.

Criteria: Supported programs must embrace preservation and enable ongoing public access and exposure through one or more of the following:

- Ensure public engagement with a restored work of art or historic site
- Produce or present a new interpretation of a work that is in danger of being lost
- Preserve significant cultural traditions

We also fund in two other giving areas:

**Leadership** – Develop New Leaders for Tomorrow – We are seeking the best methods, programs and partners that provide current and future not-for-profit leaders with practical opportunities to learn and build leadership skills. We are especially interested in innovative programs that focus on emerging leaders.

\* We have been able to support some arts organizations – primarily service organizations through this giving theme.

**Community Service** – Encouraging Community Service where our Employees and Customers Live and Work. We encourage good citizenship by supporting organizations that cultivate meaningful opportunities for civic engagement by our employees and members of the community.

**CONTRIBUTIONS/SERVICE SUMMARY:**

We contributed about 30.5 million dollars in 2008 in which approximately 5.5 of those dollars were dedicated to Cultural Heritage grantmaking, not including dollars that may have been contributed to the arts through employee giving or gift matching.

**PANELIST BIOGRAPHICAL INFORMATION:**

Cheryl Green Rosario, Director, Philanthropy, has worked at American Express since July 2003. She oversees the Cultural Heritage grantmaking area, focusing on signature programs like *National Arts Marketing Project*, *Partners in Preservation*, *River 2 River* and all other arts related grant making in New York City and across the country. Cheryl is also co-chair of American Express's Corporate Affairs & Communication's Diversity Council and an active member of the Steering Committee of the Women's Interest Network (WIN) where Cheryl has brought to women at all levels unique programming and networking opportunities with women at other corporations.

In addition, Cheryl is an active member of the Contributions Advisory Group, Grantmakers in the Arts and New York Regional Association of Grantmakers and on the board of Art Education for the Blind and Creative Alternatives of New York.

Prior to joining American Express Cheryl worked at Morgan Stanley in their Community Affairs office and managed a Board Leadership Program for Time Warner, placing middle and senior level executives on Boards of nonprofits, primarily arts organizations, across New York City. In addition to her corporate experience, Cheryl has over 12 years of nonprofit experience, mostly in the field of disabilities and working with girls and families in underserved neighborhoods.

Cheryl has an undergraduate degree in Mass Communications from Virginia Commonwealth University and Masters in Public Administration from New York University with emphasis in Nonprofit Management. Cheryl and her husband live in New Jersey with their 3-year old daughter Olivia.

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