

FOR IMMEDIATE RELEASE

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[Sandra Gajic photos](#)



Overture Center for the Arts to honor former CEO and President by creating Sandra Gajic Capital Fund

Madison, Wis. – Former CEO and President, Sandra Gajic had big dreams for Overture Center for the Arts. She believed in the transformational role the arts play in Madison’s culture, economy, education, and quality of life. She believed the arts help promote inclusion and diversity. And, she believed the Overture Center is an incredibly important asset that should forever be a part of Madison.

Gajic was an energetic visionary and builder, and in honor of her memory, the organization is establishing the **Gajic Capital Fund** to support capital and improvement projects for the Overture Center for the Arts building.

“Sandra loved being at Overture,” said Betty Harris Custer, president of the Overture Center Foundation’s Board of Directors. “She embraced every part of this community and believed arts should be accessible to all.”

Prior to her passing, Gajic told *In Business Magazine*, “We must be a great community partner and offer all genres of the arts to all people. We also need to create a capital reserve for future upkeep and find a good balance between financial stability and civic purpose.”

According to Emily Gruenewald, Overture Center vice president of development, **the Gajic Capital Fund** will be administered by the Overture Center Foundation Finance Committee. Distributions will be approved through the capital budgeting process to direct funds to priority projects, established by the financial model Gajic initiated earlier this year following an extensive facility audit.

Known as a passionate innovator, Gajic made a tremendous impact at Overture, spearheading an increase in Broadway subscribers, helping introduce and implement new board policies, expanding the work of the equity and innovation department and broadening multicultural programming.

“In her all too short, 15-month tenure, she accomplished more than many might have in years,” said Harris Custer. “Establishing this fund is a wonderful tribute to Sandra’s legacy.” A Celebration of Life for Sandra at Overture is planned in February. A date will be announced soon.

Gifts to the fund may be made payable to the Overture Center Foundation at 201 State Street, Madison, WI 53703. Please indicate the Gajic Capital Fund on the memo line, or contact Emily Gruenewald, vice president of development, at 608-258-4157 or egrueenewald@overture.org with questions.

Overture Center for the Arts in Madison, Wis., features seven state-of-the-art performance spaces and five galleries where national and international touring artists, 10 resident companies and hundreds of local artists engage people in nearly 700,000 educational and artistic experience each year. [Overture.org](https://www.overture.org)

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