



ANNUAL REPORT
October 1, 2020 – September 30, 2021

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It is always hard to believe that another year has gone by, and for this one that we are still in this odd covid world albeit a little better than this time last year. When we talked and planned 2021 it was with conservative thoughts, nervous energy a whole lot of unknowns and for me “a little wish and a prayer”.

Again, this year, I cannot go any further without recognizing Kathleen Carland and the staff of SCAA – Jen Ferry, Jason Fong, Todd Kenney and Jeanne Wettlaufer. They are the heart of our community, and again this year with their commitment, perseverance, and creative thinking we have exceeded all our expectations. The limitations did not hold us back - they propelled us into new and improved ways of thinking and operating!

The last five years have been such an amazing experience for me. The transformation from then till now – simply incredible. The list is long – new staff, new branding, new logo, new website, new classes, new gift shop, sponsorships, fundraising, social media, renovations..... the list goes on! None of it could have been accomplished without the incredible leadership and support of Kathleen and all the staff. Change is HARD! But to improve you have to change and change often.

Some of you may have heard me tell the story about my first Art Heist experience. It is hard to believe that was over 5 years ago, and I had just started taking my first class. Jeanne (then SCAA President) invited me to attend the Art Heist as a spectator – as if the class I was taking wasn't enough, I left that evening thrilled, energized and excited to have found such an amazing community to become part of. Thinking so fondly of the energy of the heist, I walked to my car and glanced back at the Helme House. To my surprise, it was dark and looked empty – and it was far from empty or dark inside. I was so disappointed that the outside world could not see what was going on inside! Why? Of course – the windows were all covered and had been covered for more than 50 years. Sounds silly now when I write this, but I wanted to tell the world (the South County world at least) about the amazing organization that I found! And the journey began....to redesign the gallery so that we can display the artwork AND open the windows to the outside world – five years in the making the vision, not an easy feat has become reality!

I want to speak to some of the changes that have taken place with the start of the new fiscal year for members of the board. It has been an honor and a privilege to work with Paula Imbergamo for the last five years. We started together at the same time and put together the development/event committee. Such fun times planning the transformation of Dinner Under the Trees – the Art Heist and though there have been plenty of others, the one closest to my heart was the first “Inspire Your Heart with Art” event in honor of the National Inspire Your Heart with Art Day (January 31st each year- for real I did not make it up!). Paula presented and taught

a painting class featuring works from Jim Dine. Not only one of the first short classes, but it was also held in the Helme House Gallery and SOLD OUT with 25 attendees! The wonderful Paula is graciously stepping back to the role of Member at Large to allow for a new Vice President.

Lynne Moulton will be stepping into the role of President – Lynne is so smart, critical, and strategic in her thinking, there is no question in my mind (or anyone else) that she will be an amazing successor. She is so ready to take SCAA forward and farther – and has an amazing group around her to support the process.

With this change, I am also so happy to announce that Michael Mosca will be taking on the role of Vice President. Michael is full of energy, enthusiasm, and ideas. His fresh perspective will assist Lynne and the SCAA team to continue the positive trajectory that SCAA is on!

I speak today of succession as I formally announce my departure to the SCAA Community. My time as your Board President will end in January 2022. For me, it all started with a pottery class from an old gift certificate tucked away in a cabinet (keep pushing gift certificate sales!!). My time at SCAA has been remarkable. I am so grateful and honored to have had the privilege of being part of such an amazing and unique community. I am confident that SCAA is better today than it was five years ago – but more important, I am better today than five years ago because of ALL of you and SCAA.

Big things are on the horizon, and I can't wait to watch and cheer you all on! Thank you for your trust, membership, friendship, and continued support of ART in our community.

Forever your biggest fan –

Christine

Fall is when the SCAA marks the beginning of our new fiscal year and this year marks an important transition.

Christine Sullivan, our Board President, is stepping down in January after serving almost six years. Christine and her husband Dennis are moving to New Hampshire in the winter and we wish them many wonderful adventures!

Christine's contributions to the SCAA will stand the test of time. She guided the organization through the pandemic and, even before then, set new directions in marketing which included the introduction of Instagram, a vibrant new logo, and a new website. She initiated our Student Exhibition program, launched a focused emphasis on our member connections, and a more dynamic approach to fund development.

Most of all, Christine believes in and appreciates what we do...what you do. How many times have we seen her in heartfelt tears talking about the SCAA? She is an art maker but always characterizes her work as, "I just like to play." I can't think of a better description of what artists do. As Einstein said, "Creativity is intelligence having fun." Whatever the reason people create, the important part is that they do.

We will welcome Lynne Moulton as the new President starting when Christine's tenure ends this winter 2022. Lynne has been the Chairperson of our Holiday Sale for the past two years and is more than ready to embrace her new role.

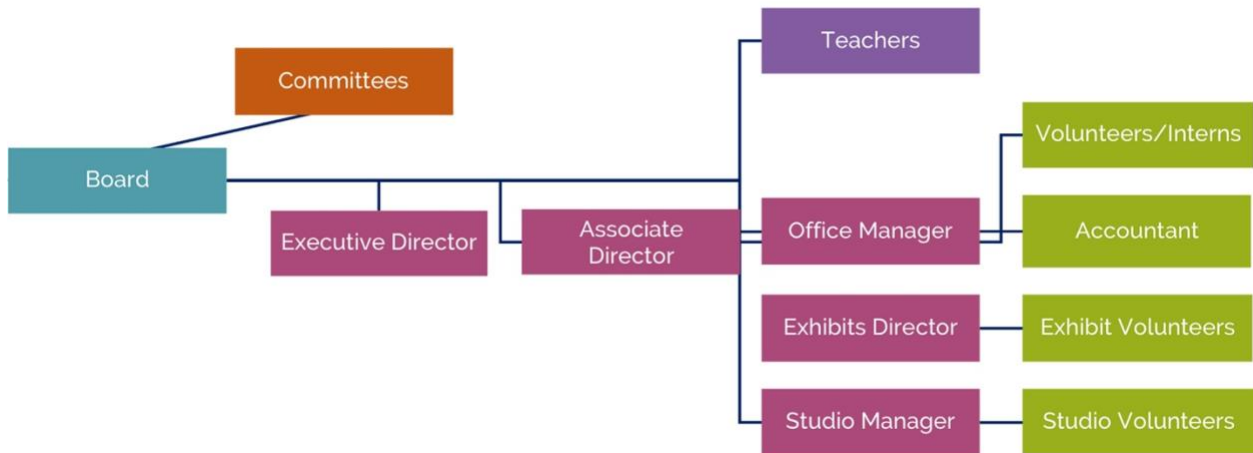
We welcomed 97 new members this year, the highest number in one year since tracking this statistic over the last five years.

The SCAA staff is truly amazing. I am fortunate to work with such creative and highly committed people who are truly devoted to what they do. Time after time they found ways to stretch, to do more with less.

Together we faced the worst of times and found our way. Next year the SCAA enters its 95th year, all because of the consistent and unwavering faith of artists and supporters (like you) over these many years. Thank you.

Kathleen

Organizational Chart



Christine Sullivan lauds the “amazingly talented people that belong to the association, “SCAA allows everyone, every level, the chance to explore and express their creativity. For me, SCAA is more about the people – the encouragement and support to try new things, make new friends, and have a sense of pride being part of such an amazing community.”

EDUCATIONAL DATA

2020-2021	3 new teachers	85 classes	486 Students
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SCAA's Educational Program has continued to provide the local community with access to learning about the arts. We have seen an increase of public interest in our classes with, evidenced by 128 students that were new to our organization. In total we had 486 students that took one or more classes in 2021.

Pottery Classes

As with any nonprofit organization, responding to the needs of our community is our first concern. We noticed over the past year a high demand for our pottery classes. We responded as best we could with Covid restrictions and a pottery studio space with limited capacity to fulfill the demand. To compensate we offered more workshops in addition to our main pottery classes. This was most noticeable when we switched to online classes for the winter session. Workshops like Winter Mask Making, Slab Clay Open Box, and Coil Vessels were designed to have students be able to create pottery at home with clay art kits provided by us. Classes that didn't involve throwing on the wheel were moved outside in the warmer weather. These included Hand Building and ceramic jewelry creations. Also, the number of outside firings increased. Looking towards the future, the board of directors has voted to implement a Needs Based Assessment which will give us a better idea of how we can increase the capacity of our pottery studio to meet the demand. We ask our members for their continued support and patience while we do this.

Painting, Drawing & Mixed Media Classes

By the fall of 2020, we had adapted to limitations put on our classes by Covid's safety precautions. We held classes in our large gallery where we could safely social distance and had air purifiers running to keep students as safe as possible. We found out that with first floor access to classes brought back some students that had trouble navigating the old paint studio's stairs that was on the second floor of the pottery studio. More awareness by the staff and board about the importance of accessibility to our studios has become a priority.

In the winter of this year, we switched to online classes and were fortunate to have teachers willing to adapt to the online platform while knowing teaching art by video conferencing would be a challenge. "Pivot and adapt" became our motto and we do appreciate those teachers who not only rose to the challenge but excelled at teaching online. And we are grateful to the students who took a chance by signing up to take these classes. With warmer weather in the spring and summer, we went back to outside classes under tents in our backyard. With the cooler weather this fall, we remodeled the stone studio and are now having classes in there.

Sacrifices did have to be made with one of the mediums we offered. Stone carving classes and memberships are on hold until we can find a suitable space for them.

Throughout the year we did offer new classes that were more of an introspective artistic form as a way of providing the healing qualities that art can provide. We introduced Nature Journaling Plus a Mindful Outdoor Experience that guided students through a mindful outdoor experience. Another class, Expressive Arts for Creative Growth: Accessing, Releasing, Transforming (A.R.T.), teaches processes on how to tap into your inner voice and transform it into authentic artistic language. We also had our first educational collaboration with the South County Art Museum in which we held a plein air class on their property. We continue to "pivot and adapt" to our changing environment and provide new opportunities for artistic growth.

Quick Fact: Pottery Students and Members now sign up for time in the studio on Signup.com to avoid overcrowding and maintain social distancing

The SCAA Exhibitions opened in January with the emphasis on our members. In the Helme House Gallery we began with the presentation of our first Member Invitational Exhibit in over a year featuring the work of eight artist members. Also, at this time SCAA, through the efforts of Jen Ferry, was invited by the television show “This Old House” to provide artwork for the final episode of a project Narraganset. The work of several members was selected and used to stage the house for the show and magazine.

Following this, the gallery was closed for 2 months in order to perform renovations to the exhibit space. It was decided that the long panels along the south walls of both gallery rooms would be divided up into a system of hinged panels in front of the existing windows, which can be opened, in order to improve visibility into the gallery from the outside as well as provide ventilation in the summer and in this time of pandemic. In many cases, when open, these panels also provide extra exhibit space as work can now be hung on both sides of each panel. Access to the window in the west rear corner was also achieved in the same way. Should a larger wall be needed for an exhibit, the panels can all close into their original configuration. In order to accommodate the renovation work, the Paint Print and Drawing show was moved to a fall timeslot and two Member Invitational shows were dropped from the schedule.

In addition to the window panel renovations, about a dozen of our wall shelf units were replaced this year due to a failing hanging system. Thank you to member Richard Casagrande for making the new shelves.

Planned improvements in the upcoming year include replacing and adding lighting in the gallery and giftshop in order to increase the number of lighting heads available, as well as putting all the rooms on the same system so that the lights can be moved to and from and used in all the spaces as needed. The addition of security cameras is also being considered.

All Media I: Accomplished abstract artist and SCAA supporter Theresa Girard, approached us with the idea of putting on an exhibit that would place the focus on non-objective/abstract work that she herself would jury. We were excited by this prospect and the first All Media Exhibit of the year was given the theme “Driven to Abstraction.” Theresa’s selections resulted in a dynamic show of excellent quality. Theresa generously funded the awards for this exhibit and in addition to our usual 1st, 2nd, & 3rd place awards added a cash amount to five Honorable Mentions and included an award for Bravery in Experimentation.

The remaining shows of the year followed in a more or less normal manner given the adaptations that Covid-19 has forced us to make. Opening receptions and public events must still be evaluated on a case-by-case basis. Large events such as Art Heist and the Annual Members Dinner Under the Trees, while happening in person again, were adapted to the outdoors. The

Gallery is also doubling as a classroom for some of our larger classes so accommodations must be made in the setup of the exhibits.

Despite the challenges artist participation increased in 2021, going from 790 pieces submitted to calls last year versus 978 this year. The quality of the exhibits continues to be high and sales continue to be strong.

Quick Fact: Exhibit Income: 70% to artists, 30% to SCAA

Exhibition Income Comparison

Exhibit Income 2020-2021	\$46,815 (\$32,902 increase)
Exhibit Income 2019-2020	\$13,913
Exhibit Income 2018-2019	\$22,638
Exhibit Income 2017-2018	\$21,955
Exhibit Income 2016-2017	\$19,663
Exhibit Income 2015-2016	\$18,758

Fiscal 2021 Highlights

- Successful Annual Appeal & 401 Gives
- Maintained sponsorships with existing corporate partners
- Formed Development Committee. Members include: Polly Pedersen, Paula Imbergamo, Lisabeth Waldheger, Linda Covington

Fiscal 2022 Objectives

- Membership Goal: 500 Members (approximately 30% increase)
- Gross Development Goal: \$67,800 (approximately flat to fiscal 2021)
 - Donations & Sponsorships = 40%
 - Events = 60%
- Part-Time Development Director position (primary focus on grant writing and submission)
- Launch and utilize development data base (Bloomerang)
- Fund Scholarship Program (Program Committee to provide more details)

With the formation of the Development & Membership Committee, SCAA strives to drive awareness, participation, and financial support from our immediate and extended community. We experienced generous giving in fiscal 2021 due to a focused annual appeal and COVID-inspired support for non-profit organizations in general. And we aim to maintain – and ideally, increase – that support with this year’s appeal, our largest single direct public support. We also recognize that we are “competing” for dollars with other non-profit organizations that provide critical support to our community. This will continue to be a challenge for all of us for the foreseeable future.

Membership is key to a thriving organization on many levels, including financial. With an aggressive goal of maintaining 500+ memberships, we are able to present SCAA as an important constituency and attractive audience to corporate sponsors who want strong visibility within the community. And we all benefit from the diversity of backgrounds, cultures and talents of new members.

A small, lean staff means that we must rely on our members and volunteers to participate in our fundraising efforts. We also recognize the need for more efficient systems to support operations and development in general. A new CRM/data base will allow us to keep in better touch with our current donors, reach out to lapsed donors and identify new donors. And a part-time Development Director will ensure we are identifying and seizing opportunities for grant funds.

Program Committee Annual Report**Christine Herron, Chairperson**

The Education Committee has changed its title to the Programming Committee to encompass a broader range of new projects and responsibilities.

We are excited to offer a new scholarship program this year. We have developed an application and review process for our community (members & non-members) to apply for funds to help offset the costs of classes, SCAA memberships or studio memberships.

Currently we have funding to support scholarships starting in the winter-session of 2022, generously provided by donation.

Looking forward, funds donated through SCAA's Giving Tuesday this November are slated for supporting this scholarship and the Programming Committee is also working on other fundraising events to take place in 2022.

The Programming Committee has reinstated the 'Student of the Month' Student Exhibition Project, collaborating with local high schools and their teachers. In doing so SCAA continues encouraging students to experience the process of participating a professional exhibition in a community of art lovers of all ages.

Buildings and Grounds Committee Report**John Barbato, Chairperson**

This committee worked in collaboration with Todd Kenney, Studio Manager, Kathleen Carland, Executive Director, Jen Ferry, Associate Director, Jason Fong, Exhibit Director and Jeanne Wettlaufer (gardens) to accomplish the following in the past year:

Long awaited renovations were completed to Helme House galleries to open windows and create more hanging walls, architectural CAD drawings were created by an architect for the downstairs of Helme House and the entire Studio Annex, including drawings illustrating adding an accessible ramp and restroom and improvements to the Stone Studio.

Studio Report**Todd Kenney, Studio Manager**

- Pottery has taken over the second floor front room of the annex.
- No MAC sale due to covid.

Upcoming year:

- Make the first and second floors more efficient for class use.

Committee Purpose: The purpose of the PSAC is to serve as an advisory committee to the Executive Director and Board regarding issues arising from or affecting the Pottery Studio and its membership, and as a conduit for reciprocal transmission of information, ideas and requests between the members of the pottery studio and the SCAA Board of Directors.

It was decided by both the PSAC and members that there was no need for an annual pot shop meeting this past year. Denis Martin stepped down as the Chairperson of the committee and Rose Donner and Susan Barbato became Co-Chairs. Linda Hufnagel and Juel Plotkin also ended their tenure after many years of service. Alice Dugan started a new job and could not attend the meetings. New members this year are Maria Fay and Nancy Cotter.

SCAA Executive Director is ex-officio staff to the committee, and joined by Todd Kenney, Studio Manager, as needed.

The new committee for 2021-2022 is Chairpersons, Rose Donner and Susan Barbato and committee members Maria Fay and Nancy Cotter.

2020-2021 Highlights:

- Students and members continue to reserve space in the studio through a sign-up app. Additional time in the studio added.
- The second floor of the Studio Annex, previously the paint studio, now open to two potters working. SCAA plans to add more wheels to make this another working studio for members and students to use.
- Organizational improvements implemented upon recommendations from the committee.
- Pottery Studio General Rules of Operation and Code of Conduct updated.
- Studio Safety Plan created with exit maps for each room noting the exits and location of safety equipment.
- Additional labels added to glazes.
- Food Safety document created by Linda Hufnagel.
- Rates increased for Pottery Studio Memberships, classes and clay in Fall of 2021.
- New type of mop improves removal of silica dust

We made every effort to expand our social media presence on all platforms including Instagram and Facebook. We are planning an Instagram contest during the 50th Anniversary Holiday Sale to increase even more followers. Interns in the past, that were so useful in maintaining our social media presence, were unavailable during the pandemic.

Instagram Posts – Year	Number of Posts	Number of Followers
2018	197	368
2019	145	694
2020	207	1,091
2021	300	1,411

The following is the number of feature articles during the past few years with most published in the South County Independent.

Year	Articles
2011	1
2012	1
2013	4
2014	4
2015	5
2016	2
2017	6
2018	9
2019	13
2020	15
2021	17

We all were disappointed that Covid restrictions and public health concerns prevented us from having our 50th Holiday Pottery & Art Sale in 2020. However, the Holiday Sale Committee was able to channel their planning energies into two successful and safe outdoor sales within the fiscal year of 2020-20221. The first was the October 10, 2020, Fall Pottery & Art Sale. The second was the June 5, 2021 Spring Pottery & Art Sale. Together these special event sales yielded just under \$20,000 in sales/fees. Thanks to creative planning, good weather, and a beautiful back

yard, we were able to offer the 34 participating artists these added opportunities to sell their art at SCAA. Many of the artists were able to participate in both sales.

Going forward, we will continue to look for more opportunities to hold outdoor sales. Meanwhile, we look forward to bringing back the annual Holiday Pottery & Art Sale (the 50th!), November 26-December 19, 2021.

Financial Report**Steven Bienenfeld, C.P.A., Treasurer**

Rhode Island Foundation Investments

Founder's Fund: \$141,328
SCAA Fund: \$296,791
Parsons \$176,000

Payroll Protection Plan \$21, 125
RI Commerce Grant \$5,000

Grants 2020-2021

Mary Lemoine Potter Fund \$6,000
Gallery Renovations

RISCA \$1,000
Art Mentors High School Students

Ocean State Charities \$3,200
Tents, Tables, Chairs & Art Kits

Champlin Foundation
Gallery Renovation \$18,000
HVAC Helme House \$23,900
Electrical Improvements \$ 3,000

Total Grants \$55,100

FY 20/21 Budget

Income

Helme House Studio Rentals	\$26,000
Direct Public Support	\$25,660
Investment Income	\$15,000
Mixed Media Classes	\$7,000
Painting Classes	\$20,000
Photography Classes	\$5,000
Drawing Classes	\$4,000
Pottery Classes/Memberships	\$124,520
Print Classes/Other	\$1,000
Total Educational Income	\$161,520
Exhibition	\$41,200
Membership	\$34,000
Special Events	\$67,800
Total Revenue	\$371,180

Expenses

Program	\$75,676
Special Events	\$39,192
Personnel	\$180,134
Administrative Expenses	\$76,096
Total Expenses	\$371,098
Net Income	\$82

On the Horizon for 2021 and Beyond ...

Our goals are not just for this new year but also into the future.

- Listen to our students and members: an SCAA wide Needs Assessment will launch in 2022.
- Implement scholarships at SCAA for the first time.
- Continue to preserve and enhance the SCAA buildings.
- Seek to create efficient, safe, and welcoming spaces for arts education.
- Expand public/corporate sponsorships. It is good business to support the arts.
- Enhance connections to you, our donors, members and students through a robust educational program, member benefits and donor opportunities.
- Continue to foster opportunities to connect the community to art.
- Promote the purchase of original art from our exhibits and gift shop and more.
- Enhance our social media as a promotional tool for the purchase of original art.
- Create Studio Handicap Accessibility, outdoor lighting and security cameras.
- New 2022 Exhibit and Event Schedule.