



ANNUAL REPORT
October 1, 2022 – September 30, 2023

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A Message from SCAA President Lynne Moulton

Throughout the past year, SCAA has continued to grow and thrive both internally and within our surrounding community. You will see in our Annual Report the myriad ways that we broke submission and attendance records, continued to be a visible member of our larger Rhode Island community, made significant progress making our buildings fully accessible, and that the daily activity on our historic grounds continues apace.

None of it would be possible without hundreds of member volunteer hours and the daily work of our dedicated staff: newly promoted Assistant Director Sarah Lawhorne; Office Manager Jeanne Wettlaufer; Pottery Manager Todd Kenney; Exhibitions Director Jason Fong; and our new Development Director Annie Wildey. Spearheading all our many visions and endless activities is Jen Ferry. Join me in celebrating her first full year as Executive Director! None of our accomplishments this year would have come off as well as they did without her steadfast oversight and organization. Thank you all for your nonstop diligence to our mission. Bravo!

The composition of the Board shifted this year as Steven Bienenfeld cycled off the Board because he and his wife Jean relocated out of state. We appreciate Steve's five years of service as Treasurer and are especially grateful that he remained on the Board this last year after he moved. That gave us a chance to transition seamlessly to a new Treasurer. I am delighted that we welcome the following three new valued Board members this year: Dr. Linda Ann Riley; Jessica Shaffer; and Maryann Stenson. Dr. Riley is now serving as Treasurer and has already transformed our investment portfolio to ensure a higher return going forward. Thank you to Michael Mosca, Polly Pedersen, and Nancy Veters for their continued service on the Board.

Following the completion of the Organizational Needs Assessment last year, the Board turned next to updating SCAA's bylaws, which had not been reviewed since 2019. SCAA has grown considerably in the last several years, so we wanted to ensure that our bylaws will continue to serve as effective scaffolding for how the organization operates and develops. To help advise us in this review, Jen Ferry and I consulted with the Roger Williams University School of Law Business Startup Clinic last winter and spring. The Board worked with Jen at a retreat this summer to produce a draft presented to our general membership in early September.

Three goals guided our revision process:

- update processes and descriptions to meet our current organizational profile and needs.
- clarify items that seemed vague, confusing, or incomplete.
- follow all state and federal laws governing nonprofit organizations.

We feel confident that we have achieved these goals and proudly present the final draft for a member vote at the Annual Meeting.

In addition to the bylaw revision project, the Board met for 9 regular meetings, one aforementioned Board retreat, and kept in constant contact with each other and Jen all year. In September, we happily passed a balanced budget for the coming year and adopted Conflict of

Interest and Whistleblower protection policies. Those new policies are available to read upon request by any member.

Thinking of the year ahead, SCAA has many committees that are dormant because we do not have enough Board members to chair them or volunteers to populate them. The work of these committees is still needed, though. So, in the coming year, the Board will turn some attention to building up committee life. We will continue to seek new Board members, develop charters for the committees, and recruit members who would like to serve SCAA by joining a committee.

We encourage any SCAA member with interest to serve in any capacity to reach out to the office or anyone currently serving on the Board to discuss service opportunities.

Respectfully submitted,
Lynne Moulton
Board President

It's been an exciting year for SCAA. We continue to grow in membership, event attendance, exhibit entries and student enrollments. We welcomed 97 new members this past year, there were a record number of attendees at all of our events and the gallery was full at our exhibit openings. At our Evening Under the Trees, 107 attendees listened to Ruth Clegg talk about all our Members Exhibit winning pieces and opened the exhibit with 40% of our membership exhibiting their art. We received more donations (145!) than previous years for The Great Art Heist and sold out our tickets for our largest fundraiser for the year. There has been a renewed interest in sharing, viewing and learning about art that has made our organization grow. Our efforts in outreach and expanded program activities increased awareness of our nonprofit, removed barriers for our community, and provided opportunities for our members. The following is what we accomplished outside our normal activities:

- We teamed up with Support Women Artists and the Johnny Cake Center to offer scholarships to artists who didn't have the funds to take a class or become a member. Our goal is to remove financial barriers for our community so everyone may have the opportunity to experience our services.
- We collaborated with the Rhode Island State Council of the Arts (RISCA) and brought our Open Juried All Media Diaspora Exhibit up to The Atrium Gallery in Providence where it was on display for a month. Subsequently, we created an online exhibit of the Diaspora artworks and narratives that is on our website for anyone to view.
- For the first time, the Executive Director of RISCA came to visit us and take a tour of our facilities. Lynne McCormack, our state's most influential arts advocate, was impressed with our historic buildings, studios and gallery.
- We collaborated with the South Kingstown's 300th Anniversary Committee to bring arts and culture to the residents of our town. Along with Hera Gallery and the Field of Artisans, we hosted the first Trifecta Festival; a free all-day event with art vendors, performances, food trucks, and music.
- We worked with the South County History Center to preserve our history. They collected, organized, and documented almost 100 years of our historical documents that included administrative records, blueprints, correspondence, financial records, ledger books, meeting minutes, newspaper clippings, and photographs. Now they are safely stored at the history center where the collection is preserved for future generations.
- We initiated a new program of free Art Talks. A series of presentations on topics of interest to artists. We hosted talks on Arts & Healing, Artificial Intelligence, Art Festivals and Social Media.
- We brought back our Maker Mondays, a monthly email series in which we highlight the art practices of our members.
- We offered our members the opportunity to sell their art at the Pt. Judith Fisherman's Memorial Farmers Market. Over the summer they sold over \$5,000 with all the proceeds going straight to them.
- When South Kingstown was selected to be featured on PBS's "Our Town" Series, we sent in photos and video hoping to be included in the documentary. Not only did they feature us in the show, they came down and filmed their pledge commercials in our gallery!

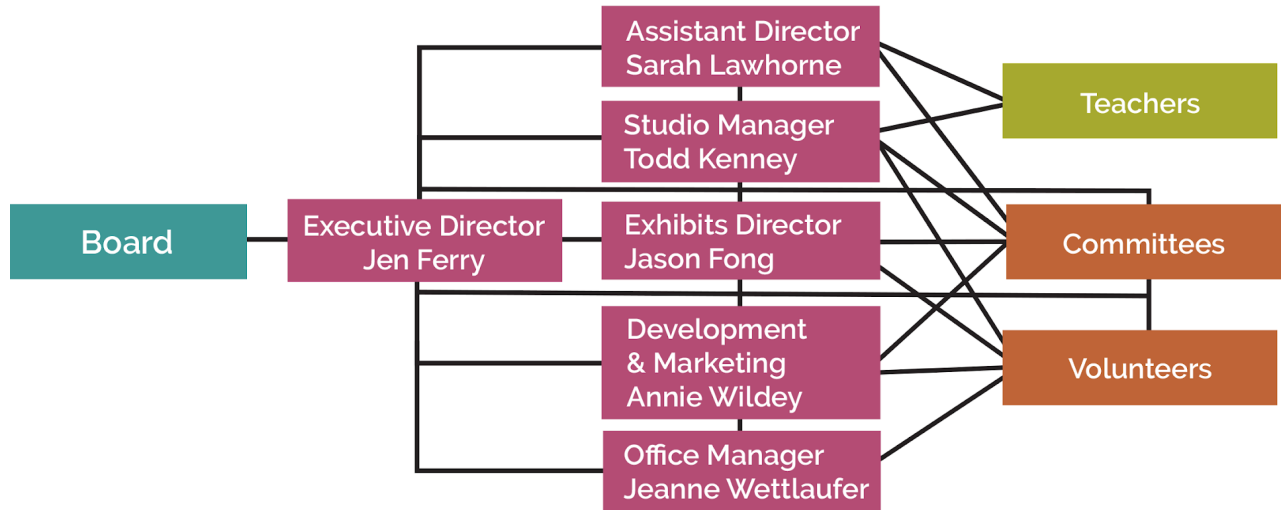
With all the accomplishments and growth we've experienced, we're still a small staff made up of artists who love helping other artists. This past year, we welcomed Annie Wildey, an accomplished painter and creative force as our new Development and Marketing Coordinator. A whole new design of the pottery studio was facilitated by our Pottery Studio Manager, Todd Kenney. Jason Fong, our Exhibits Director, worked his magic hanging more artwork on our walls than we ever had before. Jeanne Wettlaufer, our Office Manager, kept our office organized and finances in order. Sarah Lawhorne, who spearheaded our Art Talks and Maker Mondays emails, received a well-deserved promotion and is now SCAA's Assistant Director.

We couldn't do everything we do without the overwhelming support of volunteers. Board members, event volunteers, potters loading and unloading kilns, postcard labelers, exhibit hangers, administration helpers ... so many of you gave us your time and energy to make this past year so successful. A heartfelt thank you to you all!

It truly takes a village. I'm so thankful and proud to be part of a community where art has the ability to connect us together so we may inspire and enrich each other.

Respectfully submitted,
Jen Ferry
SCAA Executive Director

Organizational Chart



EDUCATIONAL DATA

27 new members	15 new teachers	89 classes	609 Registrations
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SCAA's Educational Program has seen yet another record-breaking year in 2023. For the third year in a row, our income from classes has increased. Our classroom studios have seen some new faces with 15 new instructors brought on this year, as well as the familiar teachers our students love. Over the last year, we've gained 27 new members who signed up because of our classes. We also had the opportunity to serve 139 students who were new to the organization.

Pottery Classes

Pottery continues to be our most popular medium for classes. This year, pottery classes accounted for 63% of our gross income from the education program. We strive to continually improve our facilities, and over the past winter we upgraded the pottery studio, adding an ADA wheel and redesigning the space for a more open layout and to meet ADA guidelines. Along with our usual Pottery 1 and 2 classes, we also added a new Pottery 1.5 class, meant to be an intermediate level course. This has proven to be a success with our students and adds a bit of variety to our offerings.

Painting, Drawing, Printmaking & Mixed Media Classes

While income from our painting, drawing, photography, and mixed media classes has remained around the same as FY 21-22, our printmaking classes have seen a dramatic increase in interest and income. With more instructors teaching a wider range of classes, as well as improvements to the printmaking studio, our goal of revitalizing our printmaking program seems to be on the right track. But we won't stop there: we intend to continue our improvements to the studio space and have introduced an open studio every month to foster greater participation in learning about the art of printmaking.

Arts & Wellness

This January, we began a new program focused on wellness and the healing arts. The purpose of this program is to help our students alleviate stress and anxiety, to learn more about themselves, and to focus on the journey of art rather than the destination. Each quarter, we have offered 3 or 4 Arts and Wellness classes, including Vision Boarding, Soul Painting, Journaling, SoulCollage®, and more. Thus far, the wellness program has met with success with the majority of classes running and positive feedback from students. This program is here to stay, as we truly believe in the positive impact that art can have on our minds, bodies, and souls.

Gallery Talks

FY 22-23 also saw a new series of quarterly gallery talks. These are one-hour lectures on a variety of topics, held in our Helme House gallery and offered for free to the public. While the art talks have not been a big source of income, the response from attendees has been hugely positive. Just as with all other aspects of our education program, we will work on continually improving this series, with more lectures from distinguished artists and helpful topics for our membership to learn more about.

Exhibitions in the 2022-2023 fiscal year began with the All Media 2 exhibit in October, which brought in a record number of submissions (274), the highest number since 2017. Following the Annual Holiday Sale Event, 2023 began with another All Media show which also generated a tremendous response bringing in 268 entries. The next three exhibits, (paint print and drawing, photography, and ceramics) garnered fewer submissions, understandable because of the media specific nature of the shows, but still on the high end when compared to previous years.

The Member Invitational Exhibit that followed featured six Artist Members including our Pottery Studio Manager, Todd Kenney. This prompted a discussion regarding the eligibility of staff to participate in the Invitational exhibits. The Board of Directors decided that one of the invitationals each year should feature a selection of work from the staff.

All Media 2 – Go Figure was another successful themed exhibit with 209 submissions entered.

The 96th Members Annual Exhibition broke the previous record from last year of 166 pieces. Each member was eligible to exhibit one piece and this year's show had 180 works created by 180 different artists on display. The show was a spectacular example of the variety of media, styles, and approaches embraced by our community of artists, as well as the exuberant spirit of creativity that unites our membership. Because membership and participation have been growing, I have been gradually reducing the size limits for work in this show for several years now. Yet, each year we remain on the verge of maxing out the gallery space. This will likely be the case again for the 2024 Members Annual, however, further reductions of size will eventually result in the Annual Members Exhibit becoming a little picture show. Some thought will need to be given as to how this show will be handled in the future.

August once again brought the Great Art Heist. A record breaking one hundred and forty-five donations of artwork allowed a record-breaking number of ticket sales. The tickets for the event sold out. Despite rescheduling due to weather, the event ran smoothly. September's Member Invitational Exhibit featured seven Artist Members. The collection of high quality work was extremely engaging and allowed an arrangement that gave the gallery a refreshingly clean, less crowded look.

Overall, we have continued to benefit from the improvements to the gallery space made over previous years. One issue that has come to light is that the window panels in the small gallery space must remain closed in the warmer months to avoid inhibiting the air flow of the new HVAC system which causes it to freeze.

Exhibition Income Comparison (entry fees, gallery sales, gallery store sales)

Exhibit Income 2022-2023 \$46,023

Exhibit Income 2021-2022 \$36,551 (holiday sale income excluded)

Exhibit Income 2020-2021 \$46,815 (Includes sales from expanded gallery store during Holiday Season)

Exhibit Income 2019-2020 \$17,545

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 2023 Performance to Objectives

Increase Direct Public Support* to \$28,000

- o 2022 Direct Public Support: \$21,205
- o 2023 Direct Public Support total: \$26,474
- o 25% increase over 2022 (5% shy of our 2023 goal)

*excludes Capital Campaign

Breakdown as follows:

Annual Appeal: 88 donations total \$9,005

401Gives total: \$3,379.40

109 donations total: \$7,020.80

In-Kind donations: \$2,219.25

Business Sponsorship: \$4,850 from 7 sponsors

*Excludes Capital Campaign

Activate Development Committee Members to thank and cultivate donors and members

Through Bloomerang all donations were acknowledged with thank you letters.

We are now transitioning to a new integrated database, NEON.

Goal: Raise Membership to 500+

Membership at 460 (approximate increase of 8% over 2022 – 422 members)

Undertake active solicitation and presence at all 2023 Exhibits and Events

SCAA co-hosted the Trifecta Festival and was a member of the South Kingstown's 300th Anniversary Public Installation Committee to bring public art to our town.

DEM Summer Farmers Market

Raised public awareness for SCAA; Member Artists sold over \$5K in artwork.

Addition of Development and Marketing Director

Marketing	Development
<ul style="list-style-type: none"> ● Reviewed all marketing collateral and digital content ● Designed two exhibition pull-ups for events ● Converted Makers Monday newsletter to a blog ● Added links page for Social Media account ● Added multiple signup forms via social media and on website ● Added a sponsor page to website ● Ongoing 2024: Streamline all print and digital material 	<ul style="list-style-type: none"> ● Procured SURV as a Platinum Level Sponsor \$2500 of services.

Detailed Breakdown of Direct Public Support Donations

231 General Donations

Approximately 185 of our 460 members are making donations.

Annual Appeal

10/17/2022 – 09/12/2023

88 donations total \$9005.00

\$3,000 came from 2 donations

\$3,200 came from 23 donations of \$100 or more

\$2,805 came from the remaining 63 donations - *average donations in this category: \$44.50*

401 Gives \$3,379.40

Other - Direct Public Support Donations

109 donations total: \$7,020

\$2,140 one donation

\$2,775 came from 17 donations over \$100 total

\$2,105 came from 91 donations - *average donation in this category \$23*

In-Kind Donations

\$2219.25

Business Sponsorships

11/2022-11/2023

\$4,850.00 from 7 Business donors

Capital Campaign Update

\$10,000 1 donor

\$22,245 28 donations

\$18,025 came from 6 donations over \$1,000

\$2,000 came from 4 \$500 donations

\$2,220 came from 18 donations under \$500, average donation in this category \$123.00

Total Individual Donations: \$ 32,245

Total Pledges - 4 pledges

Total Pledged (over 5 years): \$ 17,850

Grants Received:

\$11,000 Potter Fund

\$20,000 Bafflin Foundation

\$10,000 Navigant Credit Union

\$5,000 Bank Newport

\$5,304 1772 Foundation

Total Grants: \$ 51,304

Total Capital Campaign Raised: \$ 101,399

Pending Champlain Grant: \$53,000

Goal: \$128,500

There have been lots of changes to the pottery studio over the past year that lead to greater efficiency and accessibility. Over the course of the last fiscal year we did the following:

- Took the existing restroom, enlarged it, and renovated it to be ADA compliant.
- Moved and expanded the tile wall to fit all the test tiles of the clay and glaze combinations that we offer.
- Rearranged existing Pottery Studio members shelving, and built new shelving to store students' work in the first floor wheel room. Now all the shelving is around the perimeter of the room.
- Moving the shelving allowed for a more open layout. We built a long bench that was placed in the center of the room and rearranged the wheels to create a layout that is more conducive to our educational programming.
- Bought and installed an ADA compliant pottery wheel that is mobile and adaptable to the needs of every potter. It is completely wheelchair accessible and is also suited for a standard potter's stool or throwing while standing.

MAC Sale

With pottery donations collected throughout the year we held our Annual MAC Sale in the spring. It was a huge success bringing in \$3,629 in proceeds that will be used for pottery studio improvements.

Committee Purpose: PSAC serves as an advisory committee to the Executive Director and Board regarding issues affecting the Pottery Studio and its membership and meets quarterly. The committee is a conduit for reciprocal transmission of information, ideas, and requests between members of the studio, SCAA administration and the SCAA Board of Directors.

Current members are: Anni Barnard, Chair; Jean Boyle, Minute Taker; Linda Riley, Board Member; Karen Bouchard; Paula Trump; Maria Fay. Jen Ferry and Jason Fong attend meetings to answer questions. Todd Kenney gives input as well

2022-2023 Highlights:

1. PSAC initiated building community through an informal January 2022 potluck as well as the Critical Friends Group, which met once last spring.
2. PSAC created criteria for pottery studio membership approved by the Board in January 2023, and recently committee members approved of new criteria from the board in keeping with the bylaws in October 2023.
3. PSAC created criteria for teachers which was also board approved.
4. Organizing and labeling the bins on the first floor occurred after 2022 renovations.
5. Streamlining ways of communication for both studio members and students.
6. Approved studio member's bisqueware from the top shelf in the glaze room being cleared quarterly.
7. Safety concerns are being addressed: most recent being an installation of Carbon Monoxide detectors.

Many thanks to Paula Guida, chairperson of the 51st Annual Holiday Pottery & Art Sale, who spearheaded and organized the meetings, planning, and setup of last year's sale.

It was a success as the second highest grossing sale, second only to the previous year. Total sales were \$74,711 with \$52,298 of the proceeds going to all the artists that participated.

Here are some statistics:

98	Artists Participated
\$4,182	Top Seller Sales
\$45.68	Average Purchase
1,661	Shoppers Visited the Sale
\$875	Raffle Tickets Sold
\$231	Donations
58	Volunteers

Thanks to all who were involved in planning and participating in this huge event.

Investments

RIF Founder’s Fund \$133,116
 RIF SCAA Fund \$279,544
 Parsons Capital Management \$182,699

Restricted Donation & Grant (see Capital Campaign Grants in the Development Report)

Ken Woodcock (restricted)
 \$6,000 Historical Documents to South County History Center

 The 1772 Foundation Grant
 \$7,500 Helme House West Wall Moisture Assessment

FY 23/24 Budget

Income	Direct Public Support	\$23,350
	Art Studio Rentals	\$25,044
	Investment Income	\$24,400
	Mixed Media	\$6,200
	Painting	\$16,000
	Photography	\$4,600
	Drawing	\$7,800
	Printing	\$5,200
	Art Talks	\$700
	Pottery/Memberships	\$169,520
	Credit Card Fee	\$1,500
	Total Educational Income	\$211,520
	Exhibition	\$45,500
	Membership	\$27,200
	Special Events	\$98,350
	Total Revenue	\$455,364
Expenses	Education	\$83,200
	Exhibition	\$22,900
	Special Events	\$55,336
	Personnel	\$208,000
	Administrative	\$85,928
	Total Expenses	\$455,364
	Net Income	\$0