

New Art Center in Newton

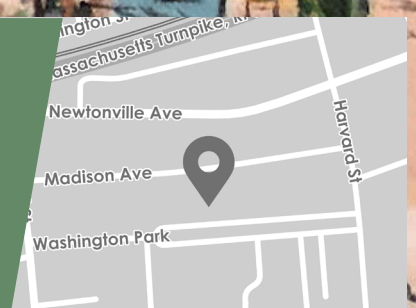
2021 | Annual Report



**NEW
ART
CENTER**
create & connect

connect through art

61 Washington Park | Newton, MA 02460
617.964.3424 | www.newartcenter.org



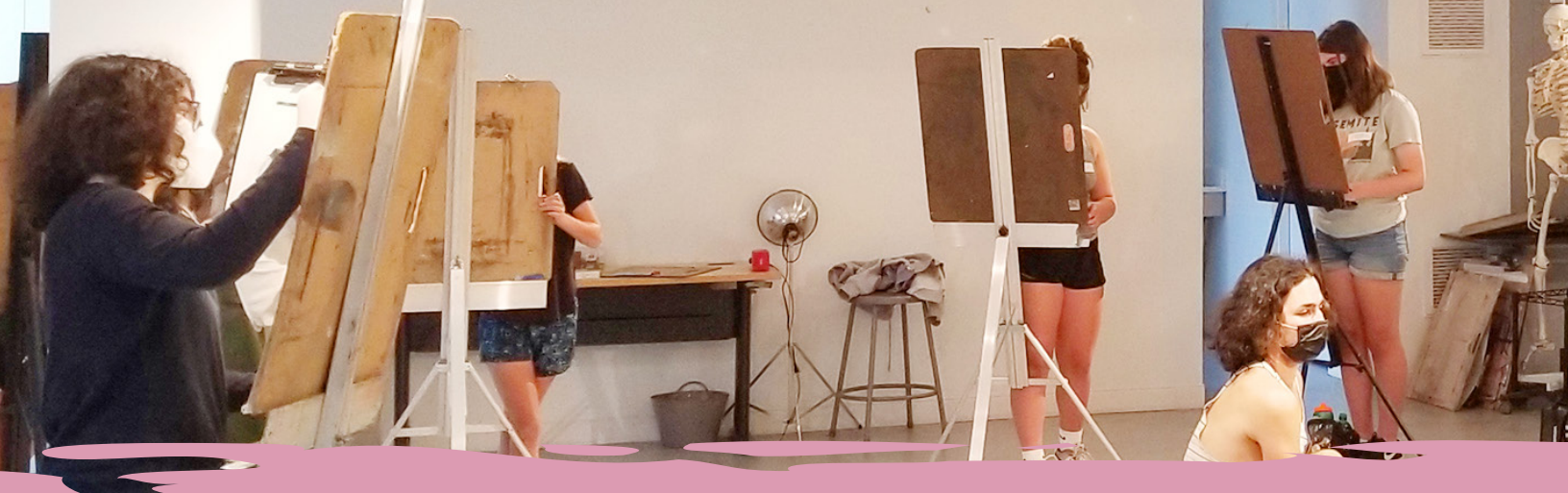


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ABOUT US

OUR MISSION

The New Art Center is a community art education space which offers everyone, at all levels of ability, exceptional opportunities to make, exhibit, view, think about and talk about art.

OUR VALUES

We envision the New Art Center as a highly visible, bold, anti-racist, inclusive leader in art education and creative community building that serves Greater Boston with programs and opportunities both in our facility and beyond our walls.

OUR VISION

The New Art Center is based on the belief that the practice of looking at, thinking about and making art helps human beings solve problems, learn from their environment, build durable communities and live meaningful lives. We work towards a future in which all people can incorporate the experience of art into their daily lives.

OUR STAFF

Emily O'Neil Executive Director

Madeleine Delpha⁺ Director of Education

Marte Humbert Registrar

Madison Florence⁺
Marketing & Communications Senior Manager

Julie Fox Ceramics Program Manager

Samuel Sadowsky*
Development Manager

Suchitra Mumford* Office Manager

Brandon Lewis⁺ Office Manager

Jim Garber Facilities Manager

Abbie Ireland Studio Coordinator

Ola Aksan⁺ Exhibition Coordinator

Rose Perriello⁺ Exhibition Coordinator

⁺New this year ^{*}Departed/retired this year



A MESSAGE FROM

THE EXECUTIVE DIRECTOR & BOARD PRESIDENT

We are pleased to share our 2021 Annual Report from the New Art Center. In reflection, 2021 can be best summed up as the year of vacillation. With the constant shifting of protocols and policies related to masking, vaccine mandates, and social distancing, COVID-19 kept us on our toes for yet another 365 days.

Even with the policy shifts, New Art resumed a normal cadence of classes and programs, and we saw a steady stream of returning students and families. Although we still have not reached pre-pandemic enrollments, we reengaged 619 returning students to New Art while 849 joined us as first time students. Moreover, our geographic center continued to widen, and we added 14 new zipcodes in 2021. Support from the Employee Retention Tax Credits, part of the federal stimulus, helped us stem our loss of revenue.

With the day-to-day concerns about organizational survival behind us, the New Art board was able to get back to the business of planning for New Art's future. We approved a new set of Strategic Goals that put diversity, equity, inclusion and access at the core of all our work and set benchmarks to hold ourselves accountable. As part of our process, we also recruited and onboarded the largest and most diverse Board of Governors in our 44 year history.

In total we expanded:

- Our multicultural programming, including developing a series of free community cultural days.
- The geography of our scholarship program.
- Our scholarship program to provide support for 19 (up from 12 last year) with 26 scholarships. 50% of these students were referred to us by the Card-to-Culture program.
- Our donor base with a new Membership program adding 154 first time donors to our ranks.
- Our staff in order to keep our facility open 7 days a week. In turn, this allowed us to expand programming as well as bring back event rentals and birthday parties.
- Our professional development training to include 100+ hours of inclusive teaching practice for all faculty and staff.



In addition, we also began the process of exploring a future home for the New Art Center, and we entered into an Option to Negotiate the purchase of the Church of the Open Word in Newtonville, which we expect would give us room to expand our programs and services in a more visible, centrally located facility in Newtonville.

All in all, while 2021 left us with policy whiplash, we are pleased to have ended the year in a sustainable position, well poised for future growth.

We are so grateful to our students, donors, faculty, staff and Board of Governors for the collective support of our mission and belief in New Art as a safe and welcoming community.

Here's to another year of building community through art,

Emily O'Neil
Executive Director

Dewey Nichols
Board President

BOARD OF GOVERNORS

Dewey Nichols President

Joelle Tomb Co-Vice President

Laura Sauter Co-Vice President

Robin Hicks Secretary

Maria Bunker Treasurer

Aimee Anderson

Lindsay Bentis

Jessica Black

Stephanie Boggs

Viviana Bozon

Kenneth Calhoun

Susan Chapman

Nickki Dawes

Nicola Day

Alison Meyer Hong

Donnalyn Kahn, Joined 11/21

Michael Kaufman

Yvette Leeson

Annie Newman

Marcia Neiberg, Resigned 10/21

Gayatri Pradhan

Kim Spencer

Mai Uchida

Sami Wakim

Mira Genser Woods

IN OUR COMMUNITY

Thank you to our sponsors for their support of these program: Massachusetts Cultural Council, The Village Bank, Cambridge Savings Bank, Newton Cultural Council, the Harmony Foundation, and Engel & Völkers.

COMMUNITY ART PROGRAMS

New Art Center offered 136 hours of free expressive arts therapy classes to young adults with developmental disabilities, women and families healing from domestic violence, and young adults with learning disabilities. We partnered with Brigham House and the Clearway School to provide both space and programs to their communities. We utilized the Trio classroom space for these classes.

NEWTONVILLE VILLAGE DAY

Our booth at Newtonville Village Day was a hit! With our custom button making station and chalk mural, over 600 local residents participated in the day-long event. Our sidewalk mural was designed by our high school volunteers and executed by members of our staff and community.

SATELLITE GALLERIES

Our Satellite Gallery program curates and installs exhibitions by our faculty, students, and community members in local businesses. This program supports our operating costs, and builds recognition for our programs, faculty, and students. In return, these businesses support local artists and stimulate economic growth. In 2021, we partnered with BerryDunn, Brookline Bank, and Freedman Healthcare to decorate their office spaces with beautiful and unique work.

JUNETEENTH

New Art Center held a free public event led by Artist and Educator Annette McCarty on Saturday, June 19th. Community members participated in creating a community mural and enjoyed a performance by Choice McCarty in a celebration of freedom, commemorating the end of slavery in the United States.



DÍA DE LOS MUERTOS

Our Free Family Days were shifted to Community Cultural Days and highlighted festivals, holidays, and celebrations from the many cultures represented in our community. Our first day was Día de los Muertos which featured craft activities, a musical performance, dancing, and traditional sweet rolls and desserts. We welcomed approximately 300 people into the Main Gallery on October 31.

NEW @ NEW ART

OFFICIALLY BECAME A SUMMER CAMP

In 2021 New Art's summer vacation program became an officially licensed camp! Our efforts paid off, and 2021 was our most successful summer ever, with a record 895 students enrolled in summer camp and adult classes.

LAUNCHED MEMBERSHIP

June 2021 welcomed a new way for students and donors to support New Art. Our membership program offered multiple levels to give to the New Art Center and in return receive early access to classes, discounts on classes and event rentals, and numerous other benefits for artists.



The New Art Center's new, tiered membership program is mutually beneficial for students and New Art! Launched in June 2021, more than 150 students joined us as members, saving an average of 10% off classes and programs. Moreover, New Art Membership is a gateway for people of all ages to continue to discover, question, learn about, and appreciate art.



CLASSES & WORKSHOPS

Throughout the year we offered children, teens, and adults in-depth, comprehensive art classes and workshops taught by experienced local artists, both in-person and live online via Zoom. Mediums offered to all experience levels included drawing, painting, ceramics, encaustic painting, and fiber arts, among others. Workshops allow students to try a medium, technique, or subject matter in four sessions or less.

This year's new classes reflect New Art's commitment to diversity, equity, inclusion, and access as we worked to bring a global perspective to our programs with teaching practices applicable for all learners. Our Art & Wine events continued with offerings from Italy and Mexico, and we welcomed 10 artists for Artist Talks. We have transformed our free Family Drop-In Days into Community Cultural Days in order to celebrate the diversity of Newton.

NEW CLASSES & WORKSHOPS

- Baubles and Beading Workshop
- Blockprinting Gift Wrap Workshop
- Chinese Brush Painting
- Classical and Contemporary Mexican Smalti Mosaics Workshop
- Cubism Workshop
- Design and Create a Mural Workshop GR 7-12
- Fiber Arts & Science Parent/Child Workshop
- Handcrafted Book Making
- Joomchi and Beyond
- Madhubani Folk Painting
- Media Musing
- Online Introduction to Stained Glass
- Parent/Teen Polymer Clay Jewelry Workshop
- Pet Portraits with Watercolor and Mixed Media (Parent/Teen)
- Printing for Ceramics Workshop
- 手びねり (Te-bi-ne-ri), Japanese Hand-building Pottery Workshop
- Teen Zine GR 9-12
- Weave An Infinity Scarf
- Xscape Into Comix! GR 3-5

SUMMER & VACATION YOUTH PROGRAMS

Students explored a variety of mediums and techniques during our vacation programs offered both in-person and live online via Zoom. Sessions ran on MLK Day, and Veterans Day for grades K-5, February and April Vacation Weeks for grades K-12, and Summer Vacation for grades 1-12.

NEW INSTRUCTORS

LJ Baptiste
Cicely Carew
Jiyoung Chung
Lauren Comando
Jaclyn Gaffney
Sandra Gonzalez
Abby Heingartner
Abbie Ireland

R.J. Lackie
Annette McCarty
Suchitra Mumford
Madeleine Neiman
Dahlia Popovits
Carole Pugliese
Seline Smith
Valerie Szmurlo

EXHIBITIONS

Thank you to our sponsors for their support of these exhibitions:
The Village Bank, Cambridge Savings Bank, Newton Cultural Council,
the Harmony Foundation, and Mark Development

BIPOC CURATORIAL PROGRAM

The New Art Center's BIPOC (Black, Indigenous, People of Color) Curatorial Program is designed to offer the opportunity for guest curators of color to curate exhibitions. This program enables curators who identify as Black, Indigenous, and People of Color to develop and share exhibitions that spark dialogue, and share personal vision and personal experiences through curation. We hosted our first in-person BIPOC Curatorial Program exhibition, *Women in Abstraction*, curated by Destiny Palmer. This was our second exhibition in this series.

WOMEN IN ABSTRACTION

Women in Abstraction, curated by Destiny Palmer, was the first in-person and virtual exhibition in New Art's BIPOC Curatorial Program. Abstraction has recently been examined through a more critical historical lens as documents reveal the disparities left out of many conversations. The New Art Center sought abstract works that engaged in gender, race, class and history as it relates to abstraction. We invited artists to submit work that helps to push and provoke dialogues about abstraction throughout history.

Dates: June 17 – July 31, 2021

CREATIVE PROCESS

The Andrew & Jean Dibner Annual Student and Faculty Show featured explorations of paint, pastels, ceramics, and more through a colorful lens. This year we held two of these annual exhibitions to show the New Art Center's diverse community of artists as they come together and connect through their art. Each exhibition showcased a dynamic range of mediums and themes expressed by our students and faculty across all ages.

Creative Process 2020 (postponed from Summer 2020)

Dates: September 13 – October 1, 2021

Creative Process 2021 Dates: November 15 – January 3, 2021

More than 155 people attended the 4 opening receptions held throughout the year. *Women in Abstraction* was the most popular event, welcoming over 100 people in one night. Creative Process 2021 show sold 4 of our students and faculty works. New Art launched an immersive virtual reality exhibition for *Women in Abstraction*, Creative Process 2020, and Creative Process 2021 reaching over 240 views since the launch in June.



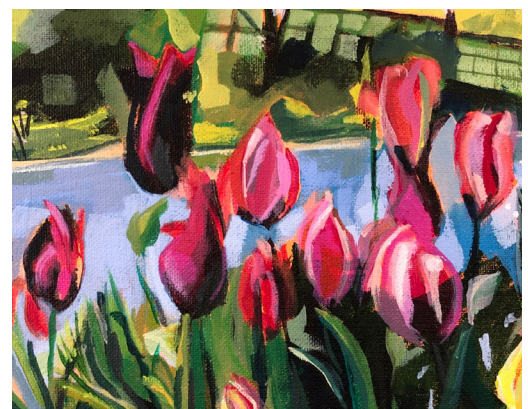
"Preserved" Lauren Comerato



"Wall of Silence" Nancy Marks



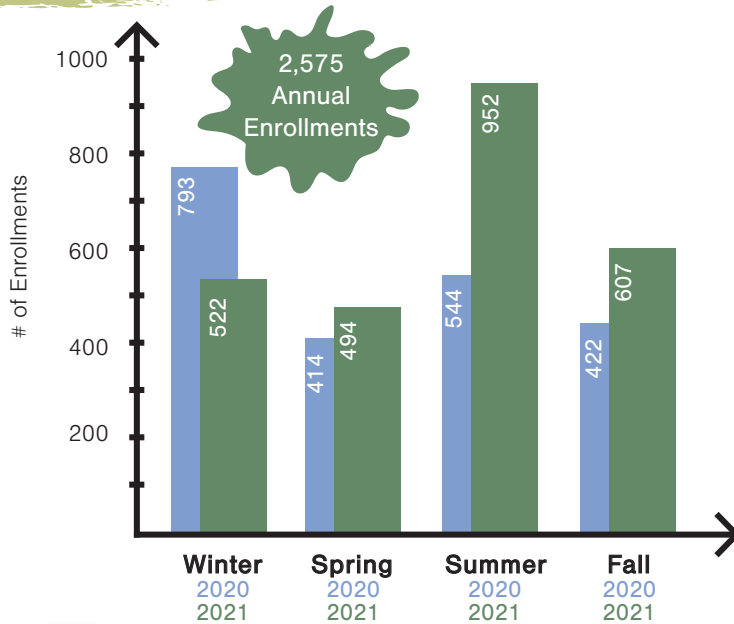
"Oceans Edge" Carole Robinson



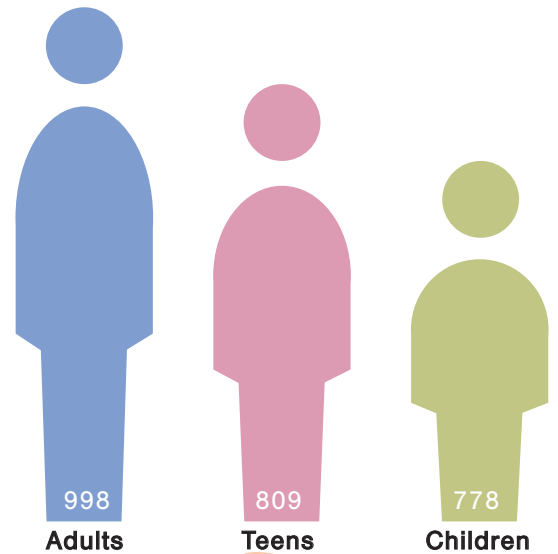
"Corner Garden (Douglas Road)"
Jane Levin

NEW ART @ A GLANCE - 2021

ENROLLMENTS



ENROLLMENTS BY AGE



1400+ Total Students
849 First Time Students

\$12,844
paid to artists with
Satellite Galleries &
New Art Shop

5
exhibitions
hosted

315
Classes & Workshops

\$ 32,649
Funded in Scholarships &
Community Outreach

3
Satellite
Galleries

155
people attending
opening & closing
receptions

54%
Newton Students

167
New Donors

150
Zip Codes Served

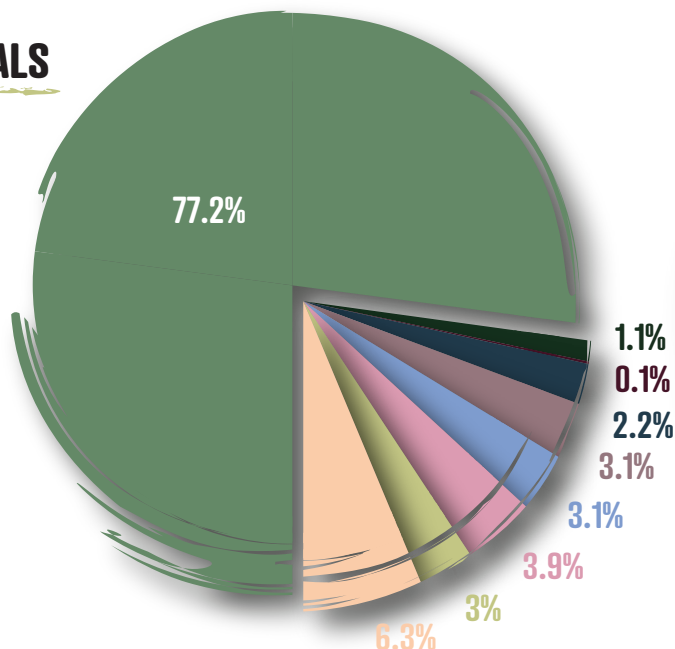
180+
exhibiting
artists

571
Students Taken 10+
Classes in 5 Years

70+
Faculty & Staff

450+
pieces of art
exhibited

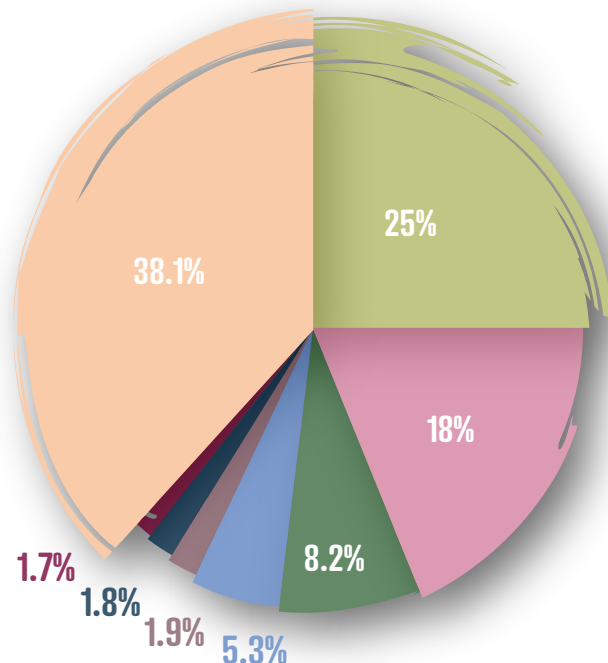
FINANCIALS



INCOME

- Earned Revenue: \$ 897,657
- Annual Fund: \$72,960.04
- Restricted Gifts/Scholarship: \$34,425.5
- Major Gifts: \$45,000
- Grants and Foundations: \$36,480
- Corporate Support: \$35,526.99
- Board Contributions: \$26,000
- Credit Card Donation Fees: \$1,545.22
- Membership: \$13,345

TOTAL INCOME: \$ 1,162,941



EXPENSES

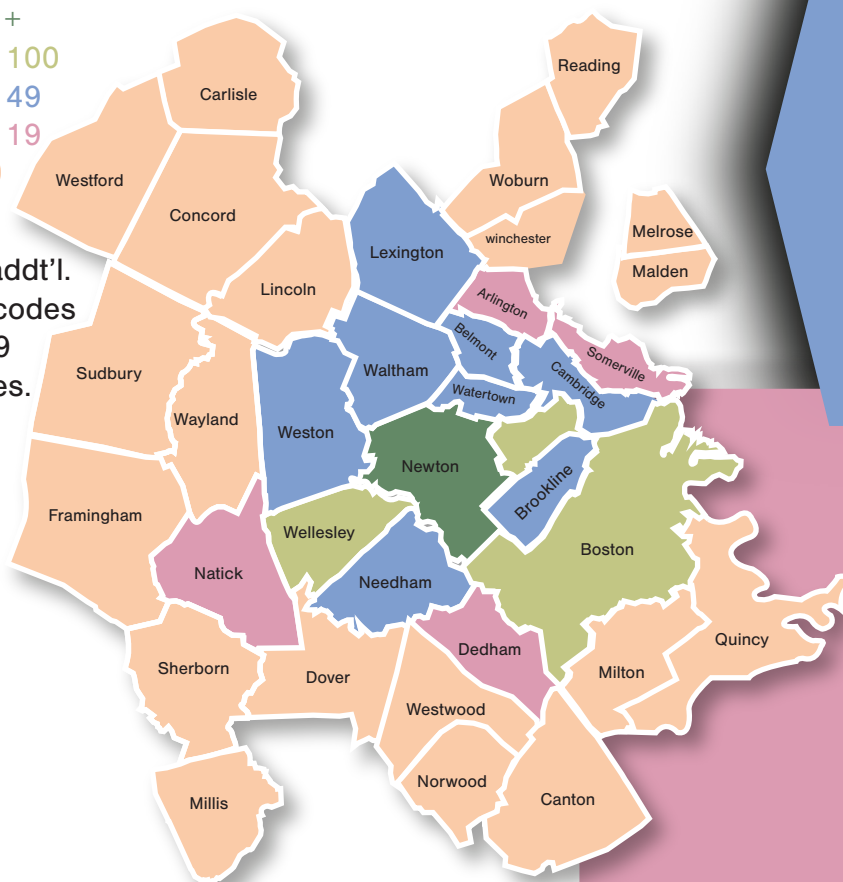
- Staff Wages, Taxes & Benefits: \$ 484,505
- Faculty, Model Payroll & Taxes: \$ 359,928
- General, Admin & Fundraising: \$ 103,582
- Facility: \$ 159,949
- Marketing: \$ 37,312
- Utilities: \$ 34,952
- Exhibitions & New Art Shop: \$ 23,179
- Rental: \$ 737

TOTAL EXPENSES: \$ 1,204,143

STUDENTS BY LOCATION

700 +
50 - 100
20 - 49
10 - 19
< 10

69 add'l.
zip codes
in 19
states.



SCHOLARSHIPS

26 scholarships were awarded. 50% of the recipients were on transitional assistance. The recipients registered from 14 unique zip codes.

Total Amount of Scholarship: \$21,349

FREE COMMUNITY ART CLASSES

136+ hours of free community arts therapy classes valued at \$11,300 serving women impacted by domestic violence, developmentally delayed young adults, & high school students with language based learning disabilities.

DONORS & SPONSORS

YOUR GIFTS MAKE IT HAPPEN!

As a non-profit, tax-exempt, 501(c)(3) organization, New Art thrives thanks to you! Your generous contributions directly impact and enable high-quality and innovative art education, exhibition, scholarship, and outreach programs.

Supporters who donate an annual gift of \$500 or more are recognized as *Friends of the New Art Center*. We are deeply grateful to the *Friends* for their pledges and gifts made between January 1, 2021 and December 31, 2021.

LUMINARIES (\$10,000+) - Sandy Berbeco & David Cohn • BerryDunn • Robin & Brian Hicks
The Hoben Family Charitable Foundation • Karen & Nate Levy • Massachusetts Cultural Council
Sue Rosenthal & JoAnn Cohn • Larry & Elaine Smith • The Village Bank • Young Authors Foundation

CHANGE AGENTS (\$5,000 – \$9,999) - Anonymous • Carol Stoll Baker • Cambridge Savings Bank
Melanie Henriques and Jeff Eisen • IBM • Lafferman Family Foundation • Beverly Myers

LEADERS (\$2,500 – \$4,999) - Brookline Bank • The Edgerley Family Foundation
Freedman Healthcare • Jessica Straus & David Berson

ADVOCATES (\$1,000 – \$2,499) - Aimee Anderson • Anonymous • Gary Bagnall & Laura Halloran
Beverity Foundation • Stephanie & Jason Boggs • Cynthia & George Cole • Engel & Volkers
Annie Gatewood • Temple Gill & Christopher Yens • Gail Hansen • Andrew Hargens & Melissa Fang
Riley Haberl Heiman • Elizabeth Hiser • Sunwoo Kahng & Peter Boberg • Marcia Neiberg & Tai Senior
Dewey Nichols • Newton Cultural Council • Emily O'Neil & Doug Hatfield • Bernard & Liang Schweizer
Kim Spencer & Greg Gomez • Maria Prada Strange & Don Strange • Irwin & Rusty Thompson
Paula & Mark Witkin

FRIENDS (\$500 – \$999) - Carla Aguilar-Leeder • Allison Andrews & Arthur Lent • Beverly & Robert Bernson
Amy Brodesky & Rex Flynn • Lorrayne Chu • Lynn Dennis • Portia & Chris Durbin • Anne Esbenshade &
Michael Miele • Cheryl Lloyd • Cynthia Maurice-Garretty • Denise & Milrod Matejic • Kate Pigeon
Coventry Edwards-Pitt & Matthew Weinzierl • Patty & Michael Rosenblatt • Claire Ryan-Robertson
Cindy & Emanuel Sachs • Adrienne Shishko & Joel Sklar • KB & David Spector • Brian & Alison Sung • Jan Waitz



FINANCES

These financials represent revenue and expenses from January 1, 2021 to December 31, 2021.

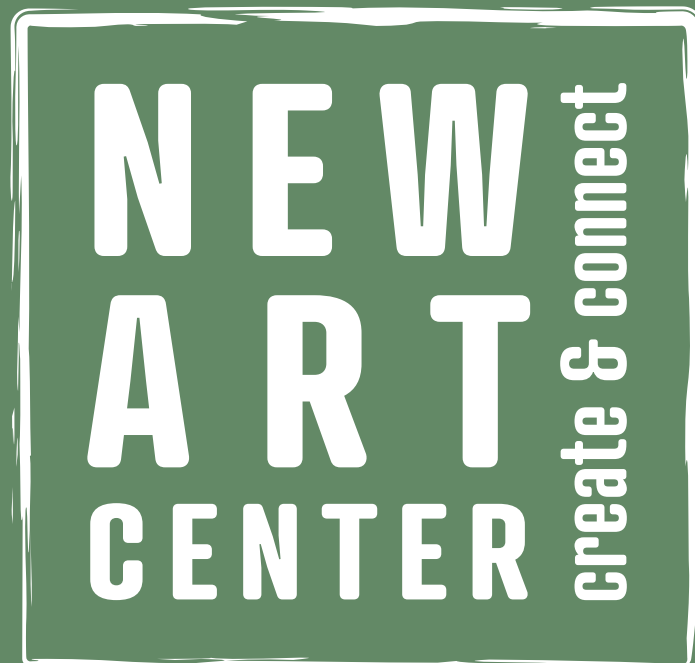
	2021	2020	% Change from 2020
Income			
Adult Art Classes & Workshops	\$354,286.05	\$366,151.70	-3.24%
Child & Teen Vacation Programs	\$347,491.85	\$95,555.05	263.65%
Child & Teen Art Classes & Workshops	\$176,863.59	\$133,137.25	32.84%
Exhibition & Trio Store Sales	\$15,795.77	N/A	N/A
Event Rentals	\$3065.00	\$850.00	260.58%
Misc	\$155.66	\$298.55	-47.86%
Annual Fund	\$72,960.04	\$210,652.62	-65.36%
Restricted Gifts/Scholarships	\$34,425.50	\$63,608.00	-45.87%
Major Gifts	\$45,000.00	\$20,000.00	125%
Grants & Foundations	\$36,480.00	\$47,970.00	-23.95%
Corporate Support	\$35,526.99	\$12,300.00	188.83%
Board Contributions	\$26,000.00	\$23,764.50	9.40%
Special Events	N/A	N/A	N/A
Credit Card Donation Fees	\$1,545.22	\$3,111.72	-50.34%
Total Income	\$1,162,940.67	\$977,399.39	18.9%

Expenses			
Education Expenses: Faculty and Model Payroll & Taxes	\$359,928.42	\$267,487.32	34.55%
Personnel Expenses: Staff Wages, Payroll Taxes & Benefits	\$484,504.87	\$366,700.22	32.12%
General & Administrative & Fundraising	\$103,581.93	\$238,722.65	-56.60%
Facility	\$159,948.64	\$134,039.06	19.32%
Marketing	\$37,312.41	\$29,288.06	27.39%
Utilities	\$34,951.57	\$16,067.10	117.53%
Exhibitions & Trio Shop	\$23,178.66	\$1,364.20	1599.07%
Rental Expenses	\$736.66	\$305.45	141.17%
Board Expenses	\$3,147.94	N/A	N/A
Total Expenses	\$1,207,291.10	\$1,053,974.06	14.54%

Net Income	-\$44,350.43
PPP Loan Forgiveness	\$266,286.54
Net income including PPP Forgiveness	\$221,936.11

new art center in newton

We are a non-profit community art education space which offers everyone, at all levels of ability, exceptional opportunities to make, exhibit, view, think about and talk about art.



On the cover: Oh that Sun from Isle sur la Sorgue
Provence by Jessica Caruso

Designed by:
Graphic Design Contractor Brianna Ricker &
Graphic Design Intern Cheyanne Thistle