



2020-2021 IMPACT REPORT





IMPACT REPORT

The 2020-2021 year was one where we had the opportunity to re-imagine the power of community at Arts+. Read on to find out more about Arts+'s impact — made possible thanks to your support.

Front cover (top): Staff image by Nicole Driscoll; (bottom) Arts+ instructors

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A MESSAGE FROM DEVLIN McNEIL

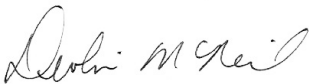
When I think about what's next for Arts+, I think of you. I think of the many possibilities there are for us to continue educating, engaging, and supporting our beloved Charlotte community. The next chapter for us in Arts+ history may come with new walls and a new address but one thing that will always remain is our steadfast dedication to offering accessible quality art and music education to every corner of Charlotte.

As inaugural tenants of Spirit Square, the majority of our existence has been spent sharing these halls and studios with some of the best art organizations in Charlotte. We've hosted countless music recitals, decades of our Preschool Arts Lab, dozens of summer camps, and most recently, took our former neighbor, Studio 345, under our wing as the newest addition to the Arts+ family.

As cliché as it may sound, we know and believe that for us, home is where the art is - home is where YOU are. We're fortunate to offer arts education to all four corners of Charlotte and beyond.

We cannot thank you enough for your generous support over the years, and we are all over the moon with excitement as we enter into the next chapter of Arts+. So stay tuned, we're sure this coming year will be one of our best to date!

With gratitude,



Devlin McNeil
President & Executive Director





HOME IS WHERE ARTS+ IS

What an exciting season we are in at Arts+! Yes, the past year has been a challenge - not just for us - we know it has been a challenging time for you as well. Yet here you are, still supporting the mission and vision laid out more than 50 years ago by our founder, Henry Bridges. When private lessons turned into zoom calls and art workshops were delivered via curated packets in the mail, it was the spirit of our donors that inspired us to truly re-imagine the power of community. Your continued support let us know **home is not just where the art is, it is where you are.** It is all the places that our community resides. And as we move out of our longtime home at Spirit Square, we can promise to continue meeting the community where they are.

Because of the **ongoing support** from loyal donors, community partners, and friends, Arts+ will continue providing outstanding arts education without sacrificing the quality of instruction and care, or compromising our community impact. This past year, we were fortunate to continue offering private lessons to hundreds of families, provide outreach services with more than 750 visual art kits for all ages, and safely re-introduce in-person learning with Charlotte Youth Choir and summer camps. With new community-partnered programs, such as Intersections, we continue to find engaging ways to build bridges of connection, create change, and **bring people together**- because home is where our communities are. **Home for Arts+ is where you are.**

FAREWELL TO SPIRIT SQUARE

Spirit Square has been home to Arts+ for more than two decades and holds a dear place in our hearts. Countless students attended camp, expressed their creativity in our Preschool Arts Lab, built gingerbread houses with families and performed on stage in McGlohon Theatre and more! Many amazing memories were made and there are still many more to come. Thank you Spirit Square for having us!



"I have always believed that arts education should be readily accessible to all of our children, without regard to race or economic status. For me, Arts+ has fulfilled that mission for over 50 years. My children and grandchildren have been beneficiaries, as well as countless others who were enriched by the experience."

HARVEY GANTT

Past Arts+ Board Member & Former Mayor of Charlotte

PROJECT HARMONY

How did our Project Harmony students fare during the pandemic? Here's one way to look at it...one student traveled to Ethiopia and still logged in for rehearsal - at midnight! Not because we required it of course, but because she missed seeing her friends that much. Our free youth orchestra program, in partnership with the Charlotte Symphony, may have gone virtual, but the already-established family bond remained very much intact throughout this past year.

In fact, our students rehearsed an entire season through online learning and were poised and ready when it came time to gather for one end-of-year performance, in-person at Symphony Park.

Now entering its fifth season, the program continues virtually but with smaller groups to enhance one-on-one learning opportunities. Plus we'll host a handful of outdoor workshops (all things pending).

In the coming months, look for scheduled Project Harmony performances around the Charlotte community. Showing up for these young students truly means the world to them.



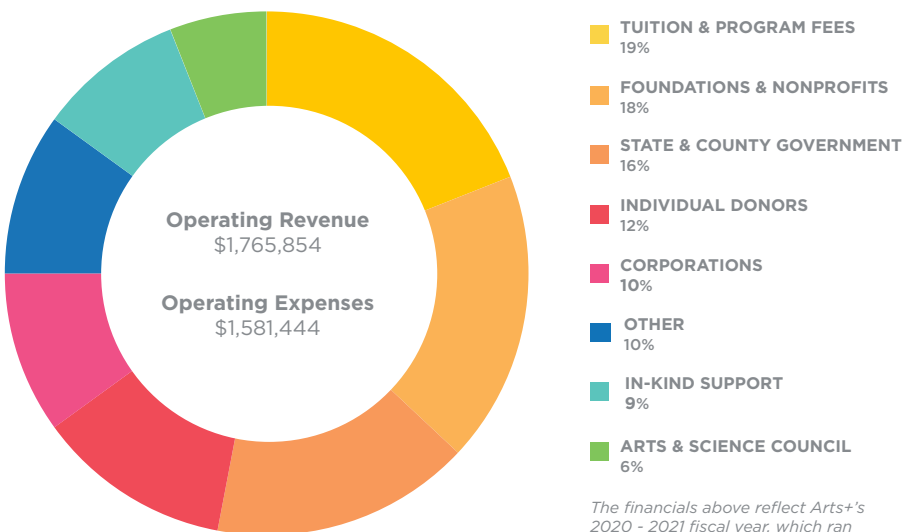
“Music can bring people together, no matter where they are.”

- Kinsey Fournier, Arts+ music program manager and Project Harmony coordinator



FINANCIAL SNAPSHOT

Arts+ is committed to sustainable business practices that will allow more and more children to benefit from high-quality, accessible arts education in the future. For the 15th year in a row, Arts+ ended with a surplus in our operating budget. Our revenue base was well diversified, including charitable contributions from individuals and institutions as well as program fees.



The financials above reflect Arts+'s 2020 - 2021 fiscal year, which ran from July 1, 2020-June 30, 2021.

STUDENT IMPACT BY THE NUMBERS

Each year, Arts+ is proud to reach thousands of students with high-quality music and visual art instruction. As a result of our extensive outreach programs, financial aid, and community partnerships, more than half of our students receive their education for free or at a reduced cost.



2,250



80

Students Receiving
Financial Aid



40

Charlotte Children's
Choir Singers



219

Private Lesson Students



15,000+

Audience Members



181

Summer Campers



168

Studio 345
Participants



87

Project Harmony
Students



750

Curated Art Packets
sent to 9 Community
Partners



20+

Programming
Locations



CONTINUO

Continuo, Arts+'s leadership giving circle, recognizes donors who give \$1,000 or more to support arts education programs. Continuo is a musical term - the continuo provides and sustains the full harmony of the musical texture. As in music, Continuo members' leadership gifts help maintain our commitment to excellence, strengthen our programs and expand our impact in under-served communities.

We are honored to have more than 60 donors in Continuo this year based on their 2020-2021 giving. To find out how you can become a member, contact Stephanie Stenglein at [sstenglein@artsplus.org](mailto:ssstenglein@artsplus.org).

BRIDGES SOCIETY

Arts+ is proud to honor the legacy of our founder, Henry Bridges, through the Bridges Society, which recognizes supporters who include Arts+ in their estate plans. Join him in making the arts accessible for generations to come and leave your legacy through Arts+!

Three Easy Ways to Make a Planned Gift:

- 1. Bequest** – A gift indicated in a will allows you to make a future donation to Arts+ after passing.
- 2. Retirement Plan Assets** – These are often considered an attractive option for making a planned gift since these are among the most tax-burdened assets in an estate. Simply name Arts+ as a beneficiary.
- 3. Life Insurance** – To use a life insurance policy to make a gift, name Arts+ as a beneficiary of a new or existing policy.

Arts+ Tax ID/EIN: 59-1356847

There are many vehicles to make a planned gift. This is not intended to provide tax or legal advice and should not be relied on as such. You should consult with your legal and tax counsel to understand the implications of a specific charitable gift. If you have any questions, please contact Stephanie Stenglein at sstenglein@artsplus.org or 704.887.0298.



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OUR MISSION

Unleashing creativity,
transforming lives and building
community through outstanding
and accessible arts education.

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