





# IMPACT REPORT

The 2019-2020 year was one filled with flexibility for Arts+. We adapted our programming to meet new challenges and learned a lot as a result. Read on to find out more about Arts+'s impact - made possible thanks to your support.

## A MESSAGE FROM OUR BOARD CHAIR

It is an honor to serve as the Chair of the Board of Directors. I'm very proud that through the pandemic, **the board, staff and faculty continue to put our mission at the forefront of our work—providing high-quality arts education and making it accessible.** They have worked tirelessly and creatively to ensure virtual private lessons, camps over Zoom and arts activities with supply packs delivered to outreach partners were all a part of our 'new normal' of program delivery.

As we look to the future, we want to honor and recognize what got us here. From Community School of the Arts to Arts+, we are humbled and amazed by our supporters and families that have been a part of this amazing organization through the decades.

For this current year, we have set ambitious goals. First and foremost we are looking for a permanent home for Arts+. We have been at Spirit Square for several decades but because of the planned redevelopment of the block, our time there is limited. A search for our new home is underway. Hand in hand with that search, we are exploring new technologies and investigating what it means to deliver programs in the digital age – to a new generation.

**Thank you for your support of Arts+ and for being a champion for arts education.** Throughout the year look out for updates on our progress on these goals. In the meantime, stay safe and keep advocating for the arts!

With thanks,



**Chris Butlak**  
*Chair, Arts+ Board of Directors*



## HOW ARTS+ NAVIGATED & THRIVED DURING THE PANDEMIC



Like everywhere else, COVID-19 impacted our operations at Arts+. In mid-March staff began to work from home and we quickly made the transition to virtual programming. **Within two weeks, we had 95% of our private lesson students continuing their lessons on line**, providing much needed continuity in their lives. At the same time, we continued to engage our outreach partners by offering digital resources and sessions to interact

with students and spark their creativity. Our Project Harmony program also went virtual, with instructors providing videos and content about music from all over the world. Plus, students get to interact with others from across Charlotte as well as guest musicians and speakers.

Starting this fall, **we are slowly transitioning to limited in-person activities and learning along the way.** In November, we had our first Drive-In Concert for our Suzuki students which was a huge success! Our Studio 345 program is operating in a hybrid capacity, with small, in-person classes as well as virtual learning.

Arts+ staff and stakeholders have been guided by our mission throughout the pandemic. With every action, we sought to unleash creativity, transform lives, and build community through outstanding and accessible arts education. **We are proud to serve as a community resource during uncertain times.**







## STUDIO 345 IS NOW PART OF ARTS+

On July 1st, **Studio 345** officially became a part of Arts+! Founded by the Arts and Science Council in 2012, **Studio 345** is a free, out-of-school time program, primarily funded by Mecklenburg County, that uses the arts to inspire students to stay in school, graduate and pursue goals beyond high school. The program is a natural fit for our 50-year old organization whose sole mission is to provide outstanding and accessible arts education.

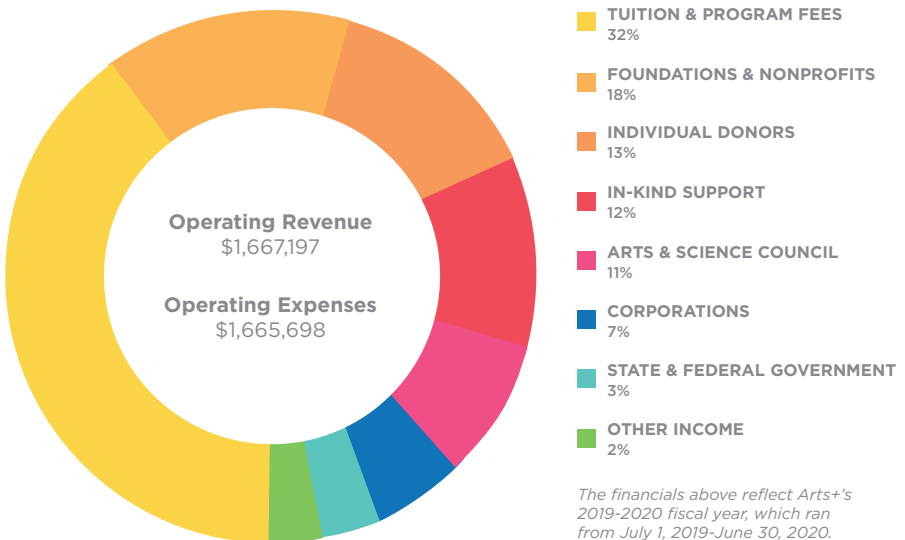
Taught and mentored by professional working artists who are part of the Charlotte creative community, students gain invaluable experiences enabling them to become creative risk-takers and craftsmen while growing emotionally, intellectually, and artistically.

**Studio 345** uses digital photography, digital media arts, and multimedia design to educate and inspire students to stay in school, graduate, and pursue goals beyond high school. Through **Studio 345**, Arts+ carries out its mission to make high-quality arts education accessible to all Charlotteans.



## FINANCIAL SNAPSHOT

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



## 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, half of our students receive their education for free or at a reduced cost.



**3,756**  
Total Students



**2,785**  
Outreach Program  
Participants



**134**  
Students Receiving  
Financial Aid



**380**  
Private Lesson &  
Group Class Students



**51**  
Charlotte Children's  
Choir Singers



**285**  
Workshop  
Participants



**607**  
Preschool Artists  
& Musicians



**278**  
Summer Campers





## 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 75 donors in Continuo this year based on their 2019-2020 giving.** To find out how you can become a member, contact Stephanie Stenglein at [stenglein@artsplus.org](mailto:stenglein@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](mailto:ssstenglein@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.



ARTS PLUS



A R T S **P L U S**