

# The Wallkill River School, Inc.

## ANNUAL REPORT

For the Year Ended December 31, 2021

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### **Chairman's Report**

Penny Thelman

We have survived 2021! With deepest thanks to the efforts of our staff, volunteers, teachers, Board members, donors, sponsors, supporters and MEMBERS, we have made it through the year. We had several wonderfully successful events to enjoy. Our gallery is doing well and we hope to gradually increase our classes back to near pre-Covid levels. We are quite hopeful that 2022 will be a great year. We are very grateful for your support as it is what has sustained us and what will allow us to continue. Thank you ALL.

### **Executive Director's Report**

Sarah Fortner Pierson

It has been another exciting year full of ups and downs due to the pandemic. We ended the year at a loss of \$9,352 but we have made great strides as an organization and are laying the foundation for a bright future.

We were able to withstand the losses due to COVID in 2020, but a second year of the pandemic has strained our organization. Tuition typically provides 75% of our operating budget, but compared to 2019, tuition was down 39% in 2020 and still down in 2021 by 28%, which means we were short about \$30,000 from our accustomed income. It is a testament to the dedication and passion of our staff, board members, volunteers and the generosity of our members that we were able to come out of the year in such good shape. We were able to make up most of the difference through expense cutting, donations, fundraising and art sales. Thank you everyone who helped out this year!

We had 181 Members in 2021, maintaining the gains we made in 2020. We had an increase in artist members from 87 to 103 in 2021, with a decrease in the number of basic members from 87 down to 73. The decrease in basic memberships is probably linked to our lower tuition numbers, which probably means our membership will grow significantly when we finally reach the end of the pandemic and people return to taking in-person classes.

Administratively, this has been an important year for the organization. We used the Paycheck Protection Program funding to temporarily bring on a third staff member, Cindy Sagastume-Tappan, who gave us the additional support we needed to get ahead in important administrative and organizational areas. In 2021 we made strides in the quality and consistency of our advertising. Improved our website dramatically with increased user friendliness and a more streamlined workflow for staff. We have been collecting and analyzing more data to assist with business strategy and efficiency. Our efforts in 2022 will be to further refine our marketing procedures and to rebuild our class offerings. We are currently recruiting teachers!

The gallery was a bright spot in 2021. The exhibits were strong and varied. Gallery sales exceeded expectations at \$20,645 this year. Our indoor/outdoor receptions were phenomenal and fun this year; attendance was double what we have seen in previous years, with average attendance at 70 people. It was encouraging to see people greet each other and catch up with friends they hadn't seen since 2019. The Hudson Valley Plein Air Festival (HVPAF) had a vibrant reception with a great turnout.

### **Treasurer's Report**

Mitchell Saler

Provided for you are the 2021 Statement of Activity and the proposed 2022 budget along with actuals for multiple past years given for comparison because of the different circumstances of 2020. The combined bank registers of PayPal, Walden Checking and Walden Savings accounts as of December 31, 2021 was \$85,799.39. Of this amount \$79,600 is from a SBA (Small Business Administration Loan) with an interest rate of 2.75%.

Due to COVID-19 concerns, the Wallkill River School acquired loans in 2020 and 2021. The first PPP loan of \$9,750 taken in 2020 was forgiven in full as of 5/14/21. The second PPP loan of \$9,203 was disbursed on 3/16/2021 and forgiven in full on 12/13/2021.

We thank all of you who generously donated to the Wallkill River School and participated in our fundraising events in 2021. Donations total \$15,896. Income of \$12,670 came from fundraising in 2021. With the gallery able to remain open in 2021 and showing fantastic exhibits, gallery sales were \$20,645, more than triple the amount in 2020, and gallery fees were \$6,718, also higher than 2020. Funds of \$3,500 were received on 4/15/21 for a grant entitled "Teacher Student Mental Health & Safety Initiative" under the Orange and Sullivan COVID-19 Response Fund. We are also grateful to have received a grant of \$1,250 from the Orange County Arts Council for the Hudson Valley Plein Air Festival 2021. We would also like to thank our new and renewing members, which have brought in income of \$12,860 for 2021. Tuition income was \$76,870. The total income was \$159,694, which was 99% of what was budgeted.

Many expenses were kept around or under the budgeted amounts. Artist's commissions were higher due to better than budgeted art sales. Gallery expenses were over budget due to the Hudson Valley Plein Air Festival expenses as well as the Artsy online platform fees, which are projected to generate more art sales. Office supplies were over budget because they reflected the use of grant money received to purchase equipment for health and safety. Total expenses were \$169,250, which was 5% over what was budgeted. Total net loss for the year was -\$9,352.

Due to our financial position disrupted by the pandemic, the Wallkill River School continues delaying purchasing the property. The funds earmarked for the Capital Campaign are still at the Community Foundation of Orange and Sullivan. There is a total of \$129,790.42 in the Community Foundation account.

**WALLKILL RIVER SCHOOL, INC.**  
**Statement of Financial Position**  
**As of December 31, 2021**

Assets	
Current Assets:	
Bank Accounts:	
Walden Savings, Checking Account	\$ 14,312
Walden Savings, Savings Account	65,105
Paypal Account	<u>6,640</u>
Total Assets	86,057
Liabilities:	
Other Current Liabilities:	
Joint Artist Memberships	2,095
Payroll Liabilities:	
Federal Taxes (941/944)	1,246
NY PFL	98
NY SDI	72
NYS Employment Taxes	62
NYS Income Tax	<u>440</u>
Total Payroll Liabilities	1,918
Sales Tax Payable	<u>182</u>
Total Other Current Liabilities	4,195
Long-Term Liabilities:	
Small Business Administration Loan	<u>79,600</u>
Total Long-Term Liabilities	<u>79,600</u>
Total Liabilities	83,795
Equity	<u>2,262</u>
Total Liabilities and Equity	\$ 86,057

WALLKILL RIVER SCHOOL, INC.  
Budget and Activity  
For the Year Ending December 31, 2021

Revenue:	2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YTD
Donations	\$ 10,000	2,871	92	5	-	2,841	1,346	315	275	285	375	1,188	6,303	\$ 15,896	159%
Fundraising	\$ 16,000	-	-	-	1,950	4,368	3,325	850	-	354	1,765	19	39	\$ 12,670	79%
Gallery Fees	\$ 2,000	60	37	80	73	222	669	833	2,130	1,399	435	110	670	\$ 6,718	336%
Gallery Sales	\$ 10,000	1,083	1,852	952	852	275	1,559	286	1,502	5,483	4,619	911	1,271	\$ 20,645	206%
Grants	\$ 2,000	-	-	9,203	3,500	-	-	-	-	-	1,250	-	-	\$ 13,953	698%
Interest	\$ -	9	7	7	6	7	6	7	7	6	7	6	7	\$ 82	
Memberships	\$ 11,000	2,030	140	320	290	1,500	400	290	60	75	1,355	2,840	3,560	\$ 12,860	117%
Rental	\$ -	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	
Tuition	\$ 110,500	4,650	3,955	5,176	6,476	9,340	8,846	9,851	6,312	3,591	3,063	9,935	5,675	\$ 76,870	70%
<b>Total Revenue</b>	<b>\$ 161,500</b>	<b>\$ 10,703</b>	<b>\$ 6,083</b>	<b>\$ 24,946</b>	<b>\$ 13,147</b>	<b>\$ 18,553</b>	<b>\$ 16,151</b>	<b>\$ 12,432</b>	<b>\$ 10,286</b>	<b>\$ 11,193</b>	<b>\$ 12,869</b>	<b>\$ 15,009</b>	<b>\$ 17,525</b>	<b>\$ 159,694</b>	<b>99%</b>
<b>Expenses:</b>															
Advertising & Marketing*	\$ 3,500	132	110	643	949	108	268	168	605	211	459	235	106	\$ 3,994	114%
Art Supplies	\$ 1,500	-	-	-	62	-	494	105	35	-	-	-	52	\$ 748	50%
Artist's Commissions	\$ 6,500	211	1,513	700	446	192	970	185	1,037	3,795	3,242	604	869	\$ 13,764	212%
Bank Fees	\$ 3,500	235	168	237	253	381	404	345	321	340	361	519	440	\$ 4,004	114%
Contract Labor	\$ -	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	
Donation Transfer to CFOS Capita	\$ 500	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	0%
Equipment/Tech	\$ 1,000	-	-	-	71	211	19	211	85	-	27	-	-	\$ 624	62%
Fundraising Expense	\$ 500	-	35	-	72	-	-	-	-	20	125	87	302	\$ 641	128%
Gallery Expenses	\$ 1,000	300	41	96	6	75	32	135	670	409	6,329	154	285	\$ 8,532	853%
Instructors	\$ 58,000	2,059	2,191	2,197	2,583	2,794	2,633	6,451	7,037	2,291	2,454	2,634	2,859	\$ 38,183	66%
Insurance	\$ 3,500	709	138	138	84	149	528	327	328	151	260	776	326	\$ 3,914	112%
Loan Repayment	\$ 2,040	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	0%
Professional Fees	\$ 760	-	775	-	-	-	-	-	-	-	-	-	-	\$ 775	102%
Office Supplies	\$ 2,000	296	69	60	3,798	126	51	162	148	124	256	197	115	\$ 5,402	270%
Other Business Expenses	\$ -	-	-	36	12	-	-	-	-	-	-	-	-	\$ 48	
Payroll & Payroll Taxes	\$ 49,000	3,462	3,703	4,840	5,018	5,186	7,774	5,229	5,318	4,799	4,964	3,896	6,565	\$ 60,754	124%
Rent	\$ 21,000	1,750	1,750	1,750	1,750	1,750	1,750	1,500	1,500	1,500	1,500	1,500	1,500	\$ 19,500	93%
Software	\$ 2,400	123	191	216	66	141	217	141	236	240	334	141	366	\$ 2,412	101%
Utilities	\$ 5,000	1,219	127	1,185	396	369	175	324	307	398	425	295	531	\$ 5,751	115%
<b>Total Expenses:</b>	<b>\$ 161,700</b>	<b>\$ 10,496</b>	<b>\$ 10,811</b>	<b>\$ 12,098</b>	<b>\$ 15,566</b>	<b>\$ 11,482</b>	<b>\$ 15,315</b>	<b>\$ 15,283</b>	<b>\$ 17,627</b>	<b>\$ 14,278</b>	<b>\$ 20,736</b>	<b>\$ 11,038</b>	<b>\$ 14,316</b>	<b>\$ 169,046</b>	<b>105%</b>
<b>Net Income (Loss)</b>	<b>\$ (200)</b>	<b>\$ 207</b>	<b>\$ (4,728)</b>	<b>\$ 12,848</b>	<b>\$ (2,419)</b>	<b>\$ 7,071</b>	<b>\$ 836</b>	<b>\$ (2,851)</b>	<b>\$ (7,341)</b>	<b>\$ (3,085)</b>	<b>\$ (7,867)</b>	<b>\$ 3,971</b>	<b>\$ 3,209</b>	<b>\$ (9,352)</b>	

\* Advertising budget increased by \$1,000 at 5/18/21 Board Meeting

**Proposed Budget for 2022**

	2018 ACTUAL	2019 ACTUAL	2020 ACTUAL	2021 Actual	2022
<b>Revenue:</b>					<b>Proposed Budget</b>
Donations	\$ 7,952	\$ 16,893	\$ 21,458	\$ 15,896	\$ 16,000
Fundraising	\$ 7,167	\$ 16,645	\$ 10,564	\$ 12,670	\$ 16,000
Gallery Fees	?	\$ 2,676	\$ 1,886	\$ 6,718	\$ 7,500
Gallery Sales	\$ 17,569	\$ 12,646	\$ 5,891	\$ 20,645	\$ 25,500
Grants	\$ 1,750	\$ 1,450	\$ 14,600	\$ 13,953	\$ 5,000
Interest Income	\$ -	\$ -	\$ 23	\$ 82	\$ 40
Memberships	\$ 12,910	\$ 9,880	\$ 12,172	\$ 12,860	\$ 13,000
Rental	\$ 250	\$ -	\$ -	\$ -	\$ -
Tuition	\$ 115,887	\$ 105,749	\$ 65,310	\$ 76,870	\$ 115,000
<b>Total Revenue</b>	<b>\$ 163,485</b>	<b>\$ 165,939</b>	<b>\$ 131,904</b>	<b>\$ 159,694</b>	<b>\$ 198,040</b>
<b>Expenses:</b>					
Advertising & Mar	\$ 3,990	\$ 6,488	\$ 1,626	\$ 3,994	\$ 8,000
Art Supplies	\$ 1,940	\$ 1,991	\$ 463	\$ 748	\$ 1,000
Artist's Commissio	\$ 8,554	\$ 9,330	\$ 4,383	\$ 13,764	\$ 20,150
Bank Fees	\$ 4,280	\$ 3,509	\$ 2,848	\$ 4,004	\$ 5,100
Contract Labor	\$ 6,661	\$ 2,150	\$ 440	\$ -	\$ -
Charitable Contrib	\$ -	\$ -	\$ 1,500	\$ -	\$ -
Equipment/Tech	\$ 355	\$ 1,674	\$ 1,388	\$ 624	\$ 500
Fundraising Expen	\$ 1,073	\$ 692	\$ 140	\$ 641	\$ 1,000
Gallery Expenses	\$ 3,425	\$ 2,963	\$ 3,145	\$ 8,532	\$ 10,570
Instructors	\$ 69,240	\$ 58,668	\$ 34,570	\$ 38,183	\$ 66,000
Insurance	\$ 2,698	\$ 2,994	\$ 3,585	\$ 3,914	\$ 4,000
----Loan Repaymer	\$ -	\$ -	\$ -	\$ -	\$ 2,040
Professional Fees	\$ 750	\$ 750	\$ 750	\$ 775	\$ 780
Office Supplies	\$ 2,320	\$ 2,325	\$ 1,631	\$ 5,402	\$ 2,000
Other Business Exp	\$ 534	\$ 169	\$ -	\$ 48	\$ 500
Payroll & Payroll Ta	\$ 42,797	\$ 49,213	\$ 47,420	\$ 60,754	\$ 50,000
Rent	\$ 18,000	\$ 18,240	\$ 15,000	\$ 19,500	\$ 18,000
Software & Websit	?	\$ 1,977	\$ 2,386	\$ 2,412	\$ 2,500
Utilities	\$ 5,681	\$ 4,622	\$ 4,318	\$ 5,751	\$ 5,500
<b>Total Expenses:</b>	<b>\$ 172,298</b>	<b>\$ 167,755</b>	<b>\$ 125,593</b>	<b>\$ 169,046</b>	<b>\$ 197,640</b>
<b>Net Income (Loss)</b>	<b>\$ (8,813)</b>	<b>\$ (1,816)</b>	<b>\$ 6,311</b>	<b>\$ (9,352)</b>	<b>\$ 400</b>

### **Insurance Committee**

Penny Thelman

We paid a total of \$3,915 for insurance in 2021:

Insurance Company	Type of Insurance	Premium
Travelers	Workers Comp	\$ 913
The Hartford	Disability Insurance	\$ 334
Preferred Mutual Insurance	Business Insurance	\$ 776
Philadelphia Insurance Companies	Directors Insurance	\$1,944

### **Curating Committee**

Gloria Bonelli

The 2021 Curating Committee was chaired by Billy Noonan and Sarah Fortner Pierson and Gloria Bonelli also served on the committee.

The focus of the committee was to serve the mission of Wallkill River School, while enhancing the gallery aspect of the organization in a manner that provided for aesthetic, exciting, and diverse exhibits.

Goals for 2021:

- Attract new artists
- Re-engage artists who have had a prior history with WRS
- Present unified themes for each exhibiting cycle
- Engage jurors from outside the organization to provide for fresh curatorial eyes
- Increase cross-promotional events with other organizations
- Showcase diverse styles, genres, and approaches
- Reach new audiences – from the local community and from a wider geographic range as well
- Build and promote member art careers with Artsy.net

Details of the 2021 curated exhibits can be found in the Gallery Report

### **Gallery Report**

Sarah Fortner Pierson

2021 was an exciting year in the gallery with a wide variety of styles and subjects. All exhibits were free and open to the public Fridays, Saturdays and Sundays 12:00 - 5:00 PM.

WRS organized 33 in-person exhibits during 2021 and all of the artwork was also available to be viewed and purchased online. Approximately 550 pieces of original art were publicly exhibited.

WRS hosted 6 in-person art receptions, utilizing outdoor space for socializing to mitigate Covid concerns. We had record turnouts to these events, double what we had done in previous years, with an average attendance of 70 people at the regular receptions and over 150 for the Hudson Valley Plein Air Festival reception.

Art sales increased back to pre-pandemic levels, generating \$20,645 in revenue, of which \$13,764 was

paid to artists in art commissions. We sold 59 pieces of original artwork in addition to artist prints, cards and craft merchandise.

### 33 Art Exhibits:

#### Solo Exhibits: 8

Robert Trondsen: Enlightened Views  
Laura Martinez-Bianco: A Time of Day  
Paula Arwen Owen: Paper Tales  
Robb Gomulka: The Boy in the Bubble  
Lana Privitera: Soaking Up the Sunshine  
Sandy Spitzer: A New Beginning  
Keith Gunderson: On the Town  
Paola Bari: Painting Porcelain

#### Group Exhibits: 10

The Art of the Seed Packet, selected works from the Hudson Valley Seed Co. collection  
In the Garden, group show juried by Hudson Valley Seed Co. staff  
Annual Members Exhibit, group show  
Teachers Showcase, group show  
Romantic Landscapes, group exhibit juried by Robert Trondsen  
Art in Bloom, in collaboration with the Cornell Cooperative Extension Master Gardeners  
Fantasy and Mythology, juried by Paula Arwen Owen & Robb Gomulka  
Watercolor!, juried by Mary Endico  
Hudson Valley Plein Air Festival Exhibit  
Small Works, juried by Paola Bari

#### Hallway Themes: 13

White  
In the Vase  
Black & White  
Towns & Cities  
Water in the Landscape  
Square  
Birds, Bees and Butterflies  
Summer Nights  
Reflections  
Still Life  
Interiors  
People  
Winter

#### Offsite Exhibits:2

Mitchell Saler at Unitarian Universalist Congregation of Rock Tavern (Aug.-Oct.)  
Hudson Valley Plein Air Festival Selected Works, Garnet Medical Center (Nov.-Dec.)

In 2021 we reinvisioned what it means to be a Represented Artist at WRS. We started a partnership with Artsy.net, one of the premier international online art marketplaces, to give our local represented artists national and international exposure alongside the biggest galleries and artists in the world. We feel this is an important step to modernize our gallery, give substantial career assistance to our local artists and, hopefully, stabilize our gallery financially.

<b>GALLERY INCOME</b>	
Gallery Fees	
Exhibit fees	\$ 3,135
Jury & Hang Fees	2,606
Shipping & Handling	<u>117</u>
	5,858
Gallery Sales	
Art Sales	18,517
Artist Merchandise	1,286
WRS Merchandise	<u>842</u>
	32,361
HVPAF Misc. Income	
Sponsors	3,100
Grant	1,250
Donations	670
Workshop	<u>50</u>
	5,070
Total Gallery Income	<u>43,289</u>
<b>GALLERY EXPENSE</b>	
Artist Commissions	<u>13,764</u>
Gallery Expenses	
Reception Costs	429
Exhibit Supplies	152
Artsy Membership	1,425
Art Shipping	41
HVPAF Expenses	<u>6,485</u>
	22,296
Staff Expense	<u>8,552</u>
Total Gallery Expense	<u>44,612</u>
NET INCOME (LOSS)	<u>\$(1,323)</u>

The Gallery ended the year at a modest loss. We hope to increase the volume of gallery sales through various marketing initiatives in 2022 as well as better organization of volunteer hours to reduce staff expenses.

### **Hudson Valley Plein Air Festival**

Susan Roth

This year was challenging, but very fun! It was nice to have more artists involved during the festival. It was challenging because we accepted 50 artists, and we had 15 Painter's Pass artists. It was exciting too, because we met so many new artists, some of which won our top prizes. I personally feel that the new mix of artists was due to the increased prizes that we gave out, and the longer time period we



devoted to our facebook campaign. People reached out to me this year a couple of weeks after the festival to make sure that they put the dates in their calendar for next year.

Our Friday Quick Draw at the Goshen Farmers market was very successful. About 35 of the artists participated, and we had several onlookers, and paintings sold. The committee and I discussed it, and we feel that although the Farmer's market was very successful at this location, that we will continue the tradition of moving it to a different location. We are working on getting the Quick Draw into a winery on the first day of the Plein Air event, so that we can meet artists, and get to know them with a friendly competition at the start. (This will also save staff and volunteers some heart stopping running around at the last day of the event)

New things that worked well:

We added a demonstration at the reception by the Judge Andrew Lattimore. Everyone loved it. We plan to have another demonstration this year with another artist (TBD).

The addition of the group painting locations was a hit. Several of the artists that we spoke to liked the interaction. However, we want more advance planning to make sure that staff does not have to cover as hosts,

Shawn's one day workshop/demonstration was a hit as well. We've asked Andrew Lattimore to do a workshop at Lawrence Farm where he usually teaches for 2022, and focus more generally on painting skills rather than just the painter's pass. I think that the artists who attended the workshop would probably attend this demonstration.

Sarah said that she would like to develop a Painter's Pass paid workshop outside of the Plein Air Festival, but running concurrently with it, and perhaps utilizing the group painting locations and hiring an artist to demonstrate. I suggested that we invite some of the artists that are painting to give this demonstration, even though it might cut into their painting time. I think it would help some of the artists out with providing a way to help them defray expenses. We are still working out a plan on this one.

Things we need to work out:

Our sign-in and drop-off was a little disorganized this year. In 2020, we had a pre-meeting for sign in and for drop off and it was a little smoother. We need to revisit using a timing sign in sheet to avoid having big lines for sign in, and discussing the process of drop off. In 2020, I had prepared a list of tasks and assignments. Perhaps we can start refining there.

Overall, in terms of painting, it was the best display so far. I was overwhelmed with the new and interesting art. We exhibited 98 pieces in the gallery exhibit and an additional 67 online only, making a total of 165 pieces of original art. We doubled the prizes paid out to artists to \$5,000 in prizes in 2021 compared to 2020 where we dispersed \$2,275. The festival ended with a small loss of \$422.

Kudos to Sarah for arranging to have paintings at the two venues outside of WRS: Garnet Medical Center and Unitarian Universalist Congregation of Rock Tavern.. When I reached out to venues earlier in 2021, some of them were not willing to commit because of Covid. Thank you Gloria for volunteering to help with the group painting locations and for taking pictures.

Ways we can increase revenue:

1. We received one grant for this project for \$1,250 and I think that we can increase efforts to apply for more grants for this project to help cover expenses for this project. 2020 and 2021 were off years for many of the granting institutions because of budget constraints of their own due to Covid. I have been seeing more grants that could be applied to this project in the news, including Quick Start Grants from Humanities NY, which will allow you to use grant money for staff support.
2. We plan to slightly raise the entry fees, but we should consider other entry fees from other organizations before we do that. That is something that we continue to discuss.
3. We have yet to analyze how well some of the new advertising and art sales service fees worked out for us. We did not organize a traveling show prior to the event, but I think that we could try doing this next year. In addition, we may want to hire a professional web marketing person to help us sell art online instead of using a listing service.
4. We need to prepare an ad campaign for facebook after the event. We did not do that this year, except for WRS's general advertisements. It's best to group available paintings by artist, so that we are guaranteed that the artist will share the link to buy the painting to their patrons. (They may not share a link if there are other artists in the same ad.)

Finally, we were sad to hear that Mitchell won't be on the committee this year, but we are extremely grateful for all of the years he has put in on the committee, and his offer to help us out with the tasks the day of the event.

Maaiké Leavey-Wiegman will co-chair the HVPF Committee with Susan Roth in 2022.

We are bringing on a new volunteer, Lisa Deluce. She used to write for the Photo News, and has great communication skills. She's going to be looking at our press releases etc. and helping us to find new ways to promote this festival.

HVPAF INCOME

Grants	\$ 1,250
Donations	670
Sponsors	3,100
Workshops	50
Jury Fees	2,876
Art Sales	<u>3,925</u>

Total HVPAF Income: \$ 11,871

HVPAF EXPENSES

Advertising	\$ 1,100
Cash Prizes	5,000
Supplies	986
Honoraria	350
Artist Commissions	2,398
Credit Card Processing	118
Staffing	<u>2,341</u>

Total HVPAF Expense: 12,293

NET INCOME (LOSS) \$ (422)

**Teachers Committee**

Chuck Tudor

Throughout 2021 myself, along with Sarah Pierson, ED, were liaisons with the school's teachers. Always on the lookout for ways to help the teachers and the school. We pushed to introduce remote teaching. By the beginning of 2021 we had purchased equipment and set up a studio for just this purpose. At this time we already had 5 teachers teaching online. All teachers were offered training and Sarah made a training video and gave personal assistance. Though remote teaching has not reached the threshold we wanted, some still are having success with it.

Over the year, we worked with approximately 10 different teachers on a more regular basis and another 7 who gave workshop type classes.

We have launched a new afterschool art program in Montgomery and Washingtonville. The current offering focuses on elementary school ages and we hope to expand to middle school and high school age programs as well.

This past summer, even with the pandemic continuing, we had a successful few months of student classes. Classes were held both at the gallery and out of doors at Benedict Farm Park in Montgomery with a mix of returning and new teachers. The program did very well.

We are always on the lookout for additional teachers with new ideas and talents. Let us know if you are one of those!

**School Report**

Sarah Fortner Pierson

Tuition was down over 28% compared to pre-pandemic years, but we ended the year with some encouraging enrollment numbers and it continues to be the most sustainable and profitable part of our programming with a net income of \$30,439 in 2021.

We launched a new afterschool art program in Montgomery and Washingtonville which have had promising registration numbers. We offered an extensive lineup of plein air classes in 2021 which alleviated the concern of many students. We continue to offer online classes and workshops.

SCHOOL INCOME	
Tuition	\$ 51,264
Children's Programs	22,704
Private Tuition	1,560
Party Tuition	742
Gift Certificates	<u>600</u>
Total School Income	76,870

SCHOOL EXPENSES	
Instructor Fees	38,183
Art Supplies	748
Staff Expense	<u>7,500</u>
Total School Expenses	46,431
NET INCOME (LOSS)	<u>\$ 30,439</u>

We are recruiting new teachers for both children's classes and adult classes to strengthen and refresh our offerings in 2022.

Total Classes & workshops	136
Total registrations	660
Children's Summer Program classes	29
Children's Summer Program enrollment	171
Scholarships to children	22
Senior Drop-in participants	360

## **Advertising and Marketing Committee**

Shane Daley

2021 brought several new advertising initiatives, both online and offline. We saw improved website traffic and sales, increased email subscribers and social media followers.

WallkillRiverSchool.com Website Activity <https://wallkillriverschool.com>

The website is our main online hub, with class registration, event calendar and online shop for artwork, sponsorships, and gift certificates. The site was overhauled in 2020, so 2021 is the first full year with updated site and analytics. We will be continuing to refine and update the site going forward.

### 2021 website stats:

18,118 Users  
17,871 New Users  
29,251 Sessions  
92489 Pageviews  
2:39 Avg. Session Duration

The only 2020 numbers we can only compare from Oct-Dec. Site activity improved from Oct-Dec 2020 to Oct-Dec 2021:

Users +25.5% (4543 vs 3621)  
New users +21.3% (4389 vs 3619)  
Sessions +34.9% 6777 vs 5021)  
Page Views +23.8% (19769 vs 15973)  
Avg. Session Duration -9.9% (2:16 vs 2:32)

### Sales Activity through the website:

\$102,026.67 gross sales.  
855 orders placed  
995 items purchased  
\$71,347.75 sales in class registration  
\$9,560.00 artwork  
\$8,619 sales in WRS Fundraisers and Merchandise

### Email

Email marketing is through MailChimp. We have about 2,740 subscribers. Emails are sent several times a week to notify subscribers of classes, events, and support opportunities.

### Social Media

In 2021, we began limited advertising on Facebook for new classes. In 2022, we plan to expand advertising not only for classes, but to try to bring in new people who may not have heard about us. Social media - Facebook in particular – is a ‘pay to play’ platform. To guarantee followers see specific updates, you must use paid promotion.

### Social media account stats:

Facebook Likes: 1542 (+81)  
Instagram Followers: 490 (+63)  
Twitter Followers: 188 (+9)

### Newspapers

In 2021, WRS resumed monthly advertising in the Delaware/Hudson Canvas monthly arts newspaper. We also submit our press releases and events to local newspapers and community calendars.

### Artsy.net

<https://www.artsy.net/partner/the-wallkill-river-school>

In 2021, we opened an account with Artsy.net, a leading marketplace to discover, buy, and sell fine art. We are featuring current Artist Events, including the Plein Air festival. Artwork from represented artists will be featured on the site (pieces over \$1,000).

### Outdoor Signage

We purchased large foam "ART" letters for display outside to get attention from the road. Later in the year we also purchased more letters to spell "GALLERY" to draw more attention to the building from passers.

### Plein Air Magazine – Online Advertising

<https://www.outdoorpainter.com>

We ran a banner on the website for a month (10/7 - 11/7). 25,890 impressions, 82 clicks, 0.32% Click rate.

### Parades

WRS volunteers participated in two parades: The *Washingtonville Christmas Light Parade* and the *General Montgomery Day Parade*, where WRS won 'Most Unique Float'! These activities provided exposure to large crowds who may not have been aware of WRS.

### 2022 Goals

Our 2022 goal is to reach new audiences through expanded social media advertising, email and print and cross-promotion with other local organizations. We also need promotional help from instructors and members to help spread the word!

## **Fundraising Committee**

Sarah Fortner Pierson

We had a successful year of fundraising and donations. Fundraisers were below budget, raising \$12,670 out of \$16,000 budgeted, but donations exceeded our expectations, raising \$15,896, significantly more than \$10,000 we hoped for in the budget.

Even without including the Small Business Administration's Paycheck Protection Program funding, we exceeded our hoped for \$2,000 in grants and brought in \$4,750, thanks in large part to Maureen Crush writing the application for the COVID response fund on our behalf.

### Grants

Orange and Sullivan COVID-19 Response Fund Grant	\$ 3,500
Orange County NY Arts Council Inc Community Art Fund	1,250
SBA Paycheck Protection Program (Forgiven Loan)	<u>9,203</u>
	\$13,953

Donation Sources

General Donations	\$ 7,102
Hudson Valley Gives Event	3,800
Yard Sale Donation	80
Giving Tuesday	2,251
Paranormal Investigations	300
Donation with Membership	1,515
Amazon Smile	178
HVPAF Donations	<u>670</u>
	\$15,896

Fundraisers

INCOME	
Spring Frame Sale	\$ 502
Small Merchandise	72
Fall Art Supply & Yard Sale	<u>446</u>
	1,020
100 for \$100 Fundraiser	
Ticket Sales	7,400
Event Sponsors	<u>1,150</u>
	8,550
HVPAF Sponsors	<u>3,100</u>
Total Fundraising Income	<u>12,670</u>
EXPENSES	
Fundraising expenses	<u>500</u>
Staff expense fundraising	84
Staff Expense 100/100	<u>1,988</u>
	2,072
Total expenses	<u>2,572</u>
NET FUNDRAISING INCOME	<u>\$10,098</u>

**Volunteers Committee**

Gloria Bonelli

[walkillvolunteers@gmail.com](mailto:walkillvolunteers@gmail.com)

Over the 2021 season, it became increasingly clear that the gallery spaces and gallery events require more hands-on work than can reasonably be provided by the staff. However, coordinating volunteer efforts is also time-consuming.

Late in 2021, the HELPING HANDS program was devised to recruit, manage and schedule volunteers. This

program is still in its infancy but has proved successful in scheduling volunteers for the final artists' reception of the year. We have created a dedicated email address: [Walkkillvolunteers@gmail.com](mailto:Walkkillvolunteers@gmail.com) and are utilizing software such as VOLUNTEERSIGNUP to allow volunteers to view tasks and sign up online. We have also created a graphic to help people recognize our calls for assistance.

Volunteers are asked to email: [walkkillvolunteers@gmail.com](mailto:walkkillvolunteers@gmail.com) with their interest and availability. When specific volunteer opportunities are available, they will be posted at: <https://volunteersignup.org/> and a specific link for current needs will be emailed to all.

If you appreciate the services and community we provide, consider volunteering with us. We need a wide variety of assistance such as:

- Event and reception planning and work
- Maintenance – cleaning, painting, organizing
- Photography and video
- Hanging exhibits
- Data entry and clerical work
- Flyer and poster distribution
- Farm market booths, parades, community events
- Writing for marketing, press releases, etc.
- Internet research for various projects, grants, etc.

### **Capital Campaign**

Maureen Crush

The Capital Campaign remained quiet in 2021 as in 2020. The Campaign Committee will be meeting again in early 2022 to strategize about a relaunch and set the campaign goals. The fund balance at the Community Foundation as of 12/31/2021 was \$129,790.42.

We believe the excellent work done by Sarah Pierson and her staff and the Board and volunteers this year to keep WRS open and its programming vibrant will go a long way to aid our success in the future campaign.

Continued special thanks to Penny Thelman as well as Janet Campbell & William Leuszler for their special gifts this year to our campaign.



**THANK YOU:**

Donors

Joseph Patchett  
Arthur Patchett  
Maureen Crush  
Penny Thelman  
Rick Sharp  
Chuck Tudor  
Gloria Bonelli  
David Cook  
Janet Campbell & Bill Leuzler  
Wesley-Kruger Family Foundation  
Jim Rathbun  
Hudson Valley Gives Donors  
Giving Tuesday Donors

100 for \$100 Sponsors

Walden Savings Bank  
Hill-N-Dale Abstracters, Inc.  
Judi Silvano  
West Point Military Academy

Hudson Valley Plein Air Sponsors and Donors

Orange County Arts Council  
Town of Montgomery (TOM) Strong Community  
Response Team  
Crush & Varma Law Group PC  
Virginia Donovan Fine Art  
Golden Artist Colors, Inc.  
Orange County Audubon Society  
2 Anonymous Donors  
Middletown Art Group  
BashaKill Area Association  
Goshen Art League  
Greenwood Lake Chamber of Commerce

Volunteers:

Mark Rosengarten  
Margaret Grasso  
Lukas Jones  
Michelle Gukhman  
Gibril Sharif  
Bernice Furey  
Louise Pedrick  
William Noonan  
Vicki O'Neill  
Donna Hanley

George Geysen  
Gary Beegle  
Marge Morales  
Marge Saler  
Karl LaLonde  
Lily Norton and the floral designers from the  
Cornell Cooperative Master Gardeners of OC

Board of Directors:

Penny Thelman  
Chuck Tudor  
Maureen Crush  
Gloria Bonelli  
Shane Daley  
Mitchell Saler  
Maaike Wiegman-Leavey  
Conor Eckert  
Judy Byrne  
Robin DeGroat  
Janet Campbell  
Jeanne Cook

Committees:

Marketing Committee: Shane Daley, Chair  
Maaike Wiegman-Leavey, Gloria Bonelli,  
Sarah Pierson  
Curating Committee: William Noonan, Chair  
Gloria Bonelli, Sarah Pierson  
Patron Board: Penny Thelman, Chair, All Board  
Members  
Fundraising & Events: Sarah Pierson, Chair, All  
Board Members  
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Louise Pedrick  
Teachers: Chuck Tudor, Chair, Sarah Pierson  
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Chair, Maaike Wiegman-Leavey, Mitchell  
Saler, Janet Campbell, Vaune Sherin,  
Catherine DeCesare, Sarah Pierson  
Capital Campaign: Maureen Crush Chair,  
Penny Thelman, Shawn Dell Joyce, Alanna  
Smith  
Volunteers: Gloria Bonelli, Chair, Sarah Pierson