

WALLKILL RIVER CENTER for the ARTS

ANNUAL REPORT

For the Year Ended December 31, 2022

Chairwoman's Report

Maureen Crush

In my first year as Chair of WRCA, I must thank Penny Thelman, our prior Chair for many years, for setting such a clear path for the organization. It was her foresight together with Sarah's leadership that set us up to accomplish in 2022 our evolution to the Wallkill River Center for the Arts.

We saw growth in our membership and new vibrant expressions in our gallery offerings. Over 16,000 visitors passed through our doors. The upcoming year will be outstanding in its offerings of classes, exhibits and programs so look at the calendar carefully and plan to attend often - and bring friends.

The Capital Campaign, with our goal to close on our purchase of the Patchett House and adjacent property by the end of year, is a primary focus for 2023. Please show your love of WRCA and recognition of its importance to the arts by making a personal contribution to this effort. WRCA exists to serve its members and the community. You can have a personal stake in securing that for the future by contributing.

As we were able to once again meet in person, I want to thank the many volunteers and supporters who made our events and programs not only possible, but delightful to attend. The dedication of our teachers must also be recognized. It is a purposeful part of our mission to expand opportunities for the community to engage in art and it is fundamental that we provide art instruction. Thank you to our teachers. Your work and the tuition you generate sustain the WRCA's spirit and finances!

Sarah and Nick did everything in their power and then some to make magic happen for us all this year. Stop and consider the number of daily, weekly and monthly tasks needed to keep WRCA operating, plus all the special events and exhibits, classes and one-on-one interactions with the members and public. We could not be the WRCA without you!

Committees are the backbone of our work. Kudos to our members who Chair and serve on our committees and accomplish so much. While we have not yet recovered from the effects of the pandemic financially, it was a good year operationally thanks to the work of our committees. Committee Chairs have added updates in this report. Take a look. We can always use more hands-on-deck if you can spare a few hours. Help us with the Hudson Valley Plein Air Festival or our fundraising or Capital Campaign. Volunteer with our Volunteers Committee. You will be welcomed.

As Chair, I am grateful for all the contributions of the members of our Board of Directors. Thank you, Susie Sohn and Conor Eckert, for serving this year. Welcome Catherine Lagoudakis and Judi Silvano! Our Board gave at every level asked and needed - time, talent and resources! If you would like to explore becoming a member of the Board, reach out to me, Sarah or Gloria for a conversation.

It is going to be a great 2023 and I am glad you are all a part of it.

Executive Director's Report

Sarah Fortner Pierson

2022 was a transitional year where we changed our name and set new goals for our organization, put the worst of the pandemic behind us, welcomed guests back to gallery receptions and events, but struggled with inflation and a slow economy.

We changed our name from The Wallkill River School to Wallkill River Center for the Arts with a ribbon cutting on October 25, 2022. We have come a long way from a group of artists holding painting classes along the river or in their garages, to a gorgeous gallery with 30+ public exhibits a year, robust community programs and a diverse roster of affordable art classes for all ages. Starting in 2023, we plan to offer music events and workshops and classes in new creative areas such as writing and music. We have come a long way and the future looks bright!

Financing the organization has been a struggle this year and we have had to draw on our savings to make up the gap in income for operational expenses. Although we had strong numbers in the spring, by mid year, tuition, which normally accounts for 75% of our income, dropped by roughly half for both adult and children's programs, probably due to inflation and economic pressures which ramped up last summer.

Program revenue was down, but we enjoyed vigorous engagement with our community. We had 210 members in 2022, our highest number to date and double where we were in 2018. The gallery had wonderful exhibits and cheerful receptions with attendance in the 90's per event, far exceeding previous year's turnouts. The Hudson Valley Plein Air Festival was a blockbuster event which garnered media attention for our organization and artists.

In addition to our popular Senior Drop-in on Tuesdays and monthly Floral Design Group, through the Cornell Cooperative Master Gardeners of Orange County, we launched a new free community program "Slow Stitch" for fiber artists and we hope to organize some more community programs in 2023.

I would like to extend a personal thank you to my executive assistant Nick Riker, who continually puts in extra effort and extra care and the Board of Directors who lend their time and expertise every month to keep our organization on track.

We also have two volunteer committee chairs who I would like to recognize. Thank you William Noonan for chairing the Curating Committee and being so thoughtful in your approach to our exhibits. Thank you Susan Roth, for chairing the Hudson Valley Plein Air Festival, and putting in the countless hours year-round which are required to administer the festival.

Mark Rosengarten, Lisa O'Gorman, Chuck Tudor, Gloria Bonelli, Vaune Sherin and Vicki O'Neill have been there when I called for help countless times during the year. I could not do it without you.

Treasurer's Report

Catherine Lagoudakis

Provided for you are the 2022 Statement of Activity and the proposed 2023 budget along with actuals for multiple past years given for comparison. The combined bank registers of Square, Walden Checking and Walden Savings accounts as of December 31, 2022 was \$66,614.

Many expenses were kept around or under the budgeted amounts, however we had a net loss of \$18,900 for the year due primarily to lower than expected tuition income. We are anticipating gallery sales to rise and are optimistic that sales will increase in the upcoming year.

Total Liabilities are \$82,674 and of this amount, \$79,600 is from a SBA (Small Business Administration Loan) with an interest rate of 2.75%. Loan payments were deferred until January of 2023.

We thank all of you who generously donated to the Wallkill River Center for the Arts and participated in our fundraising events this past year. Donations total \$17,008 and \$16,780 came from Fundraising in 2022, meeting our budgeted goals.

Gallery sales were \$20,625, and gallery fees were \$5,170, with a total Gallery Income of \$25,795 which were slightly lower than expected.

We applied for over \$5,000 in grant funding and received one grant. We are thankful to have received a grant for the amount of \$1,500 from Orange County Arts Council for the Hudson Valley Plein Air Festival.

Tuition income was \$83,653. The total income was \$154,638 which was 78% of what was budgeted. Lower than anticipated.

On the expenses end, Gallery expenses were on target at 96% of budget.

Office supplies were over budget and reflected the purchase of additional equipment, such as printers and health and safety equipment.

We have relaunched the Capital Campaign to purchase the Patchett House. The funds earmarked for the Capital Campaign are held at the Community Foundation of Orange and Sullivan. There is a total of \$117,889.80 in the Community Foundation account.

The Wallkill River Center for the Arts (WRCFA) used low-cost approaches to promotion, such as e-mail campaigns, which proved effective. We were under budget for Marketing and we intend to increase our marketing efforts, in the hopes of bring in more revenue.

Walkkill River Center for the Arts
Statement of Financial Position
 As of December 31, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
Checking (7361)	14,012
Savings - Walden Savings Bank	50,207
Square	2,395
Total Bank Accounts	66,614
TOTAL ASSETS	66,614
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Payroll Liabilities	
Federal Taxes (941/944)	866
NY PFL	169
NY SDI	103
NYS Employment Taxes	44
NYS Income Tax	523
Total Payroll Liabilities	1,704
Joint Artist Memberships	1,105
Sales Tax Payable	269
Total Current Liabilities	3,079
Long-Term Liabilities	
Small Business Administration Loan (SBA)	79,600
Total Long-Term Liabilities	79,600
Total Liabilities	82,679
Equity	(16,065)
TOTAL LIABILITIES AND EQUITY	66,614

Walkkill River Center for the Arts Statement of Activity & Budget January - December 2022															
	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Total	Budget	100%
REVENUE															
Donations	2,229	26	217	1,085	1,832	312	2,317	39	4,327	216	1,652	2,755	17,008	16,000	106%
Fundraising Revenue	-	2	120	1,236	4,164	4,967	114	537	1,340	1,105	2,294	901	16,780	16,000	105%
Gallery Fees	385	90	510	847	436	290	1,093	1,068	60	165	175	50	5,170	7,500	69%
Gallery Sales	3,967	1,787	2,203	1,044	1,106	858	1,559	218	719	2,313	2,978	1,874	20,625	25,500	81%
Grants	-	-	-	-	-	-	-	1,500	-	-	-	-	1,500	5,000	30%
Interest Income	7	6	7	6	7	6	7	7	9	10	11	19	102	40	254%
Membership	2,015	875	390	360	360	190	160	200	230	160	2,000	2,860	9,800	13,000	75%
Tuition Income	8,851	8,202	6,248	7,440	8,125	9,035	11,620	5,321	3,456	5,425	4,248	5,683	83,653	115,000	73%
TOTAL REVENUE	17,454	10,988	9,694	12,020	16,029	15,659	16,870	8,890	10,141	9,394	13,357	14,142	154,638	198,040	78%
EXPENSES															
Marketing	131	457	277	539	457	377	347	476	627	437	140	140	4,406	8,000	55%
Art Supplies	-	-	114	-	90	615	268	39	209	214	138	50	1,737	1,000	174%
Artist Commission	2,491	1,063	1,505	721	620	545	1,081	93	-	2,403	2,057	1,160	13,738	20,150	68%
Bank Charges & Fees	640	342	271	357	402	457	406	179	131	282	309	299	4,075	5,100	80%
Equipment	160	-	-	-	-	345	166	-	373	-	-	66	1,110	500	222%
Fundraising Expenses	24	115	82	136	219	1,659	-	-	-	-	66	45	2,346	1,000	235%
Gallery Expenses	695	992	317	435	331	285	428	1,025	670	4,868	605	(475)	10,175	10,570	96%
Instructor Fees	4,557	3,426	5,236	2,848	3,986	3,346	5,918	7,073	1,667	2,361	2,360	2,379	45,156	66,000	68%
Insurance	477	103	642	(199)	-	90	665	170	170	170	972	511	3,770	4,000	94%
Legal & Professional Services	-	-	-	-	775	-	-	-	-	-	-	-	775	780	99%
Loan Repayment	-	-	-	-	-	-	-	-	-	-	-	-	-	2,040	0%
Office Supplies	169	187	56	41	180	68	197	122	579	407	20	49	2,077	2,000	104%
Payroll Expenses	4,238	4,779	3,675	4,347	4,145	6,446	4,455	4,209	3,917	5,271	6,295	4,432	56,208	50,000	112%
Rent & Lease	1,850	1,770	1,500	1,500	1,600	1,600	1,600	1,625	1,600	1,600	1,600	1,600	19,445	18,000	108%
Software & Licenses	145	203	153	153	175	637	153	258	194	372	211	338	2,990	2,500	120%
Taxes & Licenses	-	-	-	50	-	-	-	30	-	-	-	-	80	-	-
Utilities	690	827	302	561	454	653	104	410	791	349	105	360	5,606	5,500	102%
TOTAL EXPENDITURES	16,266	14,263	14,133	11,489	13,435	17,121	15,787	15,709	10,928	18,732	14,876	10,954	173,693	197,140	86%
NET REVENUE	1,188	(3,275)	(4,438)	530	2,594	(1,463)	1,084	(6,820)	(787)	(9,338)	(1,519)	3,188	(19,055)	400	

Proposed Budget for 2023

	2018	2019	2020	2021	2022	2023
Revenue:	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	PROPOSED BUDGET
Donations	7,952	16,893	21,458	15,896	17,008	20,000
Fundraising	7,417	16,645	10,564	12,670	16,780	36,500
Gallery Fees	-	2,676	1,886	6,718	5,170	7,050
Gallery Sales	17,569	12,646	5,891	20,645	20,625	24,500
Grants	1,750	1,450	14,600	13,953	1,500	5,000
Interest Income	-	-	23	82	102	100
Memberships	12,910	9,880	12,172	12,860	9,800	11,000
Performance & Events	-	-	-	-	-	2,000
Tuition	115,887	105,749	65,310	76,870	83,653	109,100
Total Revenue	163,485	165,939	131,904	159,694	154,638	215,250
Expenses:						
Marketing	3,990	6,488	1,626	3,994	4,406	7,000
Art Supplies	1,940	1,991	463	748	1,737	1,000
Artist's Commissions	8,554	9,330	4,383	13,764	13,738	16,205
Bank Fees	4,280	3,509	2,848	4,004	4,075	4,850
Equipment/Tech	355	1,674	1,388	624	1,110	4,000
Fundraising Expense	1,073	692	140	641	2,346	5,300
Gallery Expenses	3,425	2,963	3,145	8,532	10,175	9,220
Instructors	69,240	58,668	34,570	38,183	45,156	56,000
Insurance	2,698	2,994	3,585	3,914	3,770	3,800
Legal & Professional Fees	750	750	750	775	775	780
Loan Repayments	-	-	-	-	-	4,080
Performance Expense	-	-	-	-	-	900
Office Supplies	2,320	2,325	1,631	5,402	2,077	2,000
Payroll & Payroll Taxes	42,797	49,213	47,420	60,754	56,208	72,100
Rent	18,000	18,240	15,000	19,500	19,445	19,200
Software & Website	-	1,977	2,386	2,412	2,990	3,000
Taxes and Licenses	50	50	50	50	80	50
Utilities	5,681	4,622	4,318	5,751	5,606	5,600
Total Expenses:	172,298	167,755	125,593	169,046	173,693	215,085
Net Income (Loss)	8,813	1,816	6,311	(9,352)	(19,055)	165

Insurance Committee

Louise Pedrick

We paid a total of \$3,770 for insurance in 2022 (\$3,915 for insurance in 2021):

Insurance Company	Type of Insurance	Premium
Travelers	Workers Comp	\$ 531
The Hartford	Disability Insurance	\$ 355
Preferred Mutual Insurance	Business Insurance	\$ 893
Philadelphia Insurance Companies	Directors Insurance	\$ 1,991

Curating Committee

William Noonan

In 2022 the Exhibition committee ventured to bring exciting artwork to the galleries that would broaden our scope. We were also keenly aware of the need to be inclusive of our traditional base as well. The most important attribute in selecting art was quality and professional presentation.

We began the year with a wonderful show of Richard Taddei's work. Richard is gay male artist of national renown, he relocated from New York City to Montgomery a few years back and is now part of the local community.

For our hallway exhibits which feature Artists Level Members we considered feedback that we had received from members to help design a program that would be more inclusive and give them increased opportunities.

We also ran, for the first time, a national call for art, our exhibition "Leave A Mark: Works on Paper". The show was a success. National calls have the potential to be a revenue stream but just as importantly they expand the boundaries of our reach. We had artists from all over the country involved in this exhibition. We also had a great number of regional artists participate, regional artists who found us through this offering. Jennie Duke is a great example of this, her work is currently on display in a solo show in one of the galleries. We also had a young enthusiastic artist come all the way from Mississippi to the reception for Leave a Mark.

In the summer we ran Lisa Winika's solo exhibition "Women In History". Lisa is a regional artist whose work encompasses a very approachable and whimsical discussion of feminism.

We concluded 2022 with an exhibit of African born artist Manny Ofori another regional artist who's mixed media depictions of family and friends helped us expand our edges a little more.

The committee looks forward to forging ahead with similar intent in 2023.

Gallery Report

Sarah Fortner Pierson

2022 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.

WRCA organized 37 public artwork exhibits over the course of the year both at our gallery and at offsite locations, including Unitarian Universalist Congregation of Rock Tavern (UUCRT) and Garnet Medical Center. We also showcased solo exhibits by our 14 Represented Artists as online exclusive exhibits on Artsy.net and one group exhibit entitled "Blue." We hung over 1,000 pieces of original art in 2022 and 61 exhibits both online and in person.

We hosted 6 in-person art receptions at the Patchett House which had an average attendance of 94 guests in addition to 6 receptions at UUCRT during the year.

We sold 69 pieces of original artwork and 48 of those sales were sales by artist members.

37 Gallery Exhibits

Solo Exhibits: 9

- "Looking at Men" Richard Taddei 1/7/22-2/27/22
- "Robert Alberino Retrospective" Legacy Exhibit 1/7/22-2/27/22
- "Water to Earth" Cynthia Harris Pagano 5/5/22 - 6/25/22
- "Elements of the Motherboard: According to Plan..." Marieken Cochius 6/17/22-6/26/22
- "Lisa Winkia's Misunderstood Women Project" Lisa Winika 7/1/22 - 8/28/22
- "Outside Observations" Tony Conner 9/2/22 - 10/9/22
- "Life and Loves: Works in Pastel" Clayton Buchanan 9/2/22 - 10/9/22
- "Between Two Worlds" Emanuel Ofori 11/11/22 - 1/22/23
- "Streaming the Light" Jennie Duke 11/11/22 - 1/22/23

Group Exhibits: 9

- "Self Portrait" juried by Richard Taddei 1/7/22 -2/27/22
- "2022 Members Exhibit" group exhibit 1/7/22-2/27/22
- "2022 Teacher's Showcase" group exhibit 3/4/22-5/1/22
- "Life from Earth" juried by Cynthia Harris Pagano 5/5/22 - 6/25/22
- "Silent Auction" group exhibit 5/5/22 - 6/11/22
- "Works on Paper" national call, juried by Lisa Winika 7/1/22 - 8/28/22
- "Realism: An Academic Approach" juried by Tony Conner 9/2/22 - 10/9/22
- "Hudson Valley Plein Air Festival" juried by HVPAF Committee, Juror of Awards Joseph Sundwall 10/15/22- 11/6/22
- "Drapery" juried by Emanuel Ofori 11/11/22 - 1/22/23

Hallway Exhibits: 12

- "Pets" 1/21-2/13
- "Food" 2/17 - 3/13
- "Toys" 3/18 - 4/17
- "Abstract" 4/22 - 5/15
- "Flowers" 5/20 - 6/12

"World Travel" 6/17 - 7/10
"By the Sea" 7/15 - 8/14
"Local" 8/19 - 9/11
"Still Life" 9/16 - 10/16
"Birds" 10/21 - 11/13
"Hats & Shoes" 11/18 - 12/11
"Holiday" 12/16 - 1/15/23

Offsite Exhibits: 7

UUCRT "Selection of Works form the 2021 Hudson Valley Plein Air Festival" 1/7/22-2/27/22
UUCRT Judi Silvano, solo exhibition 3/4/22 - 4/29/22
UUCRT Local Artists featuring Sarah Fortner Pierson 5/1/22 -6/30/22
UUCRT "Vaune Sherin solo exhibition 7/1/22 - 8/30/22
UUCRT "Illustrations" Robb Gomulka 9/2/22-10/30/22
UUCRT "Road Trip" Pat MacDonald 11/1/22 - 1/3/23
GHMC "Selection of works from the 2022 Hudson Valley Plein Air Festival" 11/16/22 - 1/3/23

Online Exhibits: 24**Online Exclusive Exhibits on Artsy.net: 15**

Paola Bari
Shawn Dell Joyce
Sarah Fortner Pierson
Robb Gomulka
Cynthia Harris Pagano
Mike Jaroszko
Patricia MacDonald
Mary Mugele Sealfon
William Noonan
Roberta Rosenthal
Vaune Sherin
Judi Silvano
Joseph Sundwall
Rick Weber
"Blue" group exhibit of Represented Artists' work 7/1/22-10/1/22

Online Exhibits on Artsy.net: 9

"Looking at Men" Richard Taddei 1/7/22-2/27/22
"Robert Alberino Retrospective" Legacy Exhibit 1/7/22-2/27/22
"Water to Earth" Cynthia Harris Pagano 5/5/22 - 6/25/22
"Elements of the Motherboard: According to Plan..." Marieken Cochius 6/17/22-6/26/22
"Lisa Winkia's Misunderstood Women Project" Lisa Winika 7/1/22 - 8/28/22
"Outside Observations" Tony Conner 9/2/22 - 10/9/22
"Life and Loves: Works in Pastel" Clayton Buchanan 9/2/22 - 10/9/22
"Between Two Worlds" Emanuel Ofori 11/11/22 - 1/22/23
"Streaming the Light" Jennie Duke 11/11/22 - 1/22/23

GALLERY FINANCIALS

INCOME	
Gallery Fees	
Fee Collected for Shipping	100
Fee for Hanging	555
Fee Jury HVPAF	2,620
Fee Jury National Call	1,260
Fee to Exhibit	635
Total Gallery Fees	5,170
Sale of Merchandise	
Art Supply Merchandise	65
Gift Shop Merchandise	149
HV Seed Co	454
Total Merchandise	668
Sales of Artwork	
Art Donated Sales	543
Art Exhibit Sales	9,844
Art Hallway Sales	3,215
Art HVPAF Sales	3,405
Art Off-site Sales	1,375
Cards, Prints, Crafts	1,575
Total Sales of Artwork	19,957
Total Gallery Income	25,794
EXPENSES	
Gallery Expenses	
Gallery Expenses	408
Gallery Receptions & Events	254
Artist's Commission	10,928
Art Supplies for Resale	374
Online Membership	4,454
Prizes for National Call	500
Shipping, Freight & Delivery	450
Total Gallery Expenses	17,369
Hudson Valley Plein Air Festival Expenses	
HVPAF Commission	2,810
HVPAF Expense	1,583
HVPAF Prize payouts	3,800
	8,193
Staff Expense	7,526
Total Expenses	33,088
Net Income (Loss)	(7,294)

Hudson Valley Plein Air Festival

Susan Roth

We had beautiful weather for the Hudson Valley Plein air festival this year, which is a relief, since part of the enjoyment of this event is the beautiful outdoors. The city winery location was a really big hit, I am so glad that Sarah Peirson convinced us to use that location. We are thinking That although we don't want to have the quick draw at the same location, that we need to involve them somehow next year, maybe, for just a wine label. Andrew Lattimore's workshop was also a hit. I got feedback from several people who attended it, and said they really enjoyed his energy. Andrew had a mishap with his hand and he should be fully recovered next year, should we want him to give a demonstration. I've already spoken to him about it, and I think selecting a different location with Andrew would be good. Sarah reported that most of the sales were from the gallery. We are thinking about dropping the sales for just online due to storage

When all of the paintings have been returned or sold, we will make that decision. Many of the attendees told me that the reason why they returned is a chance to socialize with the painters, the location, and the additional events. Prizes are important to attracting new painters, and we had a lot! It was nice to see new faces this year. We had about 10 new painters. We think this makes it interesting for our local patrons and artists that participate in addition to the juried painters, the painters pass program is growing. We do have a few beginners in this category, but oftentimes these are seasoned artists who for reasons of their own did not want to submit to the jury process. I think the most fun that I have at this event is the quick draw.

Sarah and I will be doing most of the paperwork for the next year's Plein air event. But this is a road that has been well traveled. Next year's event will be the same timeframe as this year's and include Columbus Day as a starting day. We have to decide event locations, including the quick draw.

Hudson Valley Plein Air Festival Financials

Income	
Grants	1,500
Sponsorships & Awards	2,450
Jury Fees	2,620
Donations	550
Lattimore Fundraiser tickets	135
Painting Sales (8)	3,405
	10,660

Expenses	
Refreshments, office, ribbons, misc.	769
Tent Rental	779
Marketing	70
Prizes	3,300
Artist Commissions	2,810
Staff time (as of 1/15/23)	3,369
	11,097
Net Income (Loss) as of Nov. 30, 2022	(437)

Teachers Committee

Sarah Fortner Pierson

We had a shortage of children's instructors for the first half of the year for our after school programs and Children's Summer Art Programs. By the fall we have welcomed some new teachers into the fold. We are always interested in talking to new teachers and expanding our offerings.

Partly due to our teacher shortage, and also because of scheduling difficulties, we did not hold a formal teacher's meeting in 2022, but recently held one on January 9, 2023 where we discussed the current policies, our website, access to attendee lists and other matters.

School Report

Sarah Fortner Pierson

Gross receipts from school programs was up at \$83,653 in 2022, compared to \$76,870 in 2021, however revenue still fell short of our expectations, ending the year 25% lower than pre-pandemic numbers. Enrollment numbers were strong in the spring, but started declining sharply, across the board, starting in August 2022, possibly due to inflation and other economic pressures which ramped up in the fall.

We offered 170 classes and workshops in 2022 and 2,400 class hours of art instruction (2 hours average class length x number of students). We launched after school art programs for children with strong enrollment in the spring which declined in the fall with the rest of the tuition numbers.

We offered seven weeks of Children's Summer Art Programs, with 22 classes and 186 enrollments.

Free community programs:

Senior Drop-in 52 sessions and 550 class hours

Floral Design, Cornell Cooperative Master Gardeners of OC, 13 sessions, 104 class hours

Slow Stitch 16 sessions and 82 class hours

Free Charcoal Drawing with Beth Boherer Tango 2 sessions 20 class hours

Children's Summer Scholarships: 27

Veterans Scholarships: 3

SCHOOL FINANCIALS

INCOME	
Gift Certificate	950
Materials Fee	20
Tuition Adult	49,998
Tuition Children's Program	11,670
Tuition Private Lessons	150
Tuition Private Party	1,825
Tuition Summer Program	19,040
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Total Income	83,653
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EXPENSES	
Art Supplies for Classes	715
Art Supplies for Summer Progra	648
Instructor's Fee Adult Program	28,866
Instructor's Fee Children	5,723
Instructor's Fee Parties	1,048
Instructor's Fee Summer Prog.	9,520
Staff Expense	5,380
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Total Expenses	47,342
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Net Income (Loss)	27,460

Advertising & Marketing Committee

Shane Daley

2022 brought several new advertising initiatives, both online and offline. We saw improved website sales, increased email subscribers and social media followers.

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. We continue to refine and update the site, with a domain name switchover coming soon.

2022 website stats:

- 20,271 Visitors
- 31,248 Sessions
- 92489 Pageviews
- 00:02:35 Avg. Session Duration

Sales Activity through the website:

- \$106,892 gross sales (\$102,026 in 2021).
- 984 orders placed (855 in 2021)
- 984 items purchased (995 in 2021)
- \$72,736 sales in class registration (\$71,347 in 2021)
- \$21,833 sales in WRCA Fundraisers and Merch (\$8619 in 2021)
- Art sales through Artsy.net

Email

Email marketing is through MailChimp. We have 2740 subscribers. Emails are sent several times a week to notify subscribers of WRCA classes, events, and support opportunities.

Social Media

In 2022, we continued advertising on Facebook for classes, particularly children's classes. 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 Followers: 1800
- Instagram Followers: 604
- Twitter Followers: 185

Newspapers

WRCA continues monthly advertising in the CANVA 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. Unfortunately, sales have not been as good as expected over the last year. We are phasing out our relationship with Artsy in 2023.

Radio ad – WRCA had a small number of free radio ads that were used for general ads promoting the organization.

Photoshoot for Ads

In August, we had a photoshoot at WRCA to simulate classes and art activity for future advertising purposes.

General Montgomery Day Parade

WRCA volunteers participated in the *General Montgomery Day Parade*. Everyone featured in the WRCA group was dressed as artist Bob Ross, with one on a trailer waving to the crowd. These activities provided exposure to large crowds who may not have been aware of WRCA.

Grant Committee

Gloria Bonelli

We applied for three grants in 2022. One application was successful. We were awarded funding from the Orange County Arts Council for the Hudson Valley Plein Air Festival. We received direct and detailed feedback as to why the applications to Arts Mid-Hudson were not successful and will incorporate that information when we apply for the 2023 season.

Grant	Amount Applied For	Amount Granted
Orange County Arts Council		
Community Arts Grants	\$2,000	\$1,500
Arts Mid-Hudson		
Community Grant	\$2,360	-
Learning Grant	\$1,750	-
Totals	\$6,110	\$1,500

Fundraising Committee

Maureen Crush

Fundraising this year was successful and our goal for the year was met. With our expansion of programs and services, fundraising will be even more important in 2023 and our budget has been raised significantly. Below we have provided the basic information showing an overall net revenue of \$26,942 from donations and fundraising. We have also set out the accounting for The PARTY, our largest fundraiser of the year which shows net income of \$7,845.

We hosted our first Tricky Tray in November which was a success. Hudson Valley Gives raised \$6,221 thanks to a very generous donation from the Healy Brothers. A more detailed list of fundraisers and results is below. As mentioned above we are raising funds in the “Let’s Buy a Kiln” campaign, well, to buy a kiln! Not only will this increase the ability to work with ceramics and glass, but it will be a revenue stream for WRCA. Do consider a contribution to this campaign or to WRCA generally, the link for which can be found on the bottom of the front page of our website - click on the “Donations and Sponsorships” button.

We will be increasing the number and variety of fundraisers this year. The Committee is hard at work finalizing details of a new music series for the late Spring and Summer. Watch your emails for information and please attend and bring friends! Thank you to all who have sponsored, donated and attended our events this year.

DONATION AND FUNDRAISING FINANCIALS

INCOME	
Donation	16,968
Fundraising	16,780
Total Income	33,749
EXPENSE	
Fundraising Expense	2,346
Staff time	4,461
Total Expense	6,807
Net Revenue (Loss)	26,942

The PARTY FINANCIALS

INCOME	
Sponsors	1,250
Ticket Sales	6,910
Silent Auction	1,420
Total Income	9,580
EXPENSES	
The PARTY Expenses	1,735
Total Expenses	1,735
Net Income from The PARTY	7,845

Giving Days, Fundraisers, Events and Donations	
The PARTY	9,580
HV Gives 5/18/22	6,221
Patron Board	4,000
Hudson Valley Plein Air Festival	3,135
General Donation	2,282
Tricky Tray 11/19/22	1,766
April 8th Glo & Michaels Birthday at Newburgh Brewing Co	1,296
Kiln Fundraiser (donations & merchandise)	1,215
Frame Sale (as of 12/19/22)	1,022
Giving Tuesday 11/29/22	860
Free Program Donations	424
Amazon Smile	341
Mini Canvases (as of 12/19/22)	290
TV Raffle (ended 12/18/22)	290
FB Campaign 2021 Giving Tuesday	235
Legacy Exhibit Donations	210
Donation with Membership	365
Misc. Facebook Donations	89
Raffle Tickets at Receptions	77
"Keep the Change"	51
Total Donations and Fundraising	\$33,748

Capital Campaign

Maureen Crush

IT'S BACK! The Capital Campaign was relaunched in the second half 2022. As of the end of the year we have \$432,000 and are raising another \$400,000. Pledges and donations have begun to come in for 2023, and we can report \$12,000 as of the beginning of 2023 so really only \$388,000 more to go!

The Campaign will continue through most of this year. We would like to see members participate at whatever level is possible for you as individuals. WRCA is so important to the arts and to our artists! Invest in your own future by investing in this campaign.

The income from the rentals in the Patchett House as well as the adjacent buildings which are part of the purchase will provide income to support the sustainability of WRCA.

Special thanks to our 2022 Donors to our Community Foundation of Orange and Sullivan Capital Campaign Fund: Penny Thelman, Judi Silvano, Adrienne Gelfand-Perine, and William Martin.

Volunteers Committee

Gloria Bonelli

walkkillvolunteers@gmail.com

The need for volunteers in a not for profit organization is a perennial one. And as an organization grows so too does this need. In 2022, we began to employ an online organizational service called Volunteer Signup. While this particular application does not suit all of our needs, it has been helpful in helping us to streamline and keep track of volunteers in certain areas. Specifically, we have been most successful in using it to organize our volunteer needs during receptions. We put out 14 Volunteer Signup notices that were met with varying degrees of response. As the year progressed, more volunteers became accustomed to using the form to respond to the requests for help.

The need to expand our volunteer base and to train volunteers in various specific tasks at WRCA continues to grow. We will continue to explore effective ways to reach out to potential volunteers and to track the number of hours and specific jobs they provide.

Volunteers are needed in the following areas. Potential volunteers are encouraged to email: walkkillvolunteers@gmail.com for more information.

Exhibit Installers

- Art Handlers, Monthly Hallway Installing, Every 2 Month – Exhibits

Hudson Valley Plein Air Festival (HVPAF)

- Leadership Positions, Online Help, Marketing, Physical Help, Art Handling, Hospitality & Events

Art Receptions

- Planning, Equipment Setup, Food Prep, Cleanup, Greeters

Gallery Maintenance

- Weekly Cleaning, Quarterly Deep Cleaning, Basement Cleanup Bi-Annually, etc.

Summer Art Program

- Kid Helpers
- Teacher Helpers
- Setup & Cleanup Pre & Post

Artsy.net Online Exhibits

- Gallery Intern

Grants

- Grant Research, Grant Writing, Reports to the Board

Gallery Sitting

- Meet & Greet
- Kids Class Nights, Weeknights, Weekends

Landscaping & Yard Work

- Beautify, Trimming & Weeding, Seasonal Flowers/Décor, Arborist

Press, Marketing, & Publicity

- Create Database of Contact info
- Press Release
- Community Calendar
- Newsletters Quarterly
- Blog and Vlog
- Email Campaigns
- Online Event Submissions
- Flier Posting
- Mailchimp Emails

Correspondence - assist Executive Director and Board with the following writing tasks

- Thank You Cards, Holiday Cards, Members Mailings

Good Will Ambassadors

- Talk us Up, Attend regional meetings and events, General community relations

Free Programs

- Leaders/Hosts, Coordinators of Events
- Music/Writing/Clubs/Plein Air Meet-ups, etc.

Thank you to our Board Members and Committee Volunteers:**Board of Directors**

Maureen Crush
 Gloria Bonelli
 Penny Thelman
 Catherine Lagoudakis
 Louise R. Pedrick
 Shane Daley
 Maaike Wiegman-Leavey
 Susie Sohn Eckerson
 Conor Eckert
 Judi Silvano
 Shawn Dell Joyce, Emeritus

Committees:

Advertising & Marketing:: Shane Daley Chair, Maaike Wiegman-Leavey, Gloria Bonelli, Sarah Pierson

Curating: William Noonan Chair, Gloria Bonelli, Sarah Pierson

Grant: Gloria Bonelli Chair, Louise Pedrick, Maaike Wiegman-Leavey

Patron Board: Penny Thelman, Chair, All Board Members

Fundraising: Sarah Pierson Chair, Judi Silvano, All Board Members

Insurance: Penny Thelman Chair, Louise Pedrick

Teachers: Louise Pedrick Chair, Sarah Pierson

Hudson Valley Plein Air Festival: Susan Roth Chair, Maaike Wiegman-Leavey, Lisa DeLuise, Janet Campbell, Vaune Sherin, Catherine DeCesare, Sarah Pierson

Capital Campaign: Maureen Crush Chair, Penny Thelman, Sarah Pierson, Alanna Smith

Volunteers: Gloria Bonelli Chair, Sarah Pierson

We would like to express our deep gratitude to our volunteers and supporters:

The Montgomery Group:

Ed and Marc Devitt
Cathy White, Administration
Tom Sprague, Maintenance

General Volunteers:

Alejandra Sharif
Alexandra Devin
Barry Plaxen
Bernice Fury
Beth Boherer Tango
Beverly Cooper
Carole Semolic
Cathy Miller
Chuck Tudor
D.C. Anderson
Debrah Ahrens
DiAnn Riker
Donna Hanley
Donna Napolitano
Gary Beegle
George Geysen
Gilda Prodafikas
Gini Rose Sivilli
Jane Johnston
Jeanne Cook
Jeanne Mueller
Jenn Slader
Jo Ann Johnson
Joanne Penaluna
John Reale
Josephine Buck
Judi Silvano
Judith Greengus
Judy Ilene
Karl LaLonde
Katherin Gray
Kathleen McGuire
Laura Kohlmann
Linda Stein
Lisa Kates
Lisa O'Gorman
Margaret Grasso
Marge Morales
Marge Saler
Mark Rosengarten
Meanne Mueller
Michael Tobin
Michelle Gukhman
Mitchell Saler
Nicole Asendorf
Rennelle Lorray
Richard Arnold
Susan Wilson
Sylvia Huouston

Tricia Zeitler
Vaune Sherin
Vicki Hutt
Vicki O'Neill
Zinos Konstantinidis

Gallery Hanging Volunteers:

Mark Rosengarten
Lisa O'Gorman
Margaret Grasso
Vicki O'Neill
Donna Hanley

Summer Youth Volunteers:

Gibril Sharif
Ava Golden
Sarah Banker
Olivia MacEntee
Joseph Burke
Connor Walsh
Jack Meek

The PARTY Volunteers:

Adam Burnside
Catherine Lagoudakis
Deborah Ahrens
Donna Hanley
Kylee, Nate and Tom
Judi Silvano
Jane Johnston
Maureen Crush
Susan Burnside
Vicki O' Neill
Will Ibarra
Zinos Konstantinidis

The PARTY Performers:

Andrew Dalton
Barbara Kidney
Bill Ware
Bruce Arnold
John Morais

**Hudson Valley Plein Air Festival
Committee**

Susan Roth
Janet Campbell
Catherine DeCesare
Vaune Sherin
Lisa DeLuise
Gloria Bonelli

HVPAF Event Volunteers

Alena DeLuise
Catherine Lagoudakis

Gloria Bonelli
Janet Campbell
Jeanne Cook
Kathy Miller
Kylee, Nate and Tom
Lisa DeLuise
Lisa O'Gorman
Maaike Wiegman Leavey
Mark Rosengarten
Maureen Crush
Michelle Gukhman
Will Ibarra
Zinos Konstantinidis

**Cornell Cooperative Extension Master
Gardeners of OC**

Lily Norton, organizer
Barb Vaughan
Catherine Bennett
Irene Stover
Janis Cortright
Judy Boyd-Persen
Pat Christodoulou
Marianne Woodard
Tisha Seaman
Jarna Maniguet
Michele Luisi
Patti Martellaro
Sherman Edie
Lorie Lotito
Linda Hall
Patricia Henighan
Susan M. D'Egidio
Susan Gloria Ndiaye
Lore Orchowski
Kimberly Marshall
Judy Norelli
Pat Pawiczak

Donors:

Arthur Patchett
Edward Long
Healy Brothers
James Rathbun
Janet Campbell and Bill Leuzler
Judith Silverman
Maureen Crush and Rob Whelan
Newburgh Brewing Company
Penny Thelman
Whelan Family Foundation

Thank you to our Event Sponsors:

The PARTY Sponsors:

Walden Savings Bank

Quick Insurance

Nita Goodgal

Dragon City

Antonio's Family Restaurant

Leo's Italian Restaurant & Pizzeria

Hoeffner Farms

Hudson Valley Plein Air Festival Sponsors:

Town of Montgomery

Orange County Arts Council

Goshen Art League

City Winery Hudson Valley

Audubon Society of OC

Golden Artist Materials

Middletown Art Group

Susie Sohn

Maureen Crush

E. Virginia Donovan

Hoeffner Farms