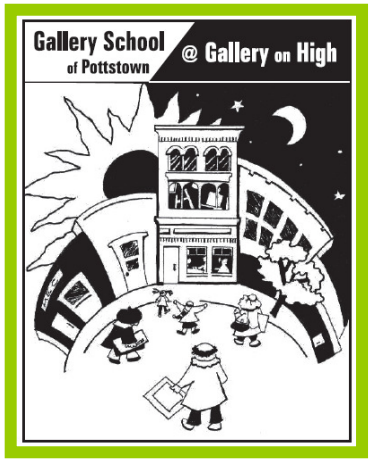


Mirror of Hope

Annual Report September 2009-August 2010

The Gallery School of Pottstown

254 E. High St.
Pottstown, PA 19464
610-326-2506
www.galleryonhigh.org

Every worthwhile accomplishment, big or little, has its stages of drudgery and triumph; a beginning, a struggle, and a victory.

--Ghandi

A Message from the President and the Board of Directors

I am pleased to unveil the Gallery School of Pottstown's 2009-2010 Annual Report. Our theme for this year is "Mirror of Hope." It is in my opinion that the Gallery School of Pottstown serves as the mirror of hope to the greater Pottstown area. Through participating in our programs and events, the residents of the community are able to see what a treasure that Pottstown was, and still is---and perhaps they will find a hidden treasure, or talent, within themselves, too.

The Gallery School of Pottstown is a place "where creativity is sparked, self-confidence built, and friendships made." During my short time as President of the Board of Directors, I have seen these three things happen time and time again. I have seen adults who never thought of themselves as "creative" design beautiful jewelry. I have seen a 6th grader, who was struggling in school, create a striking watercolor and realize that the ability to accomplish tasks and handle life's issues lies within themselves. Lastly, I have seen and created friendships with the wonderful staff, members and students of the Gallery School of Pottstown.

The Gallery School of Pottstown represents what is possible when art and science converge. Studies have shown that involvement in the arts is associated with gains in math, reading, cognitive ability, critical thinking, and verbal skill. Arts learning can also improve motivation, concentration, confidence and teamwork. The Gallery School of Pottstown does not just cultivate future or current artists; we cultivate future leaders and critical thinkers regardless of age, race, religion, creed or income.

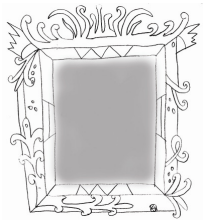
Our vision for the Gallery School has always been clear to us. We hope this overview of the past year and the future we outline in this report combine to give you a clear picture of our organization.

Charles Nolan
President, Board of Directors of the Gallery School of Pottstown

Our Mission

The mission of the Gallery School of Pottstown is to enrich the lives of the residents in the greater Pottstown area through the visual arts, regardless of ethnicity and economic situations. Our goal is to spark creativity, build self-confidence and develop community bonds through education, mentoring and community service.

In 2005, The Gallery School of Pottstown (GSP) was incorporated under Pennsylvania law as a 501(c)3 charitable nonprofit organization. The Gallery School of Pottstown works to improve the quality of life in the community by working with other non-profits, the faith community, media, local government and volunteers to promote education thorough arts and culture and in youth mentoring.



The Current Image: Programming

The Gallery School of Pottstown (GSP) offers a variety of educational outreach programs to both the general public and to schools. Classes include drawing, painting, ceramics, sculpture, glass fusing, fiber arts, craft classes, art history and more. Classes are available for all ages and for all ability levels, from beginner to professional artist. Instruction is not based on a set curriculum. Instead, small classes—taught by working artists and art educators—focus on individual needs, provide a nurturing environment, and help students pursue their own special interests and projects. Private and semi-private lessons also can be arranged. GSP has facilities for pottery, glass fusing, painting, jewelry, and other fine art and craft media. In addition to our regular class schedule, part of GSP's mission is to provide art programs for the underprivileged, at risk, and special needs children and adults of our community.

Programs from the Past Year

Teen Art Academy

This year-long program consisted of four, 12-week sessions. Students delved into art history and art appreciation, developing their artistic skills in drawing from still-life, painting (acrylic, watercolor, and oils), pencil studies, sculpture, mixed media and en-plein air studies

Students who were involved in this program were also encouraged to volunteer within our community. Students have volunteered in local soup kitchens. They also assisted--in setting up, cleaning up, helping with activities for children such as face painting, and performing a variety of other tasks---at local events that were hosted in our community.

Pottstown Influential Leaders of Tomorrow (PILOT)

This program, developed for 7th and 8th graders in the Pottstown School District, allowed students to spend a year involved in local businesses, and community and social activities. This year PILOT students were able to record a song at High Street Music Company, attend a production at the Tri-PAC, volunteer time in local soup kitchens, and volunteer at many downtown events. They also participated in a writing workshop and were able to take various art classes at GSP.

Kids Art Academy

The Kids Art Academy is an outreach program designed for elementary school students. This year-long program consisted of three, 12-week sessions. Instructors taught various art concepts by applying the Pennsylvania Department of Education Arts Rubric. This year, students had a chance to create with fused glass, make mosaics, weave, build recycled art, and explore papercrafting as well as learn traditional drawing and painting techniques. This program has been very successful--with much positive feedback from parents, students and teachers--and is in increasing demand by local school districts. Students range from 3rd to 6th grade.

Arts in Healing
GSP believes that art can play a pivotal role in dealing with both the mental and physical aspects of illness and injury. One program we have developed with this concept in mind is our Healing Arts program. Healing Arts provides free classes and workshops for cancer patients (both in treatment and in remission), their family members and caregivers. Healing Arts was sponsored this year by the Hill School Student Philanthropy Group.

We have plans to expand this focus on the value of the arts in healing in the coming year. In the fall of 2010, GSP will partner with Creative Health Services and offer a "Healing Journey" workshop in conjunction with a special one woman art show. Participants in this free workshop will explore art as a medium for dealing with trauma.

Support for Programming

The GSP would like to recognize and thank our program supporters: The Greater Pottstown Foundation, J.P. Mascaro & Sons, Best Buy, PECO/Exelon, Spat & Slipper Ball, The Pottstown Rotary, Department of Economic Development, Illinois Tool & Die Company, The 5 County Arts Fund, and the Women's Referral Network of Montgomery County.

> The School has been offering free scholarships to adults, teens and children in our community whose families have been affected by cancer. As you can imagine, this is a wonderful opportunity to participate in activities that promote wellbeing. We have heard back from several people who have participated in these classes and they have said it has been a wonderful experience.
>
> --Kathy McGonical, RN, OCO,
> Pottstown Memorial Regional Cancer Center

Reflecting the Future: Programming

Throughout history, the arts have provided a means of communication, enrichment, and enjoyment. We believe that art education and exposure to diverse art experiences broaden individual perspectives and enhance the cultural growth of the community. The future of GSP's programming will be a challenging one. With the possibility of the arts being cut from the public school sector and more people being cut from the workforce, GSP has the opportunity to fill an important gap and give the community access to the arts. This exposure to the arts can play a particularly crucial role in the development of our children. For this reason alone, the benefits of supporting GSP are evident. Those who understand the importance and the value of a community art center and reflect that understanding with monetary support and volunteer hours are vitally important our future. In the coming year, GSP plans to magnify and expand the reach of each item listed below, in order to affect even more members of our community.

During 2009-2010, The Gallery School of Pottstown offered:
- 8 art exhibitions
- 42 different classes/workshops
- 5 off-site programs

The Gallery School of Pottstown serviced:
- 210 tuition-based students
- 479 youth
- Represented 61 Working Artist Members and more than 10 non-member local artists

A Message from a Programming Partner

For the past 2.5 years, Creative Health Services – Children's Partial has had the pleasure of contracting with the Gallery School of Pottstown to provide art and art appreciation to our children in the Partial hospital program. Classes are every Monday and give the children an opportunity to explore and express their creative talents. Our children often struggle with self esteem issues and anger issues. The classes provide the therapeutic staff an insight into strengths, fears and anxieties. The experience has been rewarding for the staff as well as the children. This partnership and cooperative melding of community services is what we strive for in making Pottstown a truly diverse provider for services for our town.

--Alexis Slaybaugh, Executive Director CHS Children's Partial

The Current Image: Artists, Exhibits, and Events

The Gallery on High, a professional art gallery, is an important part of GSP. The Gallery is open year-round and showcases the work of the finest of the area's working artists, many of whom serve as instructors for both adults and young people. The Gallery also houses a gift shop that presents original work of local and regional artists and artisans.

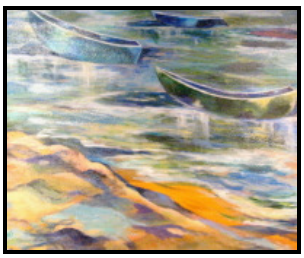
One of the missions of GSP is to provide artists with opportunities within our own community to showcase their work, network and teach. Our community artists stand at the heart of our Gallery. They are a true reflection of what a community art center stands for.

The Gallery presents several shows during the year, and each show has an opening reception, which is free and open to the public. Visitors enjoy our beautiful historic building, meet the artists, and enjoy remarkable, locally made art. The show schedule consists of 6 to 8 rotating themed exhibits and 2 student faculty exhibits per year. Future plans include 1-2 interactive exhibits per year, where education and coordinating workshops are the focus.

Local schools and groups can participate in guided tours of exhibits, at no charge. Where appropriate, these tours end with students participating in a hands-on activity. Tours are available Tuesday through Thursday. In addition, the Gallery has opportunities for the public to rent our facility for private functions and exhibition space.

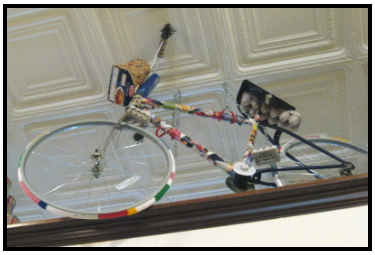
Gallery on High 2009-2010 Select Shows

Working Artist Member Exhibits
Our working artist members participated in 3 seasonal members-only shows this past year. Each member show has an average of 100 original pieces of art made by people in our community. Members also show their work in the Annex Gallery year round.



EcoArt

"From trash to treasure" is a popular catch phrase within the concept of green living. This year our EcoArt show proved this transformation can be accomplished, with originality and style. EcoArt featured 25 artists from the greater Pottstown community and beyond. GSP artist member Donna Steck, who resides in Maryland, is also a member of the "Trashy Women," a group of artists who create exclusively with recycled materials. The Gallery was very proud to have the participation of the Trashy Women in our EcoArt show.



Pottstown High School Scholarship Show

In partnership with the Greater Pottstown Foundation, GSP hosted a show exclusively for students enrolled in art classes at Pottstown Senior High School. Three Best of Show prizes, one for each grade level (freshman to junior), were awarded at a special reception. The School and the Foundation also awarded a $10,000 scholarship to one senior who will be pursuing a further education in the arts. This show and scholarship were conceived by Gallery Director Cathy Paretti, who sought funding and support from the foundation and from PHS art teacher Eva Yashinsky. Plans are already in the works for a second scholarship show in 2011.

The Signature Series

The Signature Series was developed to increase awareness of the history of Pottstown and to give our member artists the opportunity to create an original work of art based on that subject. Our first limited edition lithograph was a tribute to Mrs. Smith Pies titled "Look for the Rope Edge". The artist chosen for the first edition was Stephen Kent. Stephen's original artwork was unveiled at the Schuylkill River Festival in October of 2009. A limited edition of 100 prints went on sale at our Annual Holiday Party later that year.

Work on the second edition is already underway. This next limited edition is a tribute to our own Pottstown Firebirds football team, titled "Hometown Heroes." "Heroes" was created in oils by artist and GSP instructor Mary Ellen Christ. In conjunction with the release of this second edition, GSP has been planning—along with the former members of the team—to hold a reunion. The hope is that this effort will forge a partnership between the Firebirds and GSP. The Pottstown Signature Series is sponsored by the Greater Pottstown Foundation, a community partner of GSP.

Reflecting the Future: Artists, Exhibits and Events

During this past year GSP began a journey to create a more challenging kind of exhibit, with a planned show titled "Year Long Sojourners: October 15, 2009 to Present," featuring the work of member artist Judy Lupas. "Sojourners" will be not just a stand alone art exhibit but will also include a coordinating education workshop on dealing with trauma through art.

In the spring of 2011, we will continue this new focus towards interactive and educational exhibits with "A Journey Through Anxiety" featuring the artwork of Dennis Ryan. Ryan found artistic inspiration in Obsessive Compulsive Disorder (OCD), creating a series of paintings exploring the disorder and its effects, which were featured on the VH1 show "The OCD Project". In conjunction with our exhibit, the School will offer a free workshop to local agencies that work with mental health clients. Ryan will meet with the participants and talk about his process of design; the participants will then work on creating independent interpretations of their disorders and putting them on canvas. Their original work will hang with Dennis Ryan's in our exhibit.

Reflecting our mission to promote local art and artists, we are also working on instituting a mural arts program in Pottstown. One opportunity, in development, will give community artists an opportunity to work with local students. These proposed murals will enhance the downtown district for everyone to enjoy and at the same time give the students a true taste on what life as a working artist is like.

Continuing with our Pottstown Signature Series is one of the many ways that GSP plans to keep its connection to the community. While our second edition will be offered for sale in the fall of 2010, advance planning has already begun on our third edition. This theme for this third lithograph will be "Cruising," looking back to a time when High Street from the East End to the West End was a four lane highway. On Friday nights the street was filled with cars that came from literally all over the country to experience cruising in Pottstown. We are still in the process of choosing an artist to render this special time in our town's past and the Greater Pottstown Foundation has renewed their commitment to support this initiative.

The Current Image: Leadership through the Arts in our Community

The Gallery School of Pottstown is instrumental in developing public events throughout the Pottstown community. Business owners as well as residents benefit from the friendly, active community we work to build. Some of our past projects include our development and implementation of First Saturdays, involvement in planning and running events like the Schuylkill River Festival, and the development of a self-guided ArtWalk map, highlighting places of interest in town. This year GSP has expanded into new territory. Along with Mike Holliday, we created the Sundays in the Park Music Series. These free concerts, held at Riverfront Park in Pottstown during the warm spring and summer months, showcase local musical talent as well as bring local residents and those from surrounding communities to an underutilized and beautiful local resource.

GSP also founded the Pottstown Arts and Cultural Alliance (PACA). PACA's mission is to bring together the arts and cultural organizations of Pottstown, Pennsylvania to articulate and promote a unified vision for the downtown district. Through coordinated programming and marketing efforts, we seek to increase cultural tourism, generate awareness of the social and educational importance of the arts, and spur local economic redevelopment through the arts. This year we unveiled a new website for PACA, with a community-wide cultural events calendar and blog.

GSP recently participated in a visionary program for Pottstown through the Urban Land Institute, a non-profit research and education organization that focuses on economic development. Many positive ideas came out of this workshop including bridging the downtown community through the surrounding education providers. With Montgomery County

Community College at the west end of downtown and The Hill School at the east side of town, GSP sits directly in the middle, attracting students to downtown.

The visionary report that came from this important research also addressed the need for capitalizing on the "budding" arts and cultural community in Pottstown. GSP has organized town-hall meetings at our school to educate borough officials, school district personnel, and local businesses to help everyone work together. Non-profit organizations like the Greater Philadelphia Cultural Alliance have helped to educate our community about the potential of becoming a "hub" in western Montgomery County. GSP continues to be a working partner in the life of downtown Pottstown.

> The leadership of the Gallery School is dedicated to the community of Pottstown and local efforts to redevelop the downtown. Despite the many demands of running an arts center, the staff makes time to participate in community festivals, meetings and planning efforts to make Pottstown a better place for all. Nancy DeLucia, the Cultural Alliance's County Outreach Manager, has been to Pottstown many times at the request of the Gallery School and has met with local stakeholders in support of efforts to utilize arts and culture in the revitalization of the borough.
>
> --Peggy Amsterdam, President, Greater Philadelphia Cultural Alliance

Reflecting the Future: Leadership through the Arts in our Community

Final Thoughts from the Executive Director

I sincerely hope the Gallery School of Pottstown's first annual report has helped define for you our investment in and commitment to our community. I want to particularly acknowledge the efforts of our board of directors, community volunteers and staff in making the past year possible.

We do what we do on behalf of our students. I was asked by the Board of Directors to share a "success story" of one such student as a good summary to this report. As I considered which student to write about, I soon thought of another and another and another. GSP has taught 985 students since our inception in 2004. This number does not include our off-site instruction, the school and group tours that come through to see an exhibit or take a workshop, or the number of children we have entertained with birthday parties.

How do we measure success? Is it at the finalization of a student's accomplished piece of work? Do we measure the amount of time a student dedicates to a project? Do we measure how many students come into the gallery when school lets out early, on in-service days, holidays and weekends, to work independently? Do we measure success by the parents who have become very comfortable and appreciative of the fact that their child has a safe and nurturing environment to visit and in which to grow? Or do we measure how many students unselfishly volunteer their personal time at events and community projects? Should we consider measuring student success with overcoming personal/emotional/physical limitations that are beyond their control—and watching them blossom in a new self confidence? If this is how I am to gauge success, then I have hundreds of success stories that are examples of the importance of the arts to the quality of life for a student and a community.

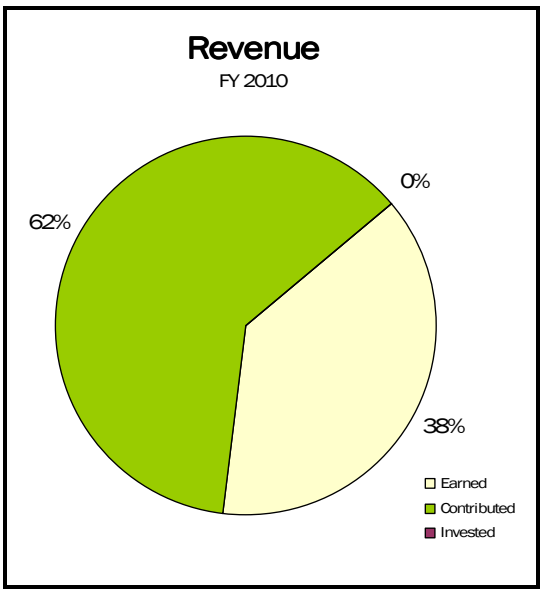
In measuring success we cannot forget our donors and benefactors who not only invest funding for programs, but who also invest their time and resources to better the outlook of the Pottstown community through the arts. We hope you join that important list for our coming year.

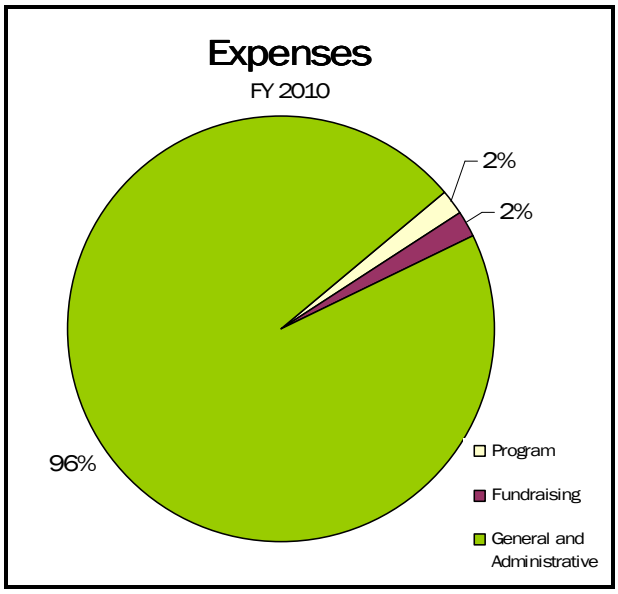
Artfully,

Erika Hornburg-Cooper
Co-founder/Executive Director

The Current Image:
A Financial Snapshot September 2009-August 2010

Financial Activity	FY 2010
Revenue:	
Unrestricted Activity	
Earned	
Program	$35,464
Non-Program	7,658
	43,122
Interest and Dividends	0
Contributed	27,696
Total Unrestricted Revenue	$70,818
Restricted Activity	
Temporarily Restricted Grants and Contributions	33,800
Permanently Restricted Grants and Contributions	8,500
Total Restricted Activity	$42,300
Total Revenue	$113,118
Expenses:	
Unrestricted	
Program	$1,736
Fundraising	$2,383
General and Administrative	101,600
Total Expenses	$105,719
Total Net Income:	$7,399
Net Assets as of September 1, 2009	($5,851)
Net Assets as of August 31, 2010	$1,548





Fundraising Trends

Total Contributed Revenue	FY 2010
Individual Contributions	$20,948
Trustee/Board Contributions	4,080
Corporate Contributions	14,900
Foundation Contributions	23,900
Government - City	0
Government - County	0
Government - State	0
Government - Federal	0
Special events - Fundraising	6,168
Other Public Support	0
Parent Organization Support	0
In-kind Contributions	0
Net Assets Released from Restrictions	0
Total Contributed Revenue	**$69,996**

REINHART and COMPANY
certified public accountants

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Robert D. Reinhart, *CPA*
David L. Strunk, *CPA*
Barbara A. Akins, *CPA*
Tracey L. Yergey, *CPA*

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of
The Gallery School of Pottstown

We have audited the accompanying statement of assets, liabilities and net assets - cash basis of The Gallery School of Pottstown (a nonprofit organization) as of August 31, 2010 and the related statement of support, revenue, and expenses - cash basis for the year then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

As described in Note #2, these financial statements were prepared on the cash basis of accounting, which is a comprehensive basis of accounting other than generally accepted accounting principles.

In our opinion, the financial statements referred to above present fairly, in all material respects, the assets, liabilities and net assets of The Gallery School of Pottstown as of August 31, 2010 and its support, revenue, and expenses for the year then ended, on the basis of accounting as described in Note #2.

Reinhart & Company

Boyertown, Pennsylvania
November 12, 2010

Reflecting the Future: Our Financial Picture

The coming year brings a new opportunity for the Gallery School. We are starting a capital campaign to raise the necessary funds for the school to purchase the building in which it resides. We will also be raising money to complete the renovation on our third floor, which is presently unusable. These renovations will add an additional 4000 square feet of classroom space as well as an elevator that will take students and visitors from the basement to the third floor. This elevator is not just a luxury but a necessity to make our building accessible for all students and visitors. There will also be minor renovations to the main gallery floor, second floor and basement. The intention of GSP is to maintain the character of this historic building while making better use of the space.

GSP continues to exist through the hard work of our staff and board of directors, and directly through the support of our community. We hope that you will find yourself reflected in our Mirror of Hope, by contributing, volunteering, donating, or sponsoring the GSP in the next coming year.

The Staff and Board of Directors of the Gallery School of Pottstown

Board of Directors

Charles Nolan
President
chuck@galleryonhigh.com

Kate O'Brien
Secretary
kate@galleryonhigh.com

Marianna DiBenedetto
Director

Pat Kerwin
Director

Gail Wellington
Director

Mary Jane Piede
Director

Maureen Nolan
Director

Staff

Erika Hornburg-Cooper
Executive Director of the Gallery School
Co-founder
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Cathy Paretti
Director of the Gallery on High
Co-founder
Vice President, Board of Directors
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Julie Tonnessen
Assistant Director
julie@galleryonhigh.com

Norah Cannon
Assistant
norah@galleryonhigh.com

GSP would also not be here without the hard work of our volunteers. Thank you!