Singing Behind the Plow

2018 ANNUAL REPORT
Dear Friends,

If you joined us at the Folk School in 2018, you know it was a year of creative learning, community connection, and forward motion. Please be sure to read the article on page 10 about our major initiatives begun last year: Strategic Plan, Campus Master Plan, and traditional Appalachian Culture Bearer Program.

Other notables from 2018: We now have a robust project underway to improve our programming and registration processes and to create a new website that’s much more navigable and user friendly. You may have seen that we renovated our History Center, and we’ve begun cataloging our archives with an eye toward making them pertinent and available to students as part of their learning experiences. We expanded our local resident standby tuition discount program, plus—and this is big—all active K-12 teachers who live anywhere in the U.S. are now also eligible for 50% off any full-tuition class on a space-available, standby basis.

What we celebrate most about 2018, though, is you: our students, our community, our supporters. Week after week, I admire our students’ brave commitment to leave self-doubt at the door, to seek new skills, and to authentically connect with others. And our deep roots in our community, especially through our vibrant music and dance program and local event offerings, keep us grounded in our original founding. We’re grateful to you, our supporters, who help keep our creative community-building dream alive with your dollars, your time and your interest.

Appreciatively,

Jerry
The individuals and organizations listed here contributed to the Folk School in 2018. We appreciate their generous funding which helped us provide experiences in non-competitive learning and community life that are joyful and enlivening.

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Martin Ratermann  
Sonia Roberts  
June Rollins  
Tim Ryan  
Christie Schuster  
Tony Stubblefield  
Sandy Webster

Weaving a scarf
Donor Feature: Evelyn Brannon

Evelyn Brannon needed a break. Caring for an elderly parent can be an all-consuming task, even when it’s done with love and commitment. So, in 2010, when Evelyn saw a weekend woodcarving jewelry class, she signed up in hopes of a hiatus from life’s challenges. Evelyn says the class was just what she needed: “it was totally immersive and a wonderful brain cleansing.”

After her mother passed away and during the tedious estate settlement, Evelyn registered for another class in 2018 to give herself something positive to look forward to. This time she spent a week carving bone into pendants, and Evelyn says her time on campus was everything she hoped for: “The Folk School has proven to be my respite.”

In addition to becoming an ambassador for the school by presenting her Folk School story and our catalogs to numerous arts and lifelong learning groups, Evelyn also thought to support her favorite non-profit when it came time to take her first Required Minimum Distribution (RMD) from her retirement account. The donation helped her avoid an increased tax burden, and she split her generous gift between our annual fund and a wayfinding signage project. Evelyn said, “Donating in this way gave me a feeling of belonging to the Folk School community.” Thank you, Evelyn, for being an important part of our family!
Donor Feature: Robert Trout

“I have been dropping a hammer on stuff for 50 years,” says blacksmith, coppersmith, and metalsmith Robert Trout. Since the early 2000s, he has been sharing those gifts with the Folk School as both a student and instructor. During that time, he has seen firsthand the potential for a growing program and has made it one of his missions to open up that potential to future craftspeople.

Through the Robert J. Trout Metalsmithing Scholarship, a scholarship that will reach its endowed $25,000 total through yearly installments, Robert will help continue the trades he has been fortunate to practice for most of his life. “I really like what I do,” he says. “That’s why I decided on the scholarship. I can leave a legacy in my name.”

As an instructor, Robert continues to watch first-timers explore their interests and improve their skills. “I take people with no experience and by the end of the class, they’re going full tilt.” He sees new smiths come to life, and hopes that his scholarship will bring the opportunity for future students to drop a hammer on stuff, too.

Endowed scholarships are an investment in the future of the Folk School and our students and can be made through one or multiple contributions. We are grateful for supporters like Robert who have made that investment, and we are happy to work through the gift-giving process with all interested donors.
## Operating Financial Information

### Operating Income

<table>
<thead>
<tr>
<th>Source</th>
<th>2018</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td>Contributions, grants and funds released from restriction</td>
<td>$648,959</td>
<td>$449,951</td>
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<tr>
<td>Tuition, housing &amp; meals</td>
<td>4,980,390</td>
<td>4,839,583</td>
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<tr>
<td>Sales*</td>
<td>787,833</td>
<td>768,987</td>
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<tr>
<td>Investment return</td>
<td>221,993</td>
<td>204,521</td>
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<tr>
<td>Realized/Unrealized gains (losses)</td>
<td>(750,088)</td>
<td>1,150,574</td>
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<tr>
<td>Asset disposal</td>
<td>7,233</td>
<td>(367,038)</td>
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<tr>
<td>Special events</td>
<td>227,844</td>
<td>138,983</td>
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<tr>
<td><strong>Total Operating Income</strong></td>
<td><strong>$6,124,164</strong></td>
<td><strong>$7,185,561</strong></td>
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### Operating Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2017</th>
</tr>
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<tbody>
<tr>
<td>Instruction</td>
<td>$850,017</td>
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<tr>
<td>Services</td>
<td>993,205</td>
<td>926,193</td>
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<tr>
<td>Programs</td>
<td>1,361,431</td>
<td>1,230,567</td>
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<tr>
<td>Marketing</td>
<td>796,630</td>
<td>782,736</td>
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<tr>
<td>Facilities</td>
<td>311,234</td>
<td>316,034</td>
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<tr>
<td>Administration</td>
<td>1,747,593</td>
<td>1,797,236</td>
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<tr>
<td>Fundraising</td>
<td>172,578</td>
<td>147,849</td>
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<tr>
<td><strong>Total Operating Expenses</strong></td>
<td><strong>$6,232,688</strong></td>
<td><strong>$6,038,514</strong></td>
</tr>
</tbody>
</table>

### Change in Net Operating Assets

| Change in Net Operating Assets | $(108,524) | $1,147,047 |

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*Sales include Craft Shop and Class Material Fees.*

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**Operating Income Fiscal Year 2018**

- Contributions and grants: 11%
- Tuition, housing & meals: 81%
- Sales: 13%
- Investment Return: 3%
- Realized/Unrealized gains (losses): -12%
- Asset disposal: 0%
- Special events: 4%

**Operating Expenses Fiscal Year 2018**

- Instruction: 13%
- Services: 16%
- Programs: 22%
- Marketing: 13%
- Facilities: 5%
- Administration: 28%
- Fundraising: 3%
<table>
<thead>
<tr>
<th></th>
<th>12/31/2018</th>
<th>12/31/2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and investments</td>
<td>$12,033,204</td>
<td>$11,808,922</td>
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<tr>
<td>Property and equipment, net</td>
<td>5,049,846</td>
<td>5,197,703</td>
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<tr>
<td>Other</td>
<td>427,345</td>
<td>414,647</td>
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<td><strong>Total Assets</strong></td>
<td>$17,510,395</td>
<td>$17,421,272</td>
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<tr>
<td><strong>Liabilities and Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities</td>
<td>$1,428,013</td>
<td>$1,230,366</td>
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<tr>
<td>Net assets</td>
<td>16,082,382</td>
<td>16,190,906</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$17,510,395</td>
<td>$17,421,272</td>
</tr>
</tbody>
</table>

A full copy of the audited financial statement is available from the Executive Director’s office.
Charting the Future
Strategic Plan, Campus Master Plan & Culture Bearer Program

Thanks to a generous grantor, we began two exciting and crucial studies in 2018, the results of which will help us provide the most enriching experiences for our students and community for years to come.

Our Strategic Plan—based on input from students, community members, resident artists, instructors, staff, and board members—will provide an important operational roadmap for the school. We’re pleased to be working with The Lee Institute to help us define our clear vision, mission, and goals for the next 3-5 years.

Guided by WLA and a consortium of germane partners, our forthcoming Campus Master Plan will help us anticipate studio, housing and other facility needs as well as manage the natural resources of our beautiful campus for the next 20 years.

Within this grant award, we’re also thrilled to be planning and piloting a multi-faceted program to help us better promote and preserve traditional Appalachian craft and culture. This Culture Bearer program includes doubling the number of Work-Study students, creating partnerships with regional schools, employing an Outreach Coordinator dedicated to creating relationships with traditional craft and other key groups, and bringing master craftspeople as instructors in our traditional craft classes as well as demonstrating and exhibiting at our partner schools.

These three projects speak to the core of the Folk School—who we are and what we do for people. Rest assured, we’re as focused on what NOT to change as we are on what to improve. Stay tuned for updates on these important initiatives.

A springtime treat—a rainbow over Orchard House
2018 Auction Donors

The Folk School is known for teaching new skills, promoting creativity and encouraging compassion for others. Our annual auctions are important fundraisers that help us further these traditions by funding programming and campus improvements. We’re grateful to the following individuals and organizations who donated to our 2018 Gala & Benefit Auction and/or our Blacksmith & Fine Craft Auction.

Special Thanks to Auctioneers Bob Grove and Tim Ryan

Kimberley Adams
Peggy Adelman
Able Allen
Carolyn Anderson
Elizabeth Anderson & Joanna Lengle
Appalachian Area Chapter of Blacksmiths
Steve Artz
Aubrey Atwater
Susan Bach
Doc Bagley
Pattie Bagley
Deanne Bailey
Brant & Karen Barnes and Class
Marianne Barnes
Annie Fain Barralon
Sonya Barringer
Duke Baxter
Pam Beagle-Daresta
Linda Bell
Sally Blankenship
Derrick Bliss
Melody Boggs
Ken Bova
Amy Brandenburg
Jeanette Brossart
Gay Bryant
Donna Buchwald
Marcia Bugg
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Cat Callaway
Jim Carpenter
Jack Cassidy
Pattie Bagley
Doc Bagley
Susan Bach
Aubrey Atwater
Steve Artz
Andrew Kruspe
Lynn Klec
Dianne Kettel
Doug Kennedy
Michele Powell
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Jamie Donaldson
Mary Doornbos
Jody Durham
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Pam East
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Barbara Joiner
Susan Edmonson
Roberta Elliott
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Kathleen Fosha
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Charles Gandy
Lillian Gantsoudes
Paul Garrett
Paul Garrett & Daniel Miller
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Robin Goatey
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Mary Gonas
Pam Granger Gale
James Green
Larry Green
Melissa Gunther
Fonda Haddad
R.J. Hadie
Priscilla Hair
Charity Hall
Suzanne Hall
Dana Hatheway
Tone Haugen-Coburn
Harry Hearne
Marian Heintz
Mark Hendry
Wana Henry
Elizabth Hill
Laurel Horton
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Lindsey Liden
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Lori Lockey
Sarah Long
Rudolph Lopez
Elizabeth & Jim Love
Jim Love
Jacob Lutz
Colin Malarffey
Cindy Malonary
Lisa Martin & Seymour Mondshein
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Pat McCarty
Glen McLean & Carole Morse
Judith McLaughlin
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Bart Mitcham
Carolyn Molder
Mostrom & Chase Handweavers
Pebbie Mott
James Ryder Murphy
Rosalie Neilson
Jim Nestle
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Terry Nicholson
Ricky Novak
Jane Oliver
Betsy Orlando
Martha Owen
Mariella Owens
Roger Parrish
Charlie Patricolo
Kay Patterson
Thomas Payne
Patrick Pelgroms
Patrick Pelgrons & Philip Vervoort
Stephanie Phelan
Julianne Pitts
Robin Popp
Michele Powell
Otto Preske
Joanne Price
Billy Reynolds
Coryn Young Reynolds
Kyle Reynolds, Taylor Robert, & John Taylor
Tina Rice
Dave Richards
Owen Riediesel
June Rollins
Doug Rondeau
Rita Rothmeier
Nan Rowell
Emmer Roud
Sandy Rowland
Ann Royer
Marilynn Rue Estate
Rutherford County Blacksmith Assoc
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Sandy Webster
Pam Weimann
Lyle Wheeler
Lyle Wheeler & Class
Holly Williams
Steve Williamson
Jerry Wilson
Larry Winslett
Rob Withrow
Tom Wolfe
Beth Woody
Sandy Woolley
Georgia Zumwalt
The Olive Dame Campbell Society was established to honor all those who have the foresight to follow in the footsteps of Olive and the original Brasstown founders by leaving a legacy gift for the Folk School. Planned gifts help guarantee the Folk School will continue to offer the journey of discovery, the thrill of learning, and the joy of companionship. We offer our deepest appreciation to the following donors who have made provisions for the school in their estate plans:

- Anonymous
- Bonnie Arbuckle
- John & Marilyn Ballard
- Bill & Mary Block
- Ron Bohrer & Larry Castleberry
- Annette & Mike Bower
- Kay Brand
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- Celia Larson
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- Katherine Montgomery
- Jim & Lauren Moore
- Irene Munroe
- Henrietta Neeley
- Pearl Price
- Alice Russell
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- Cass Schorsch
- Laurie Searle & Sam Smith
- Rajania Snider
- Dennis & Jan Stansell
- Ann Taaffe
- Claire Tiernan
- Al & Chris Trevillyan
- Carol & Robert Trout
- Patricia Twilla
- Diane Walker
- Paul Wardwell
- Claire Warren
- Helen Wolfson

Donor Feature: Lou and Barb Lanwermeyer

Lou and Barb Lanwermeyer are long-time members of the Folk School family, with 11 and 17 classes, respectively, under their belts. Residents of Brasstown, Lou and Barb have been involved with the school for years, including service by Lou on our board of directors from 2008-2014, serving for most those as Treasurer.

Lou and Barb are also proud members of our Olive Dame Campbell Society, which is comprised of Folk School supporters who have named the school in their estate plans. Lou said, “We value for ourselves, and future generations, education of all kinds: creativity, skill mastery and non-competitive shared learning. The Folk School preserves and promotes enduring values and provides a place where they can be passed on to future generations. Just as previous Folk School supporters have done for us, we wanted to continue the stewardship and pass along our support by making the school part of our estate plans.”

There are many ways to make a planned gift, and you do not need a fortune to make a big difference. Specifying a specific dollar amount or percentage of your estate and/or bequeathing specific securities can be simple ways to do it. Please contact us if you’re interested in providing a legacy gift.
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2018 Resident Artists and Studio Assistants

Our dedicated Resident Artists contribute to the Folk School by identifying talented instructors, scheduling our interesting classes and maintaining our studios. Studio Assistants help maintain studios and ensure instructors have everything they need each week to provide joyful and enlivening learning experiences for our students.

Resident Artists  
Basketry, Brooms, Chair Seats  
Pattie Bagley

Blacksmithing  
Paul Garrett

Book & Paper Arts, Calligraphy, Marbling, Printmaking  
Dea Sasso

Clay and Sculpture  
Mike Lalone

Cooking  
Nanette Davidson

Enameling and Hot/Warm Glass  
Paul Roche

Gardening & Homesteading, Nature Studies, Soapmaking  
Karen Hurtubise

Jewelry, Metalwork, Stained Glass, Kaleidoscopes  
Barbara Joiner

Storytelling and Folklore  
Ted Cooley

Painting, Drawing, Mixed Media  
Billie Shelburn

Photography  
Brittany McConnell

Quilting, Sewing, Dolls & Bears, Surface Design  
Pat Meinecke

Spinning, Knitting & Crochet, Felting, Dyeing  
Martha Owen

Weaving, Rugs, Needlework & Thread Art, Lace, Beading  
Pam Howard

Woodcarving, Woodburning, Scrimshaw  
Helen Gibson

Woodturning  
Marsha Barnes

Woodworking  
Lindsey Liden

Studio Assistants  
Book & Paper Arts, Calligraphy, Marbling, Printmaking  
Lynn Ann Miller

Clay  
Chris Jones

Enameling  
Kay Patterson

Stained Glass, Kaleidoscopes  
Sheryl Koch

Painting, Drawing, Mixed Media  
Virginia Urani

Weaving, Rugs, Needlework & Thread Art, Lace, Beading  
Christie Rogers

Woodturning  
Don Marks
**Donor Feature: John and Deborah Chapman**

John Chapman reconnected with his western North Carolina roots in 2015, when his sister’s newly built Brasstown cabin put him in close proximity to the Folk School. John’s first class taught him how to carve a Santa Claus. His wife, Deborah, spent the same week immersed in the art of glass blowing. For both, the experience left a lasting impression. They enjoyed the opportunity to “taste and see” from a variety of classes and mediums. They also saw the Folk School as a place with “arts for every man,” where beginners and skilled craftspeople could explore together.

When they heard about the school’s future plans, they decided to donate. Their first gift was designated to the Woodworking Studio, in honor of Deborah’s parents.

In 2018, John and Deborah learned about stock donations. “It made a lot of sense,” John says, “so we decided to try it.” They found it to be “relatively easy and tax-efficient,” and plan to use this process for their annual contributions. They hope to see the Folk School “continue and thrive,” and are now sharing that hope with their four grown children as they schedule individual trips with each for a weekend of creativity and connection.

For more information about stock gifts, including instructions for your broker, please give us a call.


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Please Renew Your Support

- **ANNUAL FUND**: Unrestricted; use where most needed.

- **FUND-A-NEED**: Write in item from fundaneed.folkschool.org list

Name ____________________________________________________________
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I have enclosed a check for $__________ or

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**YOU CAN ALSO DONATE** on our secure site FolkSchool.org or by calling us at 1-800-FOLK-SCH.

- My employer/former employer will match my gift.
  Employer name: ___________________________________________________________________

- Please contact me about stock transfers.
- Please contact me about estate planning.
- I have remembered the Folk School in my will or other estate plan.

Weavers’ Work Week volunteers created colorful banners for the Olive Dame Campbell Dining Hall.