



GLASSROOTS

Forging lives through fire and glass

Annual Report July 1, 2019-June 30, 2020

Mission: GlassRoots ignites and builds the creative and economic vitality of greater Newark, with a focus on under-served youth and young adults, through the transformative power of the glass art experience.

Dear Friends of GlassRoots,

This past year has been unlike any we've seen before. The global pandemic has had, and continues to have, an unprecedented impact on the communities GlassRoots serves, and on art organizations, especially glass art organizations, around the country.

With the inherent physicality of glassblowing, many of our colleagues have seen their studios curtail hours or close for safety, with many glass artists and staff furloughed or laid off.

With your generous support, GlassRoots was able to stay open, although we had to operate in very different ways. It is something that makes us profoundly proud and grateful.

While this year was filled with challenges, GlassRoots remained committed to serving our community and pivoted our work to provide virtual learning within two weeks of our studio closing in March.

Since then, tens of thousands of people have benefited from innovative and creative programming, provided by our talented teaching staff, supplemented by board members and volunteers, that was both educational and entertaining.

Our hallmark youth entrepreneurship programs have incorporated changes which allow us to continue to engage with Newark youth. And many people in our community have enjoyed



using our at-home glass kits to remain creative.

I'm pleased to share GlassRoots' Fiscal Year 2020 Annual Report, which details our programs, partnerships, impacts, and financial status. There is much to do, and of course, a long-awaited move still to look forward to, but I'm so proud of all that we've done this year!

I want to extend my deepest gratitude to our volunteers, donors, partners,

community members, board members, and especially our staff, who have supported all that is GlassRoots during this unprecedented time.

On a personal note, this is the last Annual Report note I'll be writing to you as GlassRoots' CEO.

In November, I informed the board that I would be stepping down from this position, to make way for a new leader to lead this marvelous organization in its

new space, as we celebrate 20 years of service to our community.

I look forward to supporting GlassRoots' future ED and this organization as it moves forward, and I hope you'll continue to join me.

With immense gratitude,



Barbara Heisler

Barbara Heisler
Chief Executive Officer



Students at 1st Avenue School work on one of the designs for their four panel mosaic mural.

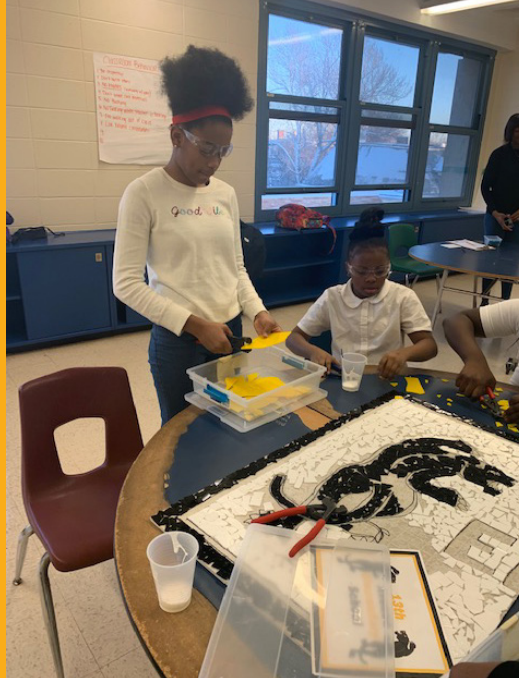
Highlights

Long-Term Programs

YES/FLAME: A year-long college and career readiness program for high school students that teaches hard business skills combined with glass art techniques.

- As the COVID-19 health crisis hit at the mid-point of our program and prevented students from working on their products in the studio, we shifted the remainder of our YES program to a virtual learning platform, with an emphasis on product design. This required students to describe their design ideas in great detail, so that our teaching staff could realize their vision in the studio on their behalf.
- The change to remote learning also meant that, for the first time in its history, the Annual Business Competition was held virtually. Students created promotional ads which staff posted on Facebook and Instagram, enabling families and friends to participate as judges, voting for their favorite designs.
- From our experience working with students virtually, we decided to incorporate a written business plan and online voting into next year's program, as both allow students a more thorough expression of their business and product, as well as provide the opportunity to use social media to test the effectiveness of their marketing ideas and materials.

Long Term Art Residencies: Glass-art projects onsite at schools and community centers. Projects are tailored to the needs and interests of students.



Residency students at 13th Ave School.

- We launched an ambitious trimester mosaic residency at the 13th Avenue School, guiding three groups of students in the making of a mosaic triptych featuring the school's mascot, a black panther. The program was made possible by funding from Rutgers' 21st CCLC-Promise Youth University.
- GlassRoots partnered with the City of Newark to provide glass-art instruction for 46 youth enrolled in the Harriet Tubman Youth Travel Summer Camp, at the Vincent Lombardi Recreation Center, twice a week for seven weeks. This program was significant because it represented GlassRoots' return to teaching younger children (ages six to eight) in a multi-project, long-term arts program for youth in the North Ward, and acted as a pilot program for future roll-out at all seven of the City's recreation centers.

Summer Youth Leadership Corps (YLC): Offered in cooperation with the City of Newark, YLC provides work experience, leadership training and opportunities for Newark teens to mentor younger students in our summer programs.

- Lead Projects are intended to provide an opportunity for our YLCs to practice their 21st century skills, especially leadership. Students are tasked with the design, marketing and execution of an independent activity, demonstration or lecture, that helps create greater awareness of GlassRoots' programs.
- Youth Leaders shone brightly in their lead projects which included the creation of signature products, commissioned works and a piece for our annual auction. One student created a community event at GlassRoots in partnership with Roberts Pizza, baking the pizza using hot glass and glassblowing equipment. The event was live streamed on social media!

Trauma-Informed Programs: At the core of every GlassRoots' program is an understanding of the importance of supporting the social-emotional health and growth of our program participants, as well as the healing properties of making art.

- This is especially important for the population we serve in Newark, where residents are exposed to multiple adverse childhood experiences. In recognition, GlassRoots partnered with Newark's University Hospital Violence Intervention Program/ Center for Trauma Survivorship team to develop the GlassRoots Healing Hurt Workshop, a thirteen-week glass-arts workshop which will function as an adjunct to ongoing therapy with LCSW staff at UHVIP.

Programs by the numbers

- **4,609** hours of glass-art instruction
- **2,470** onsite and offsite visits
- **24** hours of virtual programs reaching **60,000+** participants
- **340** youth visits to our studios for STEAM-based field trips
- **158** adults experienced GlassRoots in private groups, lessons and/or studio rentals
- **163** youth and young adults experienced GlassRoots' instruction in schools and community centers
- **179** participants ages 10+ took part in public glass-art classes



Virtual Studios: GlassRoots' Virtual Studios were born in March 2020, as a direct response to the COVID-19 pandemic. Determined to stay connected while we were physically apart, our staff created a series of weekly, virtual programs meant to engage viewers in the transformative power of glass-art.

- Broadcast over GlassRoots' Facebook, Instagram and YouTube channels, our programs included live and interactive demonstrations of glass-art making; interviews with notable glass artists and art collectors; at-home art challenges, designed to educate, inspire and stimulate creativity; and The WorkerSpace Lecture Series, devoted to strengthening craft entrepreneurs and small business owners in all aspects of their businesses. Although brand new, the programs proved immediately to be popular. The combined total reach of our Virtual Studios programs, running from March 23 to June 30 (where "reach" is defined as the cumulative number of views, Likes, Shares and comments on digitally presented content), was 60,196.

Short Term Programs

One Day Field Trips: This year 776 students participated in hands-on, STEAM-based activities in our studios. Our one-day hands-on Glass Volcano Experience Workshop uses molten glass to teach 6-12th grade students about the science of volcanoes.

- Cynthia Thompson, an alumna of GlassRoots' Bead Shop program, is an 8th-grade science teacher at NPS' Pershine Avenue School. She brought three groups of 8th graders to the GlassRoots' Volcano Experience. Each group was given a presentation about volcanoes, and then they got to experience what they learned firsthand in the GlassRoots studios. A material science professor from NJIT came to observe and provided even more information to the participants about various types of rocks.

Public Art Classes: We offer classes year-round in glassblowing, glass fusing, mosaics and flameworking.

- Our introductory flameworking class was reformatting with much success. Instead of teaching all the techniques in one, two-hour class, participants are now able to take an introduction class, followed by an intermediate-level class, on the same day.

Glass Art Summer Camp: Campers worked in our Flame, Flat and Hot Shops, creating glass-art projects using techniques and tools essential to each shop.

- We were so happy to be able to offer in-person, socially distant and safe programs this year, welcoming seven students to our studios!

Special Needs Programs: GlassRoots is committed to making our studios and programs accessible to all.

- For the sixth year, GlassRoots worked with clients from the daytime recreation program of JESPY House, which serves adults with developmental disabilities. Participants often make gifts for family and friends, as well as art for themselves, working in both mosaic and fused glass.

Professional Development for Educators: GlassRoots offers professional development workshops to teachers of any subject area to learn and improve upon teaching skills through the art of glassmaking.

- Kate and Rain gave a professional development workshop for the art teachers of the West Orange School District. They gave a presentation on the role of glass art in STEAM (STEM + art) education.

Corporate Team-Building: Our team-building activities strengthen relationships.

- Prudential Cares held a meeting in our conference room, followed by a hands-on glassblowing activity in which each participant created a pumpkin.
- Coworkers from Hudson CMO came for a team-building workshop at GlassRoots. They created glass beads over a torch and turned them into wine stoppers and pens. They also received a glassblowing demonstration.

GlassRoots In The Community

- We participated in the Voice Summit hosted, in part, by Prudential. Teaching-Artist Kate Dowd attended with four Youth Leadership Corp members and provided STEAM information on glass to local middle and high schoolers.
- We reviewed applications for teaching and administrative positions, enhanced some of our routines, and prepared for a new administrative structure, as advised by our work with the PruBono team.
- Our summer intern, Christian A., worked to complete the Maker Space Database, which includes information on accessing mostly non-glass makerspaces within a reasonable commuting distance of Newark. Christian also developed comic characters (Hair Lump and Cat Lump) to guide users through the database.
- The City of Newark confirmed \$500,000 of funding from the Community Economic Development Trust Fund for our new space at Newark Arts Commons.
- GlassRoots' Teaching-Artists attended the Scouts of America's annual Jersey Jam event at Waterloo Village. They presented flameworking demonstrations and provided information about programs to hundreds of Scouts at the weekend-long event that hosted a variety of activities for Scouts including camping, music, carpentry and archery.
- Our wildly successful "Holiday Open House," which offered walk-in and pre-registered workshops in all three studios, as well as hot apple cider and donuts, served a total of 67 people, including 55 walk-in participants. We also raised \$1,105!
- GlassRoots tabled at four street fairs in suburban communities through Street Fairs LLC, a company that facilitates vendors for local municipalities, selling glass art and distributing program information.
- Thanks to volunteer Kathy Carliner, our Communications Committee's efforts paid off. Jersey's Best Magazine highlighted GlassRoots in not one, but two articles in 2020.

Staff, Board and Volunteers

In Fiscal Year 2020, GlassRoots was proud to welcome Daniel Neville-Rehbehn to the Board of Directors.

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Sherri-Ann P. Butterfield
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Kate Dowd, Teaching Artist
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Ya'zmine Graham, Teaching Artist
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Anthony Lovari, Office Administrator
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Richard Paz, Teaching Artist
Amira Rogers, Teaching Artist
Aurora Rosado Lazzaro, Finance Director
Rain Trippodi, Teaching Artist

Committee Volunteers

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Amie Herman
Tijana Hitchon
Meg Jacobs
K. Clare Johnson
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Will Neville-Rehbehn
Richard Simon
Chad Spies
Len Troiano
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20th Anniversary Sponsors

Corporate Blaze Sponsors (\$10,000)

M&T Bank
Prudential Financial

Corporate Flare Sponsors (\$5,000)

Meg and Howard Jacobs
Kathryn Markel

Corporate Flame Sponsors (\$3,000)

Allstate Interiors
American Architectural Windows
Centrim Electric

Corporate Fire Sponsors (\$1,000)

Global Gateway Advisors
Tucker Contemporary Art

Visionaries' Circle Members (\$2,020)

Ralph and Deena Lowenbach
Daniel and Will Neville-Rehbehn
Roger and Sheryl Tucker

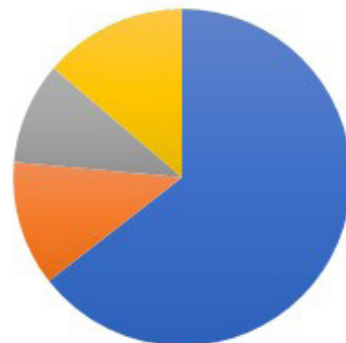
Fire Sponsors (\$1,000)

Gary Berger and Ulysses Dietz
Ken and Judith Peskin
Susan Swinghamer
Alexis Tucker
Carmen Rita Wong

Spark Sponsors (\$500)

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Arlene Bujese
CCC Renovation
Cpl. Larryand Marjie Pitterman
Faith Taylor
Ara Tucker
Bill and Lisa Westheimer

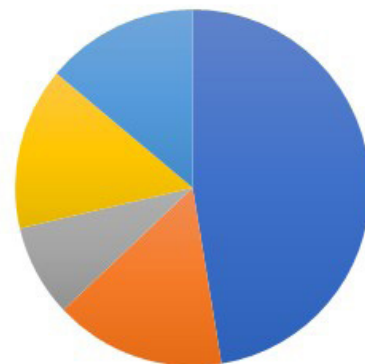
Financial Summary



Expense \$997,286

Programs
Administration
Fundraising
Reserve

Income \$1,035,672



Corporate & Foundation
Grants
Contributions
Events
Government Grants
Artwork Sales, Commisions
& Fees

Our Fabulous Donors

Individuals

Nancy Adams
Jennifer Ames
Nicoletta Amos
Gilvanis Azevedo
Linda Baker
Omar Barentto
Faith E. Baum and Sue Becker
Brenda Beavers
Deborah Q. Belfatto
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Mona Brody
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Stanley and Rhoda Epstein
Christine Ertle
Caroline Farnsworth
Ellen Feeney
William Fern and John Bliss
Victoria Fernandez
William Figdor
Lindy Gadsby
Julia Gangi
Matthew and Deb Garrison
Leigh Mona Garwin
Alfred Gaymon
Genevieve Gazon
Ben Geizhals and Flo Feinberg
Heather Gilheany

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Ellen D. Hayes
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Christel Hyden
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Joey and Dana Jacober
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Elizabeth J. Kennedy
Jean D. Kennedy
Sheila Kenny and Jonathan Simmons
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Elizabeth Kopp
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Judd and Susan Levy
Sydney Licht
Judith Lieberman
Wendy Liscow
Amy Liss
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Anthony Lovari
Ralph and Dena Lowenbach
David and Liz Lowenstein
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Lorraine Mango
Spiros Maragos
Kathryn Markel and Huibert Soutendijk
Jennifer Markovitz
Antonia Marotta
Bonita Marx
Michael and Betty Maslin
Kevin McCarty
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Kathleen McMinn
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Stephen Mershon
Joyce Michaelson
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Gregory and Cary Midland
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Sharon Burton Turner
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Nina and Theodore Wells
Bill and Lisa Westheimer
Lennard and Judith Wharton
Charlie Wolf and Meg Farmer
Marvin Wyche
Cecilia Zalkind
Daniel and Laurel Zimet
And 7 anonymous fiends!

Corporations

American Online Giving
Anonymous
Chemglass Life Sciences, LLC
Earth Wind Flowers
FedEx Social Responsibility
First Bankcard
M&T Bank Corporation
PSEG
Reverb
RWJ Barnabas Health
TeknoGRID, LLC

Foundations

Celia Lipton Farris Foundation
George A. Ohl Jr., Charitable Trust
Geraldine R. Dodge Foundation
Herman & Florence Siegel Foundation
Horizon Foundation for New Jersey
Investors Foundation
Jewish Women's Foundation of New Jersey
Jockey Hollow Foundation
Katherine Lindsay Howell Fund
Lillian P. Schenck Foundation
M & T Weiner Foundation

Metropolitan Contemporary Glass Group
NAILBA Charitable Foundation
Newark Arts
Nicholson Foundation
Provident Bank Foundation
Prudential Financial
Rosenberg Ebin Family Foundation
Rotary Club of Maplewood
S. Irving and Anne Nevard Sherr Foundation
Seattle Foundation
Stanley & Kim Markel Memorial Fund
The Celia Lipton Farris & Victor W. Farris Foundation
The Common Sense Fund
The Mandelbaum Foundation
The Universalist Society in New Brunswick
Turrell Fund
Victoria Foundation
Wachovia Trust
Wells Fargo Foundation

Government Support

City of Newark
New Jersey State Council on the Arts
New Jersey State Employee Charitable Campaign
NJ Office of Faith Based Initiatives
United States Treasury/ Paycheck Protection Program

