



CULTUREWORKS

TRANSFORMATIVE ART & DESIGN ACADEMY

current funding opportunities



MISSION

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TO
CULTIVATE CREATIVITY,
BUILD COMMUNITY,
AND
EMPOWER STUDENTS

in order to foster wholeness in a fractured world

CultureWorks is a Holland, MI-based, faith-inspired nonprofit dedicated to making culturally relevant, transformative art and design experiences accessible to teens from all backgrounds.

We connect middle and high school students with professional teaching artists and designers to inspire curiosity, cultivate compassion, and develop 21st century skills and career readiness.

OVERVIEW:

CultureWorks provides hands-on art training for over 1,000 students per year, of whom roughly 160 are enrolled in our multi-week spring, summer, and fall classes. Of those enrolled students, about 50% qualify for free/reduced lunch plans, 44% are ethnic minorities (with 31% Hispanic heritage), and 31% experience ongoing physical, mental health or social challenges.

We serve middle school and high school students (58% high school) from 14 different schools, though the majority of enrollments are from West Ottawa and Holland Public Schools.





By networking with school counselors, pastors, art teachers, parents, physicians, and therapists, we target at-risk and low-income students who are artistically inclined, but lack access to arts programming, because of mental, physical, or social challenges or geographical, financial, or transportation limitations.

We overcome these limitations by offering a pay-what-you-can-afford system, transporting students to and from programming when necessary, and recruiting and training staff and volunteers accordingly. We consistently hear from students, parents, counselors, and teachers that our programs are affordable, welcoming, and accessible to students who rely on artistic expression for their emotional, mental, spiritual, and creative well-being.

2019-2020

➤ 1540 youth served YTD (a 68% increase)

➤ 163 enrolled in our **multi-week classes**

- **Summer Programming** nearly quadrupled from 2018-2019, due to requests for our creative leadership at community outreach events including the LAUP fiesta, Herrick Fest, Macatawa Water Festival, Tulip Time, and the International Festival. While these community outreach events don't all serve our primary demographic, we use these events as opportunities to train our student advisory council members in leadership, program development, and philanthropy.
- Our **Student Advisors**, over half of whom suffer from chronic social anxiety and depression, volunteered a collective 49 hours at these community events, and felt empowered and encouraged that they could share their artistic skills in a tangible way with the Holland community.
- **Myla**, who has been a student with CultureWorks for 6 years and a Student Advisory Council member for over 4 years, shared that she developed a strong desire to work with kids through the arts as a future career, after volunteering with us last summer. Myla copes with ongoing depression, severe diabetes, and a difficult family life, but she was filled with courage and hope at seeing her nieces and nephews (who also have rough home lives) experience the joy of creativity through our tables at the International Festival.

*I really
wouldn't be
here without
CultureWorks.
It honestly
saved my life.*

-Gabe 6th year student,
3rd year Student Advisor



BUDGET

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Budget = \$141,000 (34% increase over last FY)

Increases in programming throughout the community

- Increased summer programming
- Increased class sizes this year to accommodate more students and still had 14 on waiting lists this year
- Increased hours (new part time staff position)
- Added Internships for Summer and Transportation

Increased costs and decreased funding in 2019

- 2019 was the first year without any logistical or financial support from our parent organization (Engedi Church).
- New costs include insurance, vehicle lease, bookkeeping/accounting, office space rental, & gallery exhibits throughout community

Due to illness and a transition in our bookkeeping services in 2020, we fell 3 months behind in fundraising and with the added pandemic and financial crisis, we ended our fiscal year with a \$30,000 deficit.

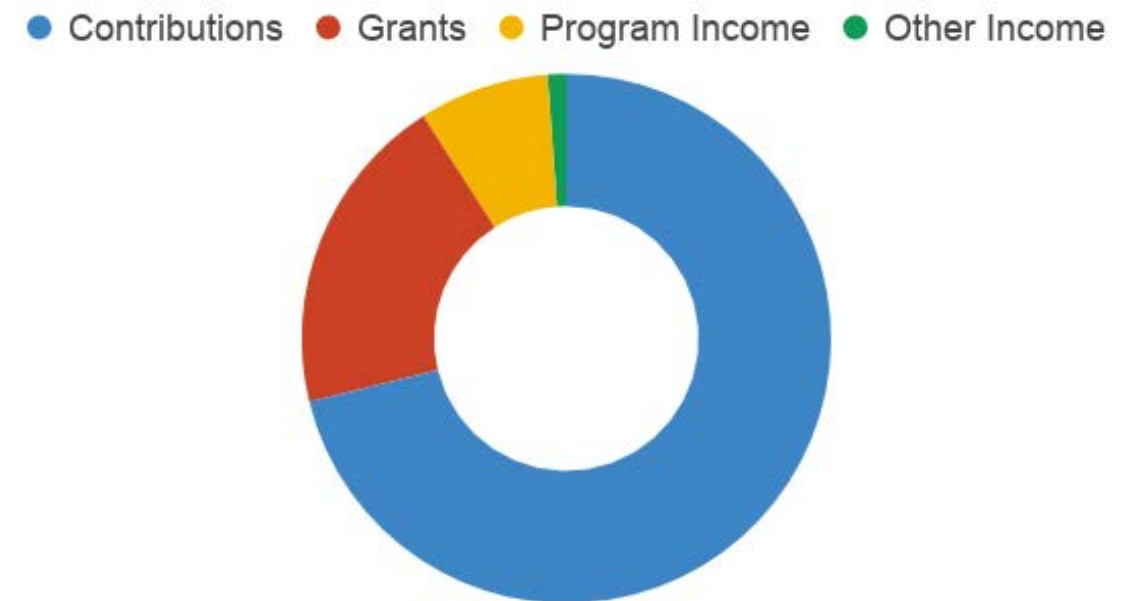
We're looking for new financial supporters who want to invest in life-changing education and leadership through the arts.

FUNDING

- **Over 80% funding is from individual contributions and family foundations**
- Yearly operational grant of \$10,000-\$15,000 from the Michigan Council for Arts and Cultural Affairs and the National Endowment for the Arts
- Corporate Sponsors, including EKKO Studio, who sponsors our van lease
- Programming Income - about \$6,000*
 - Typically, for our 10-week classes, about 33% of our students opt for full scholarships, 14% pay from \$1-\$50, 18% pay \$50-\$150, 14% pay the full \$200, and 4% give an extra donation. About 17% of our programming is free of charge, because it is tied to our Student Advisory Council or is offered at a location where we are prohibited from charging a fee, like Boys & Girls Clubs or Herrick Library.
 - **In 2020, we saw a significant increase in the number of students requesting full scholarships. We provided 101 full scholarships and 35 partial scholarships, for a total of about \$21,000 for our after school and summer classes. This doesn't account for our free field trips, workshops, and outreach events.**

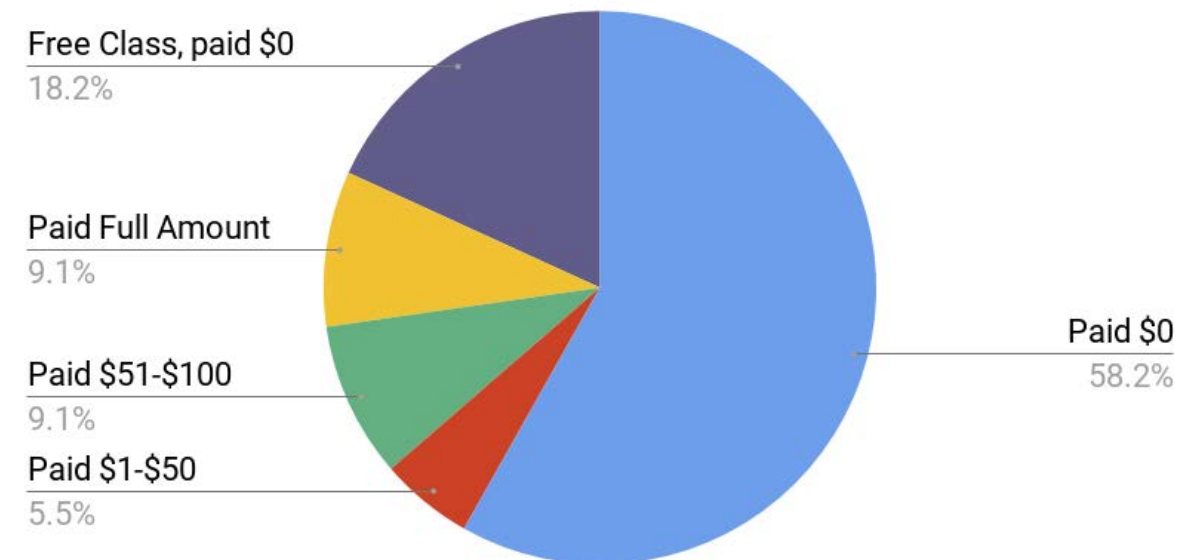
* Fluctuates by semester, since our students pay what they can afford.

2019-2020 Income by Type



What Students Paid for a 10-wk Studio Spring 2020

Free Classes = Herrick Library, B&G Clubs, and Student Advisory Council



IMAGINE / CREATE / ENGAGE / EXPRESS / GROW / LAUGH / EXPLORE
DESIGN / ENVISION / INSPIRE / WELCOME / CONNECT / LISTEN / LOVE

FINANCIAL NEEDS

CURRENT:

- **2020-2021 Budget Gap: \$20,000**

NEW PROGRAMS: (SEE FOLLOWING PAGES FOR DETAILS)

- **Re-launching Ceramics Program: \$20,000 - (x 3 years would be ideal)**
- **Summer Program: \$8,000 - \$10,000**
- **Launching New Shakespeare in the Park Summer Theater Program \$10,000**

ONGOING:

- **Student Advisory Council: \$5,000**
- **Transportation Program: \$10,000 (van lease plus Driver/Intern)**
- **Corporate Sponsorships (varying levels)**





CERAMICS PROGRAM \$20,000

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- **We're currently in talks with the Holland Area Arts Council about re-launching our ceramics program at their site, but this requires \$ for:**
 - Materials and supplies
 - Part time staff to oversee/instruct ceramics program
 - Ceramics - 6 classes (60 students)/year
 - Painting/printmaking - 3 classes (30 students)/year
 - 2 student shows at HAAC/year
 - Increased staffing hours for admin as we establish new partnership
 - Increased hours for Driving and Classroom interns as we expand programming
 - Increased hours for oversight and training of interns and volunteers, as this program had a high volume of interest in the past
- **Establishing Printmaking and Painting Studio at HAAC - currently we run these classes at the Fellowship Reformed Church art studio, but there is no sink there and movement of supplies/ students across town is cumbersome.**
 - Moving and installing printmaking equipment
 - Painting/printmaking - 3 classes (30 students)/year

SUMMER COMMUNITY OUTREACH

\$8,000-\$10,000

- **Summer programming quadrupled last year - need for new funds to maintain level of community outreach:**

- Boys and Girls Clubs (16 free 2-hour workshops)
- Community Outreach projects through partners like Eighth Day Farm & 3sixty
- Community wide events
 - LAUP Fiesta (postponed)
 - Kinderplaats Innovation Lab (cancelled 2020)
 - Herrick Fest
 - Macatawa Water Festival
 - International Festival
- Staff and Interns for our 5-week summer classes
 - Creative Writing
 - Advanced Photography
 - Character Design
 - Natural Inks and Dyes





SHAKESPEARE IN THE PARK/ SUMMER THEATER \$10,000

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- **This new program will be developed by Jo Gray and/or Pj Maske. Jo has 19+ years of experience in broadcasting, theater instruction, and directing through summer camps, marketing campaigns, and nonprofit orgs. Pj is founder of Urban Garden and most recently directed *A Midsummer Night's Dream*, at Holland High.**
 - Classes = 2 hrs acting + 2 hrs rehearsal, 3 days/week for 6 weeks plus one week of performances
 - Director (Pj Maske) \$30/hr x 84 hrs = \$2,520
 - Instructor (Jo Gray) \$30/hr x 84 hrs = \$2,520
 - 3 outdoor performances in public park
 - Sound \$300-\$400 per day
 - Lights \$500 per day
 - Set \$100-\$300 or in-kind donation
 - Materials, equipment for staging (re-usable) \$500-\$1,000
 - Props/Costumes \$100-\$300
 - Choreographer/assistant director or designer \$500
 - Printing - programs, marketing, tickets \$300-\$900

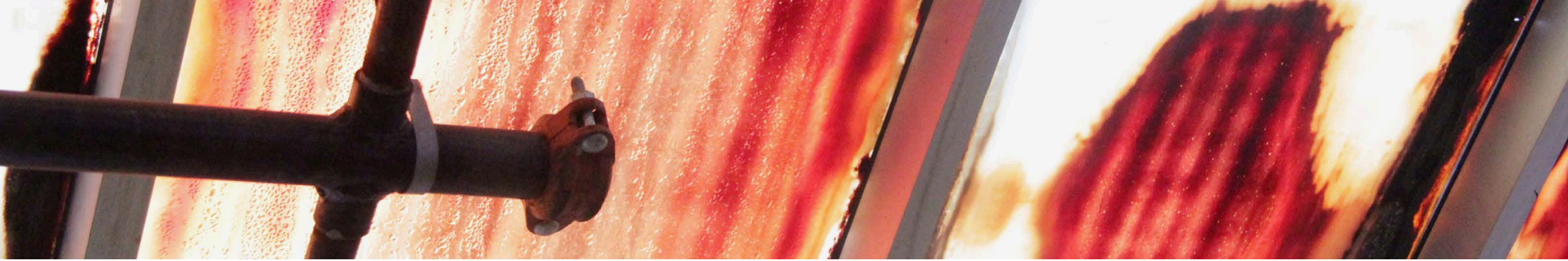
SPONSORSHIPS

- **\$200 Full Scholarship**
 - for one student for one semester - Mention and logo in quarterly e-newsletter that is distributed to over 2,000 subscribers
- **\$500 Full Year-Long Scholarship**
 - for one student for one year - Mention and logo in quarterly e-newsletter that is distributed to over 2,000 subscribers
- **\$1,000 Summer Class Sponsorship**
 - Mention and logo in quarterly e-newsletter, plus logo in summer class flyer and on website as sponsor of class. These materials are also distributed at schools and summer events, where we served approximately 1,500 people in 2019
- **\$1000 Fall Benefit Sponsorship**
 - Logo in Fall Benefit materials and mention at the event, which hosts over 100 donors
- **\$2,000 Full Class Sponsorship**
 - Mention and logo in quarterly e-newsletter, plus logo in fall or spring class brochure (example enclosed) and on website as sponsor of class. Display of logo on main web page for one year
- **\$5,000 Gold Sponsor**
 - All of the above, plus recognition at annual fall benefit
- **\$10,000 Platinum Sponsor**
 - All of the above, plus an original piece of artwork

ENGAGE / EQUIP

Opportunities for involvement include:

- Mentoring a young artist/designer once a month
- Volunteering in class or at community workshops and outreaches
- Leading or volunteering at special events
- Leading or volunteering at community development initiatives
- Teaching an art/design class or workshop
- Volunteering on our Board of Directors



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CULTUREWORKS REALLY GAVE ME THE FRAMEWORK TO START

THINKING CONCEPTUALLY,

AND THAT’S REALLY WHAT, AT A UNIVERSITY LEVEL, THEY ARE LOOKING FOR AS WELL.

CULTUREWORKS WAS AN AMAZING EXPERIENCE. IT TRULY CHANGED MY LIFE.

WITHOUT CULTUREWORKS I WOULD NOT BE THE

CONFIDENT, FEARLESS INDIVIDUAL

THAT I FEEL I AM TODAY.

-Calin Firlit

former Student Advisor, currently studying at the

UofM Stamps School of Art & Design



Thank you so much for what you're doing! The internship program has transformed Abbie's life. She was ready to give up so many times this year, but since she started working for you, she found courage, confidence, and motivation to finish high school.

Robyn Emde PhD, School Counselor

I can't believe this program exists. What an incredible gift!

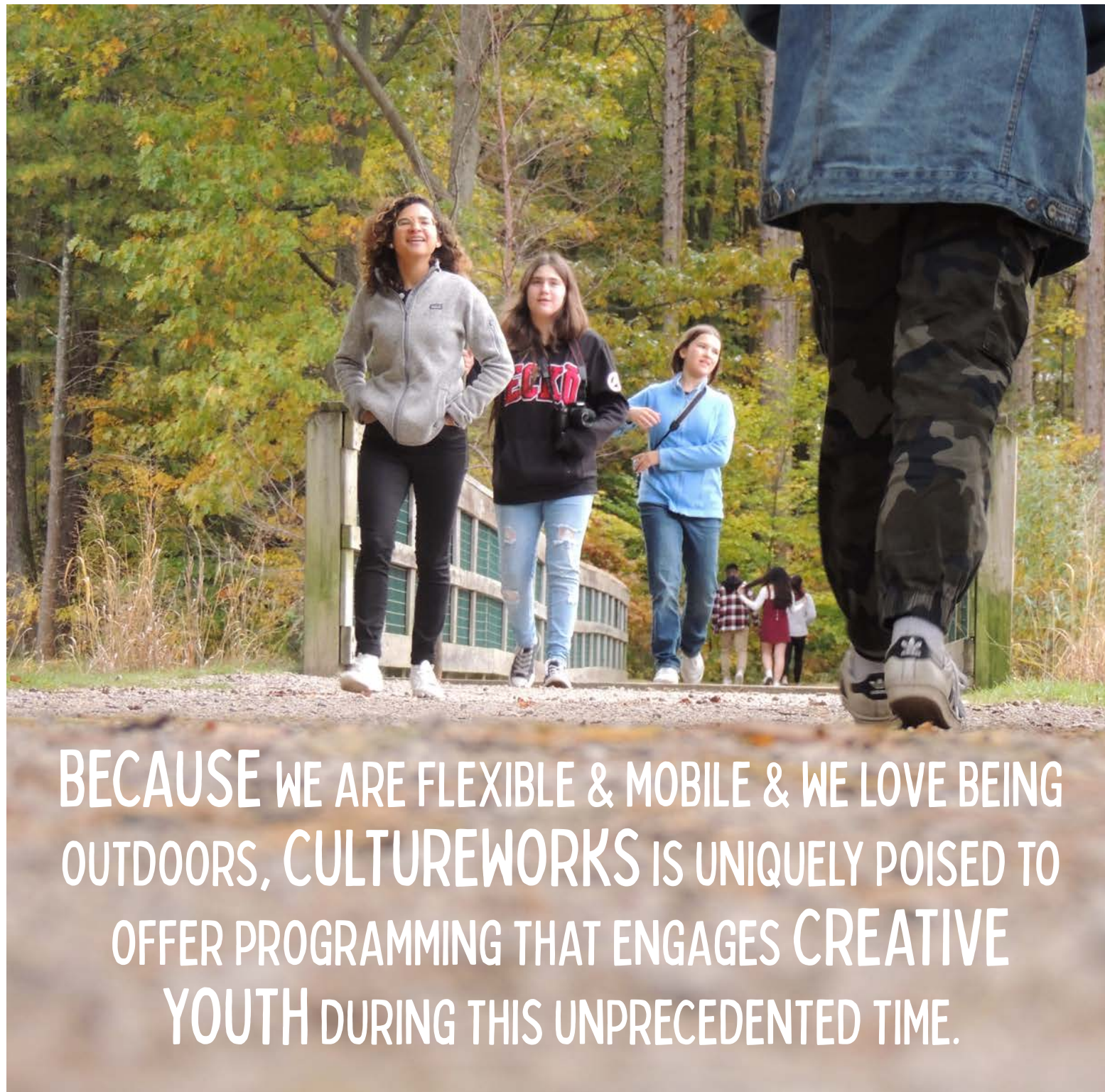
-Parent

I really love being a part of CultureWorks –I've made even more friends now, and it's really helped me deal with a lot of my anxiety.

-Ren, Student Advisory Council

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WILL YOU HELP US?



BECAUSE WE ARE FLEXIBLE & MOBILE & WE LOVE BEING OUTDOORS, CULTUREWORKS IS UNIQUELY POISED TO OFFER PROGRAMMING THAT ENGAGES CREATIVE YOUTH DURING THIS UNPRECEDENTED TIME.

CultureWorks

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Thank
you!

♡
Culture
Works

