



CLAYWORKS

ANNUAL REPORT | 2020-2021

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MISSION

Clayworks is a non-profit organization dedicated to the promotion of ceramic arts, advancement of artists and students, and enrichment of the communities it serves.

VISION

Clayworks engages, enriches, and inspires diverse populations in the discovery, creation, and celebration of the ceramic arts.

IMPACT STATEMENT

Clayworks is a leader in the field of ceramic arts, providing its students and artists unparalleled access to top-quality facilities, equipment, and instruction. It provides robust arts education programming, centered on hands-on experiences with clay, to diverse populations across Mecklenburg County with many programs at low-cost or no-cost to the participant. Clayworks enriches its community by helping individuals reach their potential for creativity and personal growth, and connecting people from a variety of backgrounds through shared values.

LETTER FROM OUR EXECUTIVE DIRECTOR

This year was unlike any year we have ever experienced. With a worldwide pandemic going on, we had to pivot how we did business. We were in the second year of our 5-year plan, where Clayworks aspires to double our impact on our community by enhancing our support for students and artists who want to building build on their creative skills and expanding the role of Clayworks as a community resource dedicated to enriching lives. To continue to move forward on these initiatives, we had to be creative, but that is what we do with a challenge!

After being closed for several months Clayworks began offering summer camps for both children and youth in a limited capacity in the summer of 2020, practicing masking and social distancing and making sure surfaces and hands were cleaned regularly. We changed the layout of the studio space to set up working pods that allowed students to work while maintaining social distancing requirements. For adult students, we started pay-by-the-hour studio time and implemented a new system for firing fees for both students and outside artists who needed firing services. Open studio time also required that we implement a studio monitor volunteer program to cover the hours that the facility was open. Clayworks went from a 24/7 facility to offering 64 hours a week of open studio time. In fall of 2020, Clayworks began offering adult classes in a limited capacity (6 students per class, rather than the typical 12 students prior to the pandemic). We used our excess equipment to allow individuals to rent our wheels for two weeks at a time. We also began offering more programs that are one-time experiences and we have had an increase in demand for private and group lessons. For the first time, Clayworks set up an online store to sell clay and tools. Our annual Holiday Sale was held online and plans are to continue online sales for now.

YOUR SUPPORT HELPS US CONTINUE OUR PRESENCE IN THE LIVES OF INDIVIDUALS ACROSS OUR COMMUNITY.

Clayworks created a digital studio in the back of the gallery to provide online classes for the majority of the community engagement programs we offer, including: preschool workshops, live at lunch artist demonstrations, programs for high schoolers, seniors, and families. Beginning in January 2021, Clayworks offered 600 free take home air dry clay kits per month with video instructions for several projects listed on our website. Participants could do projects on their own time or they could join a live zoom class for free. This was all made possible through our Culture Blocks program; a partnership through Arts and Science Council, Mecklenburg County and Charlotte Mecklenburg Library.

Clayworks remains committed to doubling our impact within the community we serve. You can help us make a difference by contributing to Clayworks so we can reach more schools, more community partners, and more participants within Mecklenburg County. Your support helps us continue our presence in the lives of individuals across our community. Clayworks is making a significant impact in our community. Thank you to our talented staff, teaching artists, dedicated board members, and our generous supporters! Your enthusiasm and ongoing generosity will ensure that this magical space of muddy fun and creativity can still be an integral part of the arts and culture of Charlotte, now and in the future.

Adrienne Dellinger, Executive Director

CAPITAL INVESTMENTS

Clayworks was able to add two important new investments to our facility. Thanks to the generous support from the Windgate Charitable Foundation.



SPRAY BOOTH

Clayworks added an Aqua Flow spray booth, the final piece of equipment needed to create a state-of-the-art facility at Clayworks. This piece of equipment has allowed our students learn a new way of applying glaze to pieces in a safe manner. Clayworks has held workshops to introduce this new equipment to our students and resident artists.

RAKU SHED

Clayworks successfully built a small building in our exterior courtyard adjacent to the Raku kilns. We were then able to move our Raku equipment out of the existing kiln room to the new outside facility. This move allowed Clayworks to open up space in the kiln room to house more carts for our Community Engagement work, to further support our regular classes, and maximize the use of the interior space.



This shed helped us further support our regular classes, and maximize the use of the interior space.



CLAYWORKS AT HOME

In the Fall of 2020 Clayworks transitioned to air dry clay and paint for finishing Culture Blocks* projects in lieu of clay that required kiln firing and often glazes to be complete. The logistics of getting clay that required firing to and from Culture Blocks participants was not feasible during the pandemic. Making the switch to an all-inclusive kit for our workshops was a new way to provide our hands-on clay experiences outside of a traditional instructor led classroom setting. The “clay to-go” kits contained air dry clay, a simple tool, paint and a paint brush. Everything was included to create a unique project. With the continuation of COVID-19 restrictions, in November of 2020 we began to offer virtual programming to our Culture Blocks students. We created two clay to-go kit options every month. We contracted one of our Clayworks instructors to create two, step-by-step videos, each month for participants to follow while creating their individual clay projects. The clay kits are available for pick up at one of our partner locations with video instruction resources to follow at participants own pace. The other option we began to offer was a virtual class over Zoom with live instruction. In a time when in-person socializing was limited for many, the live virtual workshops gave people a way to connect with each other.

After completing one of our programs, a virtual participant shared that she was part of the Big Brother, Big Sisters program. **“Right now, we are not allowed to go to each other’s homes so we were looking for interesting things we can do outside or virtually together! We were so excited to see the Clayworks’ opportunity. And it turns out that LaDara (the instructor) used to visit my little sister’s afterschool program, which was one of her favorite events! The virtual workshop allowed for us to meet and have fun together.”**—a participant.

Making the switch to air dry clay allowed Clayworks to continue our vision to engage, enrich and inspire diverse populations in the discovery, creation, and celebration of the ceramic arts.

One Culture Block partner shared: **“I’m a Library Specialist II at Charlotte Mecklenburg Library, Independence branch. Over the past few years, I have had the honor to work closely with Clayworks and continue to strengthen our shared partnership. I am impressed with how the instructors can captivate any age group and help participants tap into their creative side. Clayworks provides fun, innovative, and artistic programs to the under served community and it is nothing short of amazing. Clayworks programs have been so important at Independence Library because the programming breaks down the barriers of exclusivity and gives kids, teens, and adults the opportunity to experience a creative session that most may not be able to afford. The program has been such a huge success and is often everyone’s favorite. The creative workshops allow participants of all ages to come together and create artwork for their public library or even create it for a very special someone in their life. Though the program is only an hour, participants can create something that can last a lifetime.”**

—LaShai Thompson, Library Specialist

*As an ASC program funded by Mecklenburg County, Culture Blocks is a community partnership with Charlotte Mecklenburg Library and Mecklenburg County Park and Recreation to provide culture programming closer to where residents live.



DURING FISCAL YEAR 2020-2021

4,165 air dry
clay kits



12 instructional
videos



4,955 participants in
virtual programs



This was so fun that I registered for every month! Haha! Thank you so much!...I am just thrilled to have such a fun thing on the calendar! Thanks again!

—Parent

Thank you to Clayworks and the library for the opportunity to be creative today.

—Participant / Emailed to library staff

Our patrons find it is very therapeutic to work with their hands inside, and not have to be concerned about exposing themselves to the virus.

—Library staff

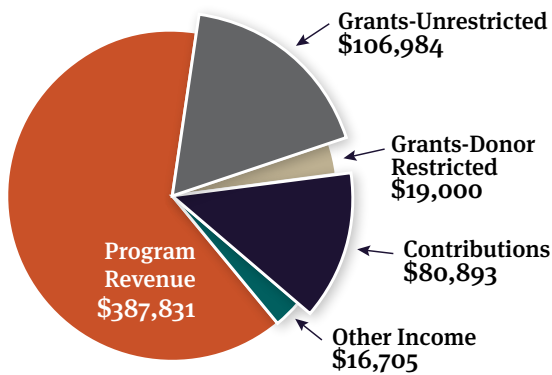
Kudos to Clayworks for being a wonderful, wholesome resource in our community, and being able to adjust to the challenges we all are facing.

—Participant

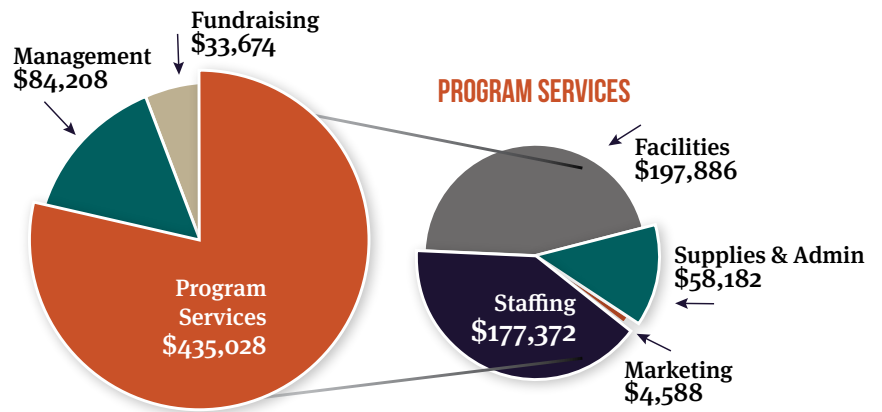


FINANCIAL HIGHLIGHTS

CLAYWORKS REVENUE



CLAYWORKS EXPENSES



2020/2021 YEAR-END BALANCE

Current Assets:	
Cash and cash equivalents	\$360,617
Accounts receivable	\$13,983
Prepaid expenses	\$4,006
Inventory	\$13,715
TOTAL CURRENT ASSETS	\$392,276
Beneficial interest in foundation assets (with donor restrictions)	\$57,624
Property and equipment, net	\$1,022,272
Other Assets	\$1,500
TOTAL ASSETS	\$1,473,672
Liabilities	
Current liabilities:	
Accounts payable and accrued expenses	\$19,036
Deferred income	\$71,759
Refundable deposits	\$3,770
Current portion of long term debt	\$85,945
TOTAL CURRENT LIABILITIES	\$180,510
Long term debt	\$399,456
TOTAL LIABILITIES	\$579,966
Net assets:	
Without donor restrictions	\$825,822
With donor restrictions	\$67,884
TOTAL NET ASSETS	\$893,706
TOTAL LIABILITIES & NET ASSETS	\$1,473,672

2020-2021 DONORS

Clayworks gratefully acknowledges the financial support of the following donors who made gifts between July 1, 2020 – June 30, 2021.

* indicates 5+ years of consecutive giving

** indicates 10+ years of consecutive giving

+ Indicates Memorial Gift, In honor of Bess Kelpin

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