

GOGGLEWORKS CENTER FOR THE ARTS

2018 - 2019 ANNUAL REPORT





Dear Friend,

No annual report can sufficiently capture the power of the arts to transform lives. We've peppered this report with numbers and highlights to tell the story of our work, but nothing will reflect the level of pride I felt when one of our Student Ambassador Fellows told me last year, "GoggleWorks changed the course of my life." I've seen folks go from student to teacher; those without use of their hands create and experience art through new technology; children discover our After School Arts Program (ASAP) and go on to the finest college art programs in the country. My hope is that this report can shed light onto our mission and urge you to connect further with GoggleWorks Center for the Arts.

It is with gratitude that we report on our growth and successes as we transform lives through unique interactions with art. We serve four major groups—students, artists, children, and general visitors—and our impact has grown for each. Nearly 10,000 students and 5,000 children engaged in over 200 classes, workshops, camps, and other education programs. We served previously untapped audiences with exceptional needs, including art therapy for teens with depression and anxiety and individuals with severe physical challenges. Scholarships and after school programs expanded for more students and children with limited financial means. We opened a virtual reality lab, a makerspace in partnership with Penn State Berks, and a bar & restaurant. Annual visitation shot up to nearly 300,000!

Our board and staff work diligently toward two simultaneous goals: financial sustainability and mission valence. In this report we've outlined the successes and challenges for each of these. If I could choose anything for you to take away, however, it would be the inspiration I felt when a teenager from the Children's Home of Reading said to me, "Working with your teachers has given light to my life."

Levi Landis

President & Executive Director



**GOGGLEWORKS
CENTER FOR THE ARTS**

**TRANSFORMING
LIVES
THROUGH
UNIQUE
INTERACTIONS
WITH ART.**



ARTISTIC VISION

TO BECOME A BEACON of creative culture in downtown Reading, Pennsylvania, enriching the quality of life for both residents and visitors through diverse, inclusive, and relevant artistic experiences.

PHILOSOPHY

GOGGLEWORKS CENTER FOR THE ARTS is a place to develop skills, ask questions, experiment freely, and investigate the human spirit. Here we create a dialogue between the established and the experimental, contemporary and traditional. Through exceptional arts education and engaging community programming, we inspire people to expand the boundaries of art making, personal growth, and appreciation for material culture.



CORE VALUES

ACCESSIBILITY

We believe the arts and art education should be inclusive and accessible to all, regardless of age, ability, experience, and socio-economic background.

ARTISTIC EXCELLENCE

We believe our programs, facilities, and teachers should provide a supportive environment for aspiring, emerging, and established artists which encourages cross-disciplinary dialogue, collaboration, personal development, and self-expression.

COLLABORATION

We are committed to collaborating with others who share the belief that the arts can strengthen the community, spur economic growth, and contribute to the cultural vitality of our region. We believe the creative process is more rich and exploratory when it is experienced collaboratively, so we encourage artists to make and examine work collectively.

OPERATIONAL EXCELLENCE

We believe GoggleWorks' staff and volunteers should demonstrate organizational competency, as well as the values of teamwork and compassion, in order to provide the highest level of customer service, with an emphasis on the visitor and student experiences. Programs should be vibrant and innovative, while being executed with an overarching consideration for organizational sustainability.



MISSION ORIENTED NEW SUCCESSES

Opened our **8TH TEACHING STUDIO IN VIRTUAL REALITY** and other new technology art

Launched two new **ART THERAPY PROGRAMS** to serve over 50 individuals with physical, developmental, or emotional challenges

Opened the **BERKS LAUNCHBOX** makerspace and STEAM lab with Penn State Berks

Added **FIVE NEW COMMUNITY PARTNERS** to our programs to improve diversity and inclusion

DEVELOPED EIGHT PROGRAMS launched since 2016 including: Student Ambassador Fellowship, International Residency program, print studio, woodshop, ArtsBridge outreach



SUSTAINABILITY ORIENTED NEW SUCCESSES

Three consecutive years of **OPERATIONAL SUSTAINABILITY**
OUR FIRST EVER ENDOWMENT, the Hammel Fund for Children's Programs
GREW PROGRAM REVENUE BY 200% from 2016 to 2018

All **PROGRAM CENTERS HAVE A SURPLUS** from 2018 to 2019, **EVEN HOT GLASS**, which is a first

Received **\$1M GIFT TO ELIMINATE PAST DEBT; NO NEW DEBT** since 2016

EIGHT NEW MAJOR DONORS (\$25,000 and above) -twelve new foundation gifts, including \$100,000 of annual matching funds from Windgate Foundation



MISSION ORIENTED CHALLENGES

Our **COMMUNITY FACES FINANCIAL CHALLENGES**, requiring us to expand scholarships for more access

GoggleWorks must improve networks **TO INCREASE DIVERSITY AND INCLUSION** in programs and leadership

As one of the most developed art centers in a small market, we must **SERVE A BROAD AUDIENCE**, which challenges our capacity and program depth

MARKETING CHALLENGES make it difficult to connect our mission or programs to new and underserved audiences

AFTER SCHOOL ARTS PROGRAM CONTINUES TO GROW, which means we must again add programs to satisfy waitlists and increase fundraising



SUSTAINABILITY ORIENTED CHALLENGES

With a 150-year-old campus, **CAPITAL REPAIRS AND MAINTENANCE** remain our largest expenses, including many unforeseen costs

LACK OF ENDOWMENT AND RESERVES to cover capital needs and other variable expenses

ATTRITION among traditional contributors

OVER-RELIANCE on a small number of **MAJOR GIFTS** from donors and foundations

While revenues have increased to cover expenses, **CASH FLOW IS INCONSISTENT**, stunting opportunities for growth and challenging fundraising strategies

IMPACT BY THE NUMBERS

145,000

SQ. FT. CAMPUS

housing 8 teaching studios in various media

300,000

VISITORS OF ALL AGES

from around the world come through our doors

75 ARTISTS

served through on-site studios, exhibitions, residencies, and visiting artist programs

15K

FILM BUFFS

see art house films in the Boscov Theatre yearly

4K

students of all ages participating in our classes, workshops, or on-site programs

400

kids engaged annually in ASAP, mini-makers, and summer camps

150

RENTAL EVENTS

engaging countless people tangentially to the arts

5K

kids engaged through tours, exhibitions, portfolio prep and Fellowship

100+

Scholarship students given free or discounted classes to engage in the arts

LEARN MORE AT: GOGGLEWORKS.ORG/PROGRAMS/

FINANCIAL FACTS AND FIGURES



\$2.10M
Total Revenue

\$1.312M
Programs, Services,
& Events

\$533K
Individual
Contributions

\$254K
Grants, Government,
& Corporate



\$2M
Total Expenses
(Before Depreciation)

\$400K
Staff & General

\$73K
Marketing & Fundraising

\$1.5M
Programs & Services

We want to keep offering the same amazing opportunities to
our community

IN KIND

VOLUNTEER

DONATE

LEARN MORE AT [GOGGLEWORKS.ORG/SUPPORT](https://goggleworks.org/support)

THANK YOU

TO OUR GIVING SOCIETY

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