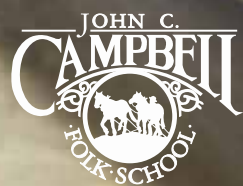




Singing Behind the Plow

2018 ANNUAL REPORT



Since 1925



Students making lovely music on their mandolins

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



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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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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."



Evelyn Brannon

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!



Blacksmiths created stunning art at the 2018 Hammer-In.

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.”



Robert Trout

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.



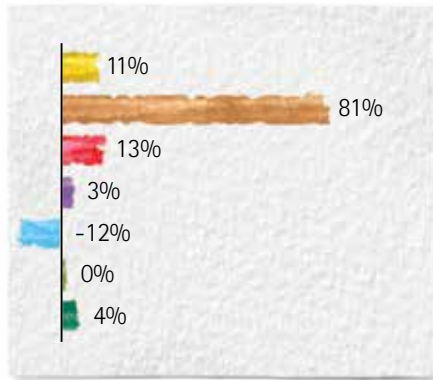
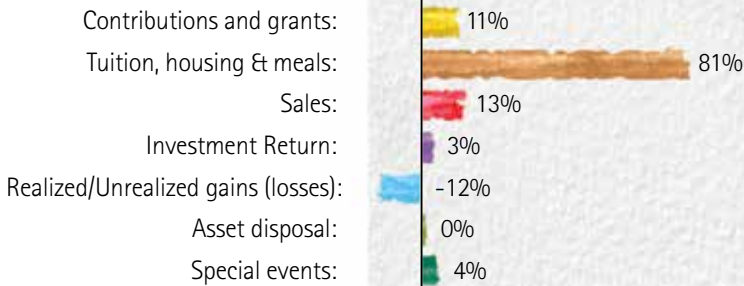
Making decorative ceramic tiles.
Learning how to bind a book.



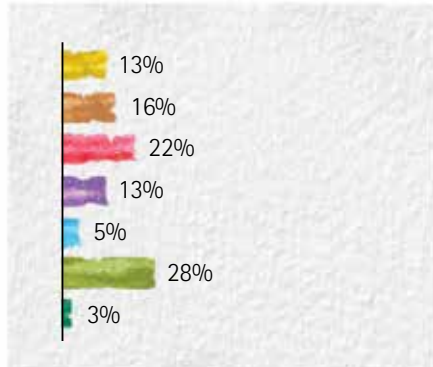
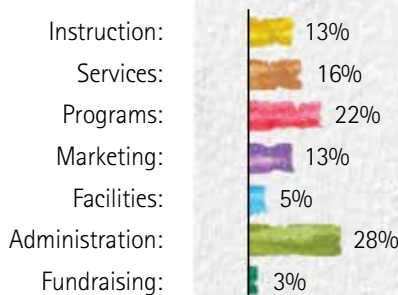
Operating Financial Information

| | 2018 | 2017 |
|---|--------------------|--------------------|
| Operating Income | | |
| Contributions, grants and funds released from restriction | \$648,959 | \$449,951 |
| Tuition, housing & meals | 4,980,390 | 4,839,583 |
| Sales* | 787,833 | 768,987 |
| Investment return | 221,993 | 204,521 |
| Realized/Unrealized gains (losses) | (750,088) | 1,150,574 |
| Asset disposal | 7,233 | (367,038) |
| Special events | 227,844 | 138,983 |
| Total Operating Income | \$6,124,164 | \$7,185,561 |
| Operating Expenses | | |
| Instruction | \$850,017 | \$837,899 |
| Services | 993,205 | 926,193 |
| Programs | 1,361,431 | 1,230,567 |
| Marketing | 796,630 | 782,736 |
| Facilities | 311,234 | 316,034 |
| Administration | 1,747,593 | 1,797,236 |
| Fundraising | 172,578 | 147,849 |
| Total Operating Expenses | \$6,232,688 | \$6,038,514 |
| Change in Net Operating Assets | \$(108,524) | \$1,147,047 |

Operating Income Fiscal Year 2018



Operating Expenses Fiscal Year 2018



* Sales include Craft Shop and Class Material Fees.



A painting student captures the beauty of the mountains. Polychromatic woodturning. A Saturday night community dance at the Folk School.

Audited Financial Information

| Balance Sheet | 12/31/2018 | 12/31/2017 |
|---|---------------------|---------------------|
| Assets | | |
| Cash and investments | \$12,033,204 | \$11,808,922 |
| Property and equipment, net | 5,049,846 | 5,197,703 |
| Other | 427,345 | 414,647 |
| Total Assets | \$17,510,395 | \$17,421,272 |
| Liabilities and Net Assets | | |
| Liabilities | \$1,428,013 | \$1,230,366 |
| Net assets | 16,082,382 | 16,190,906 |
| Total Liabilities and Net Assets | \$17,510,395 | \$17,421,272 |

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

| | | | |
|---|-----------------------------------|---|------------------------------------|
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Olive Dame Campbell Society

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:



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Cass Schorsch
Laurie Searle & Sam Smith
Rajeania Snider
Dennis & Jan Stansell
Ann Taafe
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Al & Chris Trevillyan
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Patricia Twilla
Diane Walker
Paul Wardwell
Claire Warren
Helen Wolfson

Donor Feature: Lou and Barb Lanwermyer

Lou and Barb Lanwermyer 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 Lanwermyer

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.

2018 Board of Directors

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Tammy Godfrey
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Kate DeLong
Ellen Sandor
Jennifer Slucher

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, Feltmaking, 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.



Deborah and John Chapman

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.



Toy making in the Woodworking Studio

The lists in this brochure are accurate to the best of our knowledge. If your name was omitted or is incorrectly listed, please call our Development office at 1-800-FOLK-SCH or 828-837-2775 and we will list you in the next annual report.

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

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

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Please contact me about stock transfers.

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I have remembered the Folk School in my will or other estate plan.

AR2018



John C. Campbell Folk School

One Folk School Road Brasstown, NC 28902

1-800-FOLK-SCH or 828-837-2775

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