



Singing Behind the Plow

2019 ANNUAL REPORT



Blacksmithing students forging

Dear Friends,

As I write this, we've just announced that the Folk School has canceled our regular classes and events for the remainder of 2020 due to the Covid-19 pandemic. The entire world has been transformed by the virus and even we, nestled in our bucolic Brasstown, will emerge changed on the other side of it. One important thing will remain the same, though: we'll continue to offer our Folk School family a nurturing environment and experiences in learning and community life that spark self-discovery.

Despite this tumultuous period, it was important to us to make time to thank everyone for their support. This annual report pays homage to our community, both near and far, who helped the Folk School provide 853 classes in 47 class areas to 6,305 students in 2019. It appreciates those in our local area who joined us for our many events. It honors those who learned, taught, made music, danced, volunteered, and donated. It recognizes the valuable work of our board of directors, staff, resident artists, studio coordinators and contractors. Together, we make a great Folk School!

Speaking of which...What's the purpose of the Folk School? What makes it great? We dove deep into these and other important questions in 2019 as we crafted a Strategic Plan to guide us over the next few years. The adjacent page shows the core of the plan we now use as our touchstone: our vision, mission, values, priorities, and goals. Everything we'll do will be guided by these principles as we continue our history of helping people connect and inspiring lifelong learning.

Appreciatively,

Jerry
Jerry



John C. Campbell Folk School Strategic Plan

Vision

A community that awakens, enlivens, and enlightens the world.

Mission

The Folk School transforms lives, bringing people together in a nurturing environment for experiences in learning and community life that spark self-discovery.

Values

Joy

We bring originality, creativity and passion to all endeavors
—we sing behind the plow.

Kindness

We treat everyone with respect, humility and warmth.

Stewardship

We honor the traditions and spirit of the Folk School as we guide its evolution and preserve it for the future.

Non-competitive

We support and affirm each other in lifelong growth.

Priorities & Goals

Programming

The Folk School's programs inspire lifelong learning in a diverse audience.

Human Capital

The Folk School attracts, nurtures, and retains people who personify, support and further the school's mission and values.

Community Relations

The Folk School cultivates authentic relationships that inspire our community's ongoing support and involvement.

Physical, Environmental and Technological Infrastructure

The Folk School's infrastructure effectively serves and supports our students, staff, instructors, visitors and community.

Finances

The Folk School continually strengthens its financial position.



2019 Supporters

The individuals and organizations listed here contributed to the Folk School in 2019. We appreciate their generous funding which helped us transform lives, bringing people together in a nurturing environment for experiences in learning and community life that spark self-discovery.

John C. Campbell Director's Council \$10,000 and above

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Fiddling in a music class. Glazing a clay project.



Scholarships Open Doors

“What an unforgettable experience you have provided me this past week! The Folk School has revitalized my art making, opening a door to the fiber arts that had been closed for far too long...I left the Folk School with knowledge and practice of new-to-me techniques, as well as many new ideas to implement into my personal artistic practice...Thank you for including me in this magic and opening the doors of creativity.” — LR, Houston, TX

Scholarships remove barriers to people exploring their creativity and make positively influential experiences possible for those who would otherwise be unable to attend. We are keen for adults of all races, ages, and socioeconomic status to reap the benefits of learning at the Folk School. After including the goal in our Strategic Plan and speaking to our Folk School community, we discovered they feel the same way. Demonstrating their commitment, 46 empathetic donors helped triple scholarship funding to \$100,000 in 2019.

We are also grateful to Windgate Foundation for their meaningful grant award of \$50,000 over two years for Craft and Visual Arts Scholarships providing approximately 40 people with the opportunity to learn.

There are two ways to provide financial scholarship assistance:

Endowed Scholarships: Provide perpetual learning opportunities by endowing a scholarship with a minimum balance of \$25,000 (multi-year donations possible).

Individual Scholarships: Provide a single scholarship for tuition, housing, and meals with a gift of \$1,350.

[Read more about providing scholarships.](#)

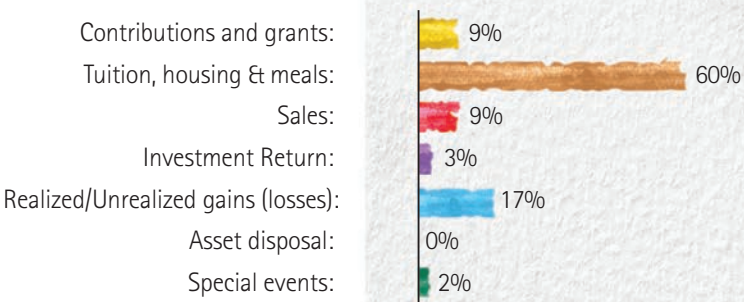


Recaning a treasured chair

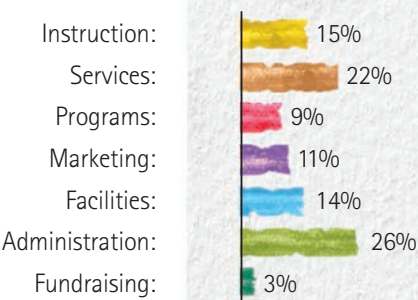
Operating Financial Information

	2019	2018*
Operating Income		
Contributions, grants and funds released from restriction	\$779,224	\$648,959
Tuition, housing & meals	5,132,258	4,980,390
Sales**	768,211	834,244
Investment return	254,155	221,993
Realized/Unrealized gains (losses)	1,490,096	(750,088)
Asset disposal	(41,437)	7,233
Special events	187,667	181,433
Total Operating Income	\$8,570,174	\$6,124,164
Operating Expenses		
Instruction	\$997,042	\$881,698
Services	1,448,468	1,492,914
Programs	553,840	601,282
Marketing	736,684	768,173
Facilities	900,961	872,801
Administration	1,684,042	1,410,393
Fundraising	226,190	205,427
Total Operating Expenses	\$6,547,227	\$6,232,688
Change in Net Operating Assets	\$2,022,947	\$(108,524)

Operating Income Fiscal Year 2019



Operating Expenses Fiscal Year 2019



Spinning for art yarn. Painting a bird in flight. Another beautiful day at the Folk School.

Audited Financial Information

Balance Sheet	12/31/2019	12/31/2018
Assets		
Cash and investments	\$14,170,800	\$12,033,204
Property and equipment, net	4,955,855	5,049,846
Other	365,390	427,345
Total Assets	\$19,492,045	\$17,510,395
Liabilities and Net Assets		
Liabilities	\$1,386,716	\$1,428,013
Net assets	18,105,329	16,082,382
Total Liabilities and Net Assets	\$19,492,045	\$17,510,395

A full copy of the audited financial statement is available from the Executive Director's office.

* Differences to our 2018 Annual Report are due to reclassifications in our chart of accounts.

** Sales include Craft Shop and Class Material Fees.

2019 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 2019 Blacksmith & Fine Craft Auction.

Special Thanks to Auctioneers Bob Grove and Tim Ryan

Able Allen	Jeremiah Denton	Jo-Ann Jensen
Carolyn Anderson	Suzanne DesLauriers	Pat Johnson
Appalachian Area Chapter of Blacksmiths	Mike Dixon	Candice Kramer
Jess Austin	Mary Doornbos	Mike LaMarre
Sherrie Avitan	Melissa Weaver Dunning	Hannah Levin
Susan Bach	Jody Durham	JoEl Levy LoGiudice
Doc Bagley	Roberta Elliott	Katherine Liontas-Warren
Brant Barnes	Ric Erkes	Margo Locke
Marianne Barnes	Terence Faries	Lori Lockeby
Zan Barnes	Harland Fisher	Steve Loucks
Dave Barriger	Pat Foeller	Colin Mahaffey
Sonya Barriger	Geri Forkner	Donna Matera
Janet Beall	Kevin Foster	Frank Matera
Sally Blankenship	Lillian Gantsoudes	Adrien McConnell
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Lisa Chentfant	Great Bags Et Maple Leather Co	Cathy Mulvey
Annie Cicale	Fonda Haddad	Vasanto Nechemias
Julie Clark	R.J. Hadle	Suzanne Myers Otto
Joe Clift	Suzanne Hall	Martha Owen
Scott Cole	Dana Hatheway	Annie Pais
Nancy Crampton	Marian Heintz	Roger Parrish
Brian Cunfer	Chuck Henderson	Charlie Patricolo
	Laurel Horton	Kay Patterson
	Michael Houser	Jenny Perry
	Susan Hutchinson	Michele Powell



Showing off handmade craft at the Blacksmith & Fine Craft Auction

Olive Dame Campbell Society

One of the Folk School's four values is Stewardship, which directs us to honor the traditions and spirit of the school as we guide its evolution and preserve it for the future. Our co-founder Olive Campbell was the first to guide the school's evolution and, with her inclusion of the Folk School in her will, she demonstrated her commitment to preserving it for the future. Those who name the Folk School as a beneficiary in their estate plans are stewards themselves and, as such, are honored members of our Olive Dame Campbell Society.



Olive Dame Campbell

Estate gifts can help us withstand financial crises such as the 2008 Great Recession or the Covid pandemic which forced us to close for many months. They are typically allocated to our small endowment, dividends from which help fund our annual operating budgets.

There are several ways to include the Folk School in your will:

- A specific dollar amount or percentage of your total estate
- A percentage of your retirement accounts such as an IRA
- Securities such as stocks and bonds
- Proceeds from the sale of property such as real estate
- Life insurance policy benefits

Please contact us if you're interested in including the Folk School in your estate plans.

We offer our deepest appreciation to the following living supporters who have made provisions for the school in their estate plans:

Anonymous	Martha Dysart Et Mike Oliphant	Bruce Marino
Bonnie Arbuckle	J. Michael Floyd	Andrew Marinos
Jane Et Tom Arthur	Patti Franklin	Phil Et Virginia Mattox
Sherry Baldwin	John Et Luz Frye	Katherine Montgomery
John Et Marilyn Ballard	Richard Furlough	Jim Et Lauren Moore
Mary Et William Block	David Galloway	Irene Munroe
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Annette Et Mike Bower	Corrine Glesne	Sally Payne
Ed Bowman Et Lucia Patrick	Karen Greenwaldt Et Russell Harris	Pearl Price
Kathleen Brand	Suzanne Hall	Alice Russell
Eleanor Brazell	Stanley Harris	John Sands
Mary Lawrence Breinig	Bill Et Marilyn Hubbard	Cass Schorsch
Alan Et Kathy Bremer	Chuck Et Joan Jackson	Laurie Searle Et Sam Smith
Charlotte Bristow Et Carl Dreher	Clayton Et Joan Joppie	Rajeania Snider
Florence Canfield	Karin Et Ken Kraft	Jan Et Dennis Stansell
Cynthia Et Eric Cero	Timothy Kuhn	David Et Trudy Strawn
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Bob Dalsemer	Madeline MacNeil	Paul Wardwell
Jamie Donaldson	George Lee Mager	Claire Warren
Leigh Ann Dye	Emmett Et Rilla Manley	Helen Wolfson



Community Connections



Joyous dancing around the Maypole



Friends and Family Day offered hands-on learning



Fall Festival goers enjoy shopping



Live demonstrations at Fall Festival



Beautiful bowls contributed by potters to our Empty Bowls fundraiser for local food banks



Junior Appalachian Musicians performing in the Community Room



Dancers enjoying live music and dance caller Bob Dalsemer



Community members fill the seats for our weekly concerts



Little-Middle Folk School cooking class celebrating their tasty pretzels

2019 Board of Directors

Howard Malovany,
President
Able Allen,
Vice President

Janet Davis,
Secretary
Jess Austin,
Treasurer

Martha Coursey
Celia Larson
Laura Ledford
Dina Norris

Forrest Oliphant
Jane Oliver
Tommye Scanlin
Jack Smoot



Aerial view of the Folk School, campus in foreground. Photo by Artist in the Sky.

Campus Master Plan

Thanks to helpful grant funding, our first Campus Master Plan was completed in November 2019. The plan will serve as a roadmap for long-range financial planning to sustain the programmatic, fiscal, and physical aspects of the Folk School for the next 20 years. It will help us anticipate studio, housing and other facility needs as well as manage the natural resources of our historic, 290-acre campus. WLA Studio guided a consortium of partners that helped us develop a plan that addresses preservation, provides a reuse and development strategy, and includes an environmental and natural resources study and a site management plan. It provides a full assessment of parking, walkways, lighting, accessibility, wayfinding, and development of a storm water and erosion mitigation plan. Our thanks go to those of you who provided valuable input via our online surveys or who attended our community listening session. With your help, we now have a valuable tool to help us operate, improve, and preserve our nearly 100-year-old campus.

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 team at 1-800-FOLK-SCH or 828-837-2775 x. 111 and we will list you in the next annual report. Our listing convention is to list alphabetically by last name and then alphabetically by first name.

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Carving a wooden spirit stick. Weaving student throws the shuttle. A Work-Study student harvesting corn

Donate Today to Help Keep the Folk School Healthy

Your financial support will help the Folk School itself remain healthy while operations are suspended during the 2020 pandemic.

Donate by Credit Card or Check

Credit Card: fundaneed.folkschool.org

Check: Mail your check payable to John C. Campbell Folk School. Please include your name, address, phone, and email contact information:

Keep the Folk School Healthy
John C. Campbell Folk School
1 Folk School Rd.
Brasstown, NC 28902

Stock Gifts or Estate Plans

Please contact us to discuss gifts of stock and/or if you're planning to include the Folk School in your estate plans: 800-FOLK-SCH or 828-837-2775 x. 111.

Thank you for being part of the Folk School family! We need and appreciate your support.

John C. Campbell Folk School is a nonprofit organization under Section 501(c)(3) of the Internal Revenue Code (EIN: 56-0552780). Donations are tax-deductible to the extent allowed by law.

AR2019



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