

Singing Behind the Plow

2020 ANNUAL REPORT



Since 1925



An early spring evening

Dear Friends,

I recently shared with our board of directors that in some ways, 2020 was my most meaningful year yet at the Folk School. That may seem odd given how detrimental the Covid-19 pandemic has been for so many, but the feeling comes from being impressed and inspired by people coming together to take care of one another and to keep the Folk School healthy. Staff bonded and fully supported each other; our students and donors provided an unprecedented level of emotional and financial support; instructors and musicians developed and presented new educational opportunities; and our board of directors worked tirelessly to ensure the future of the school.

With their participation, encouragement, and gifts, our community members both near and far showed their determination to preserve our beloved Folk School during the pandemic. More donors than ever contributed to help offset the financial losses caused by suspending our typical programming for 9.5 months of 2020 and we gratefully recognize those Folk School family members in this annual report.


Those who've had the pleasure of interacting with our staff know they embody the school's vision, mission, and values that you see on the adjoining page. In this report, we also recap some of the innovative ways they pivoted from our typical programming model of 850+ classes in 49 programming areas to something different—but still engaging and valuable.

The Folk School has now reopened our more familiar programming, and we are heartened by the quickly filling classes. Words can't fully express how eager we are to see you all again.

About the cover

"Be Safe" says Corona Bear. Folk School student Marcia MacBride made this gentle reminder of care and kindness for our Hearts at Work project honoring frontline workers.

Appreciatively,


Jerry Jackson
Executive Director



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.



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The individuals and organizations listed here contributed to the Folk School in 2020. We appreciate their generous funding which helped us transform lives by bringing people together in a nurturing environment for experiences in learning and community life that spark self-discovery.

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Debra Erskine
John Erwin
Jennifer Fayed
Dianne & Nathaniel Ferriss
Michelle Field &
Keith Ruckstuh
Karen Fink
Auli Fisk
Margaret Flatley
Janice Fleischer
Jean Floyd
Donna & Robert Forsyth
Angela Foster



Practicing guitar playing techniques.
Giving shape to a pair of tongs.



2020 Supporters, continued

Supporters

\$1-\$100, continued

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Meg Franklin
Linda Franzen
Linda Freed
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Donna Garner
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Richard & Susan Gensel
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Marlene Gillen
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Ann & Richard Godfrey
Nancy Godwin
Kimberly & Troy Goergen
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Robert Grand
Thomas Grandfield
Elizabeth Grasseti
Julia Gray
Larry & Myra Green
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Sara Griggers
Gerry Grimm
Ronda Grizzle
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Judson & Sara Guerard
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Lou Hackney
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Deborah Hammond
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Jeff Hanlon
Lesta Sue Hardee
Laura Harris
Blake & Luann Hart
Alexa Hartley
Barbara Harvey
Carol Hassell
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Nelson Haynes
Judy & William Hays
Kim Head

Michelle Heckman
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Janet Johnson
Joan Johnson
Juanita Johnson
Sharon & Steve Johnson
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Patricia Johnston
Barbara Joiner
Hannah Jones
James & Kristine Jones
Meg Jones
Renee Jones
Mary Anne & Thomas Jones
Sue Kann
Elizabeth & Morris Kaplowitz
Jack & Linda Karr
Dawn Keane
Sandra & Thomas Keith
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Mick Kinney & Elise Witt
Edward & Melissa Klein
Tracy Klein

Nancy Kochli
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Philip Krape
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Chuck Laman
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Sherry Maxwell
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Cynthia McComas
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Jane Roark
Don & Yvonne Robbins
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Ronald Rohaus
Debra & Stephen Rolfe
Kathleen Roper
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Jennifer Rosen
Audrey Ross
Molly Rouse
Lucy Rozier
Mary Rutherford



A mentee in the Traditional Craft Mentorship program explores overshot weaving techniques.

Leigh Ryan
Donna Rzewnicki
Robert Saarnio
Anna & John Sabree
John Sands
Margaret & Tim Sanford
Brad Saylor & Laura Sprung
Barbara Schleicher
Mary Pat Schoenberg
Aileen Schulze
Morgan Scott
Ethel Scrivener
Leesa Scudder
Joe & Lin Senger
Mary Senior
Laurie & Mitchell Serber
Lee & Nancy Sexton
Jennie Sharp
Mary Shaw
Anita Shears
Ken & Melody Shipley
Pearl Shirley
Nancy Shobe
Laura & Milton Shoup
Mary Shuler
Diane Silver
Meg Simone

Nancy Sinnott
Debbie Sluss
Esther Smail
Bob & Dottie Smith
Mark Smith
MJ Smith
Theresa Smith
Carol & Jerry Snead
Katharine Snyder
Dan & Pat Stainbrook
Mary Stansfield
Hygie Starr
Dayle Steakley
Jane Steeves
Laura & Robert Stein
Gerry Stephens
Lorna Sterling
Robin Stern
Andrea Stokfisz
Gail Stolz
Miranda Stott
Pearl Hewlett Stutz
Bonnie Sullivan
Claire & Joseph Suminski
Clayton & Kay Swenson
Donald & Nancy Swietek
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Claudia Thomas
Wimberly Thompson
Rosser Tilley
Bonnie & John Tollefson
Kate Townsend
Janette Treuter
Beth & Mark Truesdale
Ruth Truett
Rebecca & Tom Tweedle
Eleanor & Peter Tyler
Dominicus & Luce Van Asten
Margaret Varner
Julie Vecchio
Cassandra Vines
Lisa & Peter Vogler
George & Sarah Vourlojianis
Sheryl Vowell
Merikay Waldvogel
LeAnn Wallace
Douglas & Susan Walling
Helen Walton
Linda Warman
Elizabeth Warne
David & Sherry Warren
Jim & Luann Waters
Janice Werner
Heather Whitcomb

Chandra White
Bev Whitmire
Thomas Whitmire
Julie Williams
James & Rachel Winkles
Jennifer Winn
Mark Winter
Margaret Wise
Cathleen Wist
John Wolf
Helen Wolfson
Rosemary Woodel
Consuelo Woodhead
Jeannine Wright
David & Laura Wright
Jan Wutkowski
Cindy Wyatt
Laura Yates
Toshiye Yokota
Susan Young
Mary Yurcich
Shellt Zacks
Gwen Zanin
Emily Zdan
Jo Ann Zehner
Kim Zimmerman
Anna Zinsmeister

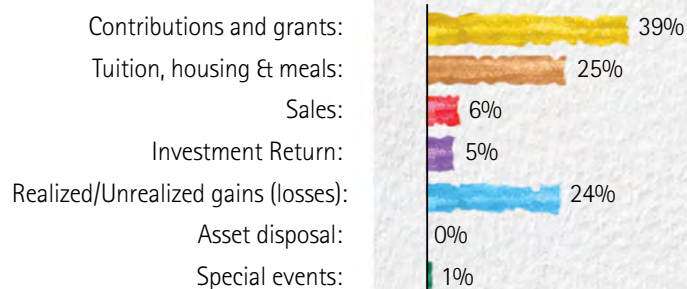


Student's enameled rooster

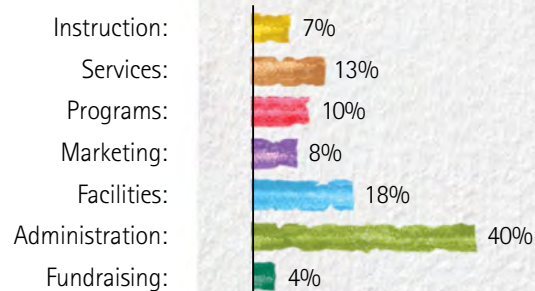
Operating Financial Information

	2020	2019
Operating Income		
Contributions, grants and funds released from restriction	\$1,577,208	\$779,224
Tuition, housing & meals	994,701	5,132,258
Sales*	222,608	768,211
Investment return	196,385	254,155
Realized/Unrealized gains (losses)	970,713	1,490,096
Asset disposal	-	(41,437)
Special events	56,984	187,667
Total Operating Income	\$4,018,599	\$8,570,174
Operating Expenses		
Instruction	\$313,686	\$997,042
Services	578,866	1,448,468
Programs	457,421	553,840
Marketing	356,365	736,684
Facilities	794,096	900,961
Administration	1,757,826	1,684,042
Fundraising	182,947	226,190
Total Operating Expenses	\$4,441,207	\$6,547,227
Change in Net Operating Assets	(\$422,608)	\$2,022,947

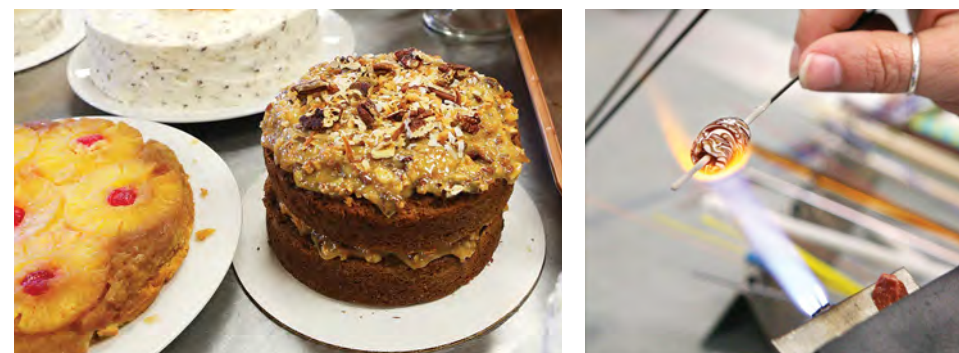
Operating Income Fiscal Year 2020



Operating Expenses Fiscal Year 2020



* Sales include Craft Shop and Class Material Fees.



Filming a Virtual Event in the Weaving Studio. Delicious vintage cakes made by students. Making a glass bead.

Audited Financial Information

Balance Sheet	12/31/2020	12/31/2019
Assets		
Cash and investments	\$14,229,368	\$14,170,800
Property and equipment, net	4,862,127	4,955,855
Other	353,937	365,390
Total Assets	\$19,445,432	\$19,492,045
Liabilities and Net Assets		
Liabilities	\$1,762,711	\$1,386,716
Net assets	17,682,721	18,105,329
Total Liabilities and Net Assets	\$19,445,432	\$19,492,045

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



Photos, clockwise from top far left: Embroidered hearts by Kelli Kirk for Hearts at Work. Woodcarving by Ron Sass for Hearts at Work. Finishing up a white oak basket during the Traditional Craft Mentorship program in basketry. A mentee in woodworking explores traditional chair making. Getting started with Gansey-style knitting. Tom Morley plays for Morningsong on Facebook Live.

2020: The Great Pivot

We started 2020 with the optimism and energy we have for each new year. Happy students taking interesting classes taught by talented instructors. Folks enthusiastically engaging in our cultural programs such as concerts, dances, and festivals. But then, like the rest of the world, in mid-March the Folk School was transformed by the Covid pandemic and had to suspend our typical classes and events for the remainder of the year. We committed then to remain connected to our Folk School family by continuing to offer engaging experiences. So, we pivoted. And you stuck with us.

The first thing we did was launch our Hearts at Work thank-you campaign for the essential workers in Cherokee and Clay counties in North Carolina—home of the Folk School. Hundreds of our students, instructors, and community members from all over the country generously provided over 2,500 handcrafted, diverse styles of hearts in a range of media. Their commonality was their message of love and support for those working to keep our community functioning during the pandemic, including workers at grocery stores, hospitals, restaurants, pharmacies, and other key operations.

By April, we were offering our free, hour-long Appalachian Traditions webinars dedicated to the celebration of traditional Appalachian craft, music, and dance. Instructors in traditional craft shared their personal stories and discussed their creative processes. We explored the historic role of craft in Appalachia, examined its continued relevance today, and learned how practitioners promote their craft and inspire the next generation of traditional makers.

In July, we migrated to Facebook Live our beloved Morningsong that students were used to attending before breakfast in our Community Room, with people tuning in from all over the US to watch our entertaining musician friends in live concerts.

Beginning in August, our local community took part in 17, three-hour outdoor workshops in Gardening, Cooking, Nature Studies, Dyeing, Basketry, Photography, and Broom Making. These six-person, open-air classes provided safe spaces while providing that hands-on, learning experience everyone was craving.

By September, we'd launched two, month-long sessions of Mentorships that connected 18 mid-career Appalachian artists who are actively teaching and professionally pursuing craft or music with master artists in their respective areas of expertise. From September to October, we offered Mentorships in Basketry, Music, Weaving, Blacksmithing, Chair Making, and Fiber Arts.

Last November, the Folk School partnered with online learning platform Lessonface and several of our wonderful instructors to launch in 2021 a series of 30 classes in 10 subject areas including Cooking, Fiber Arts, Glass Beadmaking, Music and Dance, Nature Studies, Painting, Paper Arts, Photography, Storytelling, Woodturning and Writing. Knowing that we weren't going to be able to reopen our typical programming until May 2021, these classes of varied lengths and formats have allowed our students to engage in ways that worked for them.

Thank you to our students, instructors, musicians, donors, and grantors who made the Great Pivot of 2020 a success.

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 2020 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
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Sherry Baldwin
John & Marilyn Ballard
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Mary & William Block
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Annette & Mike Bower
Ed Bowman & Lucia Patrick
Kathleen Brand
Eleanor Brazell
Mary Breinig
Alan & Kathy Bremer
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Florence Canfield
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Steve Clement
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Martha & Walter Coursey
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Jamie Donaldson

Leigh Ann Dye
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Corrine Glesne
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Suzanne Hall
Stanley Harris
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Karin & Ken Kraft
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Barbara & Louis Lanwermyer
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John Rudert
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Edie Sanders
Bertram Schafer
Terry Sheridan
Shuckery & Woods Pretties
Clay Spencer
Ike Stovall
David Stroup
John Taylor
John Turner
Willard Urban
Jack Wheeler
Lyle Wheeler
Michael Ann Williams
Kim Wolfort

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Jess Austin,
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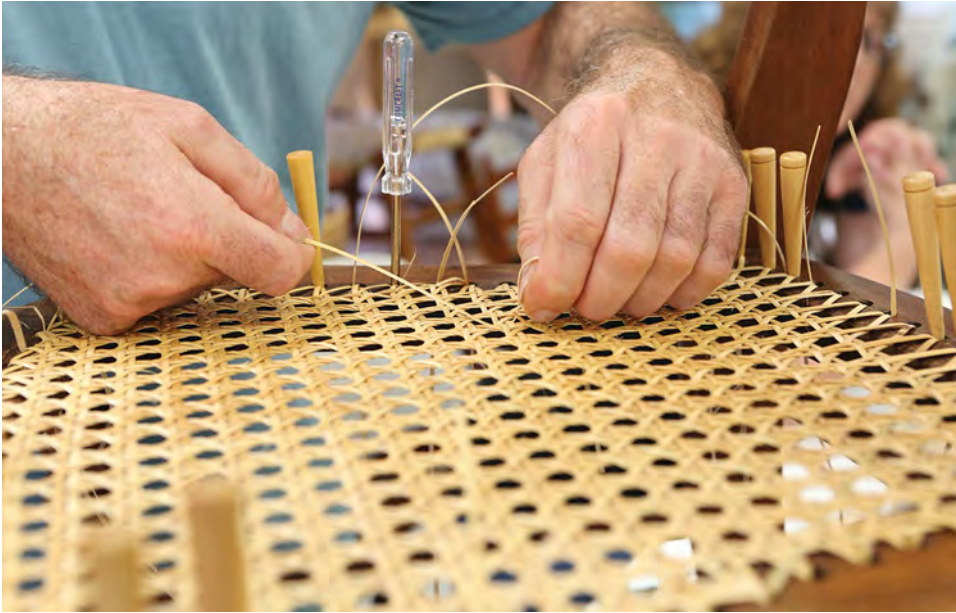
Celia Larson
Laura Ledford
Maritza Maxwell
Forrest Oliphant

Jane Oliver
Tommye Scanlin



Exploring broom making during a workshop for our local community. Turning a bowl. A colorful marbled pattern on paper.





Caning a chair seat

Scholarships Spark Creativity

Each year, the Folk School awards scholarships to those who would otherwise be unable to attend due to financial limitations. These scholarships spark creativity and promote an interest in lifelong learning in a diverse range of recipients by providing partial or full financial support for tuition, housing, and meals. We appreciate the 63 donors who provided over \$90,000 in scholarship funding in 2020. We also remain grateful to Windgate Foundation for their meaningful grant award of \$50,000 over two years for Craft and Visual Arts Scholarships providing about 40 people the opportunity to learn.

There are two ways to provide financial assistance for scholarships:

Endowed Scholarships: Provide perpetual learning opportunities by endowing a scholarship with a minimum balance of \$25,000 (multi-year donations are possible). To endow a scholarship, please contact Kathi Osborne, Development Director, at kathi@folkschool.org or 800-FOLK-SCH, x. 111.

Individual Scholarships: Provide a single scholarship for tuition, housing, and meals with a gift of \$1,350. Share the Folk School experience from the Scholarships option at fundaneed.folkschool.org, where you can designate it for a particular program area such as Clay or Jewelry or choose General Scholarship to allow us to award it to any program area.

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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A monarch butterfly resting in the Herb Garden

Donate Today to Help Keep the Folk School Healthy

Your financial support will help the Folk School recover from the adverse effects of the pandemic. You can donate by credit card or check to our annual fund to help with ongoing operational costs or to a specific need you particularly care about.

DONATE BY CREDIT CARD at fundaneed.folkschool.org or by calling us at 1-800-FOLK-SCH, x. 138.

DONATE BY CHECK using the enclosed envelope and this form.

☐ **ANNUAL FUND:** Unrestricted; use where most needed.

☐ **FUND-A-NEED:** _____
Write in item from fundaneed.folkschool.org list

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____

Email _____

☐ My employer/former employer will match my gift.

Employer name: _____

☐ Please contact me about stock transfers.

☐ Please contact me about estate planning.

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

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 as allowed by law.

AR2020



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