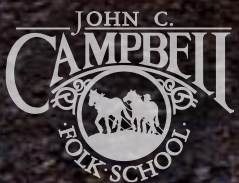




Singing Behind the Plow

2022 ANNUAL REPORT



Since 1925 • Brasstown, NC

2022: "A Growing Circle of Friends"

Dear Friends,

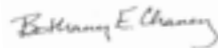
Since 1925 the Folk School has been a place where staff, students and the community move together toward a positive future, pioneering an educational model that would enrich and enliven the area and celebrate self-discovery. The school has changed over decades to meet the challenges of the day and the needs of a new generation, but we remain driven by core values of joy, kindness, non-competitiveness, and stewardship.

In 2022, we offered over 800 classes for people of all skill levels in 46 program areas of craft, music, dance, writing, nature studies, and foodways. Partnerships with organizations such as the Smithsonian Center for Folklife and Cultural Heritage's African American Craft Initiative, Folk Education Association of America, and the Kenan Institute for the Arts at UNC connected us with new audiences resources and ideas. Supporters helped us reach aspiring and emerging artists through scholarships, mentorships, internships, artist residencies, and our work-study and student host programs.

In 2022, we also hosted our first Fall Festival since 2019, welcoming over 10,000 people to celebrate Appalachian culture. Our weekly concerts and dances returned in full force, providing foot-stomping fun multiple times a week. Area school students enthusiastically participated in our Junior Appalachian Musicians program, and kids near and far participated in Little Middle and Intergenerational Week, theme weeks that spark the love of craft at a young age. Neighbors housed some of the visiting Danish Senior Gymnastics Team and helped us decorate Keith House for the holidays (Bob Grove performed A Christmas Carol, of course.) Olive's Porch, our newest venture down the road in Murphy, offered engaging hands-on workshops and partnerships with local neighborhoods and organizations to better serve the needs of our community.

"Only through a growing circle of friends, old and new," Olive Dame Campbell described in a 1933 newsletter, can the Folk School continue to grow and affect the lives of many. When looking back at 2022, it's clear that our circle is growing in exciting ways. We publish this Annual Report in grateful recognition of our generous supporters, to provide an overview of our activities last year, and to share our audited financial performance as a non-profit organization. We look forward to demonstrating substantially improved performance in 2023 as we move beyond the pandemic and towards our 100th year. Thank you for your continued support.

With Sincere
Appreciation,



Bethany E. Chaney
Executive Director



About the cover

Our historic log cabin complete with new roof, thanks to our generous donors.

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-competitiveness

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.



2022 Supporters

The individuals and organizations listed here contributed to the Folk School in 2022. We appreciate their generosity, which is critical to our mission and supports all of our core values.

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

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Forged from steel, the 4 hook rack showcased here is a masterful creation by Derrick Bliss.

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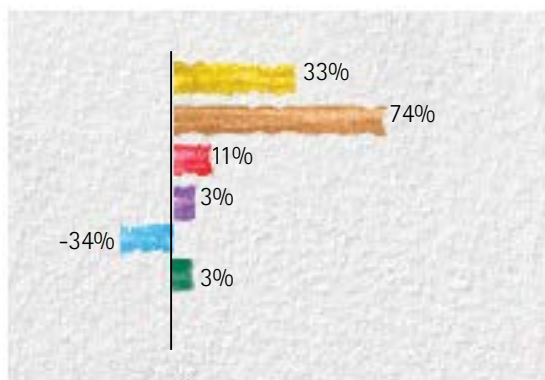
A beautifully carved horse by the Brasstown Carvers.

Operating Financial Information

	2022	2021
Operating Income		
Contributions, grants and funds released from restriction	\$1,944,945	\$1,394,415
Tuition, housing & meals	4,287,400	2,446,753
Sales*	665,060	449,865
Investment return	182,384	224,175
Realized/Unrealized gains (losses)	1,955,855	767,018
Other	177,399	257,324
Total Operating Income	\$5,807,267	\$5,539,550
Operating Expenses		
Instruction	\$1,171,730	\$648,027
Services	1,405,633	861,729
Programs	1,165,567	659,125
Marketing	806,435	650,948
Facilities	931,838	828,854
Administration	2,312,360	1,773,438
Fundraising	272,753	199,451
Total Operating Expenses	\$8,066,316	\$5,621,572
Change in Net Operating Assets	\$(2,259,049)	(\$82,022)

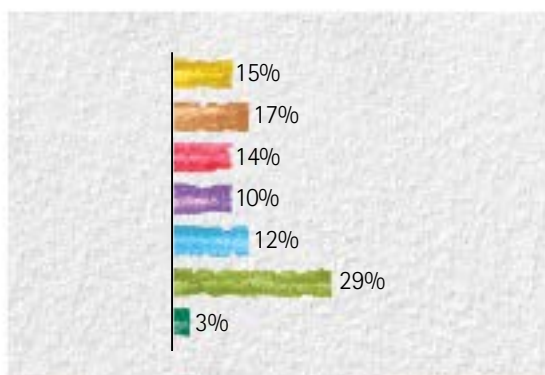
Operating Income Fiscal Year 2022

Contributions and grants:
 Tuition, housing & meals:
 Retail shop sales:
 Investment Return:
 (Unrealized gain/loss):
 Other:



Operating Expenses Fiscal Year 2022

Instruction:
 Services:
 Programs:
 Marketing:
 Facilities:
 Administration:
 Fundraising:



Clockwise from top: Greta, one of our work studies, plants pear trees; Success forging Viking era locks; Instructor Dana Watson working in the weaving studio on Japanese Temari.

Audited Financial Information

Balance Sheet	12/31/2022	12/31/2021
Assets		
Cash and investments	\$12,623,724	\$15,248,266
Property and equipment, net	4,590,562	4,706,597
Other	661,126	533,265
Total Assets	\$17,875,412	\$20,488,128
Liabilities and Net Assets		
Liabilities	\$2,533,762	\$2,887,429
Net assets	15,341,650	17,600,699
Total Liabilities and Net Assets	\$17,875,412	\$20,488,128

* Sales include Craft Shop and Class Material Fees.

A full copy of the audited financial statement is available on request.

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 Mackenzie Harkins: mackenzie@folkschool.org, 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:

Primary Addressee
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Beth Woody
Susan Wynne

2022 Board of Directors

You often hear us say that the Folk School is a place to bring folks together. Well, these are the people who help do that. They work to make sure the Folk School stays true to its mission of providing educational experiences that are joyful and enlivening.

Mary Ackerly	Chris Dockery	Dina Norris	Jack Smoot
Jess Austin	Joanna Haas	Wil Posey	
Eric Cero	Dale Jaeger	Kanute Rarey	
Janet Davis	Maritza Maxwell	Tommye Scanlin	



Clockwise from left: A natural at the forge; Posing for a group photo after a successful wood turning class; A student works during a felting class.



Demonstrating print making during our Fall Festival.

Scholarships Transform Lives

Each year, the Folk School awards donor-funded scholarships to those who would otherwise be unable to attend due to financial limitations. These scholarships are provided to a diverse range of recipients who are welcomed into our nurturing environment. We thank the 47 generous donors who provided \$263,738 in scholarship funding in 2022. 43 students received scholarships providing partial or full financial support for tuition, housing, and meals.

There are two ways to fund scholarships:

Individual Scholarships: Provide a single scholarship for tuition, housing, and meals with a gift of \$1,500. Share the Folk School experience by donating online at fundaneed.folkschool.org, choosing the Scholarships option, where you can specify a particular program area such as Clay or Jewelry or choose General Scholarship to enable us to award it to any program area.

Endowed Scholarships: If you are interested in this option, please contact Mackenzie Harkins, at mackenzie@folkschool.org or 800-FOLK-SCH, x. 111.

The lists in this report 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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