



Annual General Report

September 2021–August 2022





Dear Art School Community,

The Art School of Peterborough has endeavoured another successful year! The Board and the Executive Director have worked collaboratively to ensure a safe, creative and comfortable place for students, instructors, visitors and campers during the concerns of Covid-19.

I had the privilege of becoming Acting Chair in Spring of 2022. When the opportunity arose I knew I had to jump on it. With the support of the other board members and all of our various expertise, together we have grown as a group and collectively are bettering the organization.

In June of 2022, the ASOP worked with an external organization to create and implement our 2022-2024 Strategic Plan. With a thought-out and exciting plan, we continue to reach our objectives and strive to follow the guidelines for the upcoming years. Within the first year of our Strategic Plan we have already begun reviewing and updating our current policy and procedures, underwent board recruitment and are partaking in board training with Gail Moorhouse, Executive Director of Community Features Peterborough.

Within 2022 our committees started meeting more frequently! The Board Recruitment committee successfully brought on two wonderful individuals to the team. The Fundraising committee planned for and executed exciting events including the Holiday Market, First Friday Workshops and work together to plan for the Spring 2023 Virtual Auction. The Marketing team continues to improve the layout and productivity of the Launch Gallery and the Policies and Procedures committee are updating all governance paperwork.

A huge thank you goes to Jenni Johnston, the Executive Director of the ASOP. Without her the school would be nothing. She puts in all of her efforts and creativity to improve programming, accessibility and enrolment.

I am proud of our Board, Executive Director, instructors and staff. Without everyone's support and love for the school none of this would be possible. I look forward to 2023 as we continue growing together and completing all that needs to be done to make the ASOP the best it can be.

Sincerely,
Kristina Jegeris
Acting Chair of Board of Directors

Executive Directors Report

Reflecting – Change –Outreach –Community

2021–22 was a year to reflect and regroup, for The Art School of Peterborough. Covid–19 restrictions lightened though continued to test our adaptability to our “new normal”. We continued to assess our procedures and create new programming to maintain our organization’s wellbeing and to reach the needs of our community. As the Executive Director I strive to ensure the school broadens its reach, adding programming that will benefit all in the future. Our students and customers were once again the driving force behind decisions. While Adaptability was to be key to our success when covid–19 started, we realized this year, that this way of thinking would remain the key to make sure our new programming and ideas could stand the test of time. With this in mind The Board of Directors ensured a strategic plan was developed to ensure our organization had a clear plan for the future.



While our Take–home pottery kits supported our organization over the pandemic for 2020–21, they soon tapered off as restrictions were lifted. Fortunately we were able to utilize these videos and this process with private community groups and parties. The template and plan of our Take–home kits could easily be adapted into large group parties and even school outreach programming. With this effort, we received the Community Investment Grant to help cover the increasing clay prices for our Take home kits and our Community Outreach programming.

We continued our connection with local school outreach program allowing us to now accompany our videos into the classroom and lead the process in person. This connection was fantastic and everyone benefited from an instructor in the classroom. Chemong Public School, Orono, and St. Anne’s were the school that completed several outreach projects. Trent University’s Lady Eaton College, Local Brownies / Sparks organizations along with many other organizations reached out to participate in either in person or online version workshops. We are very grateful for this opportunity and will continue to nurture these partnerships.

We continued to upgrade studios by maintaining our white walls and with adding a new large printing press that was refurbished to enhance our printmaking processes.

Restrictions for our organization changed several different times over this fiscal year. We were able to complete a Fall and Winter 10 week program, with a 6 week Spring Term. March Break and Summer Camps were able to run a full capacity.

While our efforts in Online Take home kits slowed down this summer, our registration for classes have increased. Our efforts to maintain our community connection over the pandemic, has shown a positive increase in registrations. While Covid has changed our lives, it has showed us that we need to take time for ourselves and start to explore or revisit things we have always wanted to try or do. Our self / work ratio has been re–examined, allowing us to revisit and prioritize our creative side and mental health.

“REFLECTION. Looking back so that the view looking forward is even clearer“ Unknown

Programming

The Art School was able to maintain a 10 week Fall and Winter Term with a 6 week Spring Term. March Break and Summer Camps occurred without restrictions and we were able to offer our PA Days, Pottery date nights, Birthday Parties. We chose not to run weekend workshops to maintain a smaller community bubble for our instructors and staff.

In the end of our fiscal year, we have seen 644 students through our 10/6 programs, and 396 students in online pottery workshops, and 123 in Acrylic Pouring Workshop. Totaling 1793 community members reached over this fiscal year, which doesn’t include the birthday parties, private party and local business bookings. With the positive outlook from the past summer, we were able to offer 19 different weeklong camps in 2022. We also offered, for the ninth year in a row, another camp in Ennismore at the Artspace Heritage Centre. These opportunities continue to maintain high registrations. We were able to intrigue 465 creative minds this past summer with all safety protocols in place.

“It’s on the strength of observation and reflection that one finds a way. So we must dig and delve unceasingly.” Claude Monet

Launch Gallery and Shop

We continue to offer a community retail space for our instructors, intermediate students and local artists. While Covid was a challenge for this space and opportunity we were glad to welcome the public back inside along us to continue our efforts to bring local art to the community.

Grants/ Covid Funding

The Art School was grateful to the City of Peterborough for the \$8,250 Community Investment Grant we received and used to offset the cost of clay for the School programming and our outreach programming for Online workshops.

The Art School received a Canada Summer Jobs Grant for \$24,300 and was granted five positions, a Community Arts Coordinator position, an Office Assistant, and four Instructors Assistants.

The Arts Alive grant was provided from EC3/CFGP and we were granted \$6,900 to help with the upgrade of our website and a strategic plan.

Government funding also ended, where Wage (CEWS) and Rent (CERS) Subsidies were previously utilized.

Donations

The Art School of Peterborough continued to receive donations from our community to help aid our expenses throughout this pandemic. We are beyond grateful for their support.

In addition, we received a Large Printing Press, glass donation for our studio, and art supplies. These donations in kind were greatly appreciated and will be utilized in our programming.

Volunteers and Other acknowledgements

The Art School could not function without its volunteers of all ages. There are many volunteers that help us our throughout the year. We would like them to be acknowledged for outstanding contributions to the school. Without their contributions of time and energy that goes far beyond the classroom, our organization couldn’t exist. The dedication and support of extended family members, who often lend a hand is greatly appreciated.





Fundraising

It was unfortunate but major fundraising did not happen this year. As the year went on our opportunities were limited to us due to the ongoing health concerns for large events.

We will do our best to bring fundraising back to the next upcoming fiscal year. Fundraising takes a lot of time and energy behind the scenes and we would like to thank everyone who was a part of this process in the past.



The Art School of Peterborough



| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|--------------------|------|------|------|------|------|------|------|------|
| Fall | 192 | 224 | 221 | 254 | 249 | 192 | 234 | |
| Winter | 168 | 234 | 228 | 246 | 259 | 208 | 166 | 210 |
| Spring | 108 | 149 | 140 | 192 | 179 | 0 | 0 | 200 |
| March Break | 42 | 50 | 50 | 58 | 48 | 0 | 0 | 36 |
| Summer Camps | 363 | 405 | 429 | 499 | 476 | 214 | 304 | 465 |
| PA Days | 92 | 100 | 135 | 138 | 128 | 245 | 0 | 72 |
| Workshops | 44 | 240 | 220 | 197 | 409 | 514 | 0 | 0 |
| Birthday Parties | 18 | 20 | 24 | 28 | 31 | 20 | 3 | 25 |
| Pottery Date Night | | | 73 | 88 | 102 | 81 | 33 | 70 |
| Online Workshops | | | | | | 452 | 1447 | 396 |



Our Teachers, Staff and Board Members

The Art School has a supportive group of teachers, staff and an excellent group of Board Members. I am honoured to work with all of them. Each teacher brings their own interests to the school, offering unique perspectives for our students. They are the school's most valuable assets. Our Board Members help guide us through everything that we do and their knowledge and wisdom is greatly appreciated.

Teachers 2021–22

| | | |
|--------------------|----------------------------|------------------------|
| Alex Bierk | John Climenhage | Shelia Wright |
| Cara Jordan | Karen Hjort-Jensen | Susan Donald |
| Cydnee Hosker | Kristin Drummond | Susan Taylor Stevenson |
| Daniel Wright | Linda Warren | Victoria Wallace |
| David Baker | Lisa Martini-Dunk | |
| Elizabeth Charchuk | Miguel Hernandez Autorino | |
| Gwyneth Fischer | Nuin-tara Wilson | |
| Holly McGillis | Olivia Smith | |
| Jane Hall | Sandy MacFarlane | |
| Jenni Johnston | Sara Washbush | |
| Jillian Marshall | Sebastian Urquhart-Beligan | |

Office: Raine Knudsen
 Summer Camp Coordinator: Maria Strutzenberger
 Instructors Assistant: Natalie Cummings, Areebah Ahmed, Zoey Godin-Lussier, Isobel MacKenzie
 Administrative Assistant: Aurora Jamieson
 Co-op Students: Ashley King, Zoey Godin-Lussier

The Art School of Peterborough is a small community made up of all kinds of artistic talents. When you have a community such as this you become not just fellow artists but friends and family. We were grateful to host a Celebration of Life for Sharon Taylor along with showcasing her work "For the love of Watercolour" June 4th, 2022.

Respectfully submitted,

Jenni Johnston
 Executive Director

"If you always do what you've always done, you'll always be where you've always been." T.D. Jakes



2021/2022 Secretary's AGM Report

In 2021–2022, the Board of Directors met twelve times. Executive Director Jenni Johnston was present. The Board, with Jen Harrington, came up with a strategic plan. Meetings were held virtually via Webex and in person when it was safe to do so.

2021–2022 Board of Directors consisted of:
Christine Baayen – Chair (member since January 12, 2016)/
Kristina Jegeris (Member since March 29, 2021)

Kim Staples – Treasurer (member since October 26, 2020)/
Derek Girard (Member since October 26, 2020)

Derek Girard – Secretary (Member since October 26, 2020)/
Lisa Martini–Dunk (Member since November 11, 2013)

Members–at–Large:

José Miguel Hernández Autorino (member since Oct 25, 2016)
Dan Duran (Member since March 20, 2013)
Marcia Watt (Member since May 6, 2015)
Megan Gamble (member since January 31, 2019)
Karen Caddigan (Member since October 26, 2020)

Resignations:

Christine Baayen – Chair (member since January 12, 2016)/ resignation, May 2022
Karen Caddigan (Member since October 26, 2020)/ resignation, May 2022
Kim Staples – (Member since October 26, 2020)/resignation, May 2022

At the AGM on February 23, 2023, we propose that the Board consist of the following members:

Chair: Kristina Jegeris

Vice Chair: José Miguel Hernández Autorino

Secretary: Lisa Martini–Dunk

Treasurer: Derek Girard

Members at large: Dan Duran, Marcia Watt, Megan Gamble, Dawn Pond, Christine Freeman–Roth

Thank you to our Executive Director Jenni Johnston, instructors, staff, and all Board members for their dedication and hard work during this year's many changes as we calibrated our compass.

Respectfully submitted,

Lisa Martini–Dunk
Acting Secretary



Treasurer’s Report

A professional and thorough investigation into finalizing the year–end financial statements for our AGM was completed by our accountant, Pat Hickey. Our Annual Report includes a copy of the Financial Statements. If anyone is concerned or if you want any further information, please contact me and I will be happy to discuss your concerns.

Highlights of the year end statement:

- Overall, we had a Deficit of Revenue over Expenses of –\$29,656.00 for 2021–22.
- Despite a deficit, our revenue was significantly higher than last year and without any covid relief grants we can see a better picture of our current financial stability. There was a lot of development this past year, including website development, program development and development for the Board of Directors
- Net Revenue was \$399,335.00 up from last year’s \$280,966.00 which is a gain of \$118,359.00 (or roughly 42% increase)
- Instruction expenses and wages increase to \$199,304.00 from \$147,300.00 which is a difference of \$52,004.00 (or 35% increase)
- Fundraising was down just slightly from last year. It decreased to \$6,335.00 from \$6,507.00 which is a difference of \$172.00 (or 3% decrease)
- Grants were up: \$35,682.00 compared to \$30,850 in 2020–21 (difference of \$4,832.00 or 16% increase)
- “Other Revenue” was up from last year. \$17,041.00 from \$9,880.00 (difference of \$7161.00 or 72% increase) (Other revenue includes store sales, clay sales, art supplies, advertising partner revenue, revenue from murals and studio rental).

Explanation of Financial:

- We focused on delivering in person programs this year after our mostly online workshops throughout the pandemic.
- Decisions were made on a day–to–day basis for the financial security of our organization.
- Fundraising was once again drastically affected with the loss of our Annual Art Auction and Art–a–thon.
- We had a big focus on our website this year and spent \$12,000.00 in development and marketing which we did not spend any money on the previous year.
- We did not have any covid relief grants as opposed to last year’s \$123,705.00, but we also have not had to pay back the \$30,000.00 interest free CEBA loan.

Going forward:

- We will be reintroducing fundraising activities and are looking to adapt and innovate in these post pandemic and challenging economic times.
- We will continue to search out new and interesting ways to increase our community programming both in person and through online workshops.
- We will continue to seek out new and exciting opportunities for our students, offering new programming and instructors.
- We will use these financial results from 2021–2022 to help guide and provide focus for the overall aspects of our organization going forward.

Respectfully submitted,
Derek Girard
Acting Treasurer

**THE ART SCHOOL OF PETERBOROUGH
BALANCE SHEET**

AS AT AUGUST 31, 2022

ASSETS

| | <u>2022</u> | <u>2021</u> |
|---|--------------------------|--------------------------|
| Current Assets | | |
| Bank and cash | \$ 210,227 | \$ 173,315 |
| Accounts receivable | 42,885 | 104,731 |
| Prepaid expenses | <u>3,824</u> | <u>3,450</u> |
| | <u>256,936</u> | <u>281,496</u> |
| Investments - held for trading, recorded at fair value | <u>46,726</u> | <u>54,001</u> |
| Property, Plant and Equipment - at cost | | |
| Equipment | 59,154 | 53,565 |
| Leaseholds | <u>7,279</u> | <u>7,279</u> |
| | 66,433 | 60,844 |
| Accumulated amortization | <u>43,437</u> | <u>37,814</u> |
| | <u>22,996</u> | <u>23,030</u> |
| | <u>\$ 326,658</u> | <u>\$ 358,527</u> |

LIABILITIES AND NET ASSETS

| | | |
|---|--------------------------|--------------------------|
| Current Liabilities | | |
| Accounts payable and accrued liabilities | \$ 28,408 | \$ 40,198 |
| Unearned revenue | 63,493 | 53,916 |
| CEBA loan payable - non-interest bearing | <u>30,000</u> | <u>30,000</u> |
| | 121,901 | 124,114 |
| Net Assets | | |
| Unrestricted excess of revenues over expenses | <u>204,757</u> | <u>234,413</u> |
| | <u>\$ 326,658</u> | <u>\$ 358,527</u> |

**THE ART SCHOOL OF PETERBOROUGH
STATEMENT OF OPERATIONS AND NET ASSETS
FOR THE YEAR ENDED AUGUST 31, 2022**

| | <u>2022</u> | <u>2021</u> |
|--|-------------------|-------------------|
| Revenues | | |
| Tuition and fees | \$ 329,472 | \$ 223,935 |
| Donations | 1,871 | 4,065 |
| Donations-in-kind | - | 1,195 |
| Fundraising | 6,335 | 6,507 |
| Grants | 35,682 | 30,850 |
| Memberships | 8,934 | 4,534 |
| Other revenue | 17,041 | 9,880 |
| | <u>399,335</u> | <u>280,966</u> |
| Instruction Expenses | | |
| Instructor fees | 155,918 | 111,094 |
| Art supplies and course materials | 27,137 | 19,696 |
| Pottery supplies | 16,249 | 16,510 |
| | <u>199,304</u> | <u>147,300</u> |
| Operating Expenses | | |
| Administration wages | 115,910 | 97,194 |
| Advertising and promotion | 6,575 | 5,343 |
| Amortization | 5,623 | 4,664 |
| Fundraising | 883 | 2,043 |
| Non refundable HST | 3,378 | 3,010 |
| Items purchased for resale | 2,999 | 2,222 |
| Insurance | 3,127 | 2,807 |
| Interest, bank charges and merchant fees | 9,758 | 6,534 |
| Marketing and website development | 12,000 | - |
| Office and miscellaneous | 9,631 | 10,855 |
| Professional fees | 4,118 | 4,000 |
| Rent | 30,975 | 26,650 |
| Repairs and maintenance | 5,429 | 1,098 |
| Telephone | 1,150 | 1,150 |
| Utilities | 9,631 | 8,554 |
| Travel | 600 | 662 |
| Volunteer expense and hospitality | 632 | 725 |
| | <u>222,419</u> | <u>177,511</u> |
| Excess of Revenues Over Expenses Before The Undernoted | (22,388) | (43,845) |
| Government Grants - Covid relief | - | 123,705 |
| Investment income (loss) - net of investment fees | (7,268) | 6,419 |
| | <u>(29,656)</u> | <u>86,279</u> |
| Excess of Revenues Over Expenses (Expenses Over Revenues) | (29,656) | 86,279 |
| Net Assets - beginning of year | 234,413 | 148,134 |
| | <u>234,413</u> | <u>148,134</u> |
| Net Assets - end of year | \$ 204,757 | \$ 234,413 |
| | <u>\$ 204,757</u> | <u>\$ 234,413</u> |

Proud to create.



The Art School of Peterborough is dedicated to facilitating and encouraging the growth of creativity and skills in visual art forms for everyone.



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