LEAF COMMUNITY ARTS
FESTIVAL | SCHOOLS & STREETS | INTERNATIONAL | LOCAL EVENTS | DOWNTOWN AVL

LEAF ANNUAL REPORT 2014

BOARD MEMBERS
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LEAF CENTRAL STAFF
Executive Director – Jennifer Pickering
LEAF Schools & Streets Director – Jocelyn Reese
Development Director – Adam Bowers
Performing Arts Director – Ehren Cruz
Community Arts Coordinator – Schree Chavdarov
Chief Financial Officer – Leigh Maher
CFO Assistant – Elena Chu
Customer Service – Ford Willis
LEAF International Coordinator – Georgia Beasley
Communications Coordinator – Truth Wingfield
Vendor Director – Truth Wingfield
Volunteer Director – Tory Lindsay
Easel Rider Coordinator – Samantha Spears
Sponsorship Director – Stacy Alonzo
Healing Arts Director – Jess Toan

GRANTS RECEIVED ($58,584)
Asheville Area Arts Council $2,400
Black Mountain Swannanoa-Valley Endowment Fund $3,700
Dan Lucas Memorial Foundation $25,000
National Endowment for the Arts $10,000
North Carolina Arts Council $7,000
South Arts $3,828
The Beattie Foundation $3,000
Grassroots Arts Program Grant $3,656

theLEAF.org  828.68.MUSIC [686.6742]
LEAF SCHOOLS & STREETS FEATURE: LEAF ARTS & PARKS CAMP

In partnership with Asheville Parks & Recreation Department, LEAF Schools & Streets held a week-long LEAF Camp at Wesley Grant Community Center. 60 youth in grades 1-5 participated in drumming, dance or circus arts residencies led by LEAF team of Teaching Artists and Parks & Recreation staff. All the youth created wands and streamers to display as they closed out camp with a special LEAF Parade Finale!

LEAF SCHOOLS & STREETS HIGHLIGHTS:

• LEAF hired Schree Chavdarov as the Community Arts Coordinator, a new full-time position designed to support and document LEAF Schools & Streets and the Easel Rider.
• LEAF Schools & Streets hosts their first LEAF Camp in partnership with Asheville Parks & Recreation at Wesley Grant Community Center.
• LEAF received their first Art in the Park Grant to provide 10 Easel Rider programs in downtown Asheville’s Pritchard Park.
• LEAF is awarded the South Arts Regional Touring Grant to fund a 3-day residency and performances with Middle Grounds.
• LEAF Schools & Streets is awarded the Black Mountain Swannanoa Valley Endowment Fund grant to support Jonathan Santos teaching at Owen Middle School, and a 5-day residency with Las Cafeteras at Owen High School.
• LEAF hosts the 2nd annual EMerge: Electronic Music Experience in the form of a week-long immersion at Burton Street Community Center, Asheville High School, New Mountain, & Echo Mountain Recording Studio.

HOW WE MEASURE SUCCESS: DEVELOPMENTAL ASSETS

LEAF Schools & Streets' program goals, curriculum, teacher & student evaluations are aligned with the Developmental Assets Profile, developed by the Search Institute. The Search Institute has identified 40 assets which comprise a set of skills, experiences, relationships, and behaviors that enable young people to develop into successful and contributing adults. Building these assets prepare youth for success in some type of college or education, a career, and citizenship.

LEAF SCHOOLS & STREETS REPORT CARD

According to 2014 student surveys reflecting on year-round programs and performances at LEAF Festival...

97% of students believe that their LEAF in Schools & Streets teacher gave them the chance to try something new (supporting Creative Activities and providing Adult Role Models for youth).
91% of students who reported learning about other cultures reported that they learned "a little" to "a lot" while participating in a LEAF Schools & Streets program (increasing Cultural Competence in youth).

According to classroom teacher survey data, 91% of teachers reporting about the overall LEAF Schools & Streets experience for their students felt that it was highly beneficial (supports Community Values Youth asset).
Empowering youth globally through musical traditions to create self-esteem, skills, connection, and community. Connecting youth to their local cultural traditions with local teaching artists, local instruments and costumes.

LEAF INTERNATIONAL FEATURE: HAITI CULTURAL EXCHANGE
In May 2014, 12 young artists from LEAF International Haiti traveled to the United States to participate as Performing Artists at the 38th LEAF festival. These students are extraordinary and dedicated to learning traditional Haitian drumming and dance. For most of the group, it was their first time journeying out of their beloved home country of Haiti. The group spent many months preparing for their performances at LEAF; drumming, dancing, and working on costumes. This special journey also impacted the lives of many LEAFers; festival-goers, staff, volunteers and other members of the LEAF family. This cultural exchange showed the true importance of connecting cultures and creating community. Music and art have the power to transcend boundaries and language barriers!

LEAF INTERNATIONAL HIGHLIGHTS
• LEAF International Haiti & Project Haiti came to LEAF for a 10-day Cultural Exchange
• Rising Appalachia visited LI Costa Rica Bribri as LEAF International Ambassadors for Song Exchange
• LEAF International Kenya launched in partnership with TWAAYF [supported by Ben Gradison Funds]
• LEAF International Costa Rica expands programming and connects LEAF International Latin American programs with an additional $25,000 of support from the Dan Luca Memorial Fund.

LEAF INTERNATIONAL REPORT CARD
According to 2014 student surveys...
100% of youth are learning their musical traditions, increasing cultural competence of their own traditions and increasing their involvement in creative activities
97% of youth reported that learning music through their LI program is increasing their self-esteem!
100% reported that they are learning NEW musical skills.
95% believe that they are learning new life skills through their LI program
99% believe that their LI Program is having a good impact on their life!
74% reported that their LI program was their first opportunity to take music lessons
95% reported that their LI program was their first opportunity to learn their musical traditions
**Profit & Loss (Jan-Dec 2014)**

**Ordinary Income/Expense**

**Income**
- Donations & Contributions: 195,018.13
- LSS Residency Fees: 29,317.00
- Event Revenues: 1,362,319.37
- Sponsorships: 253,850.00
- Reimbursed Expenses: 308.79

**Total Income**: 1,840,813.29

**Cost of Goods Sold**
- Concessions: 66,236.99
- Merchandise: 25,387.95

**Total COGS**: 91,624.94

**Gross Profit**: 1,749,188.35

**Expense**
- General Expenses: 435,889.94
- Fundraising Expenses: 30,664.75
- LEAF Schools & Streets: 111,643.85
- LEAF International: 48,437.37
- LEAF Events: 1,100,317.35

**Total Expense**: 1,726,953.26

**Net Ordinary Income**: 22,235.09

**Other Income/Expense**

**Other Income**
- Capital Gains/Losses: 4,000.44
- Interest Income: 1,701.37

**Total Other Income**: 5,701.81

**Other Expense**
- Interest Expense: 51.69
- Bad Debt: 451.99

**Total Other Expense**: 503.68

**Net Other Expense**: 5,198.13

**Net Income**: 27,433.22

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**Summary Balance (Dec 31, 2014)**

**ASSETS**

**Current Assets**
- Checking/Savings: 207,078.28
- Accounts Receivable: 9,440.00

**Total Current Assets**: 216,518.28

**Fixed Assets**: 77,108.82

**Other Assets**: 142,217.94

**TOTAL ASSETS**: 435,845.04

**LIABILITIES & EQUITY**

**Liabilities**
- Current Liabilities
  - Accounts Payable: (98.00)
  - Credit Cards: 5,565.39
  - Other Current Liabilities: 309.37

**Total Current Liabilities**: 5,776.76

**Total Liabilities**: 5,776.76

**Equity**: 430,068.28

**TOTAL LIABILITIES & EQUITY**: 435,845.04
LEAF SPONSORS

LEAF MEMBERS

Staff/Volunteers: Individual:
Meredith Anders
Mitzi Aoyagi
Karen Vickers
Lisa Arenault
Anne Asplin
Brian Asplin
Donna Berard
Doug Blanney
Sue Bendgard
Isa Boyd
Steve Breckenridge
Cleaster Cotton
Emily Goins
Brandon Greenspoon
John Griffith
Sherry Griffith
Remy Grifl
AL Halley
Herri Hampton-Pyle
Moni Hergott
Pat Henke
Steven Hobbs
Petie Hutcheson
Katherine Kent
Darlene Kucken
Gloriana Lopez
Jim Mattison
Daniel Mayer
Paul McGuire
Sharon McGuire
Patricia Gal Noland
Nick Pearl
Dean Pistor
Jason Putnam
Lynn Rapp
Victoria Reiser
Denise Rullmoss
Robert Rummel
Becky Sgarlott Silvis
Merideth Sims
David Singos
David Singossp
Crystal Smith-Grover
Tammie Smith
Samuel W. Stevenson
Frances Tacy
Gloria Tener
Walker Spruell
Julia Whitney
Stefanie Wilkins
Kath Wilkin
Truth Wimpehfield
Brett Zimmerman

John Adams
Carol Baney
Susan Bell
Rebecca Bernstein
Don Beekelheide
John Bouda
Brady Burgess
Kathryn Carmey
Adam Castes
Shannon Covert
Carol Craig
Lauri Cuzzao
Elizabeth Daicy
Dawn Davis
Helene Davison
Susan DiBois
Joan Dunn
Hilma Carlson
Denise Elmore
Jenny Ferguson
Charles Garratt
Jody [Yassou] Gothard
Heather Grados
Amber Guifoiugile
Lyndon Harris
Gretchen Hen
Clare Irwin
Karl [Ermst] Hinterkopp
Jamie Houchell
Richard House
Andrew Hughes
Virginia [Lor] Jenkins
Marissa Jones
Paula Joyn
Eric Karasik
Ashley Kelley
Jonathan King
Alston Kirk
Richard Hort
Darlene Kucken
Carol Lawrence
Michelle Lawson
Paula Levin-Arclo
Susan Lewis
Helen Lige
Ken Limerick
Debbie Mann
Kathy Martin
Jahiun Martin
Edie Mcpolin
Stephanie Milani
Virginia Moreland

Stephen Motley
Michele Mowery
Nance Murphy
David Neisman
Rebecca Patch
Lolly Peacock
Roberta Penn
Patricia Peralto
Ursula Leitner
Kenneth嘴
Amy Pragnozzi
Renee Rafalini
Zachary Raskin
Luke Refberg
Marlene Rickev
Dave Schell
Jodi Schwab
Hans Stider
Darla Sublette
Laura Torres
Alan Venable
Catherine Walker
Julie & Carl Whipple
Anne Whittemberger
Lori Wollenberg
Sarah Wright

Family:
David & Heather Abernathy
Math Alfa
Wayne & Pam Alfa
Jorge Allfar
Derek Allen
Wendy Hanssen Allen
David Baker
Eric Beck
Ira (Chop) & Susie Bell
Judith Berger
Gregory & Rebecca Bottorf
David Brown
Heather Cassidy
Salvatore Clarizio
I lis Cohen
Margaret Coleman-Saunders
Ashley Cooper
John Day
David Defalit
Greg Johnson
Elna Dickinson
Elizabeth Dierrf
Mike Dowd
Christina Drew

Amy & Nader Kavar
Cindy & Blake Esselstyn
Sara M Evans
Rachel Fagan
Darcy Fagan
Sean Fairbridge
Deborah Fleming
Linda Flynn
Leda Feymann
Peter Gehe
Brent & Laura Gillett
David Gray
Caitlin Hargrave
Lisa & Gary Hall
Tana Hall
Brian Herdon
Charles Hawkins
Olive B Hayes
Eric Heller
Dana Holmes
Andrew Holtz
Shannon Hunt
Christina Jacob
Linnea Keen
Kim Heifroid
Jennifer Hulck
Beth and Lane Lastinger
Emily Lawrence
Suzy Lawrence
John Lindsey
Stephen Maddox
Mark Margiropulos
Steven Marx
Kim Matagb
Mano Minado
Staci Moread
Barak Mowery
Philip Pollack
John Nicholson
Joe Norton
John Padilla
Christopher Patterson
Eleanor Perkins
Rachel Perry
Mary Phillips
Katharine Pittenger
Samantha Read-Smith
Evan Richardson
Gail Richmond
William Rate
Kathy Saunders
Pete Sawyer

James Schall
Kevin Schoonover
John Sease
Brian Silver
Sandrine Simons
Richard C Smith
J B Smith
Kristen Stevens
Ann Stewart
Landon Ortiz
Hope Sutton
Christian Tetsch
Cliff Hitchcock
Maria Thompson
Reggie Tidwell
Chen Torres
Michael Unavace
Enrico Uta
Debbie & Mike Vance
Alia X von Crumon
Fallon Little Mone Webb
Alvin Weinstein
Jo Weer
Wilton Sims
John Winger
Amy Saltmacher Wilcott
Beth Woodson

Supporter:
Heidi Auoyck
Erica Bell
Emily Carletan
Bill Feste
Nancy Duncan
James Fisher
Ray Gans
Jonathan Halas
Gay Reilly
Linda White
Anna Ross
Michael Shelton
John Stallings
Brende Swearingen
Greg Swinton
Phoebe Taylor
Jennifer Wattle
Michael White
Curtis Williams
Bian Willis
Melanie Willis

Benefactor:
Pamela Allen
Gary Broome
Ashley Creeck
Christine Gilleredito
Larry Gollon
Hedy Fischer
Vincent Floriani
Ely & Glen Wells &
Louisa

LEAF AMBASSADORS:
Irma & Arthur Miller Family Foundation
Heather Gradson
Will Mitchell
Jennifer & Holt Moore
John Scharr

Patron:
Daniel Anthony
Andrew Baxter &
Susie Gower
Jennifer Beasley
Frank & Gloria
Ana Berenson
Milt Blich
Jim Bird
Dan & Alexandra Clayton
Michael A Compton
Scott Davidson
Alice Dawson
Bob & Carol Deutsch
Nagi & Dalal Al Faris

LEAF Membership program connect create celebrate