

# LEAF COMMUNITY ARTS

FESTIVAL | SCHOOLS & STREETS | INTERNATIONAL | LOCAL EVENTS | DOWNTOWN AVL

## LEAF ANNUAL REPORT 2014



### 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

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**theLEAF.org**  
828.68.MUSIC (686.8742)

### 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  
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Sponsorship Director – Stacy Alonzo  
Healing Arts Director – Jess Toan

# LEAF SCHOOLS & STREETS

An arts education program matching artists with youth in schools and communities for hands-on workshops, residencies, interactive performances and mentoring that includes opportunities for youth to perform with the artists at LEAF Festival, and beyond.

## 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 EMERgence: 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



- 71 Arts Education Programs
- More than 9700 youth served
- 765 Youth Performed at LEAF Festival
- 52 Teaching Artists employed
- Programs in 24 schools
- Programs in 19 After School Programs and Community Centers

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).

# LEAF INTERNATIONAL

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

# LEAF FINANCES

## 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
<b>Total Income</b>	<b>1,840,813.29</b>
Cost of Goods Sold	
Concessions	66,236.99
Merchandise	25,387.95
<b>Total COGS</b>	<b>91,624.94</b>
<b>Gross Profit</b>	<b>1,749,188.35</b>
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
<b>Total Expense</b>	<b>1,726,953.26</b>
<b>Net Ordinary Income</b>	<b>22,235.09</b>
Other Income/Expense	
Other Income	
Capital Gains/Losses	4,000.44
Interest Income	1,701.37
<b>Total Other Income</b>	<b>5,701.81</b>
Other Expense	
Interest Expense	51.69
Bad Debt	451.99
<b>Total Other Expense</b>	<b>503.68</b>
<b>Net Other Expense</b>	<b>5,198.13</b>
<b>Net Income</b>	<b>27,433.22</b>

## Summary Balance (Dec 31, 2014)

ASSETS	
Current Assets	
Checking/Savings	207,078.28
Accounts Receivable	9,440.00
<b>Total Current Assets</b>	<b>216,518.28</b>
Fixed Assets	77,108.82
Other Assets	142,217.94
<b>TOTAL ASSETS</b>	<b>435,845.04</b>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	(98.00)
Credit Cards	5,565.39
Other Current Liabilities	309.37
<b>Total Current Liabilities</b>	<b>5,776.76</b>
<b>Total Liabilities</b>	<b>5,776.76</b>
Equity	430,068.28
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>435,845.04</b>



# LEAF COMMUNITY SUPPORT

## LEAF SPONSORS

**French Broad Food Co-op, WNC Magazine, 880 The Revolution, Prestige Subaru, New Belgium Brewing, Skyland Distributing, Harmony Motors, Highland Brewing Company, Dewees Island Realty, Asheville Music Guide, Greenlife Grocery, HomeGrown, Nertworks, 98.1 The River, Pisgah Brewing Company, Blue Ridge Outdoors, WNCW, Utne Reader, Sundance Power Systems, Lichty Guitars, Moms Clean Air Force, Asheville Scene, U.S. National Whitewater Center, Bellyak, Barley's Taproom, Echo Mountain Recording, Regionize/My Newsletter Builder, Izzy's Coffee Den, Dobra Tea, Integrative Family Medicine of Asheville, Burt's Bees, Roots & Fruits Market, Welcome to Mars, Holiday Inn Biltmore East, Asheville Music Hall, WCQS, Raw Revolution, Dynamite Roasting Company, Appalachian Realty, Gardens of Health Chiropractic, Katuah Market, What's Next? Concepts.**

## LEAF MEMBERS

### Staff/Volunteers: Individual:

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Karen Vickers  
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Anne Asplin  
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