What is a day like in the life of LEAF? There is a weaving of cultural arts education programs for youth happening across our local and global communities, logistics and event planning, global engagement, donor and member connections, exploring funding resources, taking good care of LEAF teaching artists, collaborating with partners, designing marketing pieces, booking future performing artists, reflection, taking care of festival goers and vendors, keeping the 2020 vision for the future guiding steps forward, and lots of LEAF Love!

As I visualize a typical day a few scenes come to life that remind me of why we do what we do: Arusha One Mic teens wait eagerly at the studio door with their new songs in hand they plan to record, Cristina and her younger sister arrive at El Tejar and quickly pick up their mandolin and guitar and start practicing while their friends join, Easel Rider Art Mobile is on the move to Shiloh and today the kids will learn the traditions of talking sticks and make ones to take home, Nex is teaching his One Mic students at Burton St. how to mix their beats, Karen practices her jazz notes with Mr. Gary, and 68 kids are at the LEAF house in Kigali eagerly soaking up the Rwandan dances. Cultural arts & music are alive in the neighborhoods!

As we take a look back to 2016, I am fill with an abundance of gratitude for a year that changed the future of LEAF! The LEAF Love Endowment Fund journey to reach the $1 million goal was a guiding action of the year. It changed my life, LEAF, and the future of LEAF programs. Over the year, myself along with board and staff spent sweet time one on one with many longtime LEAFers. They shared their LEAF traditions, stories and why LEAF & the mission is important to them and their passions. I was overwhelmed by the generosity, kindness, and connection as well as hearing the impact LEAF had in people’s lives and families.

During LEAF Festival in October, the $1 million pledge goal was reached by pledges from 96 generous donors with the final gift being from LEAF Member Charles Gwinn who asked years ago, “Does LEAF have an endowment fund?”. The full circle was very LEAFy!
LEAF 2016 HIGHLIGHTS

Member Quote: “The place where my soul goes to find comfort and renewal. That “place” is far more than the festival, but the family and the mission that is LEAF.”

LEAF Members are the Heart and Soul of Our Community. By supporting LEAF’s arts education programs, members are a part of a global movement promoting arts education, culture, and connectivity. 100% of MembershipDues support our programs, locally and globally.

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LEAF successfully completes the LEAF Live Fund Campaign, a capital campaign to build a $1 million Endowment Fund.

LEAF Festival acknowledges the widespread Cuban influence on music and arts with a grant from the National Endowment for the Arts. Featured musicians included Juan de Marcos & the Afro-Cuban All-Stars, Danay Suarez, and many others at the Afro-Cuban All-Stars, Danay Suarez, and many others at the 42nd LEAF Festival!

LEAF launches ‘LEAF Radio’, a community radio program as a part of the WPVM 103.7 FM station’s collection of voices.

LEAF Deaver View Dance Crew was invited to perform at the halftime show for the 2016 SacSoCon (Southern Basketball Conference) College Championships at US Cellular Center.

LEAF’s Burton Street ONEnic Studio expands adding three new programs (in addition to its hip hop culture; DJing and graffiti art) bringing West African Drumming, Singer-Songwriting Sessions and Hip Hop Dance into the Burton Street community.

LEAF Southside Drummers & LEAF Delta House Jazz Band journey to the epic HBCU’s (Historically Black Colleges and Universities) Battle of the Bands in Atlanta, GA.

LEAF Djembese, a group of West African drummers and dancers led by djembefe Adama Dembele, launches at Christine W. Avery Learning Center.

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Your top program highlights from 2016:

- Universities Battle of the Bands held in HBCU’s (Historically Black Colleges and Universities) Battle of the Bands held in HBCU’s (Historically Black Colleges and Universities).
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Benevolence


Community

- Charles Gwin, LEAF Member and LEAF Endowment Fundraiser

Benefactor


Cultural Ambassador

- Pedrito Martinez, Tizer and many others at the Afro-Cuban All-Stars, Danay Suarez, and many others at the Afro-Cuban All-Stars.
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Late in January 2016, LEAF Southside Drummers, LEAF Delta House Jazz Band, their Teaching Artists (Gary, Imhotep, Katie & Logan), Community Coordinators, and parents hit the road to Atlanta for the 14th Annual Honda Battle of the Bands. The LEAF crew of 40 were mesmerized with this inspirational journey to appreciate and celebrate this powerhouse musical tradition of the country’s top marching bands from Historically Black Colleges and Universities (HBCUs). The “battle” featured bold stunning musical performances, choreography, and finale’ drumline. Hardly anyone could believe it when Ludacris and Musiq Soulchild performed as surprise guests. The powerful journey was supported by many from the LEAF family, including a free lunch from Raging Burrito!

"Because of LEAF, I have seen music in New Orleans AND Atlanta!” - Karen Young, LEAF Delta House Jazz Band Student

2016 Data:

LEAF SCHOOLS AND STREETS
Total partners - 16
Delta House Life Development, Inc.
Christine W. Avery Learning Center
Maybin Mission
Children First/Communities in Schools
YWCA of Asheville
Asheville City Schools Foundation/In Real Life (IRL)
Asheville Parks & Recreation
YMCA 21st Century Community Learning Centers
Project JUNTOS
UNC-Asheville Center for Diversity Education
In 2016, Easel Rider attended 63 events in Buncombe County!

HACA: Residents Council
Green Opportunities (GO!)
Hood Huggers International
Martin Luther King Jr. Association of Buncombe County
US Army Reserves
Asheville Downtown Association

Neighborhoods served - 10
Deaverview, Woodridge, Pisgah View, Southside (Wesley Grant Center & Edington Centre), Burton Street, Hillcrest, Stephens Lee, Shiloh, Montford, Black Mountain/Swannanoa

Developmental Assets Report - what were our annual totals from ALL surveyed youth?

Community Values Youth
60% of youth reported being more valued by the community as a result of the LEAF experience.

Cultural Competency
78% of youth reported learning about another culture as a result of the LEAF experience.

Creative Arts
100% of parents reported that their youth enjoyed their LEAF classes and festival experience.

Personal Power
86% of youth reported new expressions of creativity as a result of their LEAF experience.

Self-Esteem
92% of parents reported that their child had higher self esteem as a result of their LEAF experience.

Adult Role Models
78% of parents reported seeing positive changes in their child’s behavior as a result of LEAF Schools & Streets programming.

In 2016, Easel Rider attended 63 events in Buncombe County!
11 Easel Rider Teaching Artists employed
Attended 63 events
Awarded Asheville Area Art Council’s Art in the Park Grant for the 3rd year in a row to provide cultural art instruction in Pritchard Park for 10 weeks during the summer.
Served 24,000 Festival attendees, families and members at LEAF Festival (May/Oct) served as a focal point of the 2nd annual LEAF Downtown, with an estimated 15,000+ in attendance.

Of those listed, please include Katie Oaks + Santos (using bio from previous grants and reports is okay) and exclude Ashley Rivera

2016 + OVERALL DATA

GRAND Totals: 10 Dated Jun 12, 2017

502 artist’s programs (+enrichment Fridays at WRS)
325 programs in schools
447 different arts education programs
45 after-school programs/community centers
4 low-income housing communities
3 correctional facilities
11,328 youth through Easel Rider activities
70,698 youth experiencing residencies, workshops or performances since 2004

7,686 youth performing at LEAF updated 6/13/17
Currently 8,000+ youth served annually

Year-round LSS programming Fall 2016:
11 Resident Teaching Artists
17 LSS weekly classes
3 Low-income housing communities
9 Schools
LEAF LOVE FUND CAMPAIGN REPORT

LEAF Endowment Fund

Grand Total: ...................................................................................................... $1,009,267
Donations Received to Date: ........................................................................ $313,046
Campaign Expenses (2014...now): ............................................................ $36,396.30 (4% of total earned)
Total People Who Gave: ................................................................................ 96
How did gifts come in? .................................................................................. 90%
Gifts from Current Donors: ........................................................................... 65
Gifts from New Donors: .................................................................................. 29
Average Gift Size: ......................................................................................... $10,736
Median Gift Size: ........................................................................................... $3,000

THANK YOU!

David & Heather Abernathy
Derek & Elizabeth Allen
Patricia Anderson & Pamela Reid In Honor of George Pickering
Anonymous – In memory of our dear friend, Harlan Richardson
Anonymous (x9)
Carol & Marie Antman
Ashkenazi Family
Barley’s Taproom & Pizzeria
Jan Reashley
Erika Bell
Barbara Benisch & Jack Allen
In Rich and Jennifer Danigo
Richard Blomgren
Gary Bonness
Faith Butterfield In Memory of Nicholas B. Pickell
Dor & Alexandra Clayton
Michael Compton
Ashley Cooper
Chesley Cobden
John Crossland III
Daly & Sawyer Construction
Mr. & Mrs. Charles Daniel
Bob & Carol Deutsch
James H. Duls Jr.
Christine Dineen
In Honor of Hennie & Xavier Callaway
Doug & Jennifer English
Bill Feola
Piloria Foundation
Holly Fisheln
Kate and James Fisher
Mark Figas
Tommy & Dobbie George – In Memory of Mitzi George
Streven Media LLC – Ilya & Kim Goeckel
Robert Gradison In Memory of Ben Gradison
River Guerrieri
Charles F. Guin
John Michael Hale Memorial Fund
Kurt Hampton
Kelly Hamilton
Elbert Hairgrave
Lucy Halebrook & David Hill In memory of Janie Pickering & Helen
Schneider
Sid & Emily Heilbrun
Dori & Fran Heimly
Adamsen & Lin Holcomb
Reto & David Hooper

Cliff Hausblau
Patrick “Pat” Ilderton
Patrick Ilderton
Benjamin Jeffreys & Jeanette Koochin
Ann & Horace Jennings, In Honor of Betty Smith Jennings & Alice Sanders
Jill & Bill Jones In Memory of Eunice Erwin-Buller Jr
Amy & Nader Kowar of Enter the Earth
Blisse & Cathy Kriender
Ken Krier
Sury Lawrence In Honor of Galen Starnes & Pete Spinnett
Dale Logan Memorial Fund– Greg Lucas
Brad & Sarah Martin
Tracy Massullo-Brown
Catherine & Courtney Murphy
Jeff & Ashley Miller
George & Linda Milspa
Steve Mohler
Hal & Jan Moore
Sarah Nix
Doug & Darcy Orr – In Memory of Janie Pickering
Chase & Clary Pickering
The Pickering Family
Dusty Quarrier & Alex Quarrier
Gail Rishman
Pete Rose
Leita Ross
Cherry & Paul Saenger
Salvage Station
Savvy Hardy Group, LLC
Kalyan Saylors
Sheriff Music
Bruce Stiegler
Deborah Bryant in Honor of Eddie Smith
Buchanan Smith
Joanne & Martin Swenson
The Marks-Nettle-Tidwell Family
Robert Todd & Wren London In Honor of Wilbur Lee Todd
Adrian Vassallo
Karen & Larry Vickers
Elly Wells Inc.
Jody Whitehurst and Anita Dinovo
Curtis & Kim Williams
Ford & Emily Willis
Mike & Lisa Zinmeister

Building a Legacy for LEAF Community Arts
LEAF SPONSORS

LEAF Festival


LEAF Downtown

Also: Asheville Air, Aloft Hotel, Empire Distributor, Skyland Distributing, Prestige Subaru, Enter the Earth, Diamond Brand Outdoors, Frugal Backpacker, Buchi Kombucha, Biltmore Coffee Roasters, Asheville T-shirt Co., Kudzu Brands, Twisted Laurel, Bonefish Grill, Appalachian Realty Associates, 880 The Revolution, Asheville Citizen-Times, Capital at Play, Dig Local Asheville, WCQS

LEAF NAVIGATORS (STAFF)

Jennifer Pickering, .................................................. Executive Director & Founder
Adam Bowers, ...................................................... Development Director
Ehren Cruz, ........................................................... Performing Arts Director
Schree Chavdarov, .................................................. Community Arts Director
Cortina J. Caldwell, ................................................. Communications Director
Leigh Maher, .......................................................... Chief Financial Officer & Production
Elena Chu, .............................................................. Chief Operations Officer & CFO Assistant
Taylor Densmore, .................................................. Outreach Support Coordinator
Kyley Cross, ........................................................... Operations & Customer Service
Stacy Alonzo, .......................................................... Sponsorship Director
Chelcie Spenser, .................................................... Volunteer Director