

offcenter

community arts project

make art. buy art. meet new friends.

ANNUAL REPORT 2018



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OFFCenter’s mission is to enhance the lives of all people in our community— especially those who have been marginalized —through art-making and creative social interaction in a safe environment.

www.offcenterarts.org

MESSAGE to our Community

Dear OFFCenter Community,

2018 was a year of exciting accomplishments, activities, and associations for OFFCenter Community Arts Project.

Our board of directors began 2018 with the goal to focus our energies on strategic planning. This has guided each decision made throughout the year as we work closely with Executive Director, Bob Allen, to implement positive change and growth for OFFCenter.

Some highlights from 2018:

- Improved/redesigned physical studio space: brighter walls; new rails in gallery to add flexibility for artwork; improved flow by moving Studio Coordinator's desk up front to greet visitors.
- Enhanced programming: additional workshops, exhibits, and Technical Tuesdays for OFFCenter artists.
- Board of Directors reviewed and revised board member job description; updated and enforced board policies; actively recruited new board members; revised mission statement; and called for an Annual Meeting in early 2019.
- Hosted two highly-successful fundraisers: Little House Silent Auction in May, and our second annual Winter Gala in December (see Fundraising, under Financials, page 11); initiated OFFCenter Little House calendar sales.
- Teamed with Sierra Club, a sponsor, for Annual Folk Art Festival, attended by nearly 2,000.
- Expanded community partnerships: continued many long-standing associations, and added several new partners (see Partnerships, page 9).
- Continued to interact with the broader community through our open space studio and multiple outreach events.

Some challenges:

- OFFCenter did not meet our financial goals in 2018, although our organization made progress in sustainable funding over the previous year (see Financials, page 11).

Looking ahead:

- As we move into 2019, our Board of Directors remains dedicated to our goal of strategic planning for OFFCenter Community Arts Project.
- Our organization continues to evolve, grow, and change, but remains true to fulfilling our mission to our community.

Our work would not be possible without the ongoing support of our donors, volunteers, and sponsors. You are the ones who enable us to continue to offer this radical hospitality to everyone who comes to OFFCenter Community Arts Project. Thank you!

Sincerely,

Mary Reed

Board President

Open Studio

Our Open Studio is a safe, nonjudgmental community art studio where low-income, at-risk, and marginalized artists -- some with disabilities -- can freely create and interact with each other, established artists, art educators, art therapists, and the public at large. More than 8,100 individuals utilized our Open Studio in 2018.

- Nearly 865 (46%) were age 50 and over, and 318 (17%) were children/youth (18 and under.)
- Eighteen social service, caretaking agencies and therapists and their 516 clients with disabilities utilized our studio for art making in an integrated social environment.
- 463 participants attended weekly skill-building workgroups in Collage, Puppet Play, Writing, Drawing, Guitar & Ukelele, and Knitting/Crochet.
- Our Kids Only Open Studio Summer Art Program was enjoyed by 260 children.



327

individuals attended
49 specialty
workshops
throughout the year.

Photo:

Basketry Workshop

A specialty low-cost workshop offered by J. Goss in December 2018



How does OFFCenter make a difference in your life?

“Self-expression is a lost art. Not many places let you be who you dream to be”.

OFFCenter participant,
2018 Studio Survey

“By providing a safe space to be myself, meeting creative people, having a place to do art where I am supported and validated. Sharing skills with others and having fun! Having a place (the shop) to sell my work. Being able to contribute my time to community events like Little Houses and get my work seen in public.

Jenny D., 2018 Studio Survey



Justin helped Abel frame a painting he made into a clock. Abel gave the clock to his sister for her birthday.

Cooperative Gallery, Exhibits and Events

In our Cooperative Artist Gallery and non-juried Exhibition Space, we provide artists an opportunity to share their work and sell their art to the public. Our low commission means that 70-80% of sales go directly to artists.

- This year we renovated our Art Gallery and Exhibition spaces, where 268 artists sold \$19,080 of locally made artwork.
- We held monthly Tech Tuesday workshops to build skills in marketing and art sales.
- We produced 11 public exhibitions attended by 324 individuals.



203

individuals attended
11 non-juried
exhibitions.

Photo:

UNITY IN CREATIVITY

*an exhibit featuring works by
OFFCenter's Painting and
Drawing Weekly Workgroup*



How does OFFCenter make a difference in your life?

“...A jewel to the downtown area.”

“A non-judgmental place where I can express myself with resources I may not be able to use without OFFCenter. OFFCenter enriches the city with its events and programming for anyone and everyone. Its eclectic diversity makes it a jewel to the downtown area.”

Artist who visits OFFCenter 30+ times a year,
2018 Studio Survey



A performance of the play “The River” performed by the Puppet Play Weekly Workgroup.

November 2018

Community Outreach

Stemming from our Open Studio community, outreach programming extended our vision, principles, materials, and services to a total of 3,500 individuals.

- Title 1 K-5 After School Art Making Program
- Kids' Art-Making Table at Downtown Growers' Market
- Civic Center Earth Day and Kids Rock
- Explora's Science Fiesta
- Railyards Market

OFFCenter's 16th Annual Folk Art Festival in Robinson Park was attended by more than 1,850 people.

- More than 42 performers and artist provided entertainment, including art demonstrations, musical performances and a puppet play.
- 61 local artists/vendors sold an average of \$168 (\$10,300 total) per booth.
- More than 63 volunteers helped to make all this possible.



650

Children participated in our Art Tent and Giant Puppet Parade at the 2018 Folk Art Festival.



Partnerships

We worked hard in 2018 to re-establish, continue and create new partnerships with local schools and organizations. Service learning opportunities were provided for several students and interns.

- Amy Biehl Charter High School, Dolores Gonzales Elementary School, Janet Kahn Arts Magnet Elementary School, and South Valley Academy.
- UNM Work Study Program, UNM Art Education, Southwestern College (Art Therapy).
- VSA North Fourth Art Center, Crossroads for Women, Downtown Growers' Market, Railyard Market
- Sierra Club of Central NM



Students from Amy Biehl High School at OFFCenter studio for a service day, helping to prepare for the 2018 Folk Art Festival.

Asked about their experience at OFFCenter, Dolores Gonzales students replied:

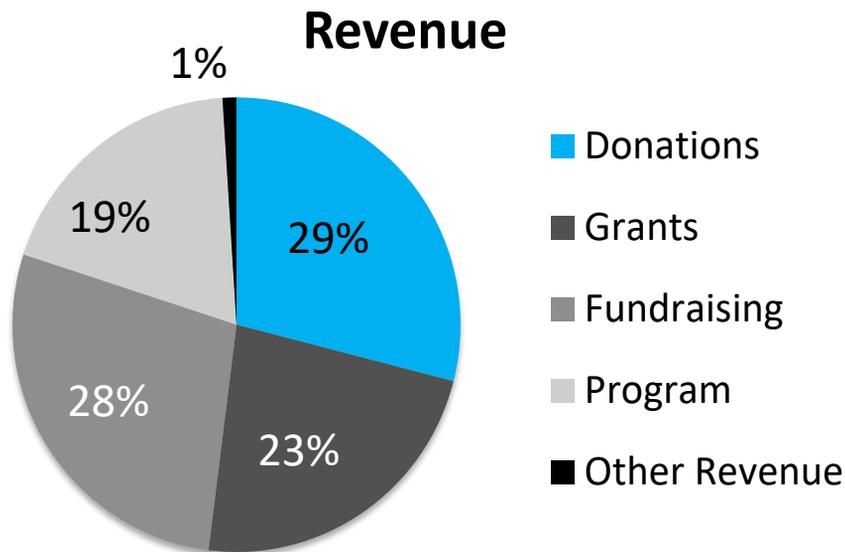
- *It made me more artistic and gave me some new ideas of how to be artistic.*
- *It changed my life by letting us make our costumes here.*
- *I can make costumes; it made a difference because it is a great art studio and it was really cool.*
- *I'm inspired to use things that aren't new.*
- *It helped me to see the creations I can make.*
- *It made me more creative and express myself with different types of artificial stuff.*



Students from the After School Theater Group from Dolores Gonzales Elementary School performing their original play "The Wizard of Oz" for their parents in OFFCenter's studio.

2018 FINANCIALS

Revenue	\$ 117,223
Donations	\$ 33,795
Grants	\$ 27,562
Fundraising	\$ 33,288
Program Income	\$ 22,158
Other	\$ 420

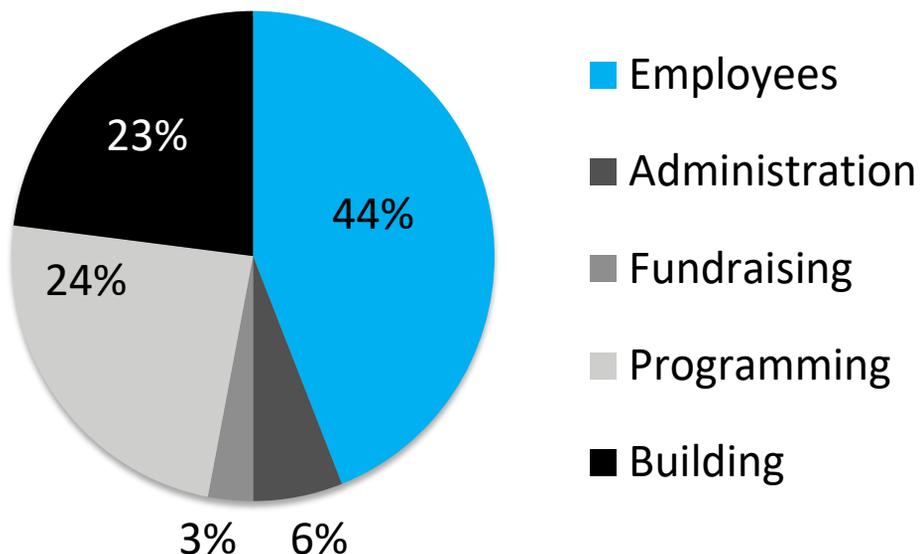


Financial information is from OFFCenter's 2018 Statement of Financial Income and Expense. Public copies of OFFCenter's 2017 IRS 990-EZ and other organization documents can be found at [NM Office of the Attorney General's Charity Search](#).

2018 FINANCIALS

Expense	\$ 144,800
Employee	\$ 63,615
Administrative	\$ 8,551
Fundraising	\$ 4,766
Programming (Includes Folk Art Festival ~\$15,000)	\$ 35,314
Building (Rent & Utilities)	\$ 32,554

Expense



2018 FINANCIALS

Other Statistics	
In-kind Material Donations	\$45,650
Professional Services (Includes Instructors)	\$16,213
Volunteer Services (Includes Interns)	\$28,175
Total	\$90,038

It would be impossible to provide our program services without the generous in-kind donations we receive from the community. More than 95% of the art materials we use for the open studio and workshops are donated.

Professional services have been donated for bookkeeping and workshop instructions. Committed volunteers have donated hundreds of hours, organizing art materials to make them accessible to participants, mentoring artists, and assisting at art making and fundraising events.

THANK YOU

Thank you to the hundreds of volunteers and donors who provide the thousands of hours of volunteer service, material donations and money that make OFFCenter possible.



How to help:

- Be an art mentor.
- Volunteer community event art making table.
- Donate art materials.
- Organize materials.
- Teach a class.
- Share your skills.
- Make art with others.
- Build a giant puppet.
- Play music.

To contribute your talents to this amazing community, visit the studio or call 505-247-1172.



Help us do more.

We're asking you to help support OFFCenter. We are a non-profit organization that relies on support from community members like you. If everyone reading this gives \$10 a month, OFFCenter can continue to thrive. Please help keep OFFCenter free, and art accessible to anyone.



Click here to help make art accessible to all.

- **PayPal** as a one-time or recurring monthly donation.
- **Amazon Smile** as your Charity of Choice.
- **United Way** as your charity through your employer.
- **Donate a used vehicle.** Instructions online.



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Robert M Allen
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*Thank you to the Board of
Directors for their help in
creating this report, especially
Mary Reed, Board President
and Deb Trevino, Board
Secretary*

www.offcenterarts.org

2018 OFFCenter Annual Report