



# THE UMBRELLA 2020/21 ANNUAL REPORT



A YEAR OF CREATIVITY AND INNOVATION



## OUR MISSION:

The Umbrella enriches lives and builds a vibrant and inclusive community through the arts.

We promote creativity, learning, personal growth, and cultural exchange through accessible arts education programs, performing and visual arts presentations, and community collaborations.

## THANK YOU, LEADERSHIP!

With sincere appreciation, we thank The Umbrella's volunteer leadership, many of whom have guided and supported our arts center for a long time. We are grateful for your gifts, time, talent, and all that you do to champion The Umbrella's mission.

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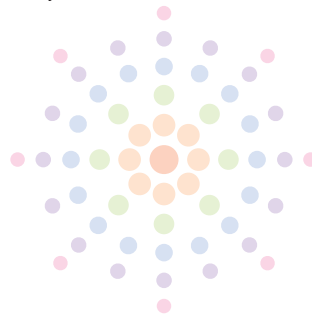
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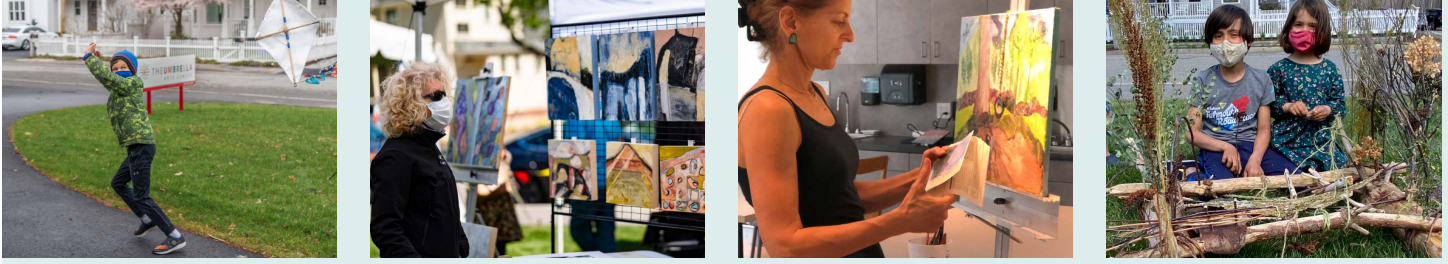
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Dear members of The Umbrella Community:

We have all become very familiar with the infamous “constant”... change. Last year, we were in the midst of the largest pandemic we have seen in our lifetime. The year before, we were celebrating the opening of our new Arts Center. And the year before that, we were navigating a major construction project in order to provide our community with the space and opportunity to fully engage in the arts.

This year, we find ourselves navigating the transition to post-pandemic. As we all know, it's an uneven path marked by realizations of long-term impact, some challenging of course, but also some positive.

Over this time, we gained new expertise in remote learning, virtual presentations, and outdoor engagement in the arts. Last spring, our month long ARTFEST brought our community together again through outdoor activities around Earth Day, an open air Open Studios, and culminated with a virtual concert and gala.

Issues of Diversity, Equity, Inclusion, and Accessibility have been central to our work this year. Beginning with coming together as a staff, then formalizing conversations with staff and board, and now collaborating with DEI Arts Consultants, we have recommitted to being an organization that is welcoming to all and are working deliberately to create a sense of belonging for everyone. This work does not have an expiration date. It will be ongoing, and will eventually be integrated into everything we do.

We are anxious to be back and are doing all we can to create a safe and healthy environment. To that end, the Board approved a robust policy requiring all staff, contract employees, and volunteers be vaccinated, and all audience members and adult students provide proof of vaccination or negative COVID test results prior to participation in classes and/or events. These policies have been overwhelmingly accepted and supported, evidence that we all want to be back more than ever.

Our optimism continues to be high. After all, we work in the business of inspiration – the Arts! While our environment continues to evolve, we are forever grateful that our community is our constant. You have been unwavering. With your ongoing support, we will continue to work hard, to strive to provide the best of the arts to all of our region, and to maintain a home for creativity for our entire community.

With gratitude,

  
Jerry Wedge, Executive Director

  
Deborah Yamin, Board Chair



The Umbrella applied for and was admitted to a cohort of the state's leading cultural institutions in the MCC's Universal Participation Innovation and Learning Network (ILN). Umbrella staff participated in an intensive series of twice-weekly professional development activities to learn and share best practices for expanding accessibility to the arts, broadly defined -- from ADA access and eliminating cultural barriers to equitable pricing and staff training strategies. The work will culminate in The Umbrella undertaking expert reviews, site visits, and a customized “Access Project” that, in parallel to work by The Umbrella's DEIA task force, is designed to make our Center more accessible, inviting, and welcoming to all.





# THE UMBRELLA FY21 PROGRAM HIGHLIGHTS

The 2020/21 Season was unlike any we could have imagined. Faced with the existential challenge of COVID-19, The Umbrella team - along with the incredible support of our community - responded with creativity and innovation. The importance of the arts in this moment to help and to heal became integral to our mission. And together with our artists, audiences, teachers, students, and friends, we persevered.

## ARTS EDUCATION

The Umbrella's Arts Education Department launched The Umbrella @ Home to carry on the work of providing adults, youth, and families with quality arts education online, and spent much of the year expanding and improving upon the delivery of virtual arts classes, workshops, and art activities. In lieu of our flagship summer camp, The Umbrella's youth teachers developed over 130 unique peer-reviewed art lessons that were packaged into weekly themes by age and medium. These step-by-step lessons included detailed instructions, materials lists, and other enhanced content. Following the summer, The Education Department offered a 6-week schedule of classes and workshops every two months, totaling approximately 150 unique online offerings with 1,000 registrations.

The ceramics studio adapted with curbside clay and ceramics firing services and returned to independent study in the spring with COVID safety precautions in place and Zac Mickelson joining the team as our new Ceramics Program Manager. We also welcomed new Education Programs Manager, Rebecca Campbell, who is primarily responsible for youth programming, including camps and vacation weeks. The addition of both staff members after the new year allowed the Education Department to plan for a return to robust programming and the licensing of an in-person summer camp in 2021.

The year ended on a high note as students began to return to in-person learning in all nine newly designed and renovated classrooms including the ceramics classroom, independent studio and kiln room, new maker space, new digital media and design classroom, fabrication lab, dance studio, youth arts education classroom, and two fine arts adult classrooms.

## PERFORMING ARTS

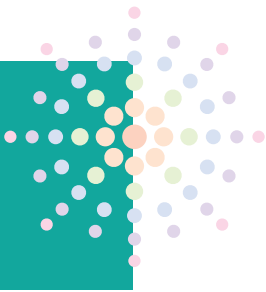
The Umbrella Stage Company brought theater into audience members' homes by pioneering new virtual performance technology through the presentation of our @Home series - a line-up of new short plays written by local playwrights and designed exclusively for virtual production. From August through April, we commissioned work from six playwrights, presented six virtual cabarets, and transformed our Main Stage support spaces into a recording studio to produce two concert events. The series concluded with the smash success of Here Comes The Sun, our virtual concert, part of The Umbrella's annual gala and Artfest. We were proud to provide working opportunities to over 60 artists during the pandemic, and reached audiences locally, nationally, and even internationally.



**The Umbrella @ Home was a platform of programming that allowed our community to continue to engage with the arts from the safety and distanced comfort of home while providing a quality learning experience and much needed social comradery.**



**From August through April, we commissioned work from six playwrights, presented six virtual cabarets, and transformed our Main Stage support spaces into a recording studio to produce two concert events.**



The Umbrella underwent a major database conversion, onboarding Tessitura, recognized widely by the industry as a comprehensive and leading resource for the arts.

### ARTS & ENVIRONMENT

During those long months when we were unable to gather, The Umbrella's Arts & Environment program took on new meaning. Suddenly the ability to engage with art in our own backyard, along local trails, and in the midst of our woods was sustaining us all. In response, we grew our offerings. Arts & Environment commissioned 47 works of art and mounted seven public art exhibitions around the region. Earth Day celebrations expanded to months-long festivities to be enjoyed outdoors, at home, or virtually. Outdoor art installations increased with the addition of the Art Walk and the expansion of Go Out Doors. Ninjas in Nature continued to gather in the elements, providing youth with life-long skills and opportunities to go beyond the world of their virtual classrooms. And last spring, Arts & Environment was the first of our programs able to welcome community members back to live, in-person events at The Umbrella.

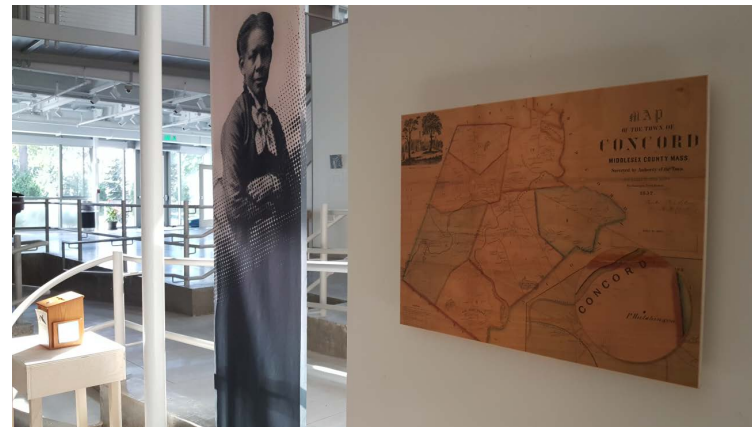


5,000+ people participated in Arts & Environment's outdoor art exhibits.

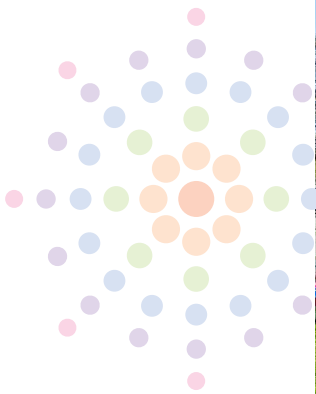


### STUDIO ARTISTS AND GALLERY

The Umbrella kept audiences connected with the visual arts through new and exciting hybrid exhibition formats. Exhibitions were enhanced by new online and VR-enabled 3D galleries for One Day I Will Walk Into The Umbrella, Natural Form: Three Journeys, the expanded Artfest Auction, and our annual Musketaquid Earth Month exhibition. As we were able to welcome visitors back to our gallery space, we did so at limited capacity with timed entries, utilizing both live and virtual resources in step with the evolving environment to maintain broad and easy access. Collaboratively, The Umbrella hosted an exhibit from The Robbins House in our Main Gallery and a virtual gallery of Concord Art's Keith Washington exhibition. Umbrella Studio Artists stayed connected and supported the community by mounting Winter Market Goes to Town, a shop-local partnership with Concord Together businesses, and moved Open Studios Outdoors in a refreshing, interactive spring Pop-Up show sharing works in progress in an in-person, outdoor gallery.



Exhibitions were enhanced by new online and VR-enabled 3D galleries







THE UMBRELLA  
**ARTFEST**  
*here comes the sun*

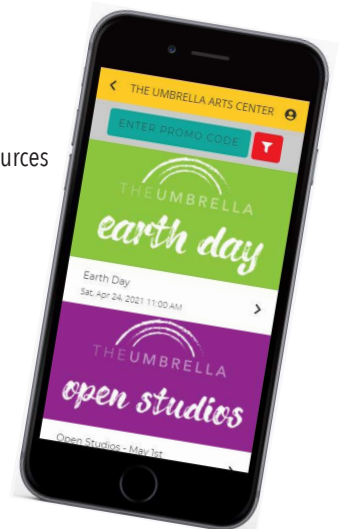
This past spring saw the launch of The Umbrella Artfest: Here Comes the Sun in and around Concord. Artfest was envisioned as an expansive multi-week festival of arts, performance, and creative community events - and a celebration for our entire community.

With your support, we were able to mount our largest-ever art auction and exceed our fundraising goals -- providing absolutely crucial support for our programs following a difficult and challenging year.

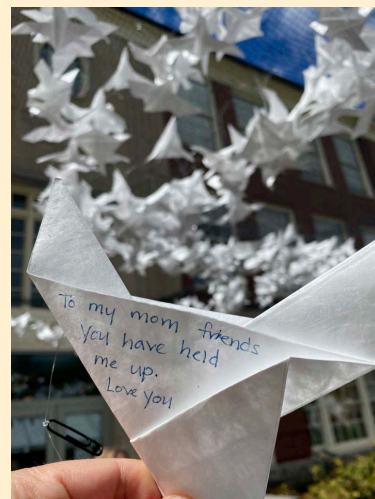
But more importantly, Artfest brought our community together again -- thousands of us over weeks of in-person, asynchronous, and virtual programs. Thank you for coming out to create and reconnect. You are our arts heroes!



The Artfest App provided resources and event guidance to more than 500 users, enabling The Umbrella to return to live, in-person events and ensure a safe and comfortable experience for all through the implementation of COVID protocols.



**Here Comes the Sun**, A Multimedia Public Art Installation was designed by Ellen McHale and Gail Burr and inspired by public art installations they have experienced including Michael Pendry's "Les Columbes". It was created in collaboration with community members across our region who folded and inscribed more than 2,000 "dedication doves" crafted out of durable and recyclable materials. The interactive installation was lit by Wyatt Burns and was on display at The Umbrella through Artfest and beyond, carrying origami doves with messages of hope, wishes for the future, and dedications to the heroes around us.



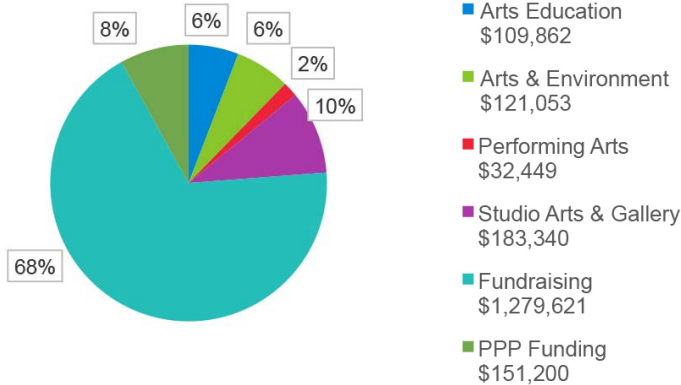


# THE UMBRELLA FY21 FINANCIALS

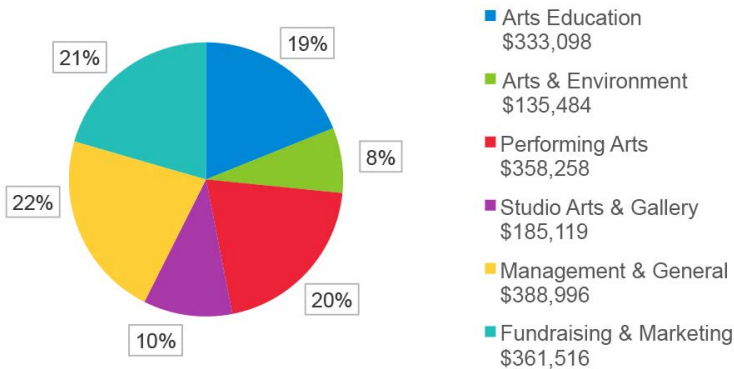
CHANGES IN NET ASSETS	2021	2020
REVENUES		
Operating Revenue	\$ 328,997	\$ 903,067
Support Revenue (includes Campaign)	10,755,103	2,609,684
Investment Income	152,434	13,603
<b>TOTAL REVENUE</b>	<b>\$ 11,236,534</b>	<b>\$ 3,526,354</b>
EXPENSES		
Program Expenses	1,924,321	1,932,398
Supporting & Administrative Expenses	957,890	786,581
<b>TOTAL EXPENSES</b>	<b>\$ 2,882,211</b>	<b>\$ 2,718,979</b>
Increase (Decrease) in Net Assets	8,354,323	807,375
Non-Operating Loss on Disposal of Fixed Assets	17,281	0
Net Assets at the beginning of the year	18,818,056	18,010,681
Net Assets at the end of the year	<b>\$27,155,098</b>	<b>\$18,818,056</b>



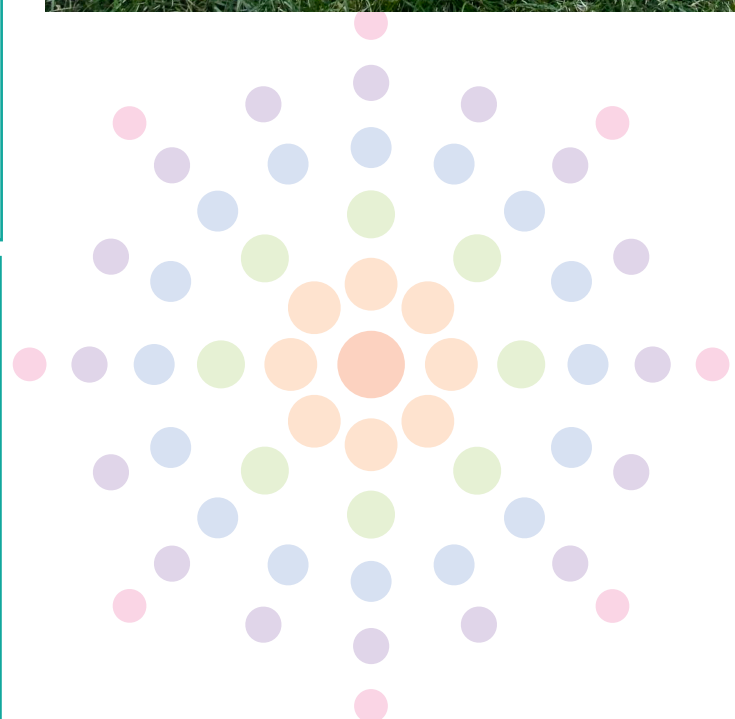
## FY21 TOTAL OPERATING REVENUE CONTRIBUTED & EARNED = \$1,877,525 (where the funding comes from)



## FY21 TOTAL OPERATING EXPENSES NOT INCLUDING DEPRECIATION = \$1,762,471 (where the funding goes)



Footnote: The above information provides an overview of The Umbrella's finances for FY21. Please note that the net asset table is reflective of the comprehensive audited financials including Campaign revenue and depreciation. The pie graphs are an illustration of operating revenue and expenses only.



# THANK YOU!

We gratefully acknowledge the following individuals, corporations, foundations, organizations, and government agencies for supporting our efforts to enrich lives and build a vibrant and inclusive community through the arts. Your generosity and goodwill provided critical support for The Umbrella Arts Center.

*The following supporters provided operating and restricted program support for The Umbrella Arts Center's Annual Fund. This list includes charitable gifts and pledges between July 1, 2020 and June 30, 2021.*

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## \$50,000-\$99,999

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Gail and Matt Burr

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Liane Yuen-Young and Michael Young

**In Honor of / In Memory of:**

In honor of Rosanna Alfaro  
In honor of Jess Andra  
In honor of Liz and Phill Gross  
In honor of Jean Lightman  
In honor of Zac Mickelson  
In honor of Cathie Regan  
In memory of Madeleine Evans  
In memory of Allie Kussin  
In memory of Joan M. Leftwich  
In memory of Nathan Mobley  
In memory of Don Payne  
In memory of Claire and Michael Regan  
In memory of Anne Reynolds  
In memory of Marjory Stubbington Ridler

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*We make every effort to be as accurate and complete as possible in compiling our lists. To notify us of an error, please contact the Development office at 978.371.0820 x212 and accept our sincere apologies.*

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## OUR VOLUNTEERS

More than 200 volunteers from early teen to senior citizens contributed time and skills to sustain The Umbrella community. We are grateful for the contributions of so many diverse volunteers who pitched in under the most trying circumstances: A local high school student who served over a year on The Umbrella DEIA taskforce; or those who staffed our multi-week outdoors Artfest; or helped us document, organize, and share our services and exhibitions through new media channels; or who contributed thousands of origami "Dedication Doves" -- we were truly #InThisTogether!

Robin Ahigian	Dan Kemp
Renee Au-Yeung	Aline Keremian
Anna Babashak	Aimee Khan
Elie Berman	Fiza Khan
Carole Berney	Carter Kienast
Toni Berryman	Jan Klein
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Sanam Sameer  
Sheethal Samrah  
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Judy Siggins  
Madeleine Smith  
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Sophia Volz  
Margie Weeks  
Lily Weissman  
Priscilla White Sturges  
Matthew Xia  
Anshuman

Students at Alcott School, Blanchard Memorial School, Nashoba Brooks School and Oak Meadow School, The Umbrella Board, Advisory Council, Gala Committee and the Musketaquid Arts & Environment Steering Committee



## THE UMBRELLA TEAM

The Umbrella staff are leaders and professionals in the fields of visual and performing arts, educational programming, the environment, and community outreach. The team shares a commitment to enriching lives and building a vibrant and inclusive community through the arts.

Jerry Wedge, Executive Director

Brian Boruta, Director of Performing Arts

Rebecca Campbell, Education Program Manager

Nick Castellano, Development Associate

Katie Cimet, Assistant Director of Development

Megan Connor, Major Gifts Officer

Melissa Greven, Office Administrator

Stewart Ikeda, Director of Marketing & Strategic Communications

Madeline Miller, Director of Arts & Environment

Chris Mekal, Chief Financial Officer

Zachary Mickelson, Ceramics Program Manager

Rachel Olson, Marketing Assistant

Wendy Page, Finance Director

Cathie Regan, Performing Arts Program Assistant

Ron Richards, Facilities Manager

Jason Springer, Director of Education

Eileen Williston, Director of Development

### PHOTO CREDITS:

Pierre Arnauld, Gail Burr, Gillian Mariner Gordon, Ron Mann, Ellen McHale, Kate Renyi, Marion Stanton, Priscilla White Sturges, Kathy Warren & Mei Yong.

### DESIGN:

Priscilla White Sturges, Waterman Design



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