



fleisher 2008 **Annual Report**



# A Year of Transition and Achievement

Dear Friends,

We are excited to share with you the Fleisher 2008 *Annual Report*. July 2007–June 2008 represented one of the most vibrant periods of our celebrated history. When Executive Director Matthew Braun arrived in January 2007, the staff and board were eager to take stock of our programs and to set a pace for change to adapt our work to better serve our constituents and fulfill our mission to make the arts accessible to all.

By summer 2007, our commitment to assess how we do what we do was in full swing. We began with a Samuel S. Fels Fund Community Service Intern, who developed a Community Needs Assessment to measure perceptions in our neighborhood about Fleisher, our work, and barriers that prevented residents from getting involved in the arts. Throughout the winter and spring, we worked with the Philadelphia Cultural Management Initiative on an Organizational Assessment to identify strengths and weaknesses in our infrastructure and develop a plan to increase our capacity.

Next, we convened an advisory group of art collectors, curators, and educators to help us refine our *Wind Challenge Exhibition* series, which celebrated its thirtieth anniversary this year, and surveyed over eight hundred artists to learn what they value about the program. With their insights, we restructured the juried competition to offer an electronic application process, an honorarium for exhibiting artists, longer exhibition times, and more opportunities to link the exhibitions with our studio-arts education program.

All of this introspection involved a huge commitment on our part to be more responsive to our community. And even while our work was underway, it was already starting to yield benefits. In November, we received major support and recognition from the Wallace Foundation, which had selected Philadelphia as one of six cities across the country in which they would make a substantial investment in the arts. Fleisher was one of ten local arts organizations that received a prestigious Wallace Excellence Award. This honor, and the Foundation's multiyear investment in our work, will enable us to conduct a thorough assessment of our audience and develop programs designed to welcome new arts participants to Fleisher.

We are deeply grateful to all the students, patrons, and generous supporters who helped us accomplish so much during this past year. We look forward to continued growth and success, and hope to see you soon at Fleisher!

Sincerely,

  
Matthew Braun  
Executive Director

  
Liz Price  
President

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 **REGISTRATION  
IN FLEISHER'S  
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CLASSES FOR  
ADULTS  
INCREASED 22%  
TO OVER 3,900.**

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**2,419 PEOPLE ATTENDED A PERFORMANCE, CONCERT, OR CULTURAL CELEBRATION AT FLEISHER: A 39% INCREASE.**

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 Rosalie Matzkin  
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**75% OF FLEISHER'S ART CLASSES WERE OFFERED FREE OF CHARGE. 3,680 ADULTS AND CHILDREN ENROLLED.**

Liz Olivella  
 Jim Vail  
 Ben Wan  
 Diane Waxman  
 Bootsie Weiss  
 Joni Woods  
 Micki Young  
 Talia Young  
 Lauren Zalut

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 Nadia Washlick

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 Michael and Sabine Bogdanski  
 Diane Burko and Richard Ryan  
 James Crawford and Judith Dean  
 Phyllis and Thomas Fleming  
 David Haas  
 Aaron and Rita Heller  
 James Nelson Kise  
 Gabriele Lee

\* deceased



12 ART EXHIBITIONS  
WELCOMED 8,446  
VISITORS—UP 24%  
FROM LAST YEAR.

THE COMMUNITY  
PARTNERSHIPS IN THE  
ARTS PROGRAM SERVED  
620 YOUTH, 100 MORE  
THAN IN 2007. 25 ARTIST  
RESIDENCIES WERE  
DEVELOPED WITH  
PUBLIC SCHOOL AND  
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Claneil Foundation  
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McLean Contributionship  
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istered by the National  
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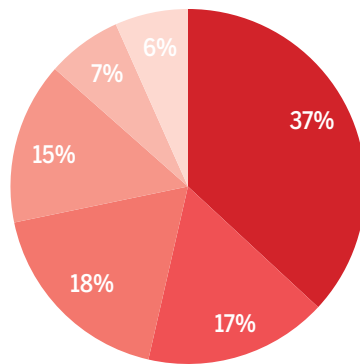
Peggy Amsterdam  
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## INCOME AND EXPENSE SUMMARY \*

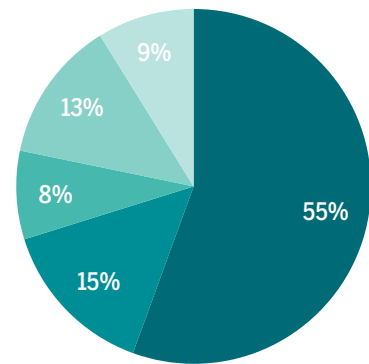
July 1, 2007–June 30, 2008



### INCOME

Investments	\$690,739
Individual gifts	\$312,333
Public and private grants	\$340,035
Earned	\$276,549
Other revenues	\$127,692
Assets released from restriction	\$124,716

**Total** **\$1,872,064**



### EXPENSES

Studio art classes	\$985,209
Community partnerships	\$259,179
Exhibitions	\$142,986
General administration	\$229,218
Fundraising	\$156,608

**Total** **\$1,773,200**

\* Unaudited figures as of June 30, 2008. To view complete audited financial statements or to make a gift, visit [www.fleisher.org](http://www.fleisher.org) or e-mail [mwise@fleisher.org](mailto:mwise@fleisher.org)