

FISCAL YEAR 2024 ANNUAL REPORT

April 1, 2023 - March 31, 2024

Our Mission: To advance, cultivate, and champion excellence in fine craft. We pursue that mission through educational programming, leadership initiatives, marketplace strategies, and support services.



A message from the Executive Director: Miriam Carter

"The best way to predict the future is to create it."
– Peter Drucker

Early in my tenure as the Executive Director of the League of NH Craftsmen, I came across this quote by Peter Drucker. "Creating our future" has always been at the forefront of my mind as the Executive Director of our prestigious organization.

In the past year, I have become keenly aware of the changes that continue to occur in the arts community. Many organizations are struggling to survive, and their futures are in question. The League is fortunate not to be in that position, but to continue to serve our mission we will need to follow the sage advice to "create our future."

Last fall we conducted "Listening Sessions" with our members to allow them to share their thoughts on the future of the League. The valuable feedback we received will help create our next Strategic Plan. Perspectives varied in these conversations. For some, fear and uncertainty about the future of craft were very real. For others, a wealth of perceived opportunities seemed to provide hope.

While the future is always uncertain, I am filled with optimism and confidence in our capacity to meet it. We have shown time and again our ability to adapt and thrive. As we move forward, we envision a future where we continue to expand our community outreach efforts, and educational programming to support the future of craft and its makers.

I am grateful for another successful year at the League of NH Craftsmen. While the Fiscal Year 2024 financial statements most clearly define our success, that success goes far beyond the numbers. Many individuals have shared that we seem to be "thriving." It is a keen observation and a welcome response to all the initiatives we have taken on. Our work is exemplified by the recent renovations in the Headquarters Exhibition Gallery and Grodin Permanent Collection Museum; the behind-the-scenes efforts of our

dedicated Standards Committee, which is updating our media guidelines and juror training program; our Events Committee, which continues to work with our staff to improve the "Fair Experience" for all who attend; and especially notable is the work of the Exhibition and Gallery Committee which reviewed our entire Permanent Collection and defined specific objects for deaccession.

I am deeply grateful to our committed staff, Board, and volunteers who have kept the organization's mission at the forefront of their work over the last year. Your dedication and hard work have been instrumental in our success. We are all thankful for another successful year and hope for the same moving forward.

Miriam

Board of Trustees FY 2024

Elizabeth Mulleavey, *Chair*
Patrick Ellis, *Treasurer*
Patience Carlier, *Secretary**
Chris Archer
Donna Zils Banfield
Kathleen Dillon
Karen Lyle
John MacLean
Tom McGurrian*
Sarah D. Parrish*
Susan Ryan*
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League HQ Staff

Miriam Carter, *Executive Director*
Sarah Nyhan, *Communications and Administrative Director*
Lisa Almeida, *Outreach Coordinator*
Alicia Bergeron, *Communications Assistant*
Molly Harper, *Administrative Assistant*
Sara Petipas, *Membership & Database Administrator*

****BOD members marked with an asterisk departed the BOD prior to the close of the 2024 Fiscal Year.***

A message from our Board Chair: Elizabeth Mulleavey

I am delighted to share that this past year has been one of continued financial strength for our organization. Through prudent management and strategic decision-making, we have achieved remarkable results that position us for continued success in the years to come.

I am also pleased to announce the addition of five new members to our Board of Directors, bringing fresh perspectives and invaluable expertise to our collective efforts. Among them, two are distinguished juried members, whose insights will undoubtedly enrich our discussions and decision-making processes.

As we embark on this new chapter, the Board is committed to undertaking several initiatives aimed at ensuring the continued prosperity of the League. From fostering new revenue streams enhancing community engagement, and education, we are dedicated to charting a course that aligns with the League's mission and values. However, none of these accomplishments would be possible without the collective effort and dedication of each and every one of you. Together, we have built a strong and resilient organization that is poised to thrive in the face of challenges.

I would ask you to remember the importance of collaboration and unity as we work towards our shared goals. By harnessing the diverse talents and perspectives within our membership, we can build an even stronger and more impactful organization for the benefit of all. In closing, I extend my deepest gratitude for the opportunity to help lead the League into the future, and I am honored to serve alongside such dedicated individuals. Together, let us continue to propel our organization towards even greater heights.

Sincerely,
Beth

New BOD Members joining us for Fiscal Year 2025

Andy Hampton, new Events Committee Chair
Zachary Jonas, Vice-Chair Elect
Dan Rich, Secretary Elect
Grayson Mead Shephard, Member-At-Large Elect
Sarah Sullivan-Newsam, Member-At-Large Elect

Education and Outreach Updates

Fiscal Year 2024 focused on strengthening established programs along with forging new relationships.

December saw the return of the Ornament Tree at HQ. Seventeen Craftsmen contributed nearly 200 ornaments to sell. The program kick-off coincided with our Midnight Merriment event where more than 160 visitors made clay ornaments and toured the *Connecting Through Craft* exhibition.

Some of our Next Generation participants aged out of the program in 2023 but new young people enrolled, keeping active participation at 13. The list of Craftsmen interested in mentoring young people continually expands. To help reach more young people interested in craft as a career path, we became a Community Partner with the Extended Learning Opportunities program (ELO). ELO students are highly motivated learners seeking professionals to partner with for a semester of independent study for school credit. Additional school and community-based outreach last year included craftsmen participation in an Art and Culture project at Belmont High School, workshops at Hampstead Middle School, the Currier Museum of Art, the Concord School District and NH Art Educators Association.

The Craft Apprentice Program continues to flourish, thanks to our partnership with the Maine Craft Association. This year, the NH pairs include Tejas Moses with Al Jaeger, Tyler Shaeffer with Andy Glenn and Alice Ogden with Liz Grace.

Our Commitment to Equity:

David Campbell, one of the first Directors of the League of NH Craftsmen, made this statement about equity in 1963- "There are many important values that are inherent in the craft movement, the most important of which is its determination to break down racial and national barriers and to unite [craftsmen] in their recognition of their common humanity. No one country has an exclusive claim to the crafts. They are as old as civilization itself."

Today, the League still stands by Campbell's inclusive spirit. Our current Executive Director Miriam Carter, along with the League's staff would like to extend that inclusive philosophy and welcome everyone regardless of age, ethnicity, race, religion, philosophical or political beliefs, sexual orientation, gender identity or expression, nationality, or socioeconomic status.

FY 2023 Financial Reports

League of NH Craftsmen Statement of Activities

Unaudited
April 2023 - March 2024

	Total
Income	
4100 Contributions & Sponsorships	107,435.77
4200 Dues & Membership	113,071.77
4300 Event Revenue	710,653.45
4400 Gallery Partnership Revenue	58,551.93
4500 Grants	95,619.31
4700 Merchandise Sales	415,654.66
4800 Other Income	17,570.76
4802 Non-Revenue Funding Sources	41,371.00
Total Income	\$ 1,559,928.65
Cost of Goods Sold	\$ 307,557.37
Gross Profit	\$ 1,252,371.28
Expenses	
801 Payroll and Benefits	439,277.42
802 Professional Services	136,361.42
803 Advertising, Marketing & Printing	146,491.16
804 Event Services & Contractors	206,368.01
805 Supplies	18,998.86
806 Travel & Meals	15,418.06
807 Website Services	7,104.32
808 Occupancy	84,773.55
809 Depreciation & Amortization	49,350.98
810 Award, Grant & Education	32,297.33
811 Other Administrative Costs	53,962.56
Total Expenses	\$ 1,190,403.67
Net Operating Income	\$ 61,967.61
Other Income	\$ 68,063.59
Other Expenses	\$ 3,487.49
Net Other Income	\$ 64,576.10
Change in Net Assets	\$ 126,543.71

A message from our Treasurer: Patrick Ellis

Fiscal Year 2024 produced another strong performance for the League. Merchandise sales at the Fair and galleries were slightly lower than the previous year, but the League made up for the difference with strong performances in ticket sales, dues and memberships, and contributions and sponsorships. The hard work and excellent fiscal management by staff resulted in expenses coming in approximately \$35,000 under budget. While the board approved a deficit budget for FY24, the diligence of staff and increased marketing efforts for the Fair have resulted in an estimated operating surplus of over \$50,000.

Costs for the annual Fair continue to increase, and the League team continues to work with its strategic partners to limit increases and increase sponsorship opportunities.

The current fiscal year will bring challenges in controlling costs and retaining staff. The labor market remains tight, and the League has been fortunate to keep on board staff with a great deal of institutional knowledge. The current year's budget has been designed to build on the marketing successes of the 2023 Fair, retain existing staff, and fill the existing event manager vacancy.

-Patrick

Annual Fund 2024

We are grateful to our donors, as their support of our FY2024 Annual Fund campaign yielded a result of \$36,129.39, surpassing our goal of \$35K.

We are honored to work alongside these supporters to further the work of this organization.

The League's Fine Craft Galleries

The League's seven Fine Craft Galleries provide juried members with marketing opportunities and offer educational programs for the general public. Combined gross sales for these seven galleries in FY2024 were \$2,047,626.32, a decrease of 3.19% in sales at those same galleries in FY2023.

Gallery managers work with many NH residents and tourists to provide personalized shopping experiences as well as explaining the value of locally-produced handmade items. The galleries are valuable part of the organization, and essential business partners for many League members.

Our Fine Craft Galleries are located in Center Sandwich, Concord, Hooksett, Littleton, Meredith, Nashua and North Conway.



The Exhibition Gallery at League Headquarters

We utilized the Exhibition space at League HQ for some exciting and diverse projects over the last year. During the summer of 2023, we welcomed the **Racial Unity Team's Art & Poetry Challenge exhibition** to League HQ and also served as the location for their Challenge awards presentation. It was a pleasure to witness the passion and creativity of the youth and adult participants in this exceptional program, and we look forward to finding additional ways to partner with this organization.

The fall saw the **transformation of our Exhibition space with fresh paint and new lights**, which are brighter and more energy efficient. Those who have visited have remarked on how bright and welcoming the space feels. In October, we welcomed the NH Furniture Masters for their "Main Event" yearly fundraiser, which in 2023 showcased a special collaborative exhibition with members of the League who had been paired with Furniture Masters, **"Connecting Through Craft"**. Guests experienced New Hampshire's rich craft tradition as they viewed pieces made in mediums such as leather, clay, and fiber, showcased alongside fine furniture produced in a variety of diverse styles. More than 650 visitors joined us over the three months of the exhibition. The League also participated with Intown Concord's **First Friday Art Walk and Midnight Merriment** programs in November and December and welcomed more than three hundred visitors over those two evenings.

When they reached the end of their careful review of the Permanent Collection, the Exhibition Gallery and Museum committee staged a beautiful **exhibition of Permanent Collection work** in the full gallery space, showcasing nearly 100 years of League craftsmanship. Including the opening reception for this exhibition, and a visit from the local Chamber's Student Leadership program, the exhibition saw over 200 guests in February and March. The exhibition is ongoing and may be visited during office hours.

League Members

At the end of FY 2024, the League membership consisted of 636 State Juried Members, and over 350 supporting members.

Our supporting members share a love of fine craft and a desire to support the history, tradition, and future of our organization. Our Juried Members represent all ages and backgrounds and reside in every county in New Hampshire as well as towns just across the border in Maine, Massachusetts, and Vermont. Their work exemplifies a high standard of excellence in craft as well as a personal vision described as the "Spirit of the Maker".

Thank you League Volunteers!

Whether helping by serving on committees, mentoring the next generation of craftsmen as jurors, or helping our craftsmen and guests at our events, our volunteers assist us in doing the work of the League, year after year.

We whole-heartedly thank them for their support!

League of N.H. Craftsmen
90TH ANNUAL CRAFTSMEN'S FAIR

August 5-13, 2023

The 90th League's Annual Craftsmen's Fair was held at the Mount Sunapee Resort in Newbury, NH. There were 295 state juried craftsmen participating in various areas, with more than 100 of them exhibiting in the Art, Craft & Design Exhibition and Sculpture Garden. Sales in the exhibitions topped \$40K. More than \$8K was given out in awards of excellence at the Preview Party thanks to our generous award donors. The Fair raffle had more than 80 artist participants, and raised more than \$13K.

Total reported gross sales of craftsmen participants at the Fair was \$2,664,672.

The 2023 ACF resulted in a \$466,668 net income including only labor costs resulting from direct on-site activity. When the year-round payroll costs for League staff planning and supporting Fair activities were included, that total was reduced to \$327,178.

Attendance numbers were up in 2024 with more than 21K visitors over the nine day event. The League continued to use HappsNow as our ticket vendor online and at the gates.

The League again used Red River at the Fair to support our WIFI for vendors. Huge thanks to Denis Goulet, Commissioner of the NH Department of Information Technology, and Sarah Stewart, Commissioner of the NH Department of Natural and Cultural Resources for all of their efforts on our behalf to maintain and further these tech relationships.

Join the League August 3-11, 2024 for the 91st Annual Craftsmen's Fair!

Special Programming at the Fair

The Annual Craftsmen's Fair enjoyed enthusiastic support from Fair visitors with more than 2,000 kids and families taking part in varied experiences including the Scavenger Hunt and hands-on craft at the Community Loom, the Kids Create and Pottery Tents, and daily workshops and demonstrations. Thank you to the NH Potters Guild for their volunteer support of the Pottery Tent!



We are thankful for the generous donations of art materials for Kids Create and for the scavenger hunt prizes. Many young people were inspired by the diverse options!

The League appreciates the participation of the Guild of NH Woodworkers and the NH Art Association who are present for all nine days of the event. We are also grateful to welcome numerous craft guilds and demonstrators each year to provide additional interactive experiences for our guests. An extra thank you to Garry Kalajian for his work running our blacksmithing demonstration each year, which is always a crowd favorite.





2023 Annual Ornament

Through the Thicket By Kevin Turgeon

The League's 36th Annual Ornament is a nod to ingenuity and the innate beauty of natural

wood. Segmented blocks of wood are hand-assembled and shaped by Franklin wood worker and artist Kevin Turgeon, to create a tiny reindeer with a winsome turn of the head.

The ornament was sold at our Fine Craft Galleries across the state, in our webstore, and at the Fair. We are happy to report that the ornament sold out!

****NEW**** 2024 Annual Ornament

The League of New Hampshire Craftsmen's 2024 Annual Ornament, ***Unfolding***, was created by League metal jewelry artist

Katherine Rudolph. Inspired by architecture and the geometric repetition of origami, Katherine developed this stylized reindeer ornament by scoring and folding sheet metal, which was then cast in pewter. Katherine lives in Merrimack, NH, and this is her first Annual Ornament created for the League.

Ornaments are available at our fine craft galleries or online in the League webstore, and will be at the Fair!



Funding Updates

<u>Grant Revenue FY24</u>	
<u>Abbie F. Moselely Charitable Trust</u>	\$ 8,000
NH Charitable Armstrong Grant	\$ 2,841
NH Charitable Year 2 of 3	\$ 20,000
Division of Travel and Tourism (JPP)	\$ 49,778
NH State Council for the Arts Public Value Partnership Grant	\$ 15,000
	\$ 95,619

League of N.H. Craftsmen
signature of excellence



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Jury Updates!

Fall 2023 sessions were conducted in October & November and saw 28 jury sessions and 2 critiques. We welcomed 13 new members. Spring 2024 sessions were conducted in March & April and saw 25 jury sessions. We welcomed 14 new members. These 27 new members represent a wide range of media including Botanicals, Clay, Fiber (Stitchery), Leather, Mixed Media, Metal Jewelry, Photography, Wood, and Wood (Turning & Carving).

Several newly juried members will be participating in the Fair as booth-holders, exhibition participants, and/or in TSATF and many have already begun their consignment relationships with the Fine Craft Galleries.

An upcoming juror training workshop will be hosted in person at HQ later in May for members interested in becoming league jurors. We are grateful to all of the jurors who volunteer their time and help make the jury sessions educational and informative experiences for all applicants. We've received a wave of encouraging and positive feedback from applicants following each of the recent jury sessions and look forward to continuing to grow this community of exceptional craftsmen.