



2023 2024 IMPACT REPORT



IMPACT REPORT

The 2023-2024 year gave us the opportunity to broaden our community outreach and provide accessible arts education to the greater Charlotte community. This was made possible by supporters like you! Read on to find out more about our impact at Arts+.



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A MESSAGE FROM EUGENE YOUNG

As Board Chair of Arts+, it is my honor to express our heartfelt gratitude for your unwavering support. Your generosity has been instrumental in helping us fulfill our mission of providing outstanding and accessible arts education to our community.

This past year has been a momentous one for Arts+, marked by significant milestones that will shape our future and the future of our community. We are thrilled to announce our new site, the **Arts+ Community Campus**. Formerly known as Plaza Presbyterian Church, this new campus represents a tremendous opportunity for growth and enrichment. We have signed a 50-year lease and are excited to begin programming this fall. Since the lease was signed on February 29, our team has been working diligently to prepare for an expanded array of programming that will take place, including Teacher Workday Camps for grades K-5, Family Workshops, IDK (I Don't Know) Workshops, and Parents Night Off.

The Arts+ Community Campus is more than just a home for Arts+; it is a vibrant community resource that will be a hub for creativity, learning, and connection. While we are eagerly preparing for this year, we are also looking ahead with great anticipation to the future. We have embarked on a capital campaign to support the complete upfit of the campus, with plans to begin construction late summer of 2025. This campaign is vital to ensuring that the campus not only meets the needs of Arts+ but also becomes an enduring asset for our entire community.

We are incredibly excited about the potential of this new campus, and we invite you to be a part of its future. Whether you choose to take a class, attend an event, or contribute to our capital campaign, your involvement will help us continue to inspire and nurture creativity in all who come through our doors.

Thank you for being an essential part of the Arts+ family. Together, we are building a brighter, more creative future for everyone.

With sincere gratitude

Eugene Young
Board Chair, Arts+

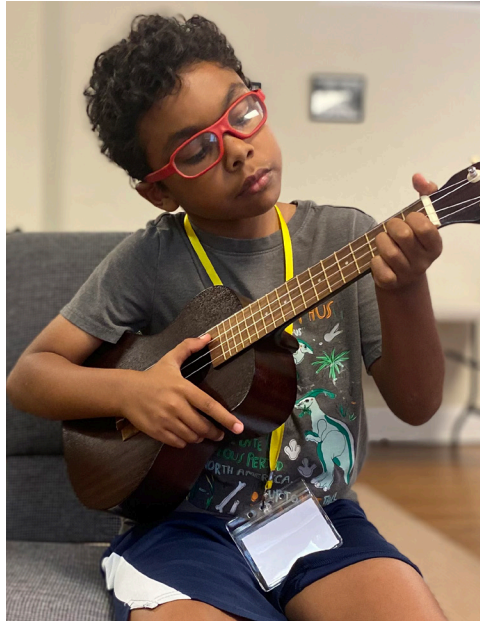


WHO WE ARE

We are Arts+, and our mission is to unleash creativity, transform lives, and build community through outstanding and accessible arts education.

We offer instruction in music and visual art for both children and adults that is designed to provide access to outstanding arts education plus all the benefits it brings, including skills in teamwork, critical thinking, and problem solving. We are committed to ensuring everyone in the community has access to high-quality arts education, no matter their financial circumstances.

We were founded in 1969 by Henry Bridges and have been bringing arts education to the Charlotte area for over 50 years.



WHAT WE OFFER

PUBLIC PROGRAMS

Group Classes & Workshops

Weekly series and one-day offerings exploring music and art for all ages

Charlotte Youth Choir

Four choirs for grades K-12 that practice weekly and perform throughout the year

Camps

Kids, youth, and teen camps with varying music and art themes

Carolina Suzuki Strings

Violin, viola, cello, and harp instruction following the principles of language acquisition

Private Lessons

One-on-one music instruction for both children and adults

Birthday Parties & Gestalt

Unique ways to celebrate a birthday or spend time with family, friends, or coworkers

OUTREACH PROGRAMS

Studio 345

Free, creative, out-of-school youth development program for Charlotte-Mecklenburg high school students

ArtsReach

Free visual arts and music programs provided at partner sites

Project Harmony

Community-based orchestra for students in grades 2-5, in partnership with the Charlotte Symphony

Arts for All

Visual art and music instruction for at-risk preschools

ADDITIONAL PROGRAMS

Preschool Arts Lab

Art instruction at local schools and early education centers

Music Classes, Lessons, and Coaching

Music instruction at local schools and early education centers

Festivals & Community Events

Free family-friendly arts activities and crafts

NEW PROGRAMS

Parents Night Off

A fun night of activities and pizza for kids and a well-deserved break for adults

Discovering Together

Joint caregiver and child classes in music and art



To view all of our programming, visit our website at artsplus.org.

THE ARTS+ COMMUNITY CAMPUS



In September 2024, Arts+ opened the Arts+ Community Campus for programming and events. Additionally, space will be rented to local organizations and artists. Following a full property upfit supported by a capital campaign, the campus will also host the Arts+ administrative offices, provide a space for local artists and musicians to showcase their work, and function as a community resource for other organizations.



Having this space has allowed Arts+ to increase our program offerings as well as provide much-needed space for creatives in the community. Arts+ is excited for all of the opportunities the Arts+ Community Campus will bring.



In February 2024, Arts+ signed a 50-year lease for the Plaza Presbyterian Church property. The iconic property at the intersection of The Plaza, Parkwood, and Mecklenburg avenues was the home of Plaza Presbyterian Church from the 1920s to 2022. This signing is the culmination of our journey to find a dedicated space since before moving out of Spirit Square in September 2021, our home since 1998.



ARTS+ BY THE NUMBERS

Each year, Arts+ is proud to reach thousands of students with high-quality music and visual art instruction. As a result of our extensive outreach programs, financial aid, community partnerships, and supporters, a majority of our students receive their education for free or at a reduced cost.



636

Group Class and
Workshop Students



251

Summer Campers



210

Studio 345
Participants



49

Charlotte Youth
Choir Singers



126

Carolina Suzuki Strings
Musicians



198

Private Lesson
Students



600+

ArtsReach Students



175

Project Harmony
Musicians



165

Preschoolers



120

Financial Aid Students

ARTS+ IN THEIR WORDS



"It has given us relief that our child can play, be encouraged, and learn their instrument without having the burden of how we will afford this or even eliminating the option of her playing altogether."

- Private Lesson Student Parent

80.4% of students said that Project Harmony made them feel "proud of myself," 62.9% said they felt "excited," and 58.8% said they felt "welcomed." Several students also wrote that Project Harmony made them feel "important and loved," "special," and that it was "where [they are] supposed to be."



"I enjoy the Charlotte Youth Choir because the people make me feel safe and great and music makes me happy and hopeful."

- Charlotte Youth
Choir Singer

HONORING DZIDRA REIMANIS



In 1969, Dzirra Reimanis was recruited by Henry Bridges to become one of the first piano teachers with Arts+ when it was founded as Community School of the Arts. As she retires, Arts+ is excited to honor her for her 55-year career with the organization.

Dzirra has been a remarkable and beloved piano instructor from the very beginning of Arts+. In her years with us, she has produced wildly talented pianists who have gone on to study music professionally and become accomplished musicians and educators in their own right.

Additionally, Dzirra has impacted her students in ways that reach beyond the piano, teaching three generations of students in the same family and staying in touch with many of her students, including one she first taught in 1969.

“Working at Arts+ has been the highlight of my life,” Dzirra said. “I’ve had an awfully good time with my students. The best part of working with students has been discovering the child and their personality and interests. There is something different in everyone, and I’ve loved meeting every unique person that I’ve worked with in my life.”

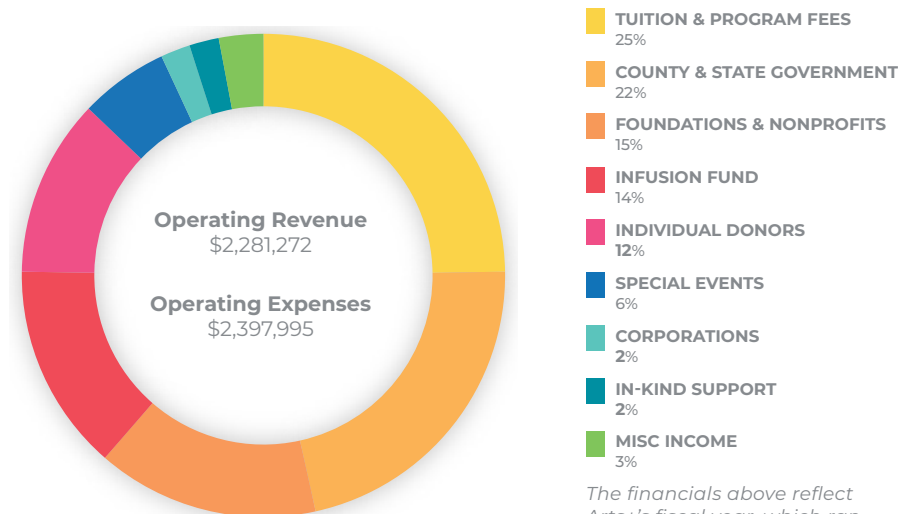
Dzirra has the most profound love of people, music, and her students, and Arts+ will forever be grateful for her impact.

To honor Dzirra’s legacy, Arts+ has established a merit-based scholarship in her name to be awarded annually to a deserving student. **To make a gift to the scholarship fund to honor Dzirra and help ensure arts access for all, please visit artsplus.org/dzirra.**



FINANCIAL SNAPSHOT

Arts+ is dedicated to sustainable business practices that will expand access to high-quality, affordable arts education for even more students in the future. Our revenue base remained diverse, drawing from charitable contributions by individuals, government entities, foundations, and tuition. While we closed the year with an anticipated deficit, we have steadily rebuilt our earned revenue since the pandemic. Strategic investments continue to be made to ensure we fulfill our mission of delivering exceptional and accessible arts education.



The financials above reflect Arts+'s fiscal year, which ran from July 1, 2023-June 30, 2024.



BRIDGES SOCIETY

Named in honor of our founder, Henry Bridges, the Bridges Society recognizes those who include Arts+ in their estate plans. With Henry's legacy and the support of our Bridges Society members, we can ensure that the arts remain accessible for generations to come.

Three Easy Ways to Make a Planned Gift:

- 1. Bequest** – A gift indicated in a will allows you to make a future donation to Arts+ after passing.
- 2. Retirement Plan Assets** – An attractive option for making a planned gift since they are among the most tax-burdened assets in an estate. Simply name Arts+ as a beneficiary.
- 3. Life Insurance** – To use a life insurance policy to make a gift, name Arts+ as a beneficiary of a new or existing policy.

Arts+ Tax ID/EIN: 59-1356847

There are many vehicles to make a planned gift. This is not intended to provide tax or legal advice and should not be relied on as such. You should consult with your legal and tax counsel to understand the implications of a specific charitable gift. If you have any questions, please contact Stephanie Stenglein at [sstenglein@artsplus.org](mailto:ssstenglein@artsplus.org) or 704.887.0298.

CREATIVE MAKERS AND CONTINUO

Creative Makers

Donors who set up monthly, recurring donations are Creative Makers. They provide reliable support for a variety of Arts+ needs from providing Project Harmony instruments to one year of private lesson financial aid.

Continuo

Continuo is our Leadership Giving Circle, recognizing donors who give \$1,000 or more in a year. A musical term, Continuo describes a low-pitched instrument, like a keyboard or cello, that plays a bass line with the chords that accompany the melody, providing structure to sustain the full harmony of the piece. As in music, Continuo leadership gifts help us maintain our commitment to excellence, strengthen our programs and deepen our impact in underserved communities.

We are honored to have more than 100 Continuo and Creative Makers donors 2023-2024. To join Creative Makers or Continuo, contact Haley Rafferty at hrafferty@artsplus.org.



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OUR MISSION

Unleashing creativity,
transforming lives, and building
community through outstanding
and accessible arts education.

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