REACH
STUDIO ART CENTER

a nonprofit neighborhood place to do art

2015 Annual Report

1804 S. Washington Ave., Lansing, MI 48910 (517) 499-3643 reachstudioart.org
REACH is located in REO Town (south of downtown Lansing). According to 2009 city data, the median household income in REO Town was $19,928. The 2011 Kids Count Report for Ingham County stated that almost 23% of students were living in poverty. The Center for Educational Performance & Information reported 2012 high school drop out rates were 29% in the Lansing School District (10% higher than Detroit). At-Risk youth are one of our target populations. These children have many risk factors associated with poverty – most notably lack of self-efficacy and insufficient positive role models.

Reach has provided quality art programming and educational opportunities for 10 years. We give youth the tools and confidence to speak about themselves and their community in creative and artful ways.
2015 was an exciting year for us as we completed sections of our ever-expanding facility, added more programs and brought more art to the Lansing community through new partnerships. In March 2015 we “unveiled” our completed Youth Gallery—800 square feet of beautiful open space to exhibit art made by our youth, host special exhibits and showcase the 100 year old Pillsbury Ad Mural uncovered and preserved in our construction process. Shortly after that our courtyard was planted with grass, shrubs and perennials and was initiated by summer camp students who enjoyed their snack breaks and lunches in the courtyard. And speaking of summer camp, our enrollments in summer 2015 increased by 40% from summer 2014.

In the late summer, we began build-out of our new main hub, renovating the 80 year old building into 2 spacious classrooms, a lobby and offices. The new main hub section will quadruple our education space, and be ready for occupancy, fingers crossed, this spring!

Our Teen Studio program also continues to grow and we couldn’t have this new space too soon. The teens (18-23 teens each term) have been working hard on community art projects with local artists—perhaps you’ve seen some of their work around town... murals on the Women’s Center, Storm Drain Murals, “pop up” posters inspired by and made with Los Angeles artist “Morley”, and a 20’ high bottle rocket sculpture outside Impression 5. We were very excited to have our Teen Studio program chosen by the nationally competitive State Farm Youth Advisory Committee grant for $30,000.

I continue to be incredibly grateful for a dedicated staff, incredible teachers, volunteers and donors who are the heartbeat of REACH. And of course, what would REACH be without all our lively and wonderful students. I hope that this year will bring lots more art, joy, and imagination into the lives of Lansing Area people of all ages and REACH will be instrumental in making that happen!
REACH ART TRUCK

The REACH Art Truck visits four Lansing Parks and Recreation and one Boys and Girls Club site each summer, reaching nearly 500 youth across six visits to each site. From splatter art, bubble art, and paint bombs to wire sculptures, cardboard bugs and animal masks...art truck visits bring a variety of art-making techniques to youth ages 5-13 all summer long.

ART TRUCK EVENTS

The Art Truck also visits a variety of events and festivals in the Greater Lansing area each year. You can find the Art Truck at events like the East Lansing Art Fair, the MSU Science Fest, and events in our own neighborhood: Art Attack, the Moores Park Carnival, and the Fab Acres Block Party.

SUMMER ART CAMPS

REACH provides 7 full weeks of Summer Art Camp, two free weeks of Neighborhood Camp and a week of donation-based Drop-In Workshops every summer. Summer Art Camps are offered in the morning, afternoon, full day Monday-Thursday, full day Monday-Friday, or just clay Fridays; allowing families plenty of flexibility to select their child’s unique art-making needs and interests. Camp themes range from puppet theater and wearable fiber arts to printmaking, sculpture, architecture, robotics, re-purposed furniture, cultural masks, the creation of volcano cities, and more!
REACH’s Clay Studio offers a variety of classes for ages 2-adult. Classes range from hand-building to potter’s wheel, from instructor led courses and drop-in workshops to open clay studio access to experienced sculptors. REACH offers eight unique choices, including family clay workshops - so the whole family can enjoy sculpting together. 

REACH PROVIDES WALK-IN PROGRAMS FOR AGES 2 AND UP, NEIGHBORHOOD CAMPS, AND DROP IN WORKSHOPS ALL THROUGHOUT THE YEAR!
REACH provides a variety of “basic” classes for young artists, ages 2 and up.

Creative Tots focuses on creating process focused art with their parent or caregiver under the guidance of an art teacher.

Drawing and Painting Basic courses allows youth ages 8-13 to explore drawing/painting techniques and subjects with a variety of traditional and non-tradition materials and tools: Including pencil, pen and ink, charcoal and oil pastel, watercolor, acrylic and tempura paint.

From a full on recycled fashion show and a circus full of performances to illuminated space murals with shiny clay planets... our Creative Connections themed, seasonal, after school program for 6-12 year-olds pushes each student to use a variety of bizarre materials in creative ways for a final show.
REACH’s Teen Open Studio runs year round, with three quarters dedicated to Community Art Projects and one term dedicated to portfolio development. REACH Teens have created 33 works of art for the community since 2012 throughout 15 different projects for over a dozen community partners. Dozens of local artists have been brought in to work side by side with teens on the completion of these projects.

COMMUNITY ART PROJECT RECAP

- 2015: 4 Storm Drain Awareness murals, dozens of signage for parks inspired by LA’s Morley, and multiple sculptures to benefit the Garden Project
- 2014: The Live Green Lansing mascot (dinosaur sculpture), 4 REOTOWN Graffiti murals, and murals (26 pieces) for the Women’s Resource Center
- 2013: “Thank You Michigan” chalkboard mural for the Soup Spoon, a glass solar system for Impression 5, and Social Justice comics at Art Alley
- 2012: 4 murals for ITEC, 5 tabletop murals for the Avenue Café, 1 rhino sculpture for Potter Park Zoo, 4 murals for Just B yoga and 1 Bottle Rocket sculpture for Impression 5

REACH TEENS PUBLISHED A BOOK COMBINING ALL OF THEIR INDIVIDUAL WORK. TO VIEW THE PAGES, VISIT www.reachstudioart.org/tos-portfolio
EXPANDING OUR REACH

Total Project Budget (Est.): $1,200,000
Raised as of 2/16: $700,548 (58%)

TIMELINE:

2003: REACH Studio Art Center founded in November.

2010: Search begins for a larger space in Lansing’s REO Town vicinity.

2013: Summer - Buildings purchased with grant from the Capital Region Community Foundation.

2013: Fall - Clay Studio opens in first renovated building.


2015: Spring - (Phase 1) Youth Gallery, Courtyard, and wall repair complete.

2015: Summer - (Phase 2a) Main Hub (main and teen studio classrooms, offices, and reception) construction begins.

2015: Fall - (Phase 2a) completed.

2016: Facade, Main Hub details, and parking lot (Phase 2b) are completed.

2017: Fiber Arts Studio, Media Lab, and Performance Studio are completed (Phase 3).

2018: Final renovations to original building and clay studio are completed.
The amount of people we REACH with quality art programming continues to grow each year. Extending our programs, facility, and outreach to a variety of events and festivals helps us to meet our mission to make art accessible to everyone.

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<tr>
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<th>2014</th>
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<tbody>
<tr>
<td>Total Attendance</td>
<td>107,866</td>
<td>117,509</td>
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<td>Youth Program Attendance</td>
<td>1,862</td>
<td>2,192</td>
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<td>Average Number of Students per Week</td>
<td>105,948</td>
<td>115,213</td>
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<td>Event Attendance</td>
<td>19,233</td>
<td>22,364</td>
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<td>Hours of Programming at REACH</td>
<td>9,532</td>
<td>12,140</td>
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2015 Annual Operating Income $158,410

2015 Annual Operating Expenses $135,888

2015 Facility Expansion Income $241,760

2015 Facility Expansion Expenses $241,760
**ADULT SOCIALS**

On 2nd & 3rd Fridays at 7:00pm, adults ages 21+ bring their friends and favorite snacks & beverages to REACH to make art together.

Palette to Palate attendees learn to paint on a stretched canvas with the guidance of a local artist.

Mud and Mug introduces novice ceramists to the potters wheel, and each student glazes a small vessel keepsake made by the instructor.

**CROWDFUNDING RESULTS**

REACH has raised $130,060 crowdfunding with the help of 390 patrons in 2014-2015.

Patronicity.com goal exceeded in 10/14; $49,385 raised by 289 patrons. $48,000 matched by the Michigan Economic Development Association

Patronicity.com goal exceeded in 12/15; $32,675 raised by 101 patrons. $30,000 goal; no matching contributor
2015 VOLUNTEERS

Abby Deneau  Alex Valleau  Alice Brinkman
Alissa Ledesma  Amanda Kennedy  Amelia Haba
Amy Jones  Angela Papenfuss  Asmaa Walton
Barbara Goodman  Benjamin Brandicourt  Bonnie Curtain
Brittany Davila  Caleb Kisor  Cathy Abood Mohil
Christie Schichtel  Clyde Baldwin  Cristina Kennedy
Daemon Schopper  Dan Nunez  Debbie Hew
Debra Gomez  Elise Cooper  Elizabeth Akerly
Elizabeth Karney  Emma Wagner  Erika Noud
Gary Brinkman  Hannah Reyes  Heather Turner
Jane Reiter  Jennifer Kallio  Jessica Walsh
Joe Carr  Joy Baldwin  Kaitlyn Granger
Kaitlyn Pease  Karen Massoll  Katelin Nitschke
Kendall Butts  Kenneth Hunter  Kerra Whitmill
Latavia Jackson  Latoya Thomas  Laurel Domino
Lauren Allward  Laurie Morse-Dell
Layna (Williams) Lesnau  Lindsey Barry  Mackenzie Butts
Mackenzie Feringa  Macy King  Mary Clare Brown
Mathew Smith  Meg Reesor  Meghan Andrews
Mila Theroux  Morgan Scallen  Neville McKinney
Olivia J. Roeding  Rachel Bailey  Rachel Tilson
Rebecca Shane  Renee Wall  Richard Jerome Andrasko
Rosie Kiper  Ryan Vroejindewey  Saini Kethireddy
Sarah Garcia  Sharon Castle  Sojoud “Christina” Hamade
Steven Allen  Sue Wagner  Susan Kieffer
Tabor William Vits  Tedda Hughes  Tiara Woolf
Wendy Wahn
REACH
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OUR PROGRAMS WOULD NOT BE POSSIBLE WITHOUT THE SUPPORT OF

ARTS COUNCIL OF GREATER LANSING
CAPITAL AREA UNITED WAY
CAPITAL REGION COMMUNITY FOUNDATION
CRCF YOUTH ACTION COMMITTEE
CITY OF LANSING
THE GREATER LANSING POTTERS’ GUILD
JACKSON NATIONAL COMMUNITY FUND
LANSING EXCHANGE YOUTH FOUNDATION
LANSING ECONOMIC DEVELOPMENT CORPORATION
MICHIGAN COUNCIL FOR ARTS AND CULTURAL AFFAIRS
NATIONAL ENDOWMENT FOR THE ARTS
THE STATE FARM YOUTH ADVISORY BOARD
& MANY INDIVIDUAL CONTRIBUTIONS

CHECK OUT VIDEOS OF OUR PROJECTS
@ vimeo.com/reachstudioart

THANK YOU!

FOR HELPING US REACH 61,514 KIDS
FOR PROVIDING 467 SCHOLARSHIPS
& SO MUCH MORE!