



# ANNUAL REPORT

January 1, 2019 to June 30, 2020

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“I see little of more importance to the future of our country and our civilization than full recognition of the place of the artist. If art is to nourish the root of our culture, society must set the artist free to follow his vision wherever it takes him.”

—*John F. Kennedy, U.S. President, Jan. 20, 1961 – Nov. 22, 1963*

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## Letter from the President

We are celebrating our sixth year as a community art school while honoring our history of providing free quality arts education since 1997 in the Mahoning Valley. When we set the original date of the SMARTS Family Dinner for April Fools' Day, we made some lighthearted jokes about the holiday, never imagining that the entire world would face a pandemic, and that our plans would be derailed by Covid-19, forcing us to cancel the dinner and postpone this report.

Pre-Covid-19, over 400 students a week had SMARTS classes at the Ohio One Building and our Community Programming was active in 43 locations throughout our region. We had staff and teachers working from 8:00 am to 8:00 pm five days a week. Then it happened—we were in the eighth week of our ten-week spring session when the Governor mandated businesses to close. Our first priority was to keep everyone safe while figuring how to continue to provide SMARTS classes. We went home with laptops and within two weeks, Virtual SMARTS was active and students were able to complete their spring classes. We hosted a Virtual Arts Gallery and connected our social media efforts by creating a series of arts challenge videos leading students and their families from our social media platforms to the new Virtual SMARTS website. While we finalized our public classes with our afterschool students, we also provided customized virtual content for all of our community partners, designed specifically to meet their needs.

Throughout this pandemic, we have learned that this new virtual world takes nearly twice as much in effort and resources to reach about half as many students. But we did not give up. We did not slow down. We did not take a break. In fact, we dug deep and we worked harder. As advocates for the arts, we decided that we would fulfill our contracts with all of our employees whether they could work or not. We did not furlough anyone and as a contrast, we used this time as an opportunity to learn new things and build our team. I am incredibly proud of what we have accomplished in this short time and congratulate our team for working hard to figure this all out. We are grateful for leadership from the SMARTS Circle and the many individuals, foundations, and businesses who have supported us through this difficult time.

While we believe in-person arts teaching and learning is always better, we have found that all arts disciplines and all types of students—even students with special needs—can learn and demonstrate remarkable creativity in an online class. In some ways, there are even advantages as our virtual presence allows us to reach students from throughout the world in their classrooms and homes.

We have set a new standard for learning in a traditional classroom setting by focusing on creating the next generation of artists and creative innovators. Now, we also aim to set a new standard for the effectiveness and wonder of learning in the arts in a virtual setting while looking forward to in-person opportunities in the future.

**Make art, sell art, buy art, and most importantly teach and learn in the arts.**

All the best,

A handwritten signature in black ink, appearing to read 'Rebecca L. Keck'. The signature is fluid and cursive, with a long horizontal flourish at the end.

Rebecca L. Keck, SMARTS President

# SMARTS, Your Community Art School

**SMARTS, Students Motivated by the Arts**, is a community art school that provides classes in visual art, music, dance, theater, and creative writing for our region's PK-12 youth with a focus on underserved populations. SMARTS hires and prepares community teaching artists with professional training and oversight so that they can provide quality arts-focused teaching and learning with lesson plans that follow state standards. Since 1997, SMARTS classes have been free and open to the public and all students are accepted through a simple application process.

**SMARTS** classes take place in the historic Ohio One Building in downtown Youngstown and through Virtual SMARTS, after school and on Saturdays. They are offered in the fall, spring, and summer. SMARTS partners with schools, school districts, and youth programs throughout the region both during and after school by providing them with arts classes, workshops, and hands-on activities for their students. SMARTS community partnerships allow us to reach deep into the community, engage students who may not have any or enough access to the arts and to generate revenue in support of our future.

In addition to providing opportunities to PK-12 students, **SMARTS** has created a professional development model for teachers with an emphasis on arts integration. Our goal with arts integration is to bring learning to life, to connect core content to the arts, and to provide a new approach with strategies to reach students who are disengaged. Arts Integration is an approach to teaching in which students construct and demonstrate understanding through an art form. Students engage in a creative process which connects an art form and another subject area and meets evolving objectives in both. SMARTS arts integration focus helps teachers to re-imagine the future of teaching and learning.

**SMARTS'** Mission to provide access and equity in arts education reaches across all socio-economic levels while

providing access and early training in the arts. Even our most affluent schools in Ohio do not 'teach the whole child' by offering each of the arts disciplines at every grade level. With their compliance for standardized testing, budget constraints, scheduling conflicts, academic and STEM focus, and for numerous other reasons, their students do not have arts learning opportunities during the school day. SMARTS helps to bridge that gap and provide all students quality arts education during and after school at SMARTS in the Ohio One Building and out in the community.

**SMARTS** is the backbone and lead arts organization for Any Given Child, Warren, an initiative through the John F. Kennedy Center for the Performing Arts that provides students access and equity to quality arts education in the Warren City School District. SMARTS provides leadership, administration, artists-in-residence and professional development in arts integration for their teachers and SMARTS community teaching artists.



Ohio One, 25 East Boardman Street, First Floor  
Youngstown, OH 44503

# SMARTS Students

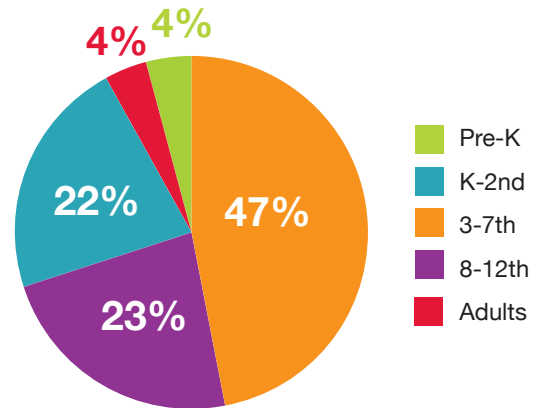
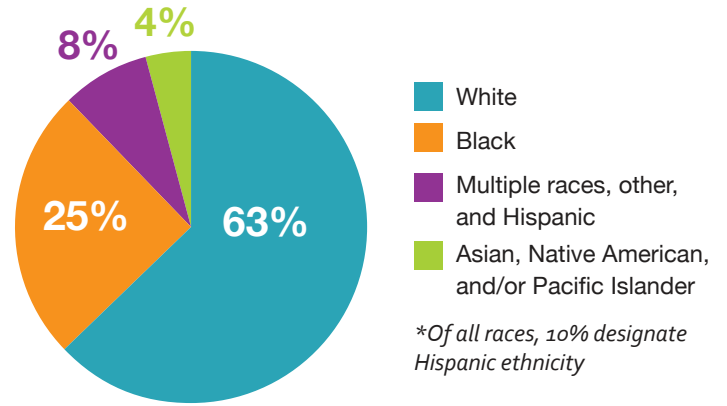
Our arts education reach extends deeply throughout the region as SMARTS currently serves over 3,500 students weekly through our public after school classes and in school districts and youth programs throughout the community during the school day and after school. To date, we have over 1,350 student applications and over 200 adult student applications from families in 44 different locations who want to take SMARTS Public classes. SMARTS families across the region travel to our facility from eight counties in Ohio and Pennsylvania. Through Virtual SMARTS, students can take SMARTS classes from anywhere in the world! As of June 30, 2020, students in the database who have attended a SMARTS class since our transition to the community equaled 665 students.

Through our application process, SMARTS students identify their arts interests, race, ethnicity, number of people in household, household income, and other information so that we can gather statistical data for grant reporting purposes and organizational planning. Of the 1,350 SMARTS applicants, 66% live at or below poverty level. These students identify as 63% White, 25% Black, 8% Multiple or other races, 4% Asian, Native American, and/or Pacific Islander and of all races, 10% designate Hispanic ethnicity. The Grade levels represented by these students with applications are as follows: 4% PK, 22% K-2, 47% 3-7, 23% 8-12 and 4% adults.

Our community partnerships connect us to more than 2,500 students at 43 schools and youth organizations throughout the Mahoning Valley both during the school day and after school. SMARTS 'plants' our community teaching artists to work alone or in collaboration with the arts and/or classroom teachers. Our community partners have prioritized and invested in arts education for their students and we are helping to bridge the gap in access and equity in arts education.

SMARTS students cross all cultural and socio-economic barriers, serving as a true reflection of our diverse community. (Data collected as of 6/30/2020)

## Public Programming Students (Spring 2019-Summer 2020)



## Students Interactions by Discipline (Spring 2019-Summer 2020)

**Public Programming Total: 932**

**Visual Art: 329, Music: 297, Dance: 118, Theater: 107, and Creative Writing: 81**

**Community Programming Total: 2,582**

**Visual Art: 956, Music: 836, Dance: 380, Theater: 220, and Creative Writing: 190**

## SMARTS teachers

SMARTS has over 50 Community Teaching Artists with backgrounds in visual art, music, dance, theater, and creative writing. SMARTS visual art teachers are restoration artists, interior designers, founders of art galleries, painters, and animators. Our music teachers are recording artists, opera singers, classical musicians, piano and instrumental soloists, church music directors, and are in rock and jazz bands. Our dance teachers work in studios all across Northeast Ohio and Western Pennsylvania. They dance in a variety of styles including: Jazz, Modern, Contemporary, Latin, African, Bollywood, Ballet, Hip-Hop, and Tap and can be seen performing on stage in many different venues. Our theater teachers are prop and costume designers, directors, actors, playwrights, and storytellers. They are active in theaters around the country both off and on stage. Our creative writing teachers are authors and poets that have published works, own bookstores, and have been journalists in the field.

**We like to think that we have the most comprehensive group of community teaching artists available as our team grows and evolves.**



# SMARTS staff

SMARTS' leadership team is small but mighty! Our administrative staff members bring unique skills and experiences to SMARTS as they all are working artists, teachers, and students. Team members include: Becky Keck, President; Natalie Wright, Staff Administrator; Lindsay Goossens, Education Director; Ed Davis, SMARTS Beats and Empowers Facilitator; and Barbara Mraz, Bookkeeper.

Becky Keck is the original founder of SMARTS and has a long history in arts education in the Mahoning Valley. She serves on local arts and state level boards and is our connection to the John F. Kennedy Center for the Performing Arts. Lindsay Goossens joined SMARTS in May 2018. She is a licensed English Language Arts teacher (grades 7-12) and has a bachelor's degree in Education. Ed Davis has been with SMARTS Beats since its inception in 2010 helping to build both Beats and Empowers curriculum and programs for the last ten years. Natalie Wright joined SMARTS in September 2019. She has a bachelor's degree in English and has a background in journalism. SMARTS Student Assistants are the backbone of our team; and SMARTS gives them practical arts administration and teaching experiences while they are learning to be arts teachers and becoming working artists.

SMARTS Student Assistants are all community artists who are taking coursework in the arts at Youngstown State University. They are the backbone of our team and work hard to support programming while keeping us organized, clean, and often they become our future teachers.

SMARTS partners with several departments at Youngstown State University, including the Cliffe College of Creative Arts and Communication, the Beeghly College of Education, and the Williamson College of Business's Center for Nonprofit Leadership. These partnerships include connecting SMARTS practical experiences to their coursework, internships, SMARTS field trips, SMARTS mentorship, and arts education experiences unique to SMARTS programming.



Becky Keck  
*President*



Natalie Wright  
*Staff Administrator*



Lindsay Goossens  
*Education Director*



Ed Davis  
*SMARTS Beats  
and Empowers  
Facilitator*



Barbara Mraz  
*Bookkeeper*

# SMARTS Community Partners

SMARTS Arts teaching and learning takes place in the following organizations.

## DURING THE SCHOOL DAY PARTNERS

**SMARTS 'plants' teachers in schools during the school day in visual art, music, dance, theater and creative writing throughout the region connecting to more than 2,582 PK-12 students each week during the school year. Our partners allow us to reach deep into the community while supporting our free public programming.**

- Liberty School District
  - o Liberty High
  - o Guy Jr. High
  - o Blott Guy PK-6
- South Side Academy
- Akiva Academy
- Jewish Community Center of Youngstown's Early Learning Center
- Warren City School District (Any Given Child, Warren)
  - o Jefferson PK-8
  - o Lincoln PK-8
  - o McGuffey PK-8
  - o Willard PK-8

## SMARTS BEATS & EMPOWERS PARTNERS

**SMARTS Beats** has grown immensely with sole support from the Hine Memorial Fund since its inception. SMARTS Beats is a percussion-based learning program for PK-12 (and up to the age of 21) students with developmental and behavioral challenges. SMARTS Beats uses hand drums and other percussion instruments to engage students by promoting academic learning, increasing musical knowledge, fostering a sense of community, and developing pride, confidence and satisfaction.

**SMARTS Empowers** is a new program that has grown through SMARTS Beats. SMARTS Empowers integrates arts education into student's daily classroom activities using visual art, dance and theater. The goal of this program is to empower students through art forms and connect their learning to these positive experiences.

SMARTS Beats and Empowers follow the same model using the knowledge and curriculum we have built since 2010. SMARTS Beats and Empowers take place during the school day at schools for the entire academic year and in partnership with community organizations afterschool and for special events.



### **SMARTS Beats and Empowers**

1. Promotes academic learning through unconventional/alternative techniques.
  2. Increases knowledge, understanding, and appreciation in visual art, music, dance, theater, and creative writing.
  3. Fosters a sense of teamwork and community.
  4. Develops students' sense of pride, confidence and satisfaction.
- ACLD School and Learning Center
  - Austintown Elementary School
  - Austintown Middle School
  - Boardman Stadium Elementary
  - Boardman Center Intermediate
  - Canfield Hilltop Elementary
  - Canfield Village Middle School
  - Canfield High School
  - Potential Development Pre-K
  - Potential Development Intermediate
  - Potential Development High School
  - The Rich Center for Autism
  - The Autism Society of Mahoning Valley

### **AFTER-SCHOOL PARTNERS**

**SMARTS collaborates with the following after-school programs to provide arts education classes.**

- Boys and Girls Club of Youngstown
- Geronimo! at Grace Church in Warren
- 21st Century Learners , Warren City Schools
  - o McGuffey PK-8
  - o Jefferson PK-8
- United Way of Youngstown and Mahoning County's "Success After 6"
  - o Youngstown City Schools
    - Harding Elementary*
    - Martin Luther King Elementary*
    - McGuffey Elementary*
    - Paul C. Bunn Elementary*
    - Kirkmere Elementary*
    - Taft Elementary*
    - Volney Rogers Elementary*
    - Williamson Elementary*
    - Wilson Elementary*
  - o Campbell Elementary
  - o Girard Elementary
  - o Liberty, E.J. Blott Elementary
  - o Struthers Elementary
  - o Youngstown Community School

## SMARTS Administrative Leadership

Becky Keck, *SMARTS President*

Lindsay Goossens, *Education Director*

Natalie Wright, *Staff Administrator*

Ed Davis, *SMARTS Beats & Empowers Facilitator*

Barb Mraz, *Bookkeeper*

## SMARTS Circle 2019

Myra Vitto, *President*

Paul Garchar, *Vice President*

Nicole Ramson, *Treasurer*

Misty Hazy, *Secretary*

Christine Rhoades, *Past President*

Denise Holt

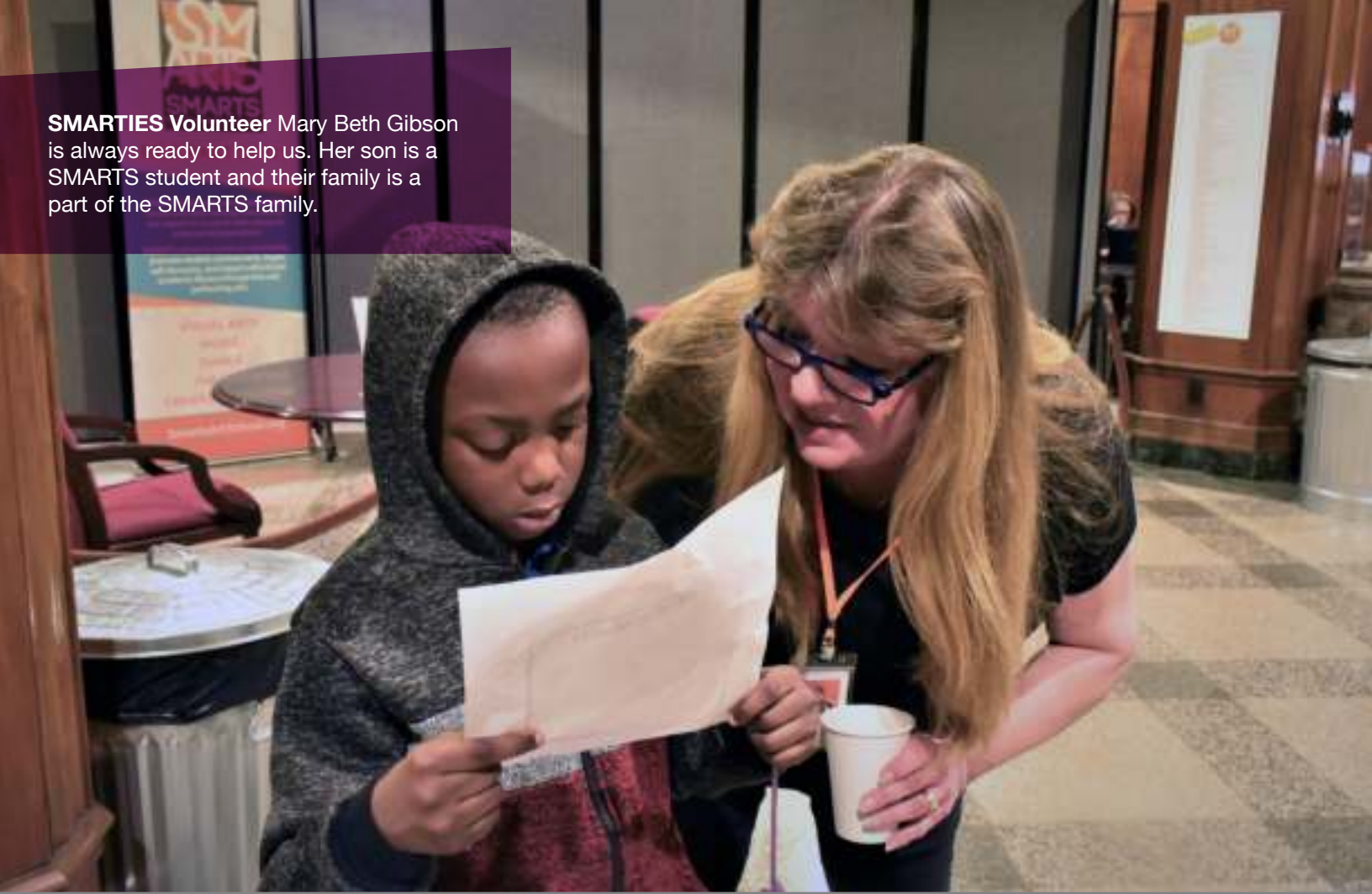
Bergen Giordani

Linda Vasconi

## Past SMARTS Circle Members

Denise Glinatsis Bayer, Robert G. Bindas, Nikki Carter, Dan DeSalvo, Laura Dewberry, Ronald C. Faniro, Angela McCoy, Heather McMahon, Larry Mohn III, Genna Petrolla, Josie Puskar, and Joy White.

**SMARTIES Volunteer** Mary Beth Gibson is always ready to help us. Her son is a SMARTS student and their family is a part of the SMARTS family.



## SMARTIES Moving Forward

Volunteer at SMARTS and be involved in something good! SMARTS is a place where opportunity exists for everyone – the opportunity to teach, learn, create, and foster relationships. No matter who you are, there is an opportunity for you at SMARTS. SMARTIES Moving Forward will engage you in our mission and help us with our daily activities. We believe that working together toward a common cause—quality arts education for youth in the Mahoning Valley – will make us stronger. SMARTIES volunteers will add to our cultural, educational, and artistic balance because we will be a family.

Join SMARTIES today! [www.smartsartschool.org/smarties/](http://www.smartsartschool.org/smarties/)



## SMARTS Mission

SMARTS community art school provides access and early training in the arts for our region's PK-12 youth with a focus on underserved populations. SMARTS engages public and private organizations, schools, and artists in cooperative projects designed to enrich our community, promote student achievement, inspire self-discovery, and impact cultural and academic literacy through fine and performing arts.

## SMARTS Vision

SMARTS community art school will continue to be the leader in quality arts education in our region, state, and nation by serving our community's youth. SMARTS will provide quality arts education, and promote our region's arts and culture by establishing partnerships, working with public and private organizations, and representing the diversity of our community.



# Donors and Grantors

January 1, 2019 to June 30, 2020

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

Roberta M. Hannay  
Hine Memorial Fund

## \$5,000-\$24,999

City of Youngstown  
Denise Holt  
Mercy Health Foundation  
National Endowment for the Arts  
Ohio Arts Council  
Rotary Club of Boardman  
Senator Maurice & Florence Lipscher Charitable Fund  
Sweeney Chevrolet Buick GMC  
The Monday Musical Club Fund  
The Nordson Corporation Foundation  
The Ronald McDonald House Charities  
The Youngstown Foundation  
Turning Technologies Foundation  
Youngstown Area Jewish Foundation

## \$501-\$4,999

Bank of America Charitable Foundation  
Barbara Brothers  
Barbara Kindler  
Bernard & Elaine Soss Family Trust  
Children's Hospital Medical Center of Akron  
Chris A. & Robert J. Gabrick  
Crowe's Cabinets, Inc.  
Denise DeBartolo York  
Doug Smith  
Fireline, Inc.  
FirstEnergy Foundation  
Gasser Chair  
GPD Group

GPD Group Employees Foundation Inc.  
Judith R. Solomon  
Natalie Lariccia  
Network for Good  
Nils P. Johnson, Jr.  
Paige & Burns Insurance  
Phoenix Design & Engineering LLC  
PNC Bank  
Raymond John Wean Foundation  
St. John's Episcopal Church  
Stifel  
The Schmutz Family Foundation  
The Youngstown Rotary Foundation  
Tri-County Education Service Center  
Ulises Diaz  
Urig Family Foundation  
W. & H. Bender Memorial Fund  
Zita M. & Joseph DiYorio  
Charitable Foundation

## \$500 and below

A.P. O'Horo Company  
Alfred J. & Suzanne H. Fleming  
American Association of University Women  
Attorney and Mrs. James Floyd  
Austintown Junior Women's League  
Bill & Linda Russell  
Bodine Perry, LLC  
Brenda Williams  
Cailor Fleming Insurance  
Carol J. Bigelow  
Catullo Meats  
Cicilia I. Yudha  
Colleen Ingram  
DT Moore & Company, LLC

Daryl & Lisa Dickson  
David T. and Laura B. Boich  
David H. Bulkley  
Deborah L. & Jeffrey M. Grinstein  
Debra Hodge  
DeSalvo Construction Co., Inc.  
Diana J. Homick  
Dr. Stanley & Linda Palumbo  
Elliot & Chris Legow  
Esperanza Logan  
Farmers Trust Company  
First National Bank of Pennsylvania  
Francis R. & Margaret A. Krygowski  
Frank Rulli  
Fuhrman-Tomhave Family  
Gail L. Boran  
Gary Taneri  
Gayle Catinella  
George P. West  
George W. & Kathleen Apel  
Gifted  
H. William Lawson & Joan M. Lawson  
Hill, Barth & King LLC  
Home Savings Charitable Foundation  
J.M. Verostoko, Inc.  
Jason Volovar  
Jean L. Malandro  
Jet Creative Productions  
Jill Brothers  
John Einfalt  
John Slanina  
Jon Hill & Claudia Berliski  
Joseph R. Martin  
Kara Zone  
Kevin Y. Chiu  
Luanna C. Jacobs

# Donors and Grantors

January 1, 2019 to June 30, 2020

## \$500 and below *(continued)*

Luke Stockett  
Lulu Bean  
Mahoning County Juvenile Court  
Marianne M. Nissen  
Mark & Susan Stricklin  
Mark A. Brown  
Martin & Catherine Cala  
Mary Beth & Warren Gibson  
Mary Jo DeLucia  
Mary Margaret Hovanes  
Meta & Alexander T. Steeb  
Michael & Jennifer Long  
Michael L. Ray Jr.  
Mr. & Mrs. Ronald Gould  
Mr. & Mrs. William Harley  
Mr. & Mrs. William Russell  
Mr. and Mrs. Francis R. Krygowski  
Mr. Donald Foley  
Mr. Tom Duncan  
Myra S. & William S. Benedikt  
Nancy Soyars  
Nexstar Broadcasting Inc.  
Nicholas Glatzer  
Nicole Ramson  
Nina Seifert  
Penguin City Brewing Co., LLC  
Phillip J. Jaminet Engineering  
Potential Development Program  
Rebecca L. Keck  
Regeneration Church  
Richard E. Mills  
Robert G. Bindas LLC  
Robert Kroeger  
Sal Sanders  
Sarah Dickey  
Schroedel, Scullin & Bestic, LLC  
Scott R. Schulick  
Sharon M. Letson  
Simply Slavic  
South Side Academy  
St. Patrick's Church  
Stephanie M. Landers  
Stephanie Roselli  
Steven J. & Andrea K. Baroff  
Susan Edwards  
Suzanne Anzellotti  
The Lillian Schermer Charitable Trust  
Tim & Becky Walter  
Troy & Christine Rhoades  
W. Rick Schilling

# SMARTS Organizational Growth

SMARTS has provided quality arts education opportunities to PK-12 students since 1997. Our transition to the community as a stand-alone 501(C)(3) started in January 2014 when we had no physical or monetary assets except our good name, reputation, strong leadership, and a small group of community leaders committed to our mission. Since then, we have generated over \$2.9 million in revenue through the support from individual donors, foundations, businesses, and our community programming at partner schools and youth organizations from throughout the Mahoning Valley. We make sure that all funds raised are put back into our programming to support the growing need for arts education in our region.

One of the best parts of SMARTS' story is that the organization continues to take part in the education of more and more children each year. In fact, waitlists typically accumulate for enrollment in SMARTS' free public classes. Additional classes are added to the schedule each semester to accommodate increasing enrollment and waitlists

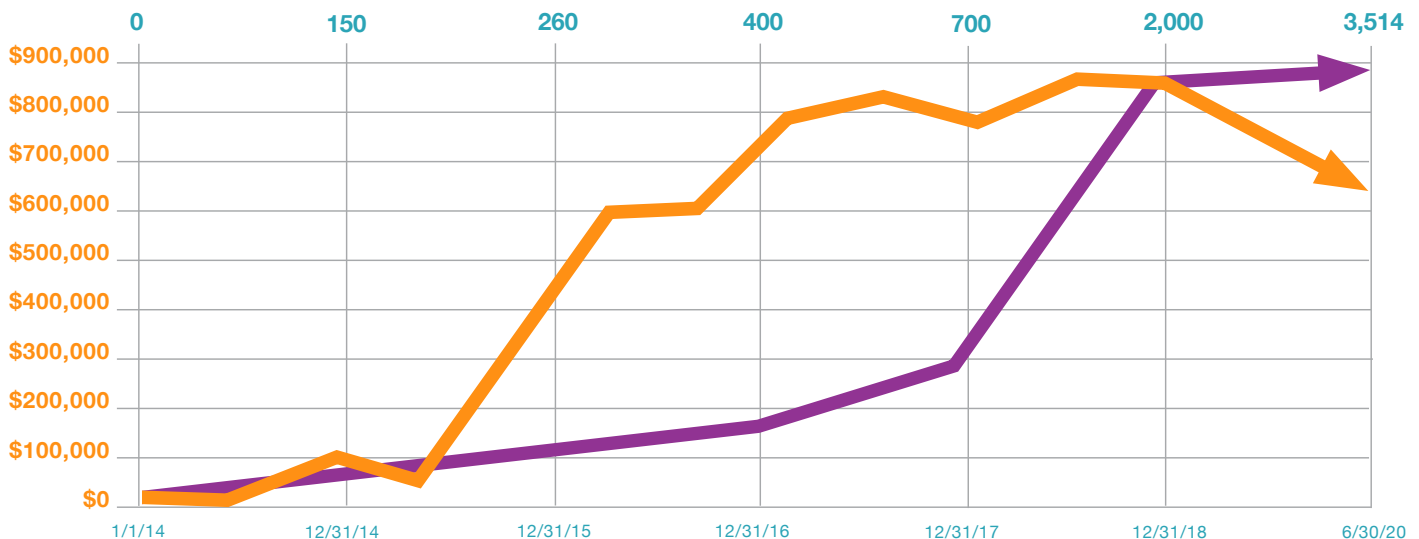
continue to grow. Yet, the resources that SMARTS has available to serve these children, or net assets, have begun to decline as "All in One" Campaign funds diminish.

Supporters of the "All in One" Campaign will recall that funds were earmarked to cover personnel costs for three years, with lease and utility costs for five years. It is hard to believe that three years has already passed and we are continuing to increase our program staff without the Campaign support.

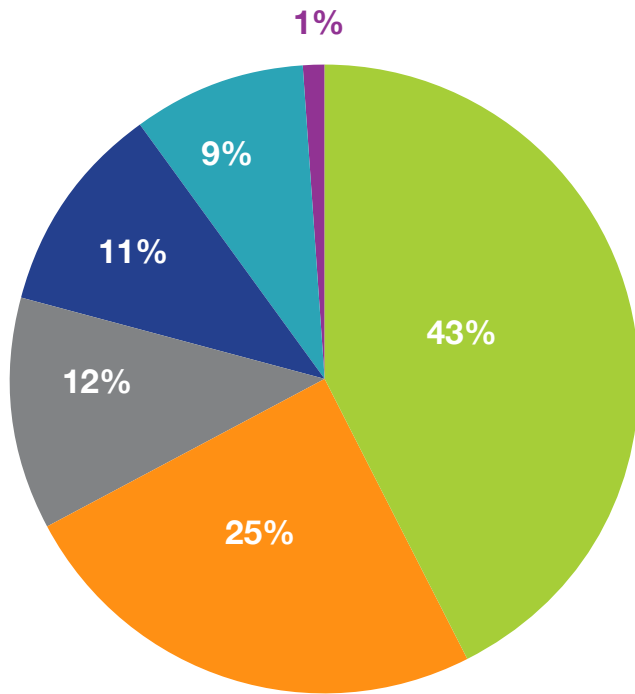
As the demand for SMARTS' services continues to grow, SMARTS will look to the community that has been ever so generous in the past for further support, so that more and more PK-12 children can experience SMARTS in the future.

Thank you for your support in the past and your continued support in the future.

See more information to support SMARTS at [smartsartschool.org/donate/](https://smartsartschool.org/donate/).



— Net Assets  
— Number of Students



## Revenue

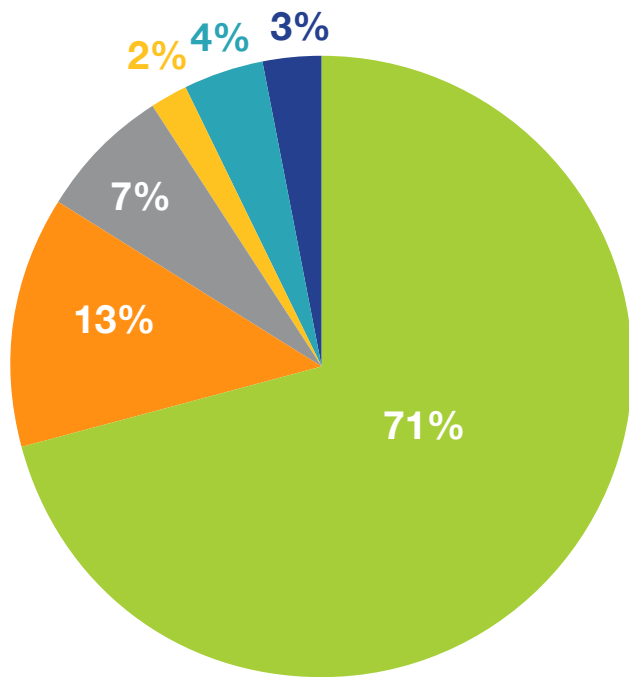
(1/1/19-6/30/20)

- Community Programming
- Release of Restricted Funds
- Public Programming
- Fundraisers
- Unrestricted Donations
- Other Income

The SMARTS team works diligently to garner revenue from several diversified sources. This revenue generating model ensures the organization is never too dependent on one program or income source. Revenue from contracts with community programming has consistently made up the largest percentage of funding at SMARTS, and continues to grow as more community partners engage with the organization. The release of restricted funds includes the use of previously restricted grant or “All in One” Campaign funds. The “All in One” Campaign funds have been used for the intended purpose of funding personnel, the lease of our facility, and utility costs, in addition to funding SMARTS’ first endowment, the John M. MacIntosh Endowment Fund held at Farmer’s Trust.

As SMARTS has grown, it has been fortunate to receive a higher percentage of funds from fundraisers and unrestricted donations. However, the coronavirus pandemic has challenged not-for-profit organizations to find new ways to fundraise. The community’s donations during our annual appeal and our virtual fundraisers continue to assist SMARTS in funding costs that grant funds typically do not cover, such as overhead. Having unrestricted funds available to use has been more important now than ever. We appreciate your continued support!





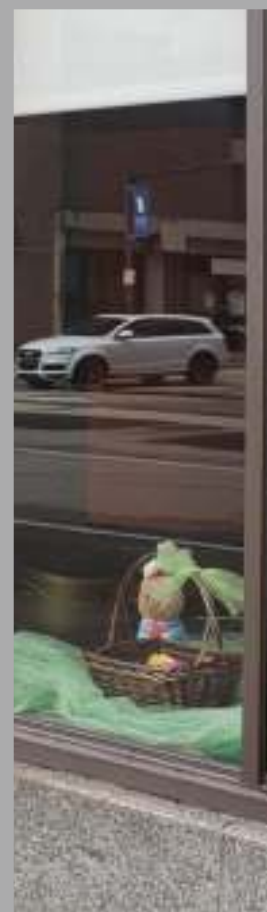
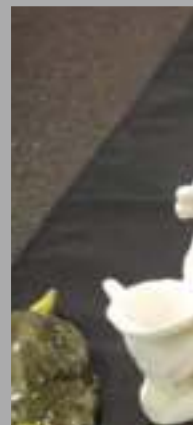
## Expenses

(1/1/19-6/30/20)

- Personnel
- Facilities & Equipment
- Program Supplies
- Business Operations
- Fundraising Expenses
- Staff Development

The distribution of SMARTS' expenses has remained consistent since its inception. SMARTS relies on our leadership staff and amazing community teaching artists to deliver high-quality programming to the children in our community. With nearly 50 employees a month, it is expected, then, that personnel costs, which include the salaries, wages, and benefits of our staff and teachers, make up the largest of SMARTS' expenses. SMARTS prides itself in offering competitive wages in order to attract and retain the most talented team possible.

Pivoting to a virtual environment in response to the coronavirus pandemic has required increased investment in technology, such as computer and video equipment, software, and technology services. While SMARTS may incur slightly lower costs for program supplies and fundraising, most of the costs typically incurred will remain constant during the pandemic.







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[www.SmartsArtSchool.org](http://www.SmartsArtSchool.org)