WHAT YOU SAID ABOUT US

“Thank you for supporting me, for being a shining beacon of hope for arts learning, and for loving our community.”

Raymond, Scholastic Art Award Winner

“C3 is a great school. I’ve made a lot of new friends. My friends here are unique in their own ways. I love my Process Art class. I feel creative when I have free rein over what I’m making, like on Studio Days, when we can make whatever we feel like. Those are the days that I feel most at home with my art because I know what I’m making is mine and no one else is making it and I can create what I want.”

Wynn, 5th Grade Student at C3

“I enrolled our family into Families to College so my daughter could see other students who believe that education is important. I’d been trying to get her help to keep her mind off of some of our challenges. FTC has helped to keep her motivated, happy, and excited. I’m really happy to see that. The grocery deliveries have also been a big blessing. Everything has been super good. We’re very happy with the program.”

Suheily, Families to College Parent

YOU ENGAGED

7 long-term arts residencies in schools
18 professional development workshops
6 weeks of virtual arts camp
3 regional arts festivals & competitions
42 allied arts therapy workshops
352 multi-week arts classes
35 teaching artists
851 gigs for artists and teaching artists
9,494 meals provided to families
5,000 lbs food grown in our Community Garden
3 school & community mural & mobile installations

YOU SUPPORTED

12,864 participants in the arts
12,978 e-mail subscribers
15,485 followers on social media
$5,000 from Facebook Fundraisers
49,551 reached with posts

YOU PROVIDED

841 individual donors
535 volunteer hours
78 adult and youth volunteers
$27,279 in-kind donations of goods and services
$748,400 in grants from 21 funders
Creativity CoLaboratory Charter School Thrives

Year-round arts and learning at Appel Farm began last year with the opening of Creativity CoLaboratory Charter School. We graduated our first 8th grade class in June, a celebration of their creativity, flexibility, and resilience throughout the pandemic. In September, Creativity CoLaboratory Charter School grew, welcoming 144 children in grades 5-8 into our nurturing and compelling learning community built on Appel Farm’s Guiding Principles. Dr. Loren Thomas, a valued member of the Appel Farm community for decades, joined the C3 Team as Chief School Administrator to work with Lead Teacher, Amanda Kaley, to foster an environment of creativity and openness within a structure that supports students and teachers to be their best. Learning is personal at C3, in person and virtual.

Appel Farm Goes Virtual

This year, Appel Farm launched C3 School along with STEAMLabs, a robust after school program with 12 classes ranging from cooking to costuming to coding, and more! We hosted the Region 2 New Jersey Poetry Out Loud Program, and were awarded the Gold Key for Excellence in the Field Award, in recognition of our tremendous success in expanding participation in the South Jersey Art Region for the Scholastic Art Awards. We were working in schools, and out in the community. 60th Anniversary celebrations were in full swing, and we were thriving....then the pandemic hit.

When gathering became unsafe, some programs were canceled, including the Mother Daughter Art Retreat, Family Arts Camp, and Camp 2020 with its beautiful theme of Love Grows. With that theme in our hearts, we re-imagined many of our programs for a virtual world. The Salem & Gloucester County Teen Arts Festival went virtual, and so did learning at C3 and STEAMLabs, as well as many of our programs in the community. Responding to a need for social emotional learning through the arts, Appel Farm created Art in the Making, connecting young artists with our talented arts educators in a virtual art-making space where young artists developed their creativity and love of learning. Green Picnic Table Time, a virtual meet-up, gave Camp staff, campers, and alumni a chance to connect and create during spring break, and throughout the summer. Private and Small Group Lessons also connected 32 Teaching Artists to creative kids for arts and learning.

FTC Responds to New Family Needs

Families to College cultivates family bonds and improves academic and employment success in Cumberland County through a comprehensive whole-family mentoring program. This year, when the pandemic hit, FTC responded to new needs in the community, providing over 9,000 meals to families who were out of work, and 13 computers to students who were learning from home. To better serve our community, we opened a second site at Daniel’s Den Community Center in Vineland, NJ. We are celebrating 7 FTC students from the Class of 2020 who are currently attending college, bringing the total of FTC students in college to 14! Along with workshops and classes, the 5 College Tours we hosted for families played an important role in our families’ success.

Appel Farm Feeds Families

Food insecurity in South Jersey worsened in the pandemic, and Appel Farm responded by creating a Family Food Service, delivering 9,494 healthy, easy-to-prepare meal kits to C3 and FTC families, as well as a local food pantry, a group home, and other families in South Jersey. Meal kits included fresh produce from the Appel Farm Community Garden, which harvested over 5,000 pounds of vegetables for the food program, with veggies left over for the pay-what-you-can roadside Veggie Cart. We delivered more than food... Meal kits also included Art Bags with inspiration, instructions, and supplies for family art projects that encouraged real connections and communication. Through this re-imagination of our teaching garden and food service for Camp, we connected with the community in new and important ways.
Albert David Appel | 1922-2020

At the sage age of 98, Albert David Appel (born July 5, 1922) passed away. A man of music, of soil, of mischief, and of family, Albert is known to thousands of creative artists and performers around the globe as the man who gifted their world Appel Farm Arts Camp, which would grow to become Appel Farm Arts and Music Campus. Please join us in spirit, online, and in person at Appel Farm every year on July 5th to celebrate Albert, his life and his gift to the world, our haven, Appel Farm Arts Camp.

“We wanted to change the world and do it through children.” — Albert

Gather & Ignite

On the first day of quarantine, we launched 100 Days of Social Distance Arts & Learning, a virtual library to help our community learn and grow, connect and create. Hundreds of Appel Farm friends contributed to the library, and alumni representing 5 decades and 2 generations, from across the US and around the world performed our favorite song, Bohemian Rhapsody.

Visit the library any time at bit.ly/artslearninglibrary

The Sunflower Series launched a social media and grassroots effort that reached 49,551 people and raised $257,958 in individual donations to counter a $2.1 Million loss in revenue. 841 donors, up from 280 last year, kept our doors open.

Watch these beautiful events online at bit.ly/sunflowerseries & bit.ly/sunflowerseries2

FISCAL YEAR 2020
AT A GLANCE:

Total Revenue: $1,777,407

- Earned $347,500
- Foundation $788,400
- Government $6,032
- Corporate $10,413
- Individuals $247,225
- Investment/Other $61,191
- Paycheck Protection Program, SBA Loan $243,055

Total Expense: $1,969,346

- Admin $325,673
- In-Kind $27,279
- On-site Arts Programs $71,438
- School Programs $172,308
- Social Service Programs $271,531
- Site Rental $156,653
- Camp $893,232
- Donations $45,312
- Camp Tuition $27,279

Fiscal Year 2020 At a Glance:
Your support helps us fulfill our mission.

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