Mission: GlassRoots ignites and builds the creative and economic vitality of greater Newark, with a focus on under-served youth and young adults, through the transformative power of the glass art experience.

Dear Friends of GlassRoots,

This past year has been unlike any we’ve seen before. The global pandemic has had, and continues to have, an unprecedented impact on the communities GlassRoots serves, and on art organizations, especially glass art organizations, around the country.

With the inherent physicality of glassblowing, many of our colleagues have seen their studios curtail hours or close for safety, with many glass artists and staff furloughed or laid off.

With your generous support, GlassRoots was able to stay open, although we had to operate in very different ways. It is something that makes us profoundly proud and grateful.

While this year was filled with challenges, GlassRoots remained committed to serving our community and pivoted our work to provide virtual learning within two weeks of our studio closing in March.

Since then, tens of thousands of people have benefited from innovative and creative programming, provided by our talented teaching staff, supplemented by board members and volunteers, that was both educational and entertaining.

Our hallmark youth entrepreneurship programs have incorporated changes which allow us to continue to engage with Newark youth. And many people in our community have enjoyed
using our at-home glass kits to remain creative.

I’m pleased to share GlassRoots’ Fiscal Year 2020 Annual Report, which details our programs, partnerships, impacts, and financial status. There is much to do, and of course, a long-awaited move still to look forward to, but I’m so proud of all that we’ve done this year!

I want to extend my deepest gratitude to our volunteers, donors, partners, community members, board members, and especially our staff, who have supported all that is GlassRoots during this unprecedented time.

On a personal note, this is the last Annual Report note I’ll be writing to you as GlassRoots’ CEO.

In November, I informed the board that I would be stepping down from this position, to make way for a new leader to lead this marvelous organization in its new space, as we celebrate 20 years of service to our community.

I look forward to supporting GlassRoots’ future ED and this organization as it moves forward, and I hope you’ll continue to join me.

With immense gratitude,

Barbara Heisler
Chief Executive Officer
Long-Term Programs

YES/FLAME: A year-long college and career readiness program for high school students that teaches hard business skills combined with glass art techniques.

- As the COVID-19 health crisis hit at the midpoint of our program and prevented students from working on their products in the studio, we shifted the remainder of our YES program to a virtual learning platform, with an emphasis on product design. This required students to describe their design ideas in great detail, so that our teaching staff could realize their vision in the studio on their behalf.

- The change to remote learning also meant that, for the first time in its history, the Annual Business Competition was held virtually. Students created promotional ads which staff posted on Facebook and Instagram, enabling families and friends to participate as judges, voting for their favorite designs.

- From our experience working with students virtually, we decided to incorporate a written business plan and online voting into next year’s program, as both allow students a more thorough expression of their business and product, as well as provide the opportunity to use social media to test the effectiveness of their marketing ideas and materials.

Long Term Art Residencies: Glass-art projects onsite at schools and community centers. Projects are tailored to the needs and interests of students.

- We launched an ambitious trimester mosaic residency at the 13th Avenue School, guiding three groups of students in the making of a mosaic triptych featuring the school’s mascot, a black panther. The program was made possible by funding from Rutgers’ 21st CCLC-Promise Youth University.

- GlassRoots partnered with the City of Newark to provide glass-art instruction for 46 youth enrolled in the Harriet Tubman Youth Travel Summer Camp, at the Vincent Lombardi Recreation Center, twice a week for seven weeks. This program was significant because it represented GlassRoots’ return to teaching younger children (ages six to eight) in a multi-project, long-term arts program for youth in the North Ward, and acted as a pilot program for future roll-out at all seven of the City’s recreation centers.

Programs by the numbers:

- 4,609 hours of glass-art instruction
- 2,470 onsite and offsite visits
- 24 hours of virtual programs reaching 60,000+ participants
- 340 youth visits to our studios for STEAM-based field trips
- 158 adults experienced GlassRoots in private groups, lessons and/or studio rentals
- 163 youth and young adults experienced GlassRoots’ instruction in schools and community centers
- 179 participants ages 10+ took part in public glass-art classes

Summer Youth Leadership Corps (YLC): Offered in cooperation with the City of Newark, YLC provides work experience, leadership training and opportunities for Newark teens to mentor younger students in our summer programs.

- Lead Projects are intended to provide an opportunity for our YLCs to practice their 21st century skills, especially leadership. Students are tasked with the design, marketing and execution of an independent activity, demonstration or lecture, that helps create greater awareness of GlassRoots’ programs.

- Youth Leaders shone brightly in their lead projects which included the creation of signature products, commissioned works and a piece for our annual auction. One student created a community event at GlassRoots in partnership with Roberts Pizza, baking the pizza using hot glass and glassblowing equipment. The event was live streamed on social media!

Trauma-Informed Programs: At the core of every GlassRoots’ program is an understanding of the importance of supporting the social-emotional health and growth of our program participants, as well as the healing properties of making art.

- This is especially important for the population we serve in Newark, where residents are exposed to multiple adverse childhood experiences. In recognition, GlassRoots partnered with Newark’s University Hospital Violence Intervention Program/Center for Trauma Survivorship team to develop the GlassRoots Healing Hurt Workshop, a thirteen-week glass-arts workshop which will function as an adjunct to ongoing therapy with LCSW staff at UHVIP.
Virtual Studios: GlassRoots’ Virtual Studios were born in March 2020, as a direct response to the COVID-19 pandemic. Determined to stay connected while we were physically apart, our staff created a series of weekly, virtual programs meant to engage viewers in the transformative power of glass-art.

- Broadcast over GlassRoots’ Facebook, Instagram and YouTube channels, our programs included live and interactive demonstrations of glass-art making; interviews with notable glass artists and art collectors; at-home art challenges, designed to educate, inspire and stimulate creativity; and The WorkerSpace Lecture Series, devoted to strengthening craft entrepreneurs and small business owners in all aspects of their businesses. Although brand new, the programs proved immediately to be popular. The combined total reach of our Virtual Studios programs, running from March 23 to June 30 (where “reach” is defined as the cumulative number of views, Likes, Shares and comments on digitally presented content), was 60,196.

GlassRoots In The Community
- We participated in the Voice Summit hosted, in part, by Prudential. Teaching-Artist Kate Dowd attended with four Youth Leadership Corp members and provided STEAM information on glass to local middle and high schoolers.
- We reviewed applications for teaching and administrative positions, enhanced some of our routines, and prepared for a new administrative structure, as advised by our work with the PruBono team.
- Our summer intern, Christian A., worked to complete the Maker Space Database, which includes information on accessing mostly non-glass makerspaces within a reasonable commuting distance of Newark. Christian also developed comic characters (Hair Lump and Cat Lump) to guide users through the database.
- The City of Newark confirmed $500,000 of funding from the Community Economic Development Trust Fund for our new space at Newark Arts Commons.
- GlassRoots’ Teaching-Artists attended the Scouts of America’s annual Jersey Jam event at Waterloo Village. They presented flameworking demonstrations and provided information about programs to hundreds of Scouts at the weekend-long event that hosted a variety of activities for Scouts including camping, music, carpentry and archery.
- Our wildly successful “Holiday Open House,” which offered walk-in and pre-registered workshops in all three studios, as well as hot apple cider and donuts, served a total of 67 people, including 55 walk-in participants. We also raised $1,105!
- GlassRoots tabled at four street fairs in suburban communities through Street Fairs LLC, a company that facilitates vendors for local municipalities, selling glass art and distributing program information.
- Thanks to volunteer Kathy Carliner, our Communications Committee’s efforts paid off. Jersey’s Best Magazine highlighted GlassRoots in not one, but two articles in 2020.

Short Term Programs
One Day Field Trips: This year 776 students participated in hands-on, STEAM-based activities in our studios. Our one-day hands-on Glass Volcano Experience Workshop uses molten glass to teach 6-12th grade students about the science of volcanoes.

- Cynthia Thompson, an alum of GlassRoots’ Bead Shop program, is an 8th-grade science teacher at NPS’ Pershine Avenue School. She brought three groups of 8th graders to the GlassRoots’ Volcano Experience. Each group was given a presentation about volcanoes, and then they got to experience what they learned firsthand in the GlassRoots studios. A material science professor from NJIT came to observe and provided even more information to the participants about various types of rocks.

Special Needs Programs: GlassRoots is committed to making our studios and programs accessible to all.

- For the sixth year, GlassRoots worked with clients from the daytime recreation program of JESPY House, which serves adults with developmental disabilities. Participants often make gifts for family and friends, as well as art for themselves, working in both mosaic and fused glass.
- We were so happy to be able to offer in-person, socially distant and safe programs this year, welcoming seven students to our studios!

Glass Art Summer Camp: Campers worked in our Flame, Flat and Hot Shops, creating glass-art projects using techniques and tools essential to each shop.

- We were so happy to be able to offer in-person, socially distant and safe programs this year, welcoming seven students to our studios!

Professional Development for Educators: GlassRoots offers professional development workshops to teachers of any subject area to learn and improve upon teaching skills through the art of glassmaking.

- Kate and Rain gave a professional development workshop for the art teachers of the West Orange School District. They gave a presentation on the role of glass art in STEAM (STEM + art) education.

Corporate Team-Building: Our team-building activities strengthen relationships.

- Prudential Cares held a meeting in our conference room, followed by a hands-on glassblowing activity in which each participant created a pumpkin.
- Coworkers from Hudson CMO came for a team-building workshop at GlassRoots. They created glass beads over a torch and turned them into wine stoppers and pens. They also received a glassblowing demonstration.

Public Art Classes: We offer classes year-round in glassblowing, glass fusing, mosaics and flameworking.

- Our introductory flameworking class was reformatted with much success. Instead of teaching all the techniques in one, two-hour class, participants are now able to take an introduction class, followed by an intermediate-level class, on the same day.
In Fiscal Year 2020, GlassRoots was proud to welcome Daniel Neville-Rehbehn to the Board of Directors.

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Barbara Heisler, ex officio  
Sanaz Hojreh  
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Sheila Kenny  
Dena Lowenbach  
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Jason Minami, Teaching Artist  
Richard Paz, Teaching Artist  
Amira Rogers, Teaching Artist  
Aurora Rosado Lazzaro, Finance Director  
Rain Trippodi, Teaching Artist

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Richard Simon  
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Len Troiano  
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Paul Zolandz

**20th Anniversary Sponsors**

- **Corporate Blaze Sponsors ($10,000)**
  - M&T Bank  
  - Prudential Financial

- **Corporate Flare Sponsors ($5,000)**
  - Meg and Howard Jacobs  
  - Kathryn Markel

- **Corporate Flame Sponsors ($3,000)**
  - Allstate Interiors  
  - American Architectural Windows  
  - Centrim Electric

- **Corporate Fire Sponsors ($1,000)**
  - Global Gateway Advisors  
  - Tucker Contemporary Art

- **Visionaries’ Circle Members ($2,020)**
  - Ralph and Deena Lowenbach  
  - Daniel and Will Neville-Rehbehn  
  - Roger and Sheryl Tucker

- **Fire Sponsors ($1,000)**
  - Gary Berger and Ulysses Dietz  
  - Ken and Judith Peskin  
  - Susan Swinghamer  
  - Alexis Tucker  
  - Carmen Rita Wong

- **Spark Sponsors ($500)**
  - David Bloom  
  - Arlene Bujese  
  - CCC Renovation  
  - Cpl. Larryand Marjie Pitterman  
  - Faith Taylor  
  - Ara Tucker  
  - Bill and Lisa Westheimer

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**Financial Summary**

- **Income $1,035,672**
- **Expense $997,286**
- **20th Anniversary Sponsors**
- **Committee Volunteers**
- **Corporate & Foundation Grants**
- **Contributions**
- **Events**
- **Government Grants**
- **Artwork Sales, Commissions & Fees**

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**Expense $997,286**

- **Programs**
  - Administration
  - Fundraising
  - Reserve

- **Corporate & Foundation Grants**
  - Contributions
  - Events
  - Government Grants
  - Artwork Sales, Commissions & Fees
Our Fabulous Donors

Individuals

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Jennifer Ames
Nicoletta Amos
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And 7 anonymous friends!

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Chenglass Life Sciences, LLC
Earth Wind Flowers
FedEx Social Responsibility
First Bankcard
M&T Bank Corporation
PSEG
Reverb
RWJ Barnbas Health
TeknoGRID, LLC

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Geraldine R. Dodge Foundation
Herman & Florence Siegel Foundation
Horizon Foundation for New Jersey
Investors Foundation
Jewish Women’s Foundation of New Jersey
Jockey Hollow Foundation
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New Jersey State Employee Charitable Campaign
NJ Office of Faith Based Initiatives
United States Treasury/ Paycheck Protection Program