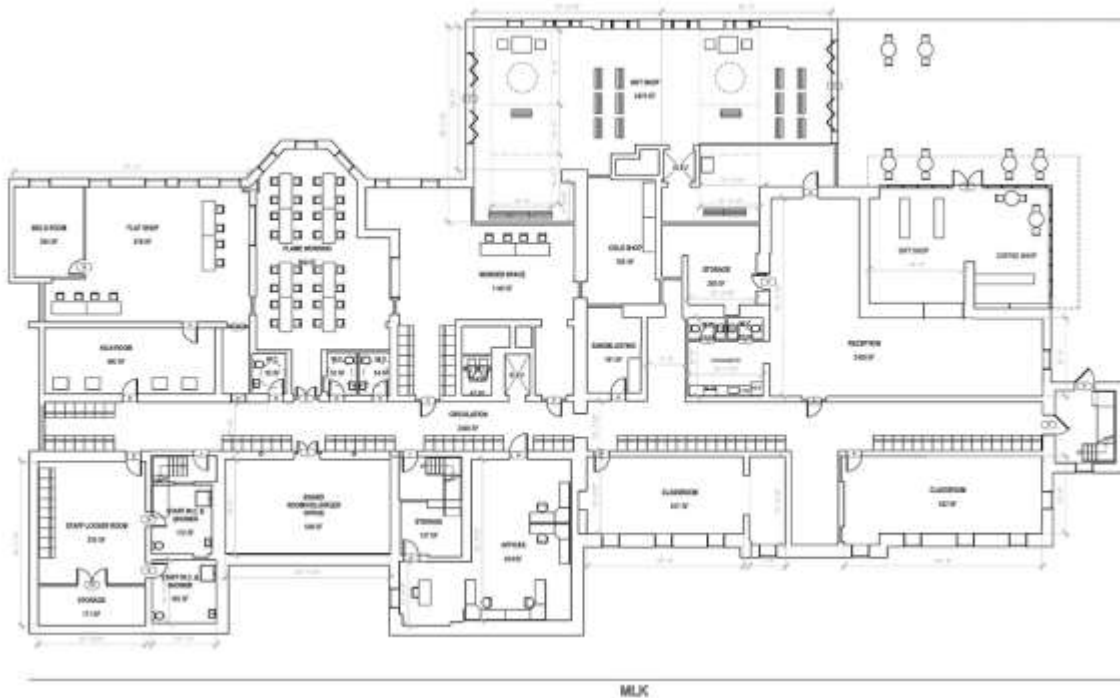


GlassRoots 2020: A Vision for the Future of Newark

Case for Support



BACKGROUND AND VISION

Imagine teen entrepreneurs presenting their art and defending business plans with passion and power. Envision a young woman gaining the confidence to launch her own bead business and achieve financial security. Feel the pride of an aspiring student earning a full scholarship to college because of the GlassRoots-Penland Fellowship. These stories and countless others like them are the faces of GlassRoots today. GlassRoots empowers thousands of youth to build the skills and confidence they need to succeed, and thousands of adults to stretch themselves and explore their creativity. Each individual who walks through our doors is deeply impacted by GlassRoots' programs, unleashing their potential through the power of fire and glass.

After visiting Tacoma's Hilltop Artists in Residence in Tacoma in 1998, GlassRoots' founder Pat Kettenring envisioned creating a studio for Newark area youth ages 10 to 18 to provide glassmaking and business skills to underserved youth who had too few opportunities to become stronger, wiser and more talented young people. The paramount goal of GlassRoots, Inc. was to provide opportunities for achievement to underserved youth by engaging them in the creation of glass art and the development of entrepreneurial and life skills. GlassRoots began in 2001 engaging 100 youth ages 10-13. Today we serve over 3000 youth, young adult and adult annually; growing from afterschool programming; expanding programs by adding formal training in color, form, spatial concepts; joining art and STEM education in both practical and creative ways; and adding programs that develop knowledge and skills for youth and adults to succeed in an entrepreneurial economy; and outgrowing our current space.

As we prepare for the next chapter in GlassRoots' history, our vision is clear: in order to continue to impact lives and grow our programs, we will transform an abandoned historic building into a creative hub that connects community members with arts and education, revitalizes a once blighted neighborhood, and drives economic growth.

GLASSROOTS PROGRAMS TRANSFORM LIVES

Since 2001, GlassRoots has successfully carried out its mission to provide thousands of Newark youth with the services and support they need to gain access to safe and engaging activities during out-of-school hours. Through its unique STEAM-grounded glass-art classes and entrepreneurship programs, GlassRoots' students gain hands-on experience in chemistry, physics, math and engineering while becoming entrepreneurs as they create and market their glass products. Consistently, we have seen that participation in glass art¹ directly contributes to the development of students' intellectual and personal capacities. For those who have failed in school, the experience of success in our studios impresses upon students that they can become agents of their own learning which can lead them to a brighter, more productive future.

Our experience has taught us that investment in real work experience for vulnerable youth can improve their understanding of the value of education, increase their self-esteem and ambition, while increasing prospects for future employment, whether they are heading to higher education or seeking job opportunities within their communities. Our programs serve our community of all ages:

Elementary and Middle School

- When students visit GlassRoots on field trips they have the opportunity to visit one, two or three art studios, known as the Flame Shop, the Flat Shop or the Hot Shop. All glass art projects include lessons on basic color and design theory, and introduction to and practice with glass tools. All projects include elements of STEAM and aspects of 21st Century learning, such as teambuilding, time management, problem solving and communication.

High School

- Our Business and Entrepreneurship Programs, in partnership with the Newark Public Schools, teach business, marketing and personal finance skills, all essential for breaking the cycle of poverty so prevalent throughout our city. After students gain proficiency in one of our three glass art shops, marketing their products becomes a tool for teaching these skills and includes the basics of business such as how to price, package and market the objects produced.
- The FLAME Network is a college/work readiness program that highlights Focus, Leadership, Art, Mentoring and Entrepreneurship. Through the FLAME Network, GlassRoots partners with Greater Newark area alternative high schools to offer the most at-risk students in grades 9 through 12 a unique program grounded in work-readiness with glassworking at its core.

Post-High School

- To counter the instability of the 21st century job market in which urban youth unemployment rates continue to approach 50% in Newark and surrounding cities, GlassRoots helps students develop

¹ **At-risk students who have access to the arts in or out of school also tend to have better academic results, better workforce opportunities, and more civic engagement, according to a 2012 NEA report, [The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies](#).*

marketable skills that can serve as a source of supplemental income when applied to manufacturing sector-related jobs in jewelry, ornaments, and art design, and scientific glass repair.

- Through our Craft Entrepreneurship Program, students are given access to equipment and supplies necessary to create commercial, artistic products and generate supplemental income that can be used for education, healthcare and other essential needs. At the launch of their enterprise, graduates receive artisan scale production contracts, equipment, tools and supplies, raw materials and operating space, along with training in business fundamentals, legal issues, customer service, and an online presence for products they create.
- New Jersey has the largest concentration of scientific glass manufacturers in the nation due to our state's high levels of borosilicate glass, the major component of scientific glassware. Many of these companies have difficulty meeting the demand for the manufacture and repair of this specialized glassware. Our 12-week program in scientific glassblowing prepares young adults for entry-level jobs in this field.
- The GlassRoots-Penland Fellowship prepares aspiring artists for college in an intensive 13-week studio program that allows for six students per year to earn nine hours of transferrable college credit, with students committing to attend Essex County College, Rutgers University-Newark, or another college upon completion.

OUR CHALLENGE

To continue achieving our vision and efforts to provide safe, meaningful and productive out-of-school programs and services to youth in and around Newark, GlassRoots must re-locate its offices and studio space due to the expiration in April of 2018 of our non-renewable lease. While this space has served us well since 2005, we have already outgrown its limiting 5700 square feet on two floors of 10 Bleeker Street. By relocating to more accommodating space, we envision growing our services for urban youth and their families and by extension, helping to strengthen the local economy and contributing to a thriving arts community.

OUR OPPORTUNITY: A NEW DAY, A NEW SPACE

With demand for our services evident and the impact of our programs life-changing, GlassRoots has the opportunity – and responsibility - to do more. Only by securing a larger facility can GlassRoots fulfill our potential to serve the needs of our community with the highest level of professionalism and quality.

Through a partnership with the City of Newark, New Jersey Community Capital, Hanini Brothers, Crawford Street Partners and private and nonprofit investors, this project will renovate the Old St. Michael's Hospital, a dilapidated and long-vacant 1867 building. GlassRoots will occupy a dynamic 18,000 square foot space and be an anchor tenant, collaborating with other educational and arts groups to catalyze the development of the entire neighborhood.

Within this space:

- Three glass art studios: a Flame Shop to form glass beads and small pieces, a Flat Shop to create fused glass, castings and mosaics, and an enlarged Hot Shop to blow glass in a 2200° furnace.
- Working Scientific Glassblowing Production and Repair shop, and, potentially, a Neon Glass Fabrication shop, both of which will bring on-the-job training opportunities and jobs to Newark.
- Flexible makers' spaces to grow our workforce development programs and facilitate other entrepreneurial activities. Artists, students and GlassRoots alumni will be able to drop in outside of scheduled class times to work on improving skills, making products or creating art.
- A one-floor layout meeting ADA compliance requirements

- The visibility of glassblowing in a street-front property engaging the community, building our entrepreneurial income and adding exposure to the glass arts for residents and guests
- Gallery Space with a quasi-permanent “history of glass” exhibit from the Newark Museum providing robust educational experience for visitors including school groups.
- Larger studios with more classroom space for students, which will be cost effective and attractive for schools to visit, and allow for opportunities to partner with local colleges to enhance their studio art programs by offering concentration in glass-blowing.
- Kiln, Mold and Sandblasting Studios and a finishing shop (cold shop) that promote creative entrepreneurship
- Reception Space

Additional income generating space will include:

- Glass Gift Shop showcasing the work of students, teacher artists and regional glass artists
- A Gallery as a venue for regional glass artists to exhibit work, which will also serve for event rentals
- Coffee Shop as a dynamic space that welcomes daily visitors and creates awareness and visibility for GlassRoots and the flourishing neighborhood

In short, this new residence for GlassRoots offers a portal for increased creativity and economic vitality that can impact students from grade school to college; non-profits seeking events space; adults who yearn for artistic spaces and experiences; and the promotion of manufacturing in Newark.

YOUR INVESTMENT

The total cost of our facility upgrades is \$2.1 million. Through private and public partnerships, GlassRoots continues to engage our community, near and far, in the work that was started over 17 years ago and which we intend to continue well into the future.

We invite you to join GlassRoots in making a gift today to support our investment in the future of Newark’s youth. Your gift will demonstrate support for our mission, generate excitement for our vision and underscore commitment to ensuring that young people have access to the resources they need to be safe, learn and develop skills they can apply in the workforce.

Your gift reaffirms our past and ignites our future. Join us today as we begin a new chapter in the history-making story of GlassRoots.