

IN-SIGHT PHOTOGRAPHY PROJECT IMPACT REPORT 2021





A WORD FROM OUR EXECUTIVE DIRECTOR

DEAR FRIENDS OF IN-SIGHT,

I think it's safe to say that 2021 surprised us. After-school programs like ours are not just about learning skills, but are also critical for social development, food security, and building community for our rural youth. After having already navigated a year of a global pandemic, we knew how important it was to continue to provide affordable and accessible photography programs to young people. I'm so proud that throughout this pandemic In-Sight has been committed to staying open for in-person programs for our students, through the challenges of this past year we realized that connection to others and joy are just as critical.

Whether it was small moments like sing-alongs in the car with participants to various locations perfect for exploring with a camera; Gallery Walk nights where we met hundreds of people and had hands-on demonstrations for adults and youth alike; or even our partnerships where everyone was encouraged to make cyanotypes with found materials – I am proud to say that with the help of our dedicated staff, volunteers, and community we were able to create an abundance of opportunity for joy and connection in 2021.

Another highlight of this year was the completion of our Capital Campaign. In December, we were able to fully pay off the loan we had taken out to fund the extensive renovation of our new facility. This combined with the installation of our new heating and cooling system means we are set up for success for many years to come.

Despite great odds, 2021 was filled with adventures, friendships, exploration, and incredible art-making. In-Sight and all of those who support us showed up in the most creative, resilient ways possible. Thank you for being by our side through it all and it is with great pride that I share our 2021 Impact Report with you.

With gratitude,

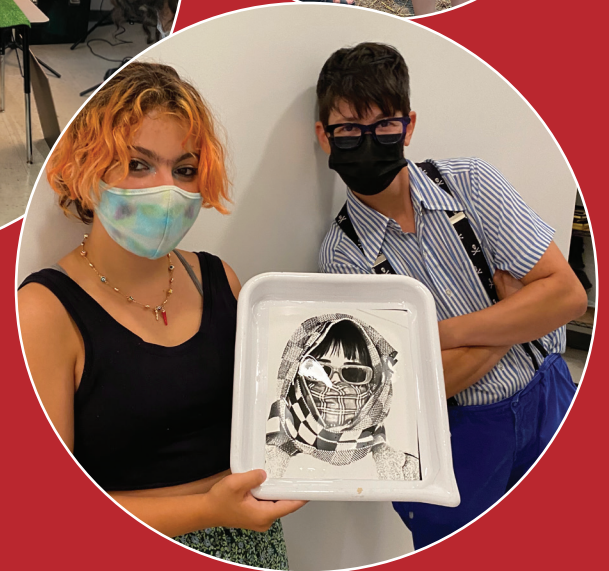
Victoria Heisler, Executive Director

OUR VISION

ART IS FOR EVERYONE

At In-Sight, we believe in art education for everyone. The In-Sight Photography Project was founded in 1992 by Bill Ledger and John Willis as a free summer photography class for youth. Bill and John found themselves distracted by the large number of teenagers hanging around downtown Brattleboro with no place to go and little to do. Through decades of community support, this one-time class has grown over the past 28 years into year-round programming that serves hundreds of youth annually. Courses in photography and related visual arts are taught at the introductory, intermediate and advanced levels for students ages 11 to 21. While In-Sight itself has gone through tremendous growth, our mission has stayed the same: teach young people to voice their perspectives, develop respect for others, and contribute to their community through photography, regardless of financial barriers.

Thank you to our volunteers!



2021 Volunteers

Ethan Brossard
Anatole Höcek
Frances Huntley
Christopher L.
Algje Meyer
Dave Mazor
John Milus
Xander Pirdy
Rachel Portesi
Lindsay Richard
Pete Terwilliger

MEET OUR 2021 TEAM

STAFF

Victoria Heisler | she/her | Executive Director

Ryan Stratton | he/him | Program Director

Jadian Bryan | she/her | Operations and Development Manager

Grace Clark | she/her | Outgoing Program Coordinator

VYDC AMERICORPS MEMBERS

Cameron Miller | she/her | 2021-2022 Member

Lily LaGrange | she/her | 2020- 2021 Member

INTERNS

Rachel Racco | Operations Intern

Ethan Brossard | Program Intern

Gus Zarefsky | Office Intern

BOARD

Ilene Todd | President

Rachel Portesi | Vice- President

Sarah Freeman | Secretary

Hilary Baker

Jean Davis

Beatriz Fantini

Aimee Goddard

Isabel Lenssen

John Willis



New Staff Introductions

Ryan Stratton

In April, Ryan Stratton returned to In-Sight as Program Director. Previously, he was a volunteer instructor, work-study intern, AmeriCorps VISTA member, and Site Coordinator at In-Sight. He's been working in education since graduating from Marlboro College in 2011, and loves all types of analog photography. He's excited to lead the growth of In-Sight's programming!

Cameron Miller

Cameron is In-Sight's Americorps member for the year. She believes that art has no bounds and neither should arts programming. To her, photography is a beautiful way to see the world, and yourself, from a new point of view. Our mission to instill growth in local youth through creative endeavors is something that this world can't get enough of and she is happy to support In-Sight in any way she can.

OUR 2021 YEAR IN REVIEW

CLASSES, WORKSHOPS, AND PARTNERSHIPS

Spring

Intro to Digital
Street Photography
Fun with Photo
Advanced Photo
Controlling Light
Darkroom Workshop Series

Summer

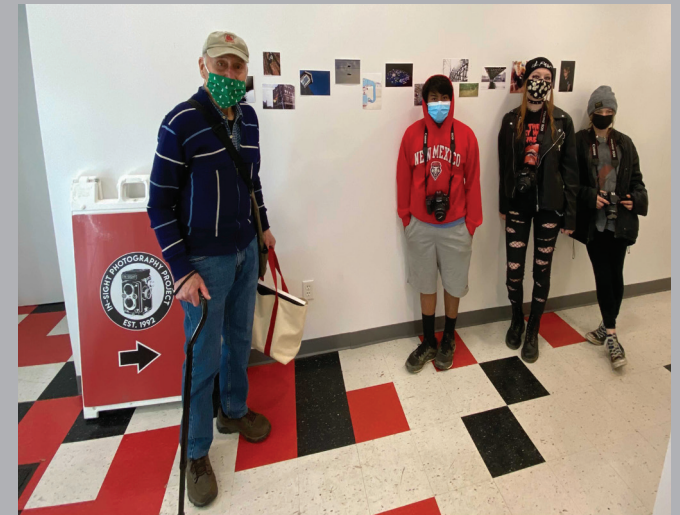
Intro to Analog
Sk8 Photography
Darkroom Magic
Fun with Photo
Analog Adventures
Shutterbugs: Nature Photo Explorers
Nighttime Photography

Fall

Intro to Analog
Intro to Digital
Advanced Analog
Advanced Digital

Partnerships

The Grammar School
Human Connection Project + Open Artful Streets
Brattleboro Environmental Education Center
Brattleboro Housing Partnerships
Westgate Community Housing
Tri-Park Cooperative Housing
Ashuelot Valley Academy
Brattleboro Boys & Girls Club



STUDENT DATA

"[what I will remember most is...] probably being able to be purely creative and patient."



"My teachers were super kind, and they were really good at explaining and teaching us new skills."

"I think the thing that I'll remember most about this class is the field trips, and how fun it was to learn new skills by doing."



- 185 youth served through core classes, partnerships, workshops, and events.
- 97% of students feel welcome at In-Sight.
- 33% increase in students feeling respected by the end of class.
- 78% of students feel confident at the end of class - a 46% increase from the beginning.
- 86% report that they are excited to come to class and work with their peers.
- 90% of students would take a class with their instructor again.
- 19% increase in students reporting that they make art outside of In-Sight.
- 85% of students will take more classes in the future.
- 83% of students would use skills they learned in class in life.
- Overall technical skills, camera familiarity and competence increased by 27% .

*Data was collected from 134 pre and post class surveys in the Spring, Summer, and Fall Core Class sessions of 2021.



CONNECTED WITH OUR COMMUNITY

PARTNERSHIP HIGHLIGHTS

Cyanotype Workshops

This summer we had fun in the sun and hosted four free cyanotype workshops around the community. Friends of all ages were able to watch their sun prints come to life and engage with the natural world around them.

Gallery Walk

Brattleboro Gallery Walk came back in a big way this summer and the streets were buzzing with people! Our doors were open with a variety of events including a Student Showcase, an Open House, a massive camera obscura, and our trusty photo booth set up. We can't wait to see what next summer brings!

Boys & Girls Club

We had the pleasure of setting up a couple photo booth sessions at our local Boys and Girls Club. They invited us to their monthly Teen Night where we were able to capture new smiles and some extra festive photos. It was a great opportunity to get to know new youth and for us to show them a little bit of what In-Sight is all about.

TAKE A LOOK AT OUR TALENTED STUDENTS

STUDENT GALLERY



Maayan | Fun with Photo, Spring



Group Image | Advanced Analog, Fall



Musi | Shutterbugs, Summer



Matrix | Intro to Analog, Summer



Emma | Intro to Analog, Summer



Jude | Fun with Photo, Spring



Siri | Intro to Digital, Fall



Fiona | Intro to Digital, Fall



Vivian | Fun with Photo, Summer

2021 WAS AN EXCITING YEAR

SHOUTOUTS AND SPOTLIGHTS

VT Afterschool Summer Matters for All Grant

In-Sight was selected to receive \$30,851 in funding from the Summer Matters for All Grant program. According to Governor Phil Scott, the Summer Matters for All Grant Program awarded up to \$3.85 million to programs in 13 counties with the goal of expanding access to summer enrichment opportunities for K-12 youth.

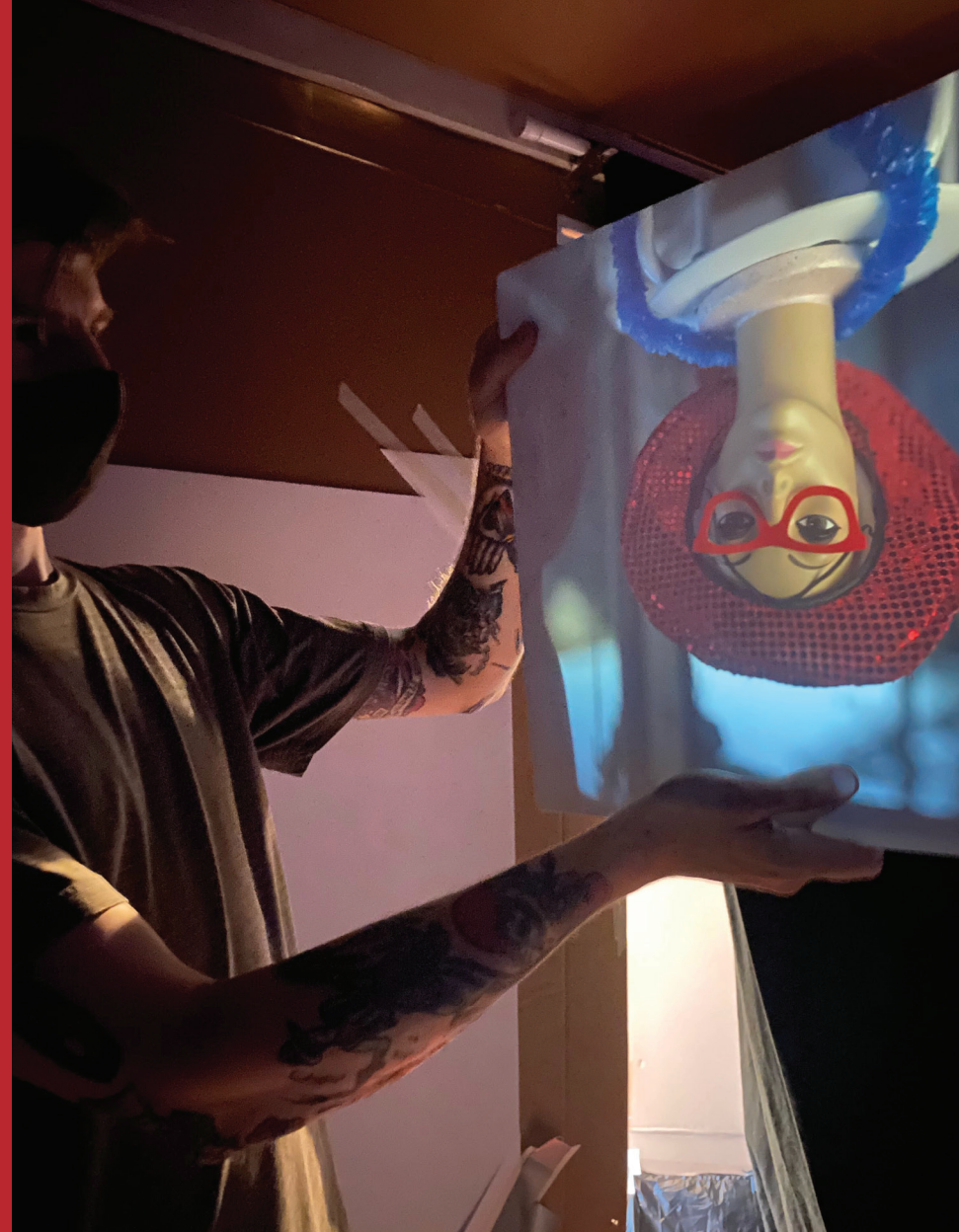
“Summer is the perfect opportunity to help kids reconnect and recharge. We are incredibly grateful to our state leaders and policymakers for their commitment to the development of the Summer Matters for All Grant Program,” said Holly Morehouse, Executive Director of Vermont Afterschool. “With this funding, communities and youth-serving organizations across the state will be able to create a great summer for Vermont children and youth that will help them make new memories and emerge from the pandemic strong, resilient, and hopeful.”

2021 Auction

While our Annual Fundraising Auction remained online this year, we welcomed donations of artwork from our community of donors and were blown away by the response and generosity. In-Sight prepared a small, in-person show in our gallery space and celebrated an opening in tandem with our annual Open House. This year’s auction included over 100 pieces from artists around the world. Together, we raised over \$10,000 for our Student Scholarship Fund, which 95% of our students utilize.

In-Sight was spotlighted by B&H’s International Photography Blog

Thanks to Jill Waterman for a lovely profile about In-Sight: “The In-Sight Photography Project has provided photographic instruction and camera gear to rural youth in and around Brattleboro, Vermont, since well before the dawn of digital, making it the Grande Dame of Youth Photography not-for-profits. The organization’s pay-what-you-can motto, paired with its four-tier payment system, encourages community support while also ensuring that no student is turned away.”



INCOME

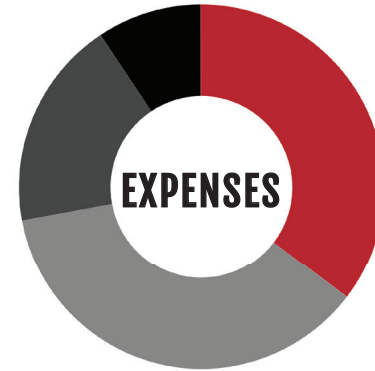
Private Grants and Contributions	\$255,266.99
Restricted State and Federal Grants	\$59,404.35
Fundraising Events	\$11,232.41
Sales	\$1,466.71
Program Fees	\$16,953.00
Interest and Misc. Income	\$7,573.38
TOTAL CASH REVENUE	\$351,896.84
TOTAL IN-KIND REVENUE	\$22,706.00
TOTAL INCOME	\$374,602.84

EXPENSES

General Operations and Administration	\$107,800.31
Programs and Program Management	\$112,105.62
Fundraising, Development & Marketing	\$56,557.97
Facility Improvements & Repairs	\$28,548.25
SUBTOTAL CASH EXPENSES	\$305,012.21
SUBTOTAL IN-KIND EXPENSES	\$22,706.00
TOTAL EXPENSES	\$327,718.21
REVENUE OVER EXPENSES	\$46,884.63

OUR YEAR IN NUMBERS

- Private Grants and Contributions (72.54%)
- Restricted State and Federal Grants (16.88%)
- Fundraising Events (3.19%) ■ Sales (0.42%)
- Program Fees (4.82%)
- Interest and Misc. Income (2.15%)



- General Operations and Administration (35.34%)
- Programs and Program Management (36.75%)
- Fundraising, Development & Marketing (18.54%)
- Facility Improvements & Repairs (9.36%)



2021 DONORS AND GRANTORS

Thanks to the support of our donors and grantors! This work is only possible through their generous support.

***Sustaining Donors**

\$2,500+

Creative Connections Arts Fund
of the Vermont Community
Foundation

Ilene Todd

Margaret Schultz, in memory of
George Edward Ruhe

Small Business Administration

The Clowes Fund

The Copper Beech Foundation

The Wolf Kahn & Emily Mason
Foundation

Vermont Afterschool

Vermont Arts Council

Vermont Community Foundation

Willow Tree Fund

\$2,499–\$500

David & Irene Davis*

Dunham-Mason Fund of the
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Fonda Family Foundation

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Lois & Frank Forester

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Nancy Storrow & Bob Nassau

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Lieberman

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Phillips*

Sylvia Wolf

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Andy Simonds & Leslie Reed

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Ellen O'Beirne

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Human Connection Project + Open
Artful Streets

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Laura Loftin

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Linda Heisler

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Madeline Fan

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Grossman
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Steve Levine & Deidre Scherer
Suzanne Abruzzo
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Zon Eastes & Peggy Spencer

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Anne Wheeler
Arthur Conning
Bill Ledger
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Grace Clark

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Gwen Walstrand

Helen Jones

Jackie Abrams

Jadian Bryan

Jenee Mateer

Joe Johnson

John Huddleston

John Willis

Jonathan Gitelson

Joshua Farr

Judy Walgren

Julius Kassovic

Kate Cleghorn

Lily LaGrange

Lynn Estomin

Lynn Johnson

Margaret Schultz

Mary Lindquist

Nancy Storrow

Patricia Sandler

Pete Souza

Pine Island Press

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Rick Blumsack

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Ryan Stratton

Scott Brown

Sean Tate

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Stephen Frankel

Susan Lirakis

Susan Lirakis

Suzanne Abruzzo

The Estate of Ivan Massar

The Family of Howard Chapnick

Tom Young

Victoria Heisler

Virginia Fleet

Virginia Riggs Lyons

Zachary Stephens

FOCUS ON THE FUTURE

CAPITAL CAMPAIGN COMPLETE!

In-Sight is proud to report the completion of our four year Capital Campaign, which raised the funds for our present location on Main Street. Our new location has been critical for our future growth and has allowed us to increase the capacity of our classes, expand partnerships, enhance the quality of instruction, host community events, and be more accessible to users of mobility aids.

In 2017, In-Sight set out to purchase and renovate a 3,000 square foot facility in Downtown Brattleboro to meet the growing needs of its programs. After raising the initial \$200,000 needed to purchase the building, a budget of \$350,000 for renovations was established. Through the generous support of our donors and grantors, we had only \$50,000 left to raise by the time of our move in 2019 and this was rolled into a mortgage.

As of December 2021, In-Sight has officially paid off the loan in full! Thank you to the incredible dedication of everyone who made this possible!



Thank you to all who
made this year
possible!

