



2022

# ANNUAL REPORT



OUR JOURNEY CONTINUES

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## CLAY IS FOR EVERYONE

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“To inspire and educate an inclusive community centered in clay.”

Founded in 1966, Pottery Northwest celebrates innovation and access to education in ceramics, with a mission of fostering an inclusive community centered in clay.

Our nationally renowned ceramics studio offers vibrant programming to over 1,900 students a year, and to artists from around the world, who come to Pottery Northwest in the spirit of artistic dialogue as a formative step in their careers.

Our team is focused on making intentional decisions that increase accessibility, lowers barriers to access, encourages individuality, and values communities different than our own. Through empathy and understanding, we work to develop thoughtful programs that educate and inspire our community.

Arts education supports the social and emotional learning needs of youth. In our efforts to promote an emotionally intelligent and

compassionate society, we partner with schools and community groups.

We're passionate about empowering educators to expand their arts programs. In partnership, PNW removes the financial burden associated with specialized ceramics equipment and facilities.

Our successful **Apprentice Program** provides instruction and hands-on experience focused on ceramics studio management and upkeep in order to train future studio techs and managers.

Our **Artists-in-Residence** program provides support to emerging and

mid-career artists to help them advance in their careers as professional artists. They receive a semi-private studio space, a solo exhibition in our public gallery, financial and functional support, connections to local gallery owners, and opportunities to teach ceramics classes.



Hanako O'Leary, Resident Artist from 2018-2023





TOP: Ryana Lawson, Resident artist from 2018-2023, leads a middle school class on throwing techniques. BOTTOM: Students of all types in various stages of making and learning.





# OUR JOURNEY CONTINUES



*"So many wonderful and interesting people, from all walks of life, come to Pottery Northwest to work and play with clay... I am proud to work on a team that makes intentional decisions to ensure that our community feels valued, respected, and seen."*

From the moment I stepped foot inside Pottery Northwest's new studio space on July 15 of 2022, I've made it my daily mission to work in concert with our hard-working board and staff to create high-quality ceramic arts experiences for each of the hundreds of individuals we serve each year. It is a privilege to uplift the lives of our community through the power of the ceramic arts.

So many wonderful and interesting people, from all walks of life, come to Pottery Northwest to work and play with clay in our studio space in Pioneer Square.

It is personally meaningful to me to create a healthy environment where everyone feels welcomed and honored. I am proud to work with a team that makes intentional decisions to build a valued and seen community.

At the publishing of this annual report, Pottery Northwest will have just completed a year of occupancy in our new space in Pioneer Square, making 2022 a year of growth and experimentation.

Despite the turbulence and disruption of moving the clay studio to our new location, our team has expertly navigated a profound period of change throughout the 2022 year. This included the physical buildout of the new location, as well as the addition of new team members on the Board of Directors and the staff — my own onboarding included.

I am thankful for the patience and grace of everyone at Pottery Northwest as I came up to speed as the new Executive Director. Their input, expertise, and enthusiasm have been instrumental to my success.



In 2022, the Pottery Northwest team committed ourselves to trying new things in our programming, outreach, and engagement — and it's been working with great success. We've made new friends through the deployment of new initiatives, partnerships, and programming. These avenues have allowed us to engage youth populations through the public library system and schools. We've also aligned with gallery spaces to create events and exhibitions for our Artists in Residence and Instructors. The response from these engagements has been extremely positive — indicating we are absolutely on the right track. We are poised, now more than ever to provide fun, inspirational, and engaging programming to our friends and neighbors throughout the county.

Pottery Northwest is more than a collection of kilns, clay bodies, glazes, and ware boards. This community is made up of a vibrant fabric of people, values, and joyous purpose that resonates throughout each moment in classes, potlucks, artist talks, and exhibitions. We are all about human connections and finding our joy through play and persistence. Our strength doesn't lie solely in our 57 year legacy as leaders in the arts, but in the multifarious individuals who choose to call our studio home.

I am deeply heartened to hear the continual positive feedback from our community concerning the direction of our organization. I am keenly focused on seeking input from our

students and instructors, whom I consider partners in the success of Pottery Northwest. Often, our approach to serving our community is informed through their input and advice, making their voice an invaluable resource to our overall success.

Our board and staff remain dedicated and steadfast to our organizational mission. Now settled in our new home in Pioneer Square, our work to “inspire and educate an inclusive community centered in clay” moves forward unabated. We're on the precipice of change — and I am thrilled to be on this team of authors who are penning the next chapter in our amazing story.



*"We are poised, now more than ever, to providing fun, inspirational, and engaging programming to our friends and neighbors throughout the county."*

**ED KING**  
EXECUTIVE DIRECTOR

## MEET THE TEAM



"The mission of Pottery Northwest is one not just about arts excellence, but the beautiful connections found between people within our community. Our strength as a cultural institution is derived from the diversity and

artistry of our student community. Our classes are filled with just as much joy as artistic exploration and discovery. That's the magic of the Pottery Northwest studio." — *Shruti Kataria, Board President*

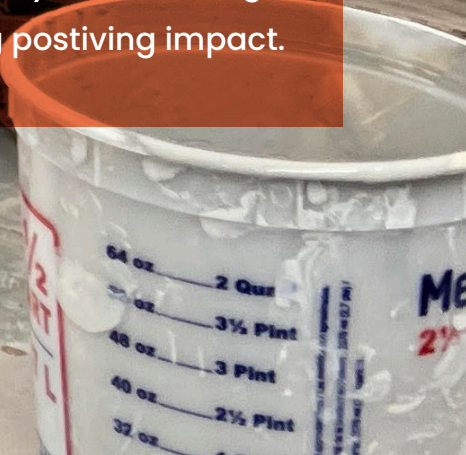




We create high-quality ceramic arts experiences that elevates our artistic community while leaving a lasting postiving impact.

LEFT: Resident Artist John Masello leads a mold-making class.

RIGHT: Instructor Tim Fox leads a throwing class on the wheel.







Urban League BIPOC clay night at Pottery Northwest

## SCHOLARSHIPS & LOWERING BARRIERS TO ACCESS

Being radically inclusive requires intentional efforts to create space for people who are experiencing income challenges or who are from historically marginalized communities.

We are committed to empowering individuals to explore their own potential for creativity and personal growth regardless of the many socio-economic obstacles they may face. Everyone deserves the chance to experience a quality ceramic arts class or workshop.

While enrollment fees are directly related to our costs, we know they present a financial barrier for many. We strive to mitigate costs for anyone in need by offering the following:

- Sliding-scale tuition assistance

Fostering access to our ceramic programs is key to our diversity.

- A robust scholarship program that covers tuition for our classes and camps creating access for over 150 students
- A community fund benefiting Black, Indigenous, and People of Color (BIPOC) who are income challenged with subsidized classes, workshops, and studio access





## SPRING '22

<b>TUITION ASSISTANCE</b>	<b>10</b>
<b>BIPOC COMMUNITY FUND</b>	<b>12</b>
2 Black	
6 Asian	
3 Hispanic/Latino	
0 American Indian or Alaska Native	
1 Two or more races	
<b>TOTAL RECIPIENTS</b>	<b>22</b>

## SUMMER '22

<b>TUITION ASSISTANCE</b>	<b>7</b>
<b>BIPOC COMMUNITY FUND</b>	<b>24</b>
5 Black	
14 Asian	
3 Hispanic/Latino	
0 American Indian or Alaska Native	
2 Two or more races	
<b>TOTAL RECIPIENTS</b>	<b>31</b>

## FALL '22

<b>TUITION ASSISTANCE</b>	<b>16</b>
<b>BIPOC COMMUNITY FUND</b>	<b>25</b>
4 Black	
12 Asian	
4 Hispanic/Latino	
1 American Indian or Alaska Native	
4 Two or more races	
<b>TOTAL RECIPIENTS</b>	<b>41</b>

## ANNUAL '22

<b>TUITION ASSISTANCE</b>	<b>33</b>
<b>BIPOC COMMUNITY FUND</b>	<b>61</b>
<b>TOTAL RECIPIENTS</b>	<b>94</b>
<b>NUMBER OF STUDENTS BELOW 200% POVERTY LINE</b>	<b>49</b>
<b>SCHOLARSHIP DOLLARS</b>	<b>\$29,997.25</b>



We're proud to be *radically inclusive*, welcoming all people in their pursuit of artistic exploration through the ceramic arts.

The instructors of Pottery Northwest are the face of our organization to hundreds of students served each year. We take pride in our instructor cohort and value their talent, expertise, and profound educational prowess.

Our team is proud to contribute to the creation of jobs and financial vitality in King County's creative economy. In 2022, we were able to contract more teachers, studio techs, apprentices, and other part-time labor than ever before.



A student working in the handbuilding classroom





# CLASS INSTRUCTORS



■ Winter: 0    
 ■ Spring: 13    
 ■ Summer: 21    
 ■ Fall: 39    
 ■ Winter '23: 48



- No classes were offered in Winter of 2022.
- Data reflects total annual paid instructional opportunities in 2022.
- The blue bar represents instructors contracted in Q1 of 2023 (Winter).

# STUDENT ENROLLMENT



■ Winter: 0    
 ■ Spring: 118    
 ■ Summer: 156    
 ■ Fall: 338    
 ■ Winter '23: 510



- No classes were offered in Winter of 2022.
- Data reflects total annual student enrollment in 2022.
- The blue bar represents student enrollment in Q1 of 2023 (Winter).

# STATEMENT OF OPERATIONS

## FINANCIAL POSITION

### EDUCATION-BASED INCOME

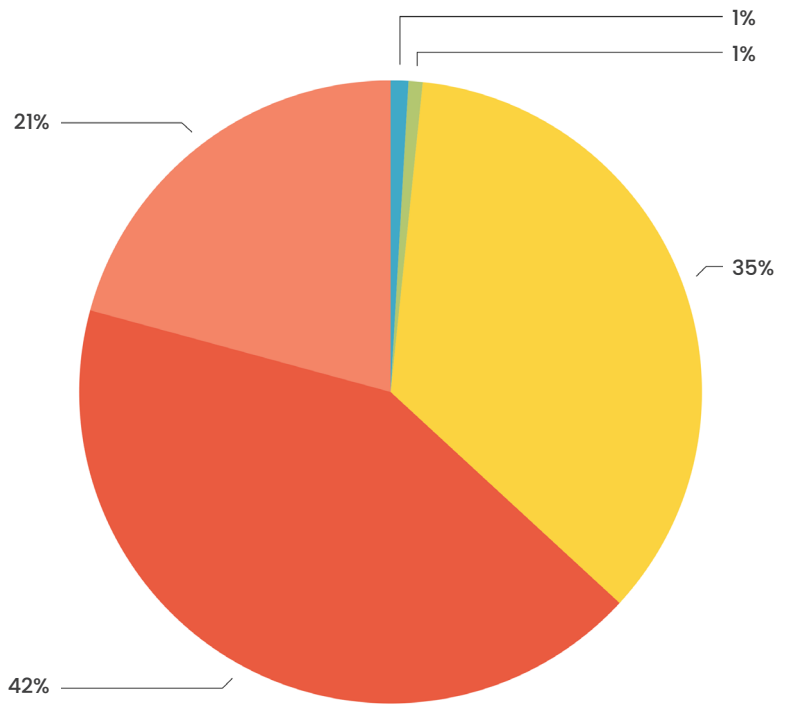
Art Sales:	\$8,801
Clay + Supply Sales:	\$7,064
Enrollments	\$339,006

### DONATIONS, GRANTS, CORPORATE & GOVERNMENTAL INCOME

Non-Education Income:	\$408,233
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### COMMUNITY PARTNERSHIPS

Corporate Partnerships:	\$200,000
<i>Non-recurring income</i>	



### CULTIVATING LONGTERM SUPPORT

Fiscal challenges in 2022 were various, including post-move construction and equipment costs, a staff size increase, paying competitive wages to our instructors, and acquiring the assets required for programmatic expansion (*like studio access*).

With an understanding that tuition dollars only account for one-third of the annual budget, our immediate fiscal prerogatives must include new grant opportunities, enthusiastic donors, and a robust network of corporate supporters.







Samples from the Criters and Clay workshop at the Skyway Branch of King County Library System in December of 2022.





# THANK YOU

# SUPPORTERS

4Culture  
 ArtsFund  
 ArtsWA  
 Robin Amadon  
 Avenicio Baca  
 Heather & Mark Barbieri  
 Hayne Bayless  
 Benevity  
 Nancy Bocek  
 Boeing  
 Jason Burke  
 Mary Casey  
 Jennifer Cha  
 Kayoko China  
 Taryn Coles  
 Kristenelle  
 Coronado-Kaiser  
 Amber Darling  
 Stacy Daugherty

Scott Devoid  
 Elisa Diaz-Finol  
 Susan Edelheit  
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 Alice Hartley  
 Elaine Hogle  
 J. Rinehart Gallery  
 Greg Jablonski  
 Terese Jennings

Barbara Jirsa  
 Shruti Kataria  
 Lucas Keener  
 Anne Kilcup  
 Richard King  
 Klorfine Foundation  
 Richard Laird  
 Lamb Foundation  
 Jonathan Lanis  
 Lichun Li  
 Julie Lindell  
 Gale Lurie  
 Katharina Maloof  
 Kevin Marshall  
 Sally Mason  
 Charles Mayes  
 Sandy McDade  
 Margaret Murch

Mitchell Murri  
 Jennifer Nerad  
 Reid Ozaki  
 Elizabeth Quackenbush  
 Leslie Ray  
 Timothy Riggs  
 Diana Riser  
 Mark & Mary Rossmore  
 Evelyne Rozner  
 Seattle Office of Arts & Culture  
 Seattle Foundation  
 Mary Senn  
 Liza Severs  
 Amy Stonecipher  
 John Taylor  
 Catherine Thompson  
 Melissa Travis  
 Jennifer Weisman



Student Beth Turner and Board Member Nicole Zarfos at an exhibit presented by Gallery Mack.



Board Member Taryn Coles with Executive Director, Ed King, at an exhibit presented by Gallery Mack.



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## THE FUTURE IS KINDNESS

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We're interested in creating programs that uplift lives through ceramics.

**Imagine a program** where historically marginalized communities can experience ceramics in their own neighborhoods. We can create a network of partnerships that relieves income challenged populations from the burden of travelling to our facility in Pioneer Square. By putting our programs on wheels, PNW can supercharge imaginations and inspire young minds anywhere throughout King county. This is the power of creative possibility.

**Imagine a program** designed to train pediatric therapists in various ceramics techniques. Newly empowered with clay-based skills, each medical professional can guide their young patients through a variety of ceramics exercises that works to mitigate neurological, physical, and communication challenges while greatly improving their outcomes. This is the transformative power of ceramics-based therapeutic arts.



**Imagine a program** designed to serve those who have been impacted by domestic violence. Through community partnerships Pottery Northwest can create community-focused programs intended to create and deliver plates, mugs, and more to those facing the difficult challenge of restarting their lives. That is the power of responsive community programming that uplifts lives, mitigates financial stress, and delivers a small touch of art-based joy when it is truly needed the most.

**Imagine a program** where software and hardware engineers in tech attend specialized ceramics classes designed to positively enhance and inform their abilities in the digital space through hands-on ceramics classes. Specialized ceramics projects can inform their approach to problem solving and enhance their abstract imaginative thinking. This is the power of an arts/tech cross-pollination.

Make a lasting and substantive contribution that will positively impact lives. Your generosity transforms our vision for community-based ceramic arts programs into a vibrant reality.

**Support our future at [PotteryNorthwest.org/donate](https://PotteryNorthwest.org/donate).**

# #MY POTTERY NORTH WEST



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