



The Loft's Reach

Fiscal Year in Review

(Sep 1, 2018–Aug 31, 2019)



In FY19, the Loft served:

2787

Unique Students
via

310

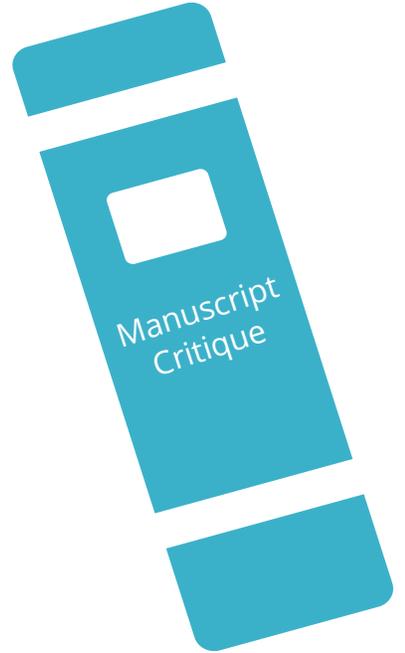
Classes



The Year-Long Writing Projects



Mentor Series & Mirrors and Windows



Manuscript Critique

The Loft helped **100** emerging writers advance their careers through various intensive programs.

Whoa!



WORDPLAY

10,000

people celebrated with us in May of 2019 for the Loft's first-ever Wordplay Book Festival.



The Loft invested heavily in the Twin Cities literary ecosystem! More than

\$700,000

fed our literary ecosystem through Loft scholarships, discounts, grants, artist pay, work-study, internships, and teaching opportunities for writers!



The Loft's Impact

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BEYOND THE NUMBERS

While the number of people we reach are valuable, the Loft places emphasis on the **quality** of our programs. It's not much good to reach people, if you aren't achieving the goals of the program. By using the three tenets of our mission, we measure the **impact** Loft programming has on writers and readers. (% based on survey respondents)

CLASSES

% of evaluations that agreed or strongly agreed:

- 93%—the teaching artist was knowledgeable about the subject
- 92%—the teaching artist was effective at teaching the material
- 90%—their class increased my knowledge of the class' topic
- 97%—their class helped me identify my next steps as a writer
- 95%—they would recommend the class to others
- 89%—their class helped them towards their writing goals
- 89%—their class helped them improve their writing
- 91%—their class helped them build/sustain their network of other writers
- 97%—their class enhanced their appreciation of literature
- 91%—their class helped them build/sustain their network of other writers

EVENTS

% of attendees who agreed or strongly agreed:

- 99%—that the event expanded their thinking about the topic covered
- 98%—that the event will make them a more engaged reader
- 99%—that the event enhanced their appreciation of literature
- 94%—that the event introduced them to new books or authors
- 99%—the event has inspired them to have conversations on the topic with others
- 98%—that the event helped them feel part of a community of engaged readers.