

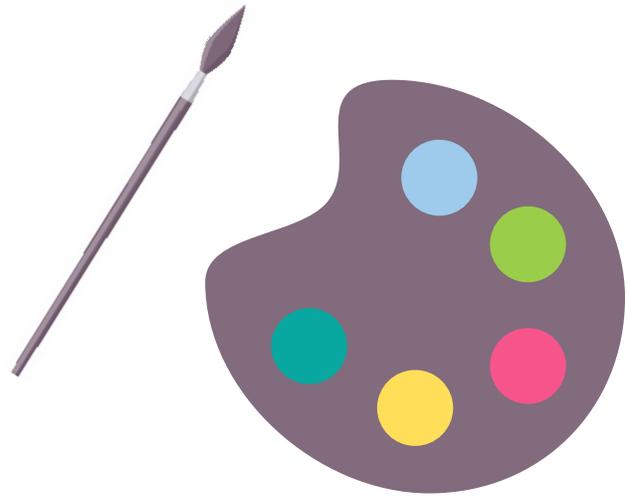


The Loft's Reach

Fiscal Year in Review
(Sep 1, 2019–Aug 31, 2020)



In FY20, the
Loft served:



In the midst of an unprecedented pandemic, the Loft pivoted to offer hundreds of virtual offerings. This meant that the Loft continued paying artists in a very challenging time.

477 individual artists
contracted with the Loft this year.

2555 adults &
886 youth &
via
396
Classes

Whoa! A row of seven stylized human figures in blue and purple, representing a group of people.

WORDPLAY A graphic where the letters of 'WORDPLAY' are in various colors and sizes, with some letters being larger and more prominent.

75,000+

views of 53 virtual Wordplay events
as the Loft shifted the event entirely
online in a matter of weeks.

To help mitigate financial barriers to participation in writing classes, the Loft provided:

400 low-income discounts

229 scholarships

105 free writing classes

and a work-study program



The Loft's Impact

Fiscal Year in Review

(Sep 1, 2019–Aug 31, 2020)

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:

- 99%—the teaching artist was knowledgeable about the subject
- 98%—the teaching artist was effective at teaching the material
- 98%—their class increased my knowledge of the class' topic
- 96%—their class helped me identify my next steps as a writer
- 96%—they would recommend the class to others
- 98%—their class helped them towards their writing goals
- 96%—their class helped them improve their writing
- 95%—their class helped them build/sustain their network of other writers
- 93%—their class introduced them to new authors/writers

EVENTS

% of attendees who agreed or strongly agreed:

- 99%—that the event expanded their thinking about the topic covered
- 100%—that the event will make them a more engaged reader
- 97%—that the event enhanced their appreciation of literature
- 99%—that the event introduced them to new books or authors
- 98%—the event has inspired them to have conversations on the topic with others
- 97%—that the event helped them feel part of a community of engaged readers.