

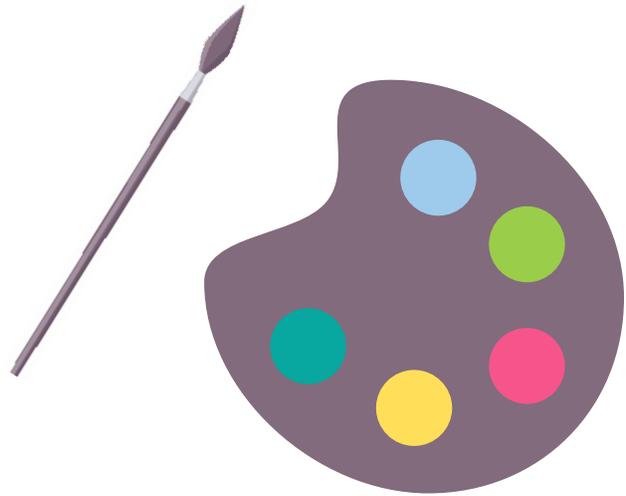


# The Loft's Reach

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



In FY20, the  
Loft served:



**2555** adults &  
**886** youth &  
via  
**396**  
Classes

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.

**Whoa!** **WORDPLAY**  
**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.