

A large, stylized white letter 'A' is centered on a teal background. The 'A' is composed of two main vertical strokes and a horizontal crossbar, all rendered in a clean, modern sans-serif font. The background is a solid teal color.

American **Craft** Council

2020 Annual Report

A Year of Transformation

2020 revealed what the craft community is made of: resourcefulness, creativity, action.

2020 will go down in history as a year of change in so many aspects of our lives—a year that prompted us to reflect and evolve in the midst of uncertainty. The pandemic presented significant challenges to the American Craft Council, just as it did for artists and other cultural organizations across the country. As calls for racial justice amplified nationally, we worked to confront the racist systems underlying not just our society but also the craft field. Through it all, our community stuck together and did what it does best—transform the raw material of the world into something useful and beautiful.

We saw example after example of makers and organizations rising to the occasion, employing their skills to serve others and finding innovative ways to stay connected and engaged. ACC evolved alongside our community, shifting programs online and launching entirely new efforts, and we're honored to have been able to support so many inspiring people and projects last year. The following pages showcase how our efforts transformed to serve the craft community in new ways.

The American Craft Council connects and galvanizes diverse craft communities to advance craft's impact in contemporary American life.

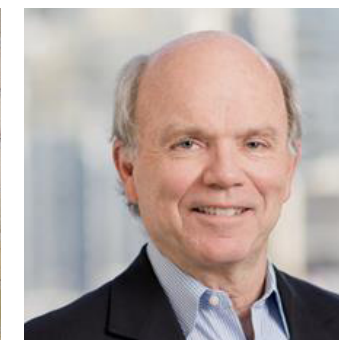
Though ACC's initiatives may evolve over time, the four pillars that guide our work remain the same: creative economies, public voice for craft, stewardship and legacy, and social impact and community. What matters is how we realize these pillars amid changing circumstances, and 2020 affirmed the important role craft can play in our lives today. It connects us to one another and the world around us, carries forward our traditions, and can serve as a powerful medium for addressing the issues we face as a society.

Thank you for your support in 2020 as we responded to our current moment and continued to elevate craft and champion its makers. 2021 will be a year of building upon new foundations, and we look forward to doing it together.

Sincerely,



Sarah Schultz
Executive Director



Gary J. Smith
Board Chair

Four Pillars Guiding Our Work



Creative Economies

Investing in makers and their entrepreneurial efforts so they can fully live creative and sustainable lives.



Public Voice for Craft

Serving as the nexus of information, content producer, and national network building broader audiences who participate in and support craft.



Stewardship & Legacy

Documenting and preserving generational knowledge and supporting new research and scholarship in the field.



Social Impact & Community

Investing in and supporting the diverse ways that craft impacts communities and culture, the humanity it connects us to, and the futures it's creating.

CREATIVE ECONOMIES

Baltimore 2020 American Craft Show

Before the pandemic in February, our flagship American Craft Show in Baltimore brought together artists, shoppers, students, regional entrepreneurs, and community organizations to connect in the craft marketplace.

- 685** exhibiting artists
- 17,124** show attendees
- \$3.4M** estimated artist sales
- 60** emerging artist program participants
- 28** craft students from 4 School-to-Market partner institutions
- 6** Let's Make community activation partners

Responding to the Impact of Canceled Shows

While we had to cancel our Atlanta, St. Paul, and San Francisco shows with the onset of the pandemic, we were proud to refund artists' booth fees in keeping with our mission to support their livelihoods.



CREATIVE ECONOMIES

Creating Online Platforms for Craft Commerce

When the pandemic ruled out in-person shows, we got to work building ways to support artists' livelihoods online. As ACC's first-ever online marketplace event, San Francisco Bay Area Craft Week supported more than 100 diverse artists from across the country and celebrated regional craft culture through a range of online programming.

Our second online marketplace, Craft Bash, featured over 90 artists and emphasized the value of giving handmade gifts—particularly meaningful at the end of a tumultuous year.

204 participating artists

60K unique visitors to the ecommerce site

\$207K in artist sales

35% of participants were BIPOC

Online Maker Meetups, regional craft guides, artist playlists, and more

Online Directory Redesign

We also redesigned our online artist directories for our shows in an effort to facilitate ongoing ecommerce for ACC exhibitors.



CLOCKWISE FROM TOP LEFT: PRODUCTS BY ROMULUS CRAFT, SKY LIKE SNOW, COREY PEMBERTON, JULIA ELISE, HANNAH BEATRICE QUINN, AND ETHEL STUDIO. ALL PHOTOS COURTESY OF THE ARTISTS.

PUBLIC VOICE FOR CRAFT

American Craft Magazine

Through six innovative issues, *American Craft* magazine offered new perspectives on craft and underscored its relevance to our rapidly changing times.

516,364 estimated readers of print and online content

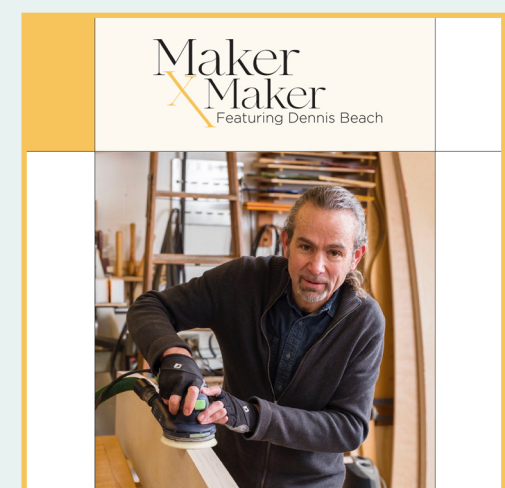
102 diverse artists and craft organizations featured

113 contributing writers and photographers

Fresh Online Content

Two new collaborative blog post series launched this year, The Queue and Maker x Maker, help highlight artists and engage the craft community online.

Magazine metrics reflect ACC's 2020 fiscal year (October 2019–September 2020).



STEWARDSHIP & LEGACY

2020 ACC Awards

ACC celebrated 50 years of honoring distinction in the craft field through our 2020 awards. We recognized nine recipients' exceptional contributions through an online ceremony in October, as well as through features in our magazine and The Queue.

All photos courtesy of the awardees.



Gold Medal for Consummate Craftsmanship
Joyce J. Scott



College of Fellows
Sonya Clark



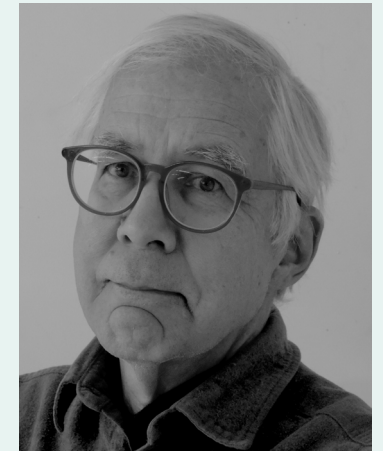
College of Fellows
Lisa Gralnick



College of Fellows
Katherine Gray



College of Fellows
Annabeth Rosen



College of Fellows
Bob Trotman



Honorary Fellow
Patricia Malarcher



Award of Distinction
Fuller Craft Museum



**Aileen Osborn Webb Award
for Philanthropy**
Barbara Waldman

STEWARDSHIP & LEGACY

ACC Library & Archives

Housed in our main offices in Minneapolis, the ACC Library & Archives comprises more than 20,000 books and exhibition catalogues and more than 3,000 individual artist files. This one-of-a-kind resource is helping celebrate craft's history while supporting new work in the field.

In 2020, we launched a brand new quarterly library newsletter to share exciting projects, offer recommended reading and resources, provide access to rare finds from our collections, and more.

- 361** library patrons and researchers assisted
- 110** books and catalogs added to the collection
(despite losing 7 months of volunteer hours!)
- 16** files created or updated for ACC Fellows and other craft organizations
- 1,611** readers of the library newsletter
- 2** events hosted, including an Art + Feminism Wikipedia Edit-a-thon

Library metrics reflect ACC's 2020 fiscal year (October 2019–September 2020).

THE LIBRARY QUARTERLY

First Edition

American Craft Council

October 2020

WELCOME TO OUR VERY FIRST NEWSLETTER

Beth Goodrich ACC Librarian

Welcome to the first issue of the newly launched ACC Library Quarterly, a newsletter from the ACC librarian for our library aficionados. Here I will share news and views of current projects, hot topics, new acquisitions, collection highlights, treasures from the archives, and anything else that tickles my fancy. I hope you enjoy the content,

especially during this time when we are unable to invite the public into our space. Please remember that while the library doors are closed to you, I am available as usual to answer any questions by email, phone, or web chat. I look forward to sharing our unique collection and my work with you!



IN THIS ISSUE

WHAT WE ARE WORKING ON

The library might be temporarily closed to visitors but we've been hard at work curating our material and digital collections.

PAUL J. SMITH

Musings on the incomparable stewardship of our late, great former librarian and his tireless championship of the field of craft.

ARCHIVES MONTH

Join us as we celebrate archives as growing, changing entities and explore the living history of face coverings.

DISMANTLING RACISM

Learn how we're committing to asking difficult questions, challenging our past, and building an equitable future for craft.

SOCIAL IMPACT & COMMUNITY

American Craft Forum

Last year's rapidly changing social and economic landscape led to the launch of the American Craft Forum, two series of online discussions exploring craft's role in addressing the challenges we face.

1,580 estimated American Craft Forum participants

24 presenters from diverse craft backgrounds

9 program partners

[Not] In Isolation Film Project

In collaboration with artists, filmmakers, and organizations, ACC commissioned 10 short video projects to tell the stories of makers putting their skills to use to respond to pandemic-driven needs in their communities.



HADASSAH DOWUONA, SARAH KHAN, STEPHANIE SYJUCO, AND HRAG VARTANIAN.

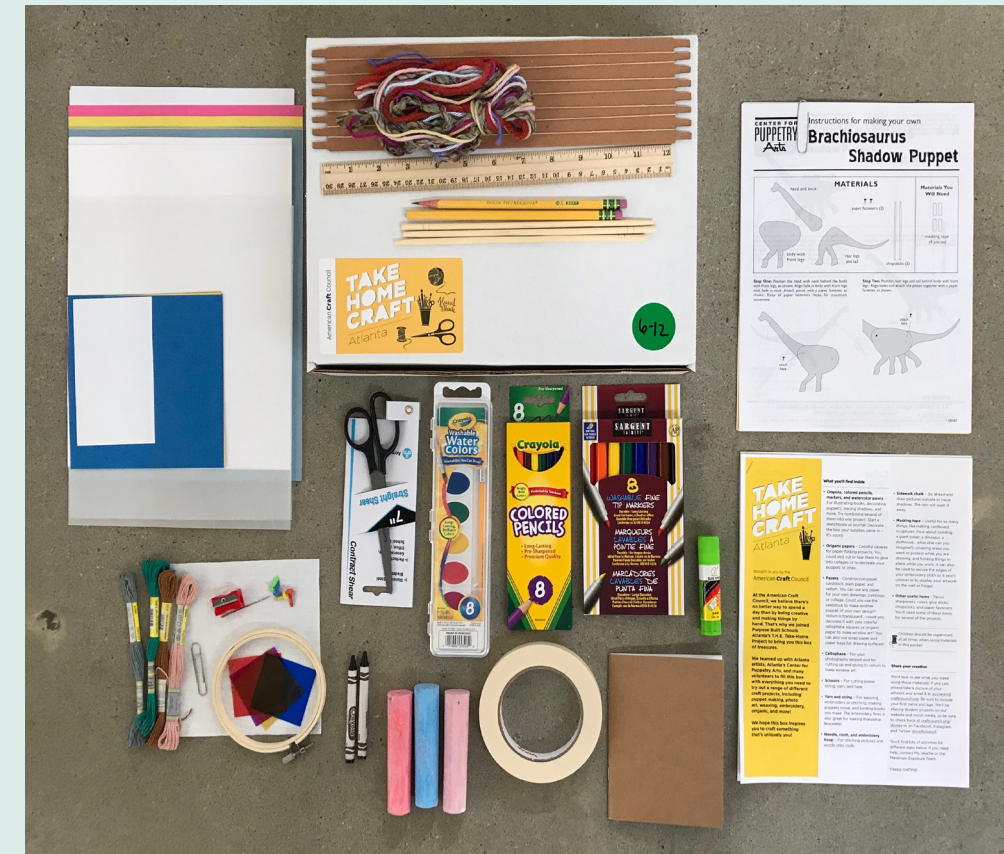
SOCIAL IMPACT & COMMUNITY



LEFT TO RIGHT: CRAFT LABS RESIDENTS APRIL STONE, MAGGIE THOMPSON, AND PAT KRUSE.
PHOTO BY TAMARA AUPAUMUT.

Introducing Craft Labs

2020 saw the launch of a new ACC residency program designed to elevate craft communities, support and encourage artists, and preserve and advance craft knowledge. Minneapolis artist Tamara Aupaumut (Stockbridge-Munsee Community Band of Mohican Indians, Oneida Nation of Wisconsin, and Brothertown Indian Nation) helped shape the first iteration of Craft Labs, facilitating a series of workshops in which three Ojibwe artists from across the region shared their craft practices and learned from one another.



Take Home Craft | Atlanta

ACC was proud to team up with Purpose Built Schools Atlanta last year to provide children in Southeast Atlanta with everything they would need to stay engaged in craft-based activities while homebound over the summer due to the pandemic. This collaboration led to the creation of more than 400 craft boxes containing supplies and instructions for 16 different projects, which were delivered to students in July 2020.

Ongoing Commitment to Diversity in Our Work

As an organization invested in supporting the voices, work, and livelihoods of makers, we cannot turn away from recognizing the deep inequities embedded in the socio-economic structure and cultural fabric of our country and how they tragically and disproportionately affect Black, Brown, and Indigenous communities.

ACC has been working hard to address its own history of bias and exclusion, including the adoption of an inclusion and equity statement written by the ACC's Board of Trustees. While we are proud of the work we've been doing, we also know that the work of real change is never-ending and imperfect. It requires that we listen, learn, cede power, and hold ourselves accountable everyday.

Craft, with its deep roots in all cultures, embodies a spirit of openness. We will continue to work within that spirit and with more intention toward a more inclusive, just, and equitable community.

3.83 million

FY2020 Operating Revenue

41.7% Craft Shows

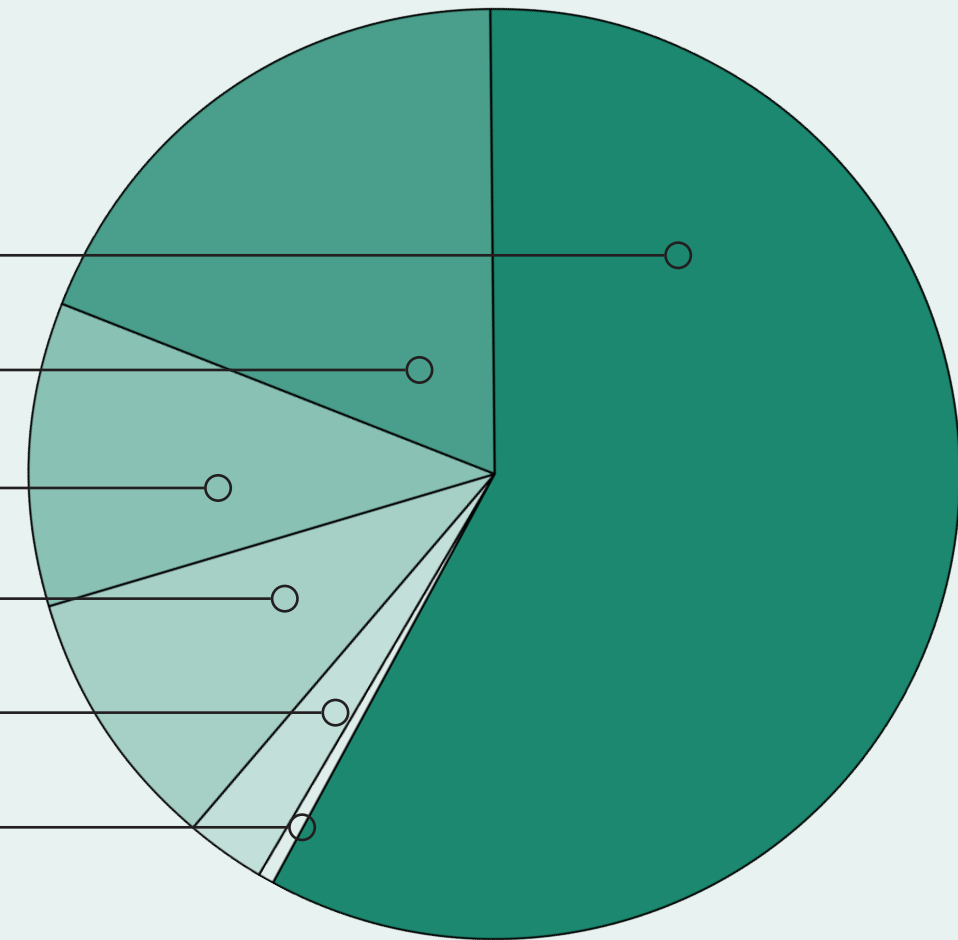
13.6% Membership

7.6% Publishing and Advertising

6.6% Strategic Investment and Endowment Draw

6.6% Education Programs and Conferences

0.3% Other Income



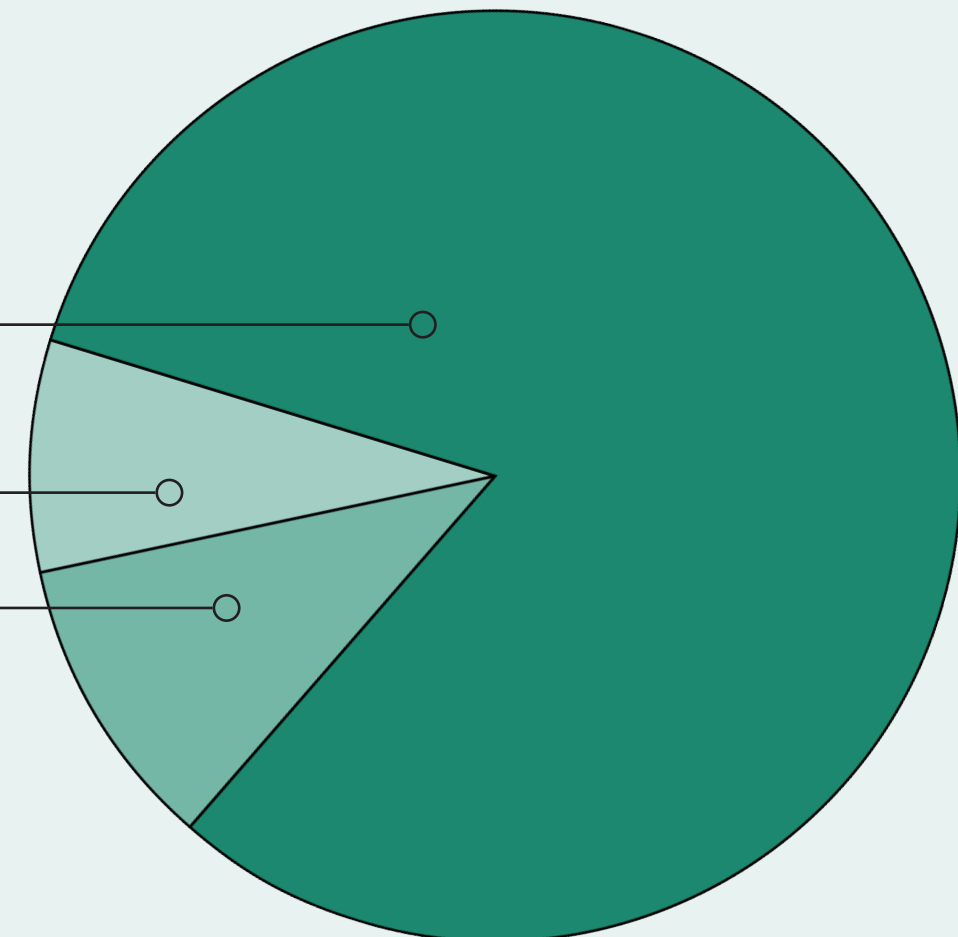
4.74 million

FY2020 Operating Expenses

82.0% Program Expenses (Shows, Publishing, Educational Programs, Library, etc.)

10.1% Management and General

8.0% Fundraising



Enjoy New Benefits and **Make More Possible**

New membership levels allow you to increase your support and enjoy new benefits when you renew at a higher level. **Find benefit details and renew at go.craftcouncil.org/support.**

Member • \$60 annually (\$5 per month)

Become a member of a community inspired to live a creative life

Immersed • \$120 annually (\$10 per month)

Immersed in the joy of the handmade

Committed • \$250 annually (\$21 per month)

Committed to the essential role of makers

Motivated • \$500 annually (\$42 per month)

Motivated to create a vibrant future for the field

Dedicated • \$1,000 annually (\$83 per month)

Dedicated to nurturing craft’s upcoming generations

Engaged • \$2,500 annually (\$209 per month)

Engaged in building new audiences for craft

Energized • \$5,000 annually (\$417 per month)

Energized to advance ACC’s future

Inspired • \$10,000 annually (\$834 per month)

Inspired to make it all happen—marketplaces, support for makers, *American Craft* magazine, ACC Library & Archives, awards—everything we do



NNEKA JONES (@ARTYOUHUNGRY). PHOTO COURTESY OF THE ARTIST.



MICHELE QUAN. PHOTO BY BOBBY FISCHER.

Thank You to Our Supporters

The people and organizations on these pages have been generous partners in our efforts, and we thank them deeply for their commitment to the continued vitality and growth of the craft field. This report recognizes those who donated to ACC between October 1, 2019, and September 30, 2020, for any purpose, including annual giving, project support, and event sponsorship. Every contribution is important, and all of our supporters have our heartfelt thanks.

\$25,000+

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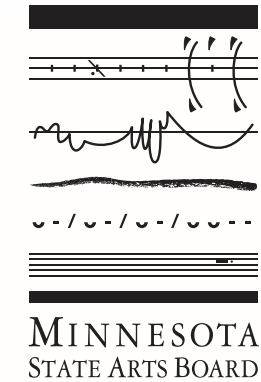
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Zahit Mungan

Take Home Craft | Atlanta

Art Farm at Serenbe
Brook Hewitt
Center for Puppetry Arts
Erika Gauvin
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Jean McLaughlin
Lynn Pollard
Morgan Boszilkov
Noor F K Iqbal
Purpose Built Schools Atlanta
Rachel Garceau
Shanequa Gay
William Downs

Wikipedia Edit-a-thon

Hannah O'Neill
Meg Black
Teresa Audet

2020 ACC Awards

Sonya Clark
Fuller Craft Museum
Lisa Gralnick
Katherine Gray
Patricia Malarcher
Annabeth Rosen
Joyce J. Scott
Bob Trotman
Barbara Waldman

Baltimore Show Awards of Excellence

Kimberly Camp
Kate Eickelberg
Ian Henderson
Earl Jones
Sue-Yee Leung
Amy Nguyen
Ian Petrie
Mau Schoettl

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