



EST.  1893  
**WALNUT HILL**  
SCHOOL FOR THE ARTS

2019 – 2020

# IMPACT REPORT

October 2020

Dear Friends,

As we enter a new academic year during an unprecedented period in our School's history, I want to express our deep gratitude for your investment in our School. Walnut Hill School for the Arts has been able to exist for more than 125 years thanks to a passionate community of alumni, families, friends, faculty, staff, and volunteers. Your support plays a critical role in our ability to fulfill our mission of educating and training creative and intellectually curious young artists to make an enduring impact in the world. We are grateful for your partnership.

Operating a school is a complex business. While we do receive revenue in the form of tuition, that alone would not be enough. The School uses income from several sources to meet our needs each year. Along with tuition, we also rely on income from our endowment, auxiliary programs, and gifts from donors. The following pages show in more detail our operating activities, the importance of your financial support, and even how Walnut Hill's endowment compares with national averages.

Of course, philanthropy is more than writing checks. It is an investment of time, expertise, and strategic thoughtfulness to fulfill a mission we all believe in. It is a shared commitment to ensure that our School has the resources it needs to serve our students. It is about lifting our community to a higher level, thinking bigger and stronger, and spreading pride and optimism. It is knowing that our students will leave Walnut Hill ready to make the world a better place, and ready to create art in these times when it is so direly needed.

I hope you will enjoy reviewing this information, and if you have any questions about this report, please do not hesitate to contact me at [tfossey@walnuthillarts.org](mailto:tfossey@walnuthillarts.org) or 508.650.5019. I would be happy to speak with you.

I look forward to an art-filled year at Walnut Hill, whether online or on campus. Once again, thank you for your enduring partnership and support.

Warmly,



**Tobey Fossey**  
Chief Development Officer  
Walnut Hill School for the Arts



**W** We are thankful for our incredible Walnut Hill community who time and again have demonstrated a spirit of *Non Nobis Solum* through their support of our Annual Fund and other fundraising efforts. In December, we celebrated our beloved holiday tradition, the annual Walnut Hill Telethon, setting a fundraising goal of \$60,000. Boswell Hall was full of holiday cheer as we embarked on our sixth annual live extravaganza, led by intrepid host Joshua Holden '01 and accompanied by his curmudgeonly co-host, a puppet named Mr. Nicholas. Students, faculty, and alumni appeared on-screen and artfully demonstrated their artistic talents, passion, and love for Walnut Hill. Thanks to our cast and crew, as well as our many students, faculty, alumni, and parents down the hall in our Keefe Call Center, we raised over \$83,000 for the Annual Fund—\$23,000 above our original goal.

**Another highlight of the year was Give Day**, an opportunity for our extended community to support Walnut Hill's Annual Fund and celebrate what makes our School so unique. This annual effort is all about participation and showing appreciation, and given the challenging circumstances for families around the globe, our goal for this year's Give Day was simply to have it be a celebration. And

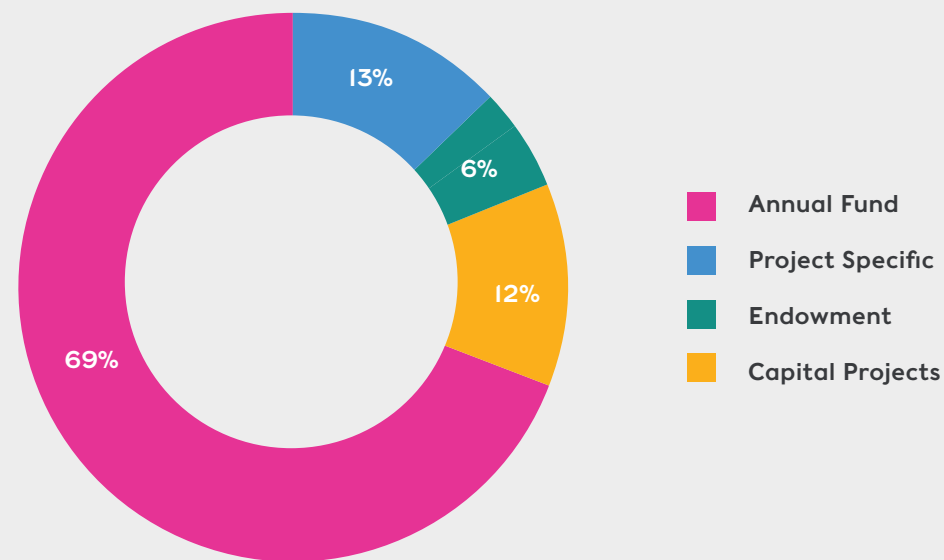
what a celebration it was! A total of 460 members of our community made a gift on Give Day, and 269 of those gifts came from alumni, an increase from last year's Give Day record of 183. We are currently living in extraordinary times, and for so many to have made an effort to donate their resources to Walnut Hill was incredibly moving and just another reminder of how special our community is.

**Last fall, our generous Board of Trustees challenged our alumni** to reach or surpass the 20% participation mark by June 30, promising to donate an additional \$50,000 to Walnut Hill if our alumni could achieve this goal. The "Unlock the 50k" challenge was born. Thanks in part to our wonderful Alumni Association and their outreach efforts, we surpassed the 20% mark for the first time in over a decade and successfully unlocked this transformative \$50,000 gift. This was an especially meaningful achievement, given that the National Association of Independent Schools reported an average alumni giving rate of 9.8% for the 2019–2020 year.

# CHARITABLE GIVING

## Total for 2019 – 2020

Walnut Hill is grateful to the many donors who supported us over this past fiscal year (July 1, 2019 – June 30, 2020). Gifts to the School came in many forms (bequests, checks, Venmo, stock gifts, wire transfers, online, and gifts-in-kind) and supported many aspects of our program. The majority of our donors supported the Annual Fund, which is a critical portion of our operating budget each year. Others worked with the School to make restricted gifts toward specific projects to support initiatives in alignment with our mission. We were also grateful to receive a number of gifts to our existing endowed funds. These endowment gifts work like a long-term investment in the School, providing the School with a measure of fiscal security into the future.



### UNRESTRICTED (ANNUAL FUND) | \$945,100

- 1,790 Annual Fund Gifts
- 20.7% Alumni Participation
- 68% of New Donors Were Alumni

### CAPITAL | \$161,275

- Multipurpose Theater \$76,350
- Operating \$50,000
- Steinway Piano Fund \$34,925

### ENDOWMENT | \$87,387

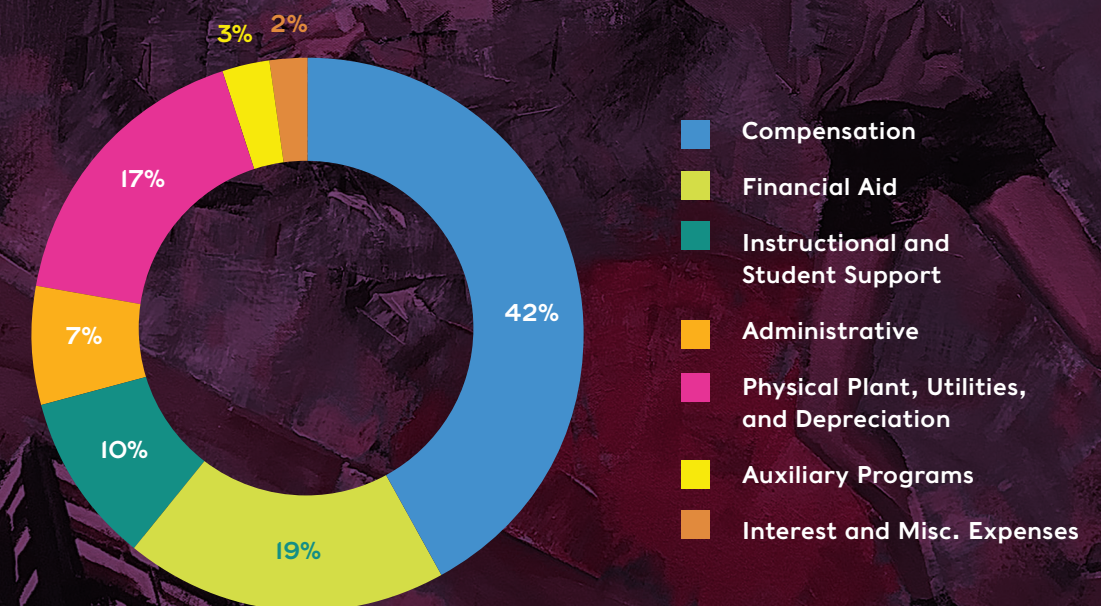
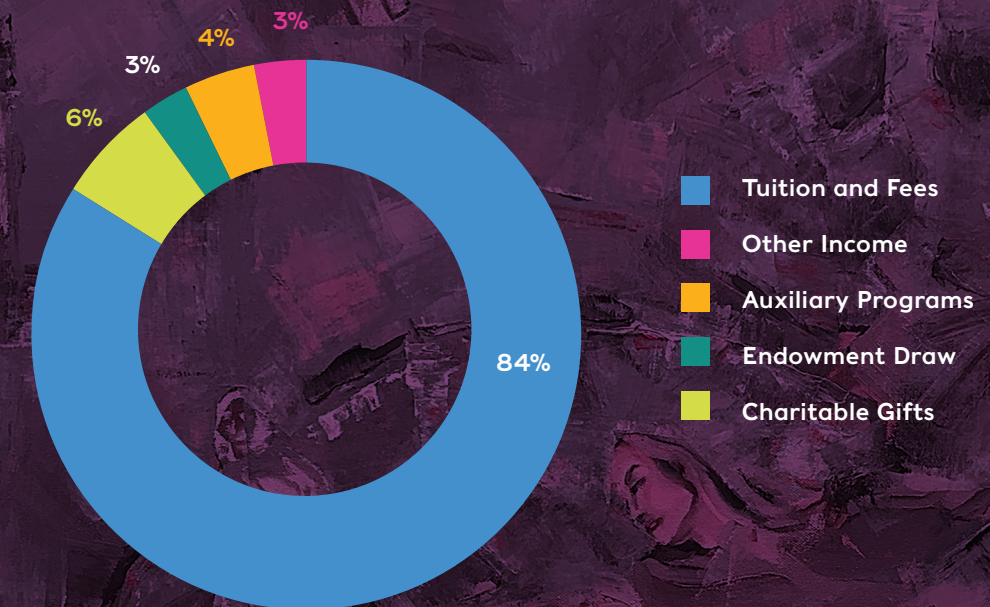
- Endowed Scholarship Fund \$60,037
- Sarah Morrison Cail Scholarship Fund \$20,000
- Joanna Rappaport '96 Award \$5,000
- Other \$2,350

### RESTRICTED (PROJECT-SPECIFIC) | \$184,370

- Art Fellows Program \$75,000
- Dance Program \$20,000
- Classroom Technology \$19,979
- General Scholarship Fund \$12,365
- Health and Wellness \$9,913
- International Travel Fund \$9,913
- Other \$37,200

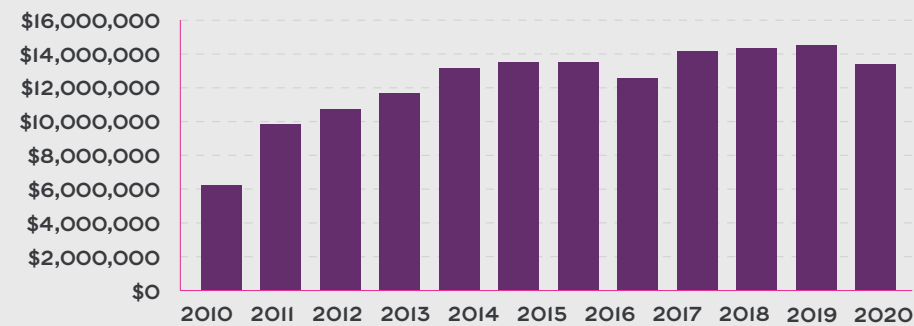
# REVENUE & EXPENSES

## For 2019 – 2020 As percentage of total operating budget



# ENDOWMENT FUNDS

An endowment fund is a permanent, self-sustaining source of funding that many nonprofits use as a reliable revenue source. Endowment funds are critical for sustaining our School into the future, and we are grateful to the many people who have contributed to our strong foundation. For more information on endowments, please contact the Walnut Hill Development Office at [giving@walnuthillarts.org](mailto:giving@walnuthillarts.org).

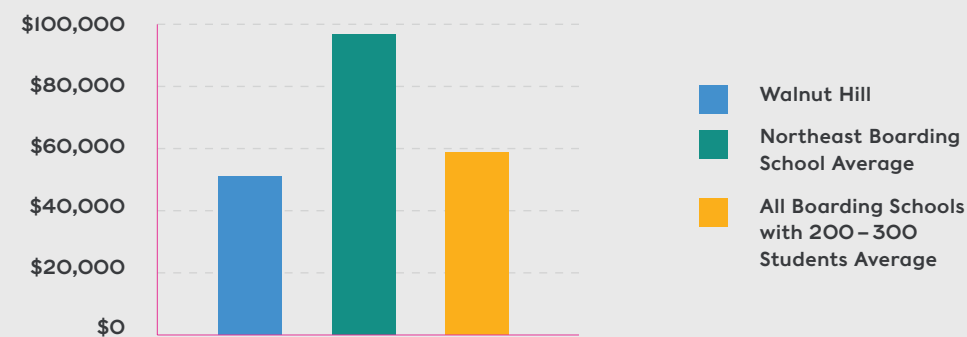


AS OF JUNE 30, 2020,  
WALNUT HILL'S TOTAL  
ENDOWMENT WAS  
VALUED AT **\$13,359,274.**

General Use	\$4,234,329
Scholarships	\$4,568,826
Building	\$209,499
Programs	\$683,747
Board Designated	\$3,662,873

# ENDOWMENT PER STUDENT

At Walnut Hill  
*As compared to National Averages*



# ELLISON CIRCLE

The Ellison Circle, named in honor of Beatrice Edgerly Ellison, Class of 1911, is an honorary association of individuals whose legacy gifts have already been received or will someday accrue to Walnut Hill. It was established to celebrate the spirit of philanthropy that has nurtured the School since it was founded.

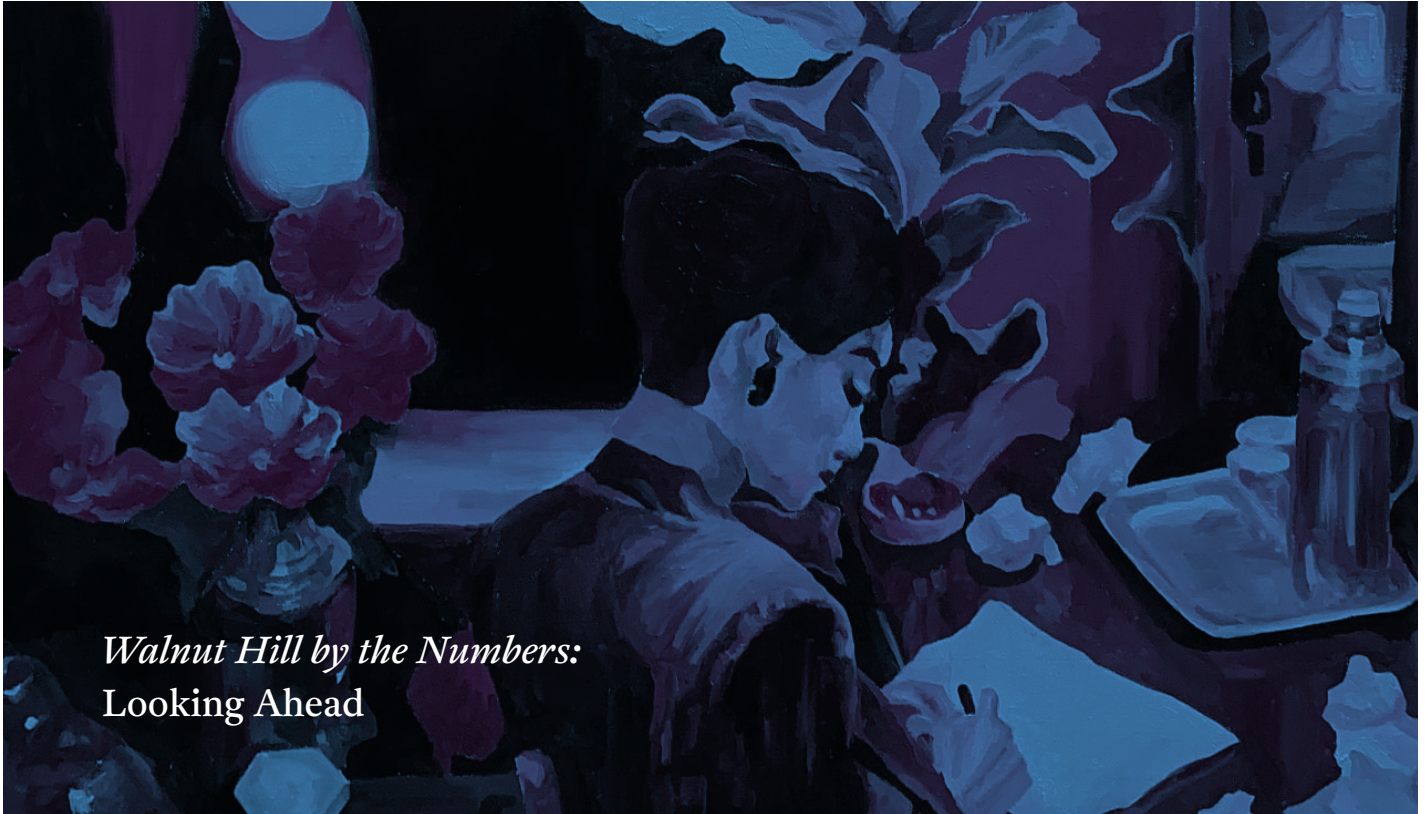


There are currently **123 members** of the Ellison Circle

Members include Alumni, Parents of Alumni, Friends, Faculty, Staff

We welcomed **4 new members** this year

The School has received **\$1,408,842 in gifts** from estates



*Walnut Hill by the Numbers:*  
Looking Ahead

**291**

Students are enrolled for the 2020–2021 academic year

**18**

Countries are represented in our student body

**27**

States are represented in our student body

**80%**

Of students will be boarders, 20% will be day students

**38%**

Of students receive financial aid

**\$34,700**

Is the average financial aid award