



ANNUAL APPEAL

Give the Gift of Supporting the Arts in Salem

Despite the financial and physical challenges still posed by the Covid-19 pandemic 2021 has proven to be a year of success for Salem Arts Association. Our new home at 159 Derby Street has been welcoming to members and visitors alike. Many of the changes made during the initial year of the pandemic have remained including our virtual online tours of the galleries and online gift shop. Sold out virtual classes reached audiences well beyond Salem and our immediate neighboring communities. This summer we were finally able to host in-person receptions, a ticketed event for Salem Heritage Days and even a free day-long, community-based arts festival on the adjacent Salem Maritime National Historic Site lawn.

This year's achievements include:

- 70% increase in sales in exhibits and gallery store
- 12 gallery exhibits hosted this year
- 2 scholarships awarded to young artists
- Over 1000+ people participated in ArtWalk, bringing local businesses and artists together
- 2,500+ people participated at Artoberfest, our free day-long arts festival

2021 also proved to be a hard year financially:

- We were limited in the number of gallery receptions which historically have had the highest daily sales.
- We could only offer a smaller, more expensive Holiday Market, our single largest Annual fundraiser.
- The pandemic required us to increase costs to maintain the health and safety of visitors and volunteers.
- We received no state, federal or local funding to offset COVID-19 losses.

Your help is needed now more than ever.

Your year-end contribution will enable Salem Arts Association to continue to grow and become the space for visitors and artists to explore, experience, create and sell.

Please consider a gift to our Annual Appeal so that we can continue to grow and flourish and offer our programs and exhibits to young and old alike. Gifts of any amount, small or large, help us in our ongoing mission.

If you're planning an individual donation, please remember that many employers offer matching donations that could double your support. Check with your employer to see if you qualify. We are honored and delighted to serve Salem and the North Shore. Please join us in sharing this honor and delight!

Please consider supporting us with a gift online at salemarts.org/give.

Respectfully,
Heather Meri Stewart
President



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Your tax-deductible gift makes a huge difference. Salem Arts Association is a registered 501 (c)(3) non profit organization and your contributions are tax deductible to the extent allowed by law. All donor personal information is held confidential. In the comments section please let us know whether you would like public recognition of your donation (e.g. on our website), or whether you would like this donation to be anonymous.

Please consider supporting us with a gift online at salemarts.org/give.

If you prefer to make a contribution by mail, please use the form below and send your contribution check to Salem Arts Association, 159 Derby Street, Salem MA 01970.

Name: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ - _____ Email: _____

Business Name: _____ Comments: _____

A check is enclosed in the amount of \$ _____, payable to Salem Arts Association.

I want to make a monthly gift of \$ _____ for _____ Months.

Corporate Matching Available.

I would like information to make a gift of securities and remembrance in my will.

Please charge my credit card for my donation in the amount of \$ _____

Card # _____ Visa MC Amex Exp. Date: _____

Name on card: _____ Signature: _____

159 Derby Street, Salem MA. 01970 • www.SalemArts.org • info@SalemArts.org • (978) 745-4850

Our mission: To bring art in all its forms to the community. And bring the community in all its diversity to the arts in Salem Massachusetts.