



WREN

2022 - 2023

ANNUAL REPORT



TABLE OF CONTENTS

Theme: The Sky's the Limit

Fiscal Year July 1, 2022 - June 30, 2023

Annual Meeting: Wed, Sept. 20th at 6pm - The Inn at Bethlehem

Agenda	2
WREN Board of Directors - Slate of Officers FY2024	3
Grants	4
Staff, Instructors and Technical Assistance Providers	5
Sponsors and Donors.....	5
Strategic Goals and Priorities	6
Year in Review Highlights.....	7
The Sky's the Limit Campaign.....	7
Statement of Financials	8-9
Annual Meeting Minutes - October 26, 2022.....	10



FY 23 Annual Report

Theme: The Sky's the Limit

Fiscal Year July 1, 2022- June 30, 2023



Wings 2.0 participants show off their paper-mache masks during a summer 2023 workshop.



Lucy Golden, metalsmith and exhibiting artist in the summer 2022 Gallery at WREN exhibition Lifecycles, gives an artist talk featuring the caterpillars that inspired much of her work. August 2022.



Wings 2.0 participants create their own banners during a summer 2023 workshop.

AGENDA

- Welcome
- Call to Order – Julie Weisman
- Approval of minutes from Annual Meeting October 26, 2022
- Ratification of Christa Hollingsworth and Sharon Washwick-Francis, Election of Board of Directors as presented
- Highlights from our 2023 Fiscal Year
- The Sky's the Limit 30th Anniversary Campaign
- Presentation of Financials



WREN FY 2023 Slate of Officers

Julie A. Weisman (Chair)

Julie is committed to supporting women, education, and the arts. She believes in WREN's mission and seeks to actively support the arts community and rural entrepreneurship in the North Country. She lives in Franconia and spends as much time as possible on the trails. Julie attended Dartmouth College and has the "granite of New Hampshire in her muscles and her brains." She looks forward to using her past experiences with public school governance and her deep connection to the North Country as a member of the WREN Board.

Mary Moritz (Secretary)

Mary is the Bethlehem Town Administrator. In 2013, Mary became a board member of WREN, believing in the mission, and wanting to be a part of a community focusing on woman entrepreneurialism. The former owner of the Mulburn Inn, Mary brings her business expertise and knowledge of the North Country of New Hampshire to WREN's board.

Rebecca M. Fullerton

Rebecca is a landscape painter and has served as Archivist for the Appalachian Mountain Club since 2005. In 2018, she returned to New Hampshire after many years in Boston, choosing Bethlehem in part because of the vibrant arts community in the area. Living in the North Country, she has dedicated her art practice to depicting the White Mountains in oils and watercolor. She has a deep love of mountain history and conservation, hiking, trail running and kayaking.

Marie Knight

Marie recently relocated to the White Mountains, originally as a temporary move due to the pandemic, but it soon became her home! As a new member of the community, she clearly sees the value that WREN brings to female entrepreneurs and joined the board to help amplify its marketing efforts. Marie's day job is working for a Silicon Valley technology company. In the evenings, you can find her teaching yoga at Studium Fitness or walking her dog, Boss.

Christa Hollingsworth

Christa Hollingsworth is a development professional with more than ten years of experience in higher education and the arts. She works in the Advancement office at Plymouth State University, where she supports the administration to achieve multi-million dollar campaign fundraising goals and manages donor stewardship processes for the school's 2,000+ donors each year. Before joining PSU in 2017, she was Managing Director for the North Country Center for the Arts, a non-profit performing arts center in Lincoln, NH. Christa lives in Franconia and is passionate about raising funds for valued community non-profit organizations like WREN.

Sharon Washwick-Francis

Sharon Washwick-Francis is a Bethlehem, NH resident who has a passion to see women succeed. Sharon has worked in the insurance business for over 17 years. In 2023 Sharon opened her own agency on Main Street in Bethlehem, NH. Sharon has held roles and volunteered in multiple non-profit organizations and committees. She and her husband, the pastor of a local church, believe in helping the community in impactful ways. Sharon enjoys being a part of WREN's community of women who succeed, grow, and achieve their dreams. Sharon is married with three children and enjoys spending time with family and in the beautiful nature the North Country provides.



FY 23 Annual Report NH Gives & Grants

Grants

Total: \$102,073

CDBG - Program.....\$55,000
Technical Assistance for 22 participants

CDBG - Program.....\$13,000
Program Administrative Costs

NH State Council on the Arts\$11,000
*Public Value Partnership –
2-year award for General Operations*

NH State Council on the Arts\$3,323
American Rescue Plan - for General Operations

NH Charitable Foundation.....\$10,000
Unrestricted Grant - 3 year award

NH Charitable Foundation.....\$250
Neskaya Fund- for General Operations

Mascoma Foundation.....\$7,000
For Women’s Work Initiative

NH Women’s Foundation\$2,500
For Women’s Work Initiative

NH Gives – Annual 24 Hours of Giving

Total: \$7,819.67

Donations\$5,319.67

NH Charitable Foundation.....\$2,500
Donor Advised Fund - Anonymous

THANK YOU FOR YOUR SUPPORT!



Staff and Other WREN Providers



From left: Operations manager Julia Butterfield, executive director Pamela Sullivan, assistant director Scarlett Moberly, retail & marketing coordinator Genevieve Moberly

Staff

Pamela Sullivan
Executive Director

Scarlett Moberly
Assistant Director

Genevieve Moberly
Retail and Marketing Coordinator

Julia Butterfield
Operations Manager

Kristin Lingle
Retail Associate

Instructors and Technical Assistance Providers

Julia Butterfield
Rebecca Fullerton
Jill Greenleaf
Deb Loughnane
Scarlett Moberly
Laureen Moniz
Andrew Moran
Tara Quillinan
Kristine Roy
Mary Secor
Pamela Sullivan
Doug Weisman
Julia White

Sponsors

Littleton Food Coop
Hilliard Real Estate
Voyage Blue Travel
Rossi Import
Pearl Lake Distributors
Tami Nason
Mark & Kim Koprowski
Sullivan Creative
Adair Country Inn
and Restaurant
The Washwick Agency

Volunteers

Doug Arion
Mary Secor
Darlene Jones
Timothy Jones
Rebecca Fullerton
Mary Moritz
Judy Ratzel
Heather Spinney
Marie Knight
Julie Weisman
Doug Weisman
Nate Alberts
Sullivan Creative
Ellen Chandler
Jane McGrath
Carl Bretton
Caryn Clark
Genevieve Moberly
Natalie Woodroffe

THANK YOU

Please let us know if we have missed anyone so we can recognize them and show appreciation.



Strategic Goals and Priorities 2023

Mission The mission of the Women’s Rural Entrepreneurial Network (WREN) is to support better lives and livelihoods through education, economic development and community engagement in the North Country.

Vision In the next two years WREN will stay financially responsible and stable, drive economic opportunities to WREN members, improve community outreach and continue to offer programming to support the lives and livelihoods of people in the North Country.

Goals WREN will achieve its vision through the following goals:

1. Financial Responsibility and Stability

WREN will maintain its financial stability and commitment to financial responsibility. WREN will embody best business practices by continuing to monitor its monthly financials, continuing to recruit financial experts for staff and board, and continuing to be diligent about its financial analysis. In doing so, WREN will maintain grant compliance and be readily auditable at any time. WREN’s board will review WREN’s grants and their requirements in the monthly Executive Director’s report, and the board will review WREN’s budget roadmap regularly.

WREN’s financial stability hinges on diversifying the organization’s financial streams. To this end, maintaining the profitability of the store and gallery, and growing WREN’s online store, are priorities. WREN will also maintain its various income streams, such as: rental income, grants, programming, membership, donations, and sponsorships. WREN’s goal is to increase sponsorships and partnerships.

2. Drive business to WREN members through tourism to help improve economic development

As tourism is a major driver of revenue, WREN will budget to use NH Grand to its full advantage. NH Grand will help drive business to WREN and its members through tourism, in turn improving the region’s economic prospects. WREN will utilize NH Grand’s resources and connections. This will help to expand and diversify WREN’s membership, connect WREN to statewide organizations, and expand WREN’s regional networking. WREN’s goal is to reach 500 active members by 2025. Regular networking events will also help achieve this goal.

3. Continue to offer programming that supports better lives and livelihoods in the North Country

WREN will focus on developing programming that benefits women in particular, supporting WREN’s original mission.

4. Improve community outreach

WREN will improve its community outreach through its marketing and communications efforts. WREN’s “elevator pitch” will be refined to be clear and concise, and to reflect WREN’s current mission and values. This will clarify and clearly communicate WREN’s public identity (brand) to the community. WREN will commit to building local community by hosting fun, unique events – particularly family-friendly free events. WREN will work to utilize its outdoor park space more frequently. In increasing sponsorships and partnerships, WREN will identify cooperative marketing opportunities. Events surrounding the 2024 solar eclipse will be used to increase WREN’s visibility and community engagement.

5. Streamline Internal Operations

WREN will develop a Human Resource Manual with updated employee guidelines, including leave and return policies. WREN will look into the logistics of providing benefits and support to employees.



WREN's FY 2023 Year in Review Highlights



From left to right: Katy Curnyn, former WREN Director of Market Access; Natalie Woodroffe, WREN's first executive director; Colleen Foley, WREN co-founder; Veronica Francis, WREN co-founder; Beth Simon, participant in WREN's first-year learning community; and Mollie White, WREN co-founder.

As WREN approaches its 30th anniversary we celebrate the organization's rich past and look forward to planning for the next 30 years. Mollie White, co-founder of WREN, and the Women's Work Initiative Task Force, worked with us to identify systemic barriers to economic justice and equity for women with children. Our goal was to better understand the systemic influences in rural New Hampshire that perpetuate the wage gap and lower the earning power for women with children, and to develop pilotable solutions. This ultimately led to the reintroduction of the WINGS program as Wings 2.0 and a partnership with the U.S. Small Business Administration New Hampshire District Office on the first Women's Empowerment Summit.

Here are a few highlights from our 2023 Fiscal Year:

- Women's Work Initiative – re-launch of the WINGS Program as Wings 2.0
- Partnership with the U.S. Small Business Administration New Hampshire District Office on the creation of the first Women's Empowerment Summit
- Six gallery exhibitions
- Participation in Christmas in Bethlehem and creation of the Holiday Fair at the Adair
- Artist Talk Series at the Adair Inn and at the Gallery at WREN
- Summer Community Day
- Creation of day long in-person business development workshops and one-on-one technical assistance sessions
- Total grants received for FY2023: \$102,073
- Ongoing year-round marketing program – strong social media presence
- Ongoing fundraising programs: Annual Appeal and participation in NH Gives
- Partnerships and collaborations with local businesses and organizations
- Hosted a meet and greet for Executive Councilor Cinde Warmington and other state officials
- Increased staff capacity adding two additional full-time employees bringing full-time staff total to four



A meet and greet at WREN with local artists and state officials to talk about the creative economy in the North Country.



Exhibiting artist Pam Smith gives a linocut printmaking workshop at WREN during the March/April 2023 exhibition *Women in Print: Four Printmakers*.



WREN's FY 2023 Financials

WREN Operating Budget as of August 31, 2023

Income	FY 2023	FY2022
Total Contributed Income <i>Grant Income, Donations & Contributions</i>	\$154,408.38	\$135,685.34
Total Earned Income <i>Store Sales, Membership Dues, Classes, Rent, Event Income</i>	\$233,461.28	\$226,737.00
Other Income <i>Payroll Protection Plan, Postage Reimbursement, Interest</i>	\$482.08	\$25,745.02
Total Income	\$388,351.74	\$388,167.36

Expense	FY 2023	FY2022
Human Resources	\$202,008.93	\$167,105.74
Program and Administrative Expenses	\$180,178.25	\$186,342.26
Building, Grounds & Equipment	\$19,577.97	\$19,275.80
Other Expenses	-	\$1,265.12
Total Expense	\$401,765.15	\$373,988.92
Net Operating Income	\$(13,413.41)	\$14,178.44

Other Income	FY 2023	FY2022
Direct Grants	\$11,965.96	\$72,500.00
Other Income (NH Gives)	\$1,750.00	-
Total Other Income	\$13,715.96	\$72,500.00

Other Expense	FY 2023	FY2022
Loan Interest-Payroll Protection Plan	-	\$223.83
Depreciation & Amortization	\$22,572.00	\$22,572.00
Direct Grant Recipients	\$11,965.96	\$72,500.00
Other Expense (NH Gives)	\$750.00	-
Total Other Expense	\$35,287.96	\$95,295.83
Net Income	\$(34,985.41)	\$(8,393.56)

Financial Advising and 990 preparation is done by James J. Sherry, CPA



WREN's FY 2023 Financials

WREN Statement of Financial Position as of June 30, 2023

Assets	FY 2023	FY2022
Current Inventory (Held)	\$4,645.41	\$372,287.53
Current Assets	\$79,583.65	\$102,551.90
Fixed Assets	\$107,437.47	\$130,009.40
Other Assets	-	-
Total Assets	\$191,666.53	\$604,848.83

Liabilites & Equity	FY 2023	FY2022
Consignment Payable	-	\$369,002.96
Other Liabilites	\$1,197.75	\$6,191.72
Total Liabilities	\$1,197.75	\$375,194.68

Equity	FY 2023	FY2022
Assets with Donor Restrictions	\$15,000.00	\$15,000.00
Assets without Donor Restrictions	\$214,899.15	\$207,774.65
Net Income	\$(34,985.41)	\$(8,393.56)
Total Equity	\$194,913.74	\$214,381.09

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Annual Meeting Minutes October 26, 2022

Present: Pam Sullivan, Executive Director, Julie Weisman, President, Judy Ratzel, Treasurer, Mary Moritz, Secretary, Marie Knight, board member, Rebecca Fullerton, board member, Heather Spinney, board member.

Mary Moritz made a motion to approve the September Board Meeting Minutes. Marie Knight seconded, and all were in favor.

Judy Ratzel gave an overview of the September financial statements, and the board approved the September Financials.

Mollie White presented the work that has been completed concerning the Woman's Work Initiative. Ms. White explained the committee has been in the information gathering phase of and continues to meet the proposed completion timetable. The next phase will include a community driven outreach that will help provide programing development and criteria. Pam Sullivan expressed a need for some of the work that is being done by the committee to be completed by WREN employees.

Pam Sullivan presented the highlights Executive Director Report.

Marie Knight reminded board members of the Connect Her Event on November 3rd.

Pam Sullivan updated the board on annual appeal and holiday marketing events. Ms. Sullivan also reminded the board of the Christmas in Bethlehem event taking place on December 3rd.

Pam Sullivan opened a discussion on future fundraising events. The board discussed the possibility of an "Art to go" event slated for May. Art to go should be an agenda item for the next board meeting.

Marie Knight made a motion to adjourn. Judy Ratzel seconded, and all were in favor.