

**A major facet of our mission is education. Each year, we host over 250 classes in the literary arts for youth and adults that offer a setting and forum in which writers and readers can meet and exchange ideas.**

**Adult Education for Lifelong Learners:** Four times a year, Writers & Books produces a catalog with a diverse and eclectic group of literary workshops for adults. Workshops are held in-house at our 740 University location, at our Gell Center of the Finger Lakes, and online, allowing us to reach an interested and engaged audience in Rochester and beyond. Classes are offered to writers and readers of all levels and include workshops in fiction, poetry, memoir, creative nonfiction, the business of writing, stage/screen, professional development, and reading seminars.

**Youth Education - Planting the Seeds:** Writers & Books offers classes for creative young readers and writers throughout the year. Our programs support reading and writing skills that students learn in school, but also reach further, tapping into creativity and inspiration, as young people discover their own passions and develop their own voices. SummerWrite is based on evidence that fostering learning in youth beyond the traditional school environment is beneficial, manifesting its positive effects well into adulthood. Among the classes offered are the essentials like fiction, poetry, and reading seminars based on popular book series, to unique workshops that integrate the literary arts with cooking, filmmaking, the outdoors, and more.

**Internships & Apprenticeships:** In an extension of our educational programs, Writers & Books offers valuable and competitive internships and apprenticeships to high school and college students. Students can earn credit and gain first-hand knowledge of literary programming, editorial work, and arts administration through an internship, while the SummerWrite Apprenticeship offers aspiring writers and educators an opportunity to gain meaningful experience in the classroom.

**Scholarships:** In the past two years, Writers & Books has given \$22,664 in scholarships to both adult and youth students. We firmly believe that literary programs are essential in helping people become better thinkers, workers, and leaders, and our scholarships help low-income students reach higher levels of achievement.



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 Kathy Pottetti, *Gell Center Director of Operations and Programming*  
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 Karen vanMeenen, *Coordinator of "If All of Rochester Reads the Same Book..."*



# ANNUAL REPORT 2013-2014



For thirty-four years, Writers & Books' programs have reached a growing audience of thousands, making us one of the oldest and largest literary organizations in the country. Our programs receive national recognition while inspiring generations of Rochesterians to make literature a part of their everyday lives. We offer a wide variety of programs and events designed to help people discover the important part that literature plays in our individual lives and in the life of our community.

Our programs include:

**Author Visits and Readings** — including the monthly Genesee Reading Series presenting and celebrating local talent from the Genesee Valley, and the community wide reading series: "If All of Rochester Reads the Same Book..." and "Debut Novel Series"

**Community Outreach Programs** — in schools, hospitals, libraries, senior centers, recreation centers, and social service agencies

**Big Pencil Press** — publishing work of local authors in addition to sponsoring The Kenneth and Geraldine Gell Poetry Prize

**Canvas Lit** — a teen literary journal run for teens and by teens, publishing work from teenagers aged 13-18 in Rochester and beyond

**Collaborations with local arts organizations** — such as NOTA, The Little Theatre, Geva Theatre Center, and the annual First Niagara Rochester Fringe Festival

**Turning Pages Readers Circle membership level** — in which members receive four surprise books in the mail and invitations to exclusive member events



[www.wab.org](http://www.wab.org)  
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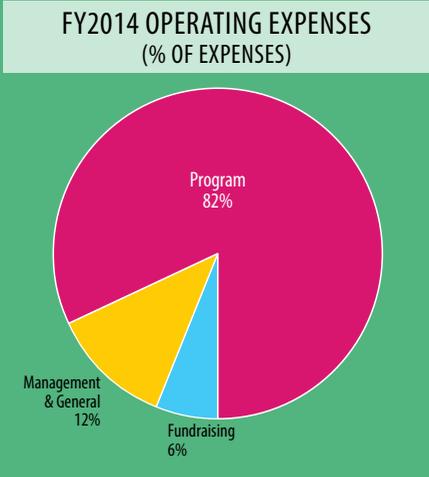
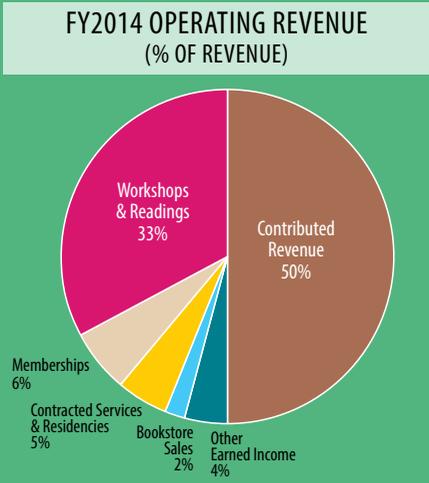


**Writers & Books** promotes reading and writing as lifelong activities for people of all ages and backgrounds, through educational programs, publications, community events and author appearances. For thirty-four years our programs, held at our Rochester and Finger Lakes facilities, have reached a growing audience of thousands, making us one of the largest and oldest literary organizations in the country. Our programs have received nationwide recognition while inspiring generations of Rochesterians to make literature a part of their everyday lives.



NUMBERS TELL STORIES

Literary Events and Attendance	
Total Number of Public Readings and Events Offered	340
Participation for "If All of Rochester Reads the Same Book..."	30,000
Literary Education and Attendance	
Total Number of Adult Classes Offered	335
Adult Classes Attendance	1,507
Total number of Youth Classes Offered	196
Youth Classes Attendance	1,427
Scholarships Awarded	145
Gell Center of the Finger Lakes	
Number of Days Facility in Use	284
Total Attendance for Retreats, Workshops and Events	991
Donors, Members and Staff	
Number of Members and Individual Donors	2,736
Total Full-Time, Part-Time, Contract and Seasonal Employees	80



STATEMENT OF FINANCIAL POSITION

	For the Year Ended:	
	September 30, 2014	September 30, 2013
<b>ASSETS:</b>		
<b>Current Assets:</b>		
Cash and Cash Equivalents, Grants Receivable	\$138,931	\$85,113
Other Current Assets	\$9,835	\$9,835
<b>Property and Equipment, Net:</b>	\$768,106	\$819,665
<b>Other Assets:</b>		
Investments, Financing Costs	\$198,886	\$186,486
<b>Total Assets:</b>	<b>\$1,115,758</b>	<b>\$1,101,099</b>
<b>LIABILITIES:</b>		
<b>Current Liabilities:</b>		
Accounts Payable and Accrued Expenses	\$14,275	\$11,893
Deferred Revenue	\$32,063	\$25,165
Current Portion of Long-Term Debt	\$8,554	\$8,016
<b>Total Current Liabilities:</b>	\$54,882	\$45,074
<b>Long-Term Debt:</b>	\$212,310	\$221,767
<b>TOTAL LIABILITIES:</b>	<b>\$267,192</b>	<b>\$266,841</b>
<b>NET ASSETS:</b>		
Unrestricted	\$739,209	\$787,944
Temporarily Restricted	\$109,357	\$46,314
<b>TOTAL NET ASSETS:</b>	<b>\$848,566</b>	<b>\$834,258</b>
<b>TOTAL LIABILITIES AND NET ASSETS:</b>	<b>\$1,115,758</b>	<b>\$1,101,099</b>
<b>REVENUE AND SUPPORT:</b>		
Earned Revenue	\$302,311	\$283,006
Contributions, Grants & Support	\$304,009	\$265,785
<b>TOTAL SUPPORT &amp; REVENUE:</b>	<b>\$606,320</b>	<b>\$548,791</b>
<b>EXPENSES:</b>		
Program Services	\$488,929	\$485,834
Management & General	\$69,683	\$77,644
Fundraising	\$33,400	\$27,545
<b>TOTAL EXPENSES:</b>	<b>\$592,012</b>	<b>\$591,043</b>
Excess/(Deficit) of Support and Revenue Over Expenses	\$14,308	\$(42,252)
<b>NET ASSETS BEGINNING OF YEAR:</b>	<b>\$834,258</b>	<b>\$876,510</b>
<b>NET ASSETS END OF YEAR:</b>	<b>\$848,566</b>	<b>\$834,258</b>



**740 University Avenue:** Our urban center, located in the heart of the Neighborhood of the Arts, is a converted early twentieth-century police precinct station designed by famed Rochester architect Claude Bragdon. This handsome three-story brick building was recently updated to become a twenty-first-century arts facility housed within a well-preserved ninetieth-century exterior. The building contains a bookstore, a library, a 70-seat performance space, four classrooms, and offices for our staff.



**The Gell Writers Center:** Our writer's retreat and conference center, located 35 miles south of Rochester in the majestic Finger Lakes region, sits on 24 acres of beautiful hillside land. The Center includes the Gleason Lodge, a facility that accommodates up to 75 people for meetings and classes; the original Gell House, a two-bedroom residence used for extended writer's retreats; the Thoreau Cabin and the Tree House, two small seasonal writer's cabins located deep in the woods.

LOCATIONS & FACILITIES HIGHLIGHTS