



Annual Report

Fiscal Year 2020

January 1 – December 31, 2020

Folklore Village Farm, Inc.

MISSION AND VALUES

Our Mission:

Connecting the generations with a world of traditions



Folklore Village creates opportunities for individuals and communities to celebrate, experience, and support ethnic and traditional folklife. Folklore Village offers an ongoing program of cultural, educational, and participatory folklife activities in rural Southwest Wisconsin; serving regional communities and the Upper Midwest.

Our Core Values and Guiding Principles:

Cultural Understanding

Folklore Village respects the unique cultural heritage of all peoples. It seeks to foster an understanding of one's own cultural traditions, while nurturing a respect for the values and traditions of others. Folklore Village believes that each individual has folklife traditions no matter what his or her background. Traditions are an important part of who we are and what makes us human.

Intergenerational

Folklore Village believes that intergenerational activities perpetuate a shared sense of traditions, values and community. People of all ages need places and opportunities for joy, camaraderie, and celebration.

Tradition Bearers

Folklore Village encourages the appreciation and continued vitality of folklife through the recognition and active involvement of cultural tradition bearers.

Participation

Folklore Village believes that participation fosters learning, interaction, sharing, and fellowship. Participation nurtures an environment that is welcoming and inclusive.

Land Acknowledgement

Folklore Village humbly acknowledges the Ho-Chunk people, the previous caretakers of the land now cherished by the Folklore Village community.

FROM THE BOARD PRESIDENT



The year 2020 marks my fourth and final year as president of the Folklore Village Board of Directors. At the conclusion of 2021 I will step down from the board entirely, having completed my eighth consecutive year as a Board member, the maximum allowed by our by-laws. In this final letter as president I wanted to reflect a little and say some thank yous.

It has been quite a ride lately.

To say that 2020 was a year like no other is something of an understatement. Serving on a non-profit board is always full of challenges, most of them monetary – how

do we balance our books? Raise funds? Pay for the new roof or furnace or stove? Hire staff? How do we, as a non-profit, keep our doors open and keep fulfilling our core mission? That's normal, that's what we do. None of us on the board anticipated that we would have to deal with a global pandemic. That's NOT normal. The year 2020 was marked by countless meetings (all virtual), discussions, debates (sometimes passionate!), and hard decisions as we tried to navigate this unknown and constantly changing landscape. The members of this board are all volunteers but in 2020 being on this board became an intense additional job for most of us – there was a lot of work to be done, a lot to learn, hard decisions to be made. This board rose to the occasion, brought all sorts of knowledge, experience, and perspectives to the table. I am grateful to every single member of this board. It's been an honor and privilege to work alongside such special, dedicated individuals. I thank them from the bottom of my heart.

We are fortunate to have a mighty, if small, staff at Folklore Village. They do the day-to-day heavy lifting to keep the place going, despite our having to close our doors to the public. I especially want to acknowledge Terri Van Orman for special thanks in seeking out and obtaining funding from various government programs and grants – this has been vital to keep our people employed – well done! Thank you to all the staff for the work you do, your integrity, dedication and creativity. My respect for you is boundless. Thank you too from the bottom of my heart.

Finally, and perhaps most importantly, thank you to this community and our many generous funders. We continue to exist because of you. You participated, experimented with new modes of programming, donated time and money, and basically joined us in this wild ride. In the process, we all discovered new ways of connecting with one another when we could not gather in person and perhaps developed a deeper appreciation for this little gem of a folk arts center located in the hills of southern Wisconsin but known throughout the world. Many of you I know personally, those I don't know I hope to meet when we are past this pandemic. I thank all of you too, from the bottom of my heart.

Serving on this board has been an enlightening and at times humbling experience. I am grateful for the opportunity and the lessons I have learned. I look forward to working with and supporting Folklore Village in different capacities in the years to come, and eventually gathering with all of you.

Be well. I wish all of you Peace.

Maria Terrés

2020 President Board of Directors, Folklore Village

Folklore Village Annual Report January 1 – December 31, 2020

FROM THE EXECUTIVE DIRECTOR



Terri Van Orman

Terri Van Orman
Executive Director, Folklore Village

Who among us does not recognize the photo which embellishes the front cover of this year's Annual Report – those little Zoom squares which signify “we are together, even though we cannot be together.”

2020 was the year of the pandemic, and now as I write this well into 2021 - our 50th year as an organization – the pandemic is not over yet, as we all hoped it might be. And yet, still we prevail, partly as a result of government funding in the form of the 2020 CARES Act and now, the 2021 American Rescue Plan, which has provided helpful boosts such as the Paycheck Protection Plan.

We are proud of and grateful of the fact that all through 2020 and into 2021, we have been able to keep our staff employed, pay our bills, and still provide the kind of mission-based events which you know and love – albeit often in a very different form.

Truly though, this resilience has occurred primarily because of you, our dear community and supportive funders. Without your help, we surely could have perished. After all, our programming tends to be just the kind of activity that a virus loves – high touch, close and warm encounters of various sorts – from dancing to singing to playing music and learning together, sharing meals, and even perhaps sleeping together in bunkhouses. As a result, our normal activities had to be curtailed as a public health service.

But you responded! You knew our challenges, and demonstrated the greatest outpouring of love and support any of us could have expected. Inspired and overcome with gratitude, we responded as well, by pivoting to an online format – whether it was a simple coffee klatch that provided us with companionship and comfort as we connected with those we missed the most, to concerts, folk school classes, and even weekend festivals. An upshot to this pivot, besides keeping us all safe, was the realization that this new technology offered some interesting outreach possibilities. We hosted instructors from as far away as Finland and Sweden, and students from as far away as Ireland – longtime Folklore Village community members as well as people who had never even heard of Folklore Village.

As we traverse this new frontier now during our 50th celebration year, we want to thank you all for being with us through thick and thin, actual and virtual. **YOU are Folklore Village!**

When I give to Folklore Village, what does my donation provide?

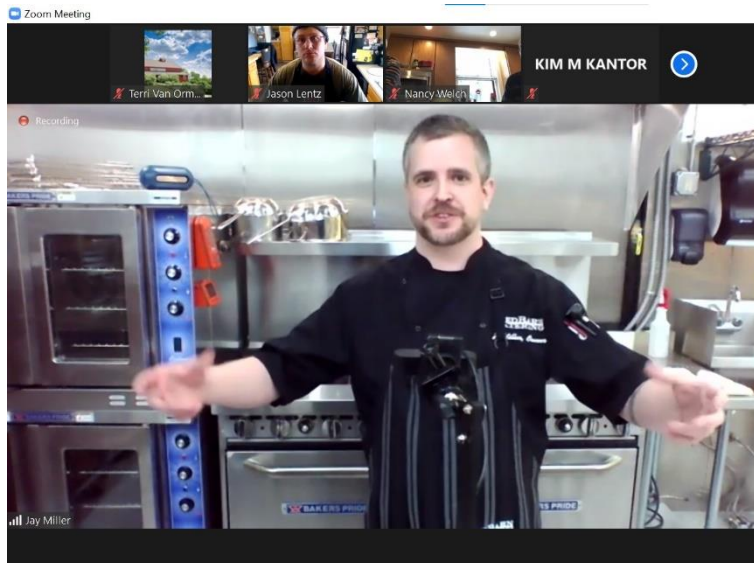
Cultural enrichment programs to thousands of beneficiaries who learn a skill, become more aware of their heritage, and enjoy the many pleasures of our traditional arts. Among these beneficiaries might be a second-grade student learning about French folk dancing, traditional non-digital games, Mexican Picadas, or which instruments are played by Indian-American immigrants. Or, they might be a senior citizen, hearing music from their childhood, triggering memories and joy. They might be a Scandinavian-American learning the dances and music of their grandparents' homeland. Or a teenager who learns the art of Iroquois beadwork, garnering a greater understanding of her own – and others' – cultural practices. Perhaps most importantly, you provide a safe space for a diverse array of cultural connections, forging community - one dance, one fiddle tune, one new craft project at a time. All are made possible because you donate to Folklore Village. **Thank you!**

FESTIVALS



Festivals are the heart of Folklore Village. From 1947 to 1966, Folklore Village founder Jane Farwell directed her original Festival of Christmas and Midwinter Traditions in Mount Horeb, WI, in order to combat the growing commercialization of Christmas and the ignorance of increasing numbers of young people about the diverse pageantry, foods, and music of Christmas. In 1966, she purchased the old Wakefield School near Ridgeway, WI, where she was able to complete her vision of a Folklore Village. It was here she created additional festivals based on her experiences forming folk dance camps around the United States, and from dancing all around the United States, in Europe, and in Japan. Those festivals reflected the culmination of her ideas about folklore, dance, recreation, craft, music, community, and the land.

We continue to present some of Jane's original festivals, as well as others that have grown organically from our diverse community base. In 2020, our Spring Swedish Music and Dance Weekend, English Country Dance & Music Weekend, and Cajun Music and Dance Festival all had to be cancelled due to the pandemic. We presented only two festivals – a Fall Swedish Music and Dance Weekend, and the 73rd Festival of Christmas and Midwinter Traditions – both online. We did our best to make sure that, despite being presented virtually, the festivals we were able to present stayed true to Jane's original vision of a place where people can come together to dance, sing, play music, eat, and live folk customs from the world over – even if that “place” was a Zoom room!



In keeping with Jane's unique philosophy of recreation, we continue to blend seasonal celebrations, ethnic traditions, and to emphasize the importance of rural communities, family, and people of all ages creating their own fun. Over 100 adults, teens, and children enjoyed our Virtual Fall Swedish and Midwinter festivals in 2020.



CONCERTS / SATURDAY SOCIALS



CONCERTS

Several times a year, Folklore Village supports traditional folk life by hosting heritage-bearers in concert. In 2020, we presented only one in-person concert - an evening with the Tuvan throat singers, Alash Ensemble, who were joined by special

guest Shodekeh – an amazing beatboxer from Baltimore who wowed the crowd every bit as much as Alash did. The concert which was presented on March 8, had been preceded by a “How to Throat-Sing” workshop. Less than a week later, the entire country shut down.



We followed with a few online concerts throughout the worst of the pandemic. Our friend, Craig Siemsen offered a wonderful online fund-raising concert for us in May, followed by an Independence Day concert with old-time musician, Libby Weitnauer on July 3, and a lovely piano concert with Jacqueline Schwab on August 28 - “I Lift My Lamp: Vintage Songs & Dances of Immigrant America.”

SOCIALS

Saturday Socials are a long-standing tradition at Folklore Village, and follow a specific presentation calendar. The year kicks off in January with “Jane Night,” our yearly tribute to Folklore Village founder, Jane Farwell. In May, we celebrate the coming of the spring season with a community Maypole Dance. Both children and adults delight in bedecking the Maypole with flowers from our gardens, and then learning the intricate dance steps required to weave the Maypole ribbons. During the heat of summer, in August, we host a refreshing Ice Cream Social, featuring hand-cranked cream. December brings us the Sankta Lucia celebration, complete with a candlelit procession and traditional serving of saffron buns with tea; as well as our German Christmas Tree Night, which features a glorious two-story, freshly cut tree, bedecked with special German Christmas tree candles, singing of Christmas carols, and dancing around the Christmas tree. Unfortunately, in 2020, all socials except for “Jane Night” had to be cancelled.



FOLKLORE VILLAGE FOLK SCHOOL



A Folk School at Folklore Village was a dream of our founder Jane Farwell's in the 1980's, when she and a dedicated group of her closest community members made a trip to the John C. Campbell Folk School in Brasstown, NC to observe the operations of our nation's oldest Folk School.

In 2020, most Folk School classes were either cancelled, or pivoted to an online format. We had three exceptions – a “How to Throat Sing” workshop with members of Alash Ensemble and Shodekeh before their memorable concert on March 8, and then two very scaled-down in-person classes, complete with full masking and social distancing – Pop Wagner’s “Saddle Cinch Making” class and Elise Kylo’s “Wet Felting Slippers” class. The other classes which pivoted online proved quite popular, and our total Folk School registration increased from 90 students in 2019 to 167 registrants in 2020. Our online reach proved surprising, bringing in participants from as far away as Ireland. Plans for 2021 include further expansion and promotion of this important new aspect of Folklore Village programming.

Do you have a particular skill that you would like to teach in 2022? Be sure and let us know!

Top: Alash Ensemble and Shodekeh teach a workshop on “How to Throat Sing,” pre-pandemic.

Below, left to right: Pop Wagner oversees the creation of a student's mohair saddle cinch; students Martha Griesheimer and David Eagan work on their wet-felted slippers.



FOLKLIFE...YOUR LIFE

Designed primarily for elementary age schoolchildren, *Folklife...Your Life* is an engaging round-robin of activities designed to teach an understanding of the importance of folklife practices in all cultures. Program session choices include folk dance and folk music from around the world, traditional games, felt-making, maypole dancing, Mexican picada making, and sessions in our restored prairies. In 2020, all in-person Folk Life...Your Life sessions were cancelled.



SENIOR CONCERT PROGRAMS



DANCIN' IN THE SEATS

FEAT. STEVE WEINTRAUB

Hours of Joy for Seniors!

2-DISC DVD PRODUCED BY FOLKLORE VILLAGE

Every year Folklore Village offers a series of free senior concerts, both at Folklore Village, and at selected, local senior living communities. In 2020, all senior concerts were postponed until 2021. However, thanks to funding from an anonymous foundation, we presented Zoom events specifically targeted to seniors who live in their homes, featuring dancer Steve Weintraub. The Zoom events were turned into a DVD, and distributed for free at senior meal sites, community centers, and sent to anyone who requested a copy.

HEALTHY HOEDOWNS



Who doesn't love an old-fashioned barn dance? We sure do, and acknowledging the connection between rural Midwestern farming culture and the legacy of the National Barn Dance of the 1930's, we initiated the concept of Healthy Hoedowns in 2014. Attractive to all age groups - from toddlers to senior citizens, everyone has a great time! Local, old-time string bands provide the music, and dance callers introduce progressively more challenging dances as

everyone gets warmed up and learns the basics. In 2016, Upland Hills Health Hospitals and Clinics became primary sponsor of the Healthy Hoedown series, to encourage us all to connect the threads between the American barn dance tradition and a social, healthy, community-building form of aerobic exercise; and in 2019, the Green Bay Packers Foundation also provided Folklore Village with three years of support. Thank you, Upland Hills and Green Bay Packers Foundation!

Sadly, in 2020, the only barn dance we could present in-person was the February Healthy Hoedown. Additionally, we presented an English Country Dance online where over 100 people kicked up their heels in their own living rooms and kitchens.



PRAIRIES



Folklore Village holds two tracts of restored prairie on its 94-acre farm. Our original restoration, located directly behind Farwell Hall, contains a total of 44 acres. Our newest prairie, located on the east side of Highway BB, contains 26 acres. Both areas have trails open to the public for nature hikes, with native species of flowering perennials and bird life to be viewed. Periodic burns are required to ensure optimum species diversification, eradication of invasive plants, and prairie grassland health. Our

experienced volunteer burn crew helps keep our 70 acres of prairieland in prime condition. A special shout-out to Dan Wallace and his experienced crew of prairie enthusiasts, who managed to complete required prairie burning and reseeding in 2020, despite the pandemic! Remember - we keep walking paths mowed for you. Visit anytime.

FACILITIES



Folklore Village is comprised of a collection of buildings, nestled on 94 acres in the rolling hills of the Driftless region of southwestern Wisconsin. Buildings include the barn-inspired Farwell Hall, with its sprung, wooden dance floor, certified kitchen, classrooms, and staff offices, the historic Plum Grove Chapel built in 1882, and listed on the National Register of Historic Places, Wakefield Schoolhouse, built in 1893 and used as a school until 1967, separate men's and women's bunkhouses with an adjoining primitive

wash house, the Farwell family farmhouse and garage, and two tool sheds, one with an attached greenhouse tunnel. Soon to be added will be the reconstructed Aslak Lie house, which dates to 1848, and was donated to Folklore Village in 2003.



Buildings are surrounded by gardens and orchards, which provide vibrant color, flowers, fruit and berries in three seasons of the year. Former farm-land has been converted to over 65 acres of restored prairie, which hosts many species of native flora and fauna.

Farwell hall is the site of most activities. Its three stories shelter dances, concerts, music classes, receptions and weddings, craft classes, a nursery for small children, a library, office space, and delicious meals served from the restaurant quality kitchen. The Plum Grove Chapel is a great acoustic space for weddings, small concerts, and singing workshops. The Wakefield schoolhouse is used in our children's programs, and as overflow classroom space; while the bunkhouses ensure simple, economical sleeping facilities for festival participants.

ASLAK LIE HOUSE



Originally built by a Norwegian immigrant craftsman in 1848, the Aslak Lie House is a testament to this skilled artisan, whose handcrafted work has been documented in both Norway and Wisconsin. In its original stage, the house was a one-story log cabin. As Mr. Lie became more prosperous in his new home, he added a second story with an attached sval. In 2003, Folklore Village acquired the building, which was then painstakingly disassembled, documented, and placed in storage while a restoration plan was developed. In 2014, we began the reconstruction of the house. A team of volunteer builders was put together, headed up by our volunteer master builder, Nels Diller. In 2016 with the help of an apprentice provided by the Wisconsin Arts Board, the first of the historical logs were laid into place, and the home began to take shape. In 2017, 2018, and 2019, we included classes in log cabin building as part of Sustainability Weekend and of Folk School. In 2018 2019 and 2020, thanks to donor Sandy Wilson, we were able to hire three interns to help through the summer as well. A special thanks to Mark and Sarah Weier, who donated logs from their forest towards the project. By the end of the building season in 2020, plans were made for the rebuilding of the second story, and the timbers for the roof structure were planned for restoration. Thank you to all donors and volunteers, and special thanks to Nels Diller for six years of dedicated service to this project!

VOLUNTEERS



The crew who has assembled to rebuild the Aslak Lie house brings to mind the question – what would Folklore Village do without its volunteers? From building the Aslak Lie house, to beautifying our front walkway with flowers and mulch, from manning the kitchen to provide traffic control for potlucks, to washing dishes afterwards, from providing IT assistance, to caring for our prairies – Folklore Village could not exist, or provide the programming that we do, without your assistance. We value you, we honor you, and we thank you! In 2020 volunteers contributed more than 3200 hours of expertise, time, and physical labor to all of our various projects. Special shout-outs to board member Hank Kulesza, who almost single-handedly conducted major restoration work on the Plum Grove Chapel and the Wakefield bunkhouses, and to Susan and Rolf Wulfsberg, and the Richards family, who stained the deck and railings in the Schoolhouse area.

FRIENDS OF FOLKLORE VILLAGE

The Friends of Folklore Village was incorporated in 1998 as a stand-alone 501(c) (3) Charitable Organization, whose sole purpose is to help provide financial support for Folklore Village. Resurrected in the fall of 2014, the organization pledged to sponsor several fundraising events per year. Despite having their two planned events cancelled in 2020, the Friends rallied, raffling a quilt, and conducting their first-ever online auction. Because of the timing, the Friends funds were not deposited in the Folklore Village bank account until 2021. Kudos to the Friends for being so adaptable and carrying through with their pledge – above and beyond, despite the pandemic.



Thank you, Friends of Folklore Village! **The Friends of Folklore Village Board of Directors for 2020**

President – Marilee Standifer

Vice President – Sarah Weier

Secretary/Treasurer – Lucy Richards

Communications – Lisie Kitchel

Fundraising Committee Liaison: Madeline Uранеck



Top Left, the stunning quilt created by Amy McFarland, Carol Ormand, and Maria Terres; quilted by Sally McFerren. Top Right, Lucy Richards pulls the winning ticket from a basket held by Marilee Standifer on a very cold night at Folklore Village. Lower Left, Advertisement for the auction, featuring several of the biddable items.

DONORS

\$10,000 and above

James L Wilson
Michael and Mary Ann Wolkomir

\$4,000 - \$9,999

Anonymous
Anonymous
Hank Kulesza
Steve Pike
Janice Sievers
Wisconsin Arts Board
Wisconsin Humanities Council

\$1,000 - \$3,999

Anonymous
Anonymous
Anonymous
Geoffrey Baer and Amelia Kohm
Gaelyn and Daniel Beal
Peg Christensen
Claremont Jackman Foundation
Rex and Nancy Refslund Couture
Elizabeth Gillespie
David Golber
Loretta Kelley and Antonio LaGrecia
Anne Marie Kraus
Ruth Lemire
Amy and Tom McFarland
Eric Jan and Penny Seaberg
Jofrid Sodal
Maria Terrés-Sandgren
Martha Tyner
United Fund of Iowa County
Paul Wagner and Cindy Schlosser
Susan and Rolf Wulfsberg

\$500 - \$999

Doug Anderson and Ed Wittrock
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Arts Midwest
BMO Harris Banks
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Karen Carlson
Brianna Crotsenberg
Dodgeville Kiwanis Club
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Fox Valley Community Foundation
Wendy Frances
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Marilee Sushoreba and Mac Robertson
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Greg Winz

\$250 - \$499

Aetna Foundation
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Joan Laurion
Lydia McAnerney
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Larry and Rhonda Sharpe
Daggi and Ekke Sielmann
Sarah and Mark Weier
Nancy Welch
Peter Winckles

\$100 - \$249

Mary Allsopp
Jennifer Angelo and Hank Weiss
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Anonymous
Anonymous
Edwin Austin
Anne Bachner
Phyllis Baer
Richard Baer
Judith F Baizan
Bonnie Barnum
Astrid H. Bennett
Fred Bialy
Diana Blanchard
Nancy Bradshaw
Dorothy Jean Cline
Susan Cook and Roger Pierson
Amy Crofts
Jürgen Daartz
Michael Dearing & Debi Morton
Kristine Dewey
Barbara DuFresne
David Eagan

DONORS

\$100 - \$249 (cont'd)

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 Kari Sundberg
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 Mark Williamsen
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Under \$100

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 Mark Cecil
 Marcus Cederstrom
 Karen Charney and Ben
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 Karin L Code
 Robert and Susan Cook
 Barbara Cool and Thomas
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Leroy and Darlene Lindeman
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Jody Morey
Mary Mueller

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Valley Inn)
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Plunkett
Sonia and Phil Newmark
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Stephanie Osser
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Charlie Walden
Rosa and Wil Walkoe
Nancy Wall

Robert Y. Walser and Julie
Young Walser
Mona Wasow
Audra Weigand
Kristi and Roger Williams
Allen and Lindy Wilson
Larry and Patricia Ziemer
Andrea Zietlow

**These gift amounts also
reflect the donations
given through our**

Circle of Love (monthly giving)

*Join the circle today - Give
monthly! ♥♥♥♥♥*

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Catherine Baer
Judith Baizan
Gaelyn Beal
Karen Carlson
Steward Davis
John Hall
Larry Harding
DoAnn & Earl Holzman
Karen Impola
Kim Murphy Kantor
Lisie Kitchel
Anne Marie Kraus
Notley Maddox
Amy & Tom McFarland
Louise Neu
Margaret Olsen
John Parejko
Ken Parejko
Alison Saichek
Bonnie Schmidt & James
Winkle
Eric & Penny Seaberg
Kate Stout
Maria Terrés-Sandgren
Greg Winz

**And thank you to Kim Kantor
for her Facebook Fundraiser!**

FINANCIAL INFORMATION

Profit and Loss January 1, 2020 - December 31, 2020

INCOME

Contributions and Grants:	\$174,110.24
Program Income:	\$28,046.28
Rentals:	\$10,622.25
Retail Sales:	\$1,019.32
Other/Miscellaneous:	\$93.99
CARES ACT Funding:	\$51,288.23

Total: \$265,180.31

EXPENSES

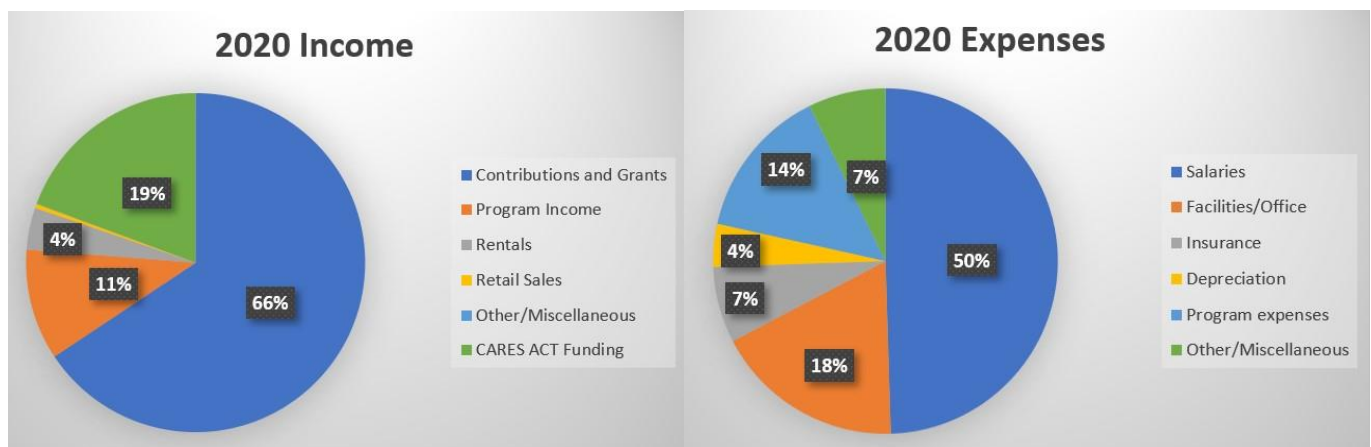
Salaries:	\$102,017.43
Facilities/Office:	\$36,714.61
Insurance:	\$14,694.30
Depreciation:	\$8,259.00
Program expenses:	\$29,394.43
Other/Miscellaneous:	\$14,958.50 -

Total: \$206,038.27

Net profit or (loss) \$59,142.04

Balance Sheet

<u>Assets</u>	<u>Beginning of Year</u>	<u>End of Year</u>
Total Assets:	\$303,358.00	\$359,116.00
Total Liabilities:	\$9019.00	\$4,941.00
Net Assets:	\$294,339.00	\$354,175.00



BOARD OF DIRECTORS / STAFF

2020 BOARD OF DIRECTORS



Maria Terres (President) – Musician, Educator

Adam Helt-Baldwin (Treasurer/Vice President) – Construction Manager,
Habitat for Humanity

Catherine Baer (Secretary) – Children’s Librarian

Eric Seaberg – Non-profit Campus Ministry Specialist

Tamara Funk – Curator of Interpretation and Collections, Wisconsin
Historical Society

Hank Kulesza – Retired, Customer Service Engineer

Kim Kantor – UW Urgent Care Pediatrician

Beth Atkinson - Bio-statistician; Mayo Clinic

2020 STAFF



Terri Van Orman – Executive Director

Becky Rehl – Office Manager

Sallie Anna Steiner – Program Manager

Marlene Cordes – Rental Coordinator

Jim Tredinnick – Grounds & Maintenance

Wendy Frances – Gardener