



# **Annual Report**

**Fiscal Year 2021**

**January 1 – December 31, 2021**

**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



Hello friends,

I had the privilege of taking the reins as president of the Folklore Village board for 2021, an interim year of sorts, tucked between the weekly triage board meetings of 2020 and our current "new-normal". This role was never my ambition, but was a labor of love for an organization that has given me so much.

I'd never heard of Folklore Village when I moved from Milwaukee to a little log cabin in the woods on the outskirts of Ridgeway 9 years ago. When I stumbled into my first barn dance, I recall scanning the room full of people from diverse backgrounds, seeing teenagers unironically dancing with octogenarians and thinking

"What *is* this place?"

The answer is actually different for everyone, and that's part of what makes Folklore Village so special. For some, it's an annual pilgrimage to a weekend festival. For others, it's a one-time folk school class, or concert. Some grew up and got married here, others have never set foot on the grounds, but now meet monthly in a Zoom open-mic. In my case, I got to know my neighbors, found future bandmates, and made lifelong friends.

Bridging divides and fostering connection has never been more important. Folklore Village's programming manages to span generations, socioeconomic classes, geography, genders, ethnicities, and even ideologies. Spaces that do this true community-building are rare and worth protecting. Thanks to everyone who continues to support us to make it possible.

Adam Helt-Baldwin  
2021 President Board of Directors, Folklore Village



### Portrait of a Donor: Madeline Urameck

Madeline hails from the early, merry-prankster days of Folklore Village, and has continued to stay involved with the organization into the 21<sup>st</sup> century. Since 2014, she has served on the board, including as president, of The Friends of Folklore Village, an organization that pledges to raise at least \$10,000/year for Folklore Village. Additionally, Madeline is an inspiring fundraiser, serves on the Finance Committee, and is an extremely generous donor. She once declared that she could not imagine a world without a Folklore Village. Likewise, we cannot imagine a Folklore Village without Madeline Urameck. Thank you, Madeline!



## FROM THE EXECUTIVE DIRECTOR



As I am writing this note to you, it is the middle of 2022, and things have changed dramatically for Folklore Village, and for the entire world.

2021 was a frustrating year of fits and starts. Vaccines came out, we all got vaccinated, started emerging from our collective isolation, and then a different variant of the COVID virus emerged, sending us all scurrying back to masking and staying home. Many of the programs at Folklore Village which were planned for in-person participation were cancelled, too late in the season to pivot online. Other programs were able to pivot, but people were tired of online programming. After boosters became available, we tried offering one of our festivals in-person, but received extreme pushback. When we surveyed you to find out what was up, 50% of you said, “there is no way I will come to that festival if you host it in person.” The other 50% of you said, “there is no way I will come to that festival if you host it online.” What to do? So, we compromised, presenting Friday and Sunday programming online, Saturday in-person, and streaming the Saturday night dance. Somehow, we made it all work...

As a result of all of this uncertainty, our earned income was down again, almost to 2020 levels. However, between the American Rescue Plan grants, and **YOU**, we were able to keep our heads above water, keep all of our staff employed, present some mostly online, mission-relevant, and well-received programming, and continue to hold our vigil...waiting.

The cover of this year’s Annual Report contains a photo of Pat McCorkle’s Linzer tart heart-shaped cookies – a beloved treat here at Folklore Village. We chose it for our cover to show our appreciation to you, our cherished community, for supporting us through this pandemic.

Thank you, with love.

Your Executive Director, Terri Van Orman

### **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 the Christmas season. 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 U.S., 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 2021, our Spring Swedish Music and Dance Weekend, English Country Dance and Music Weekend, and Cajun Music and Dance Festival all were presented virtually, via Zoom. We experimented with Fall Swedish Music and Dance Weekend as a hybrid event - with virtual activities on Friday and Sunday, and in-person activities on Saturday; broadcasting the Saturday night concert and dance. However, the 74<sup>th</sup> Festival of Christmas and Midwinter Traditions was presented totally online due to the large number of children who normally attend the event, and the unavailability of vaccines for kids at that time. We did our best to make sure that the festivals we were able to present – in whatever format - stayed true to Jane's original vision of a place where people can come together to dance, sing, play music, and live folk customs from the world over.



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. 432 adults, teens, and children enjoyed our festivals in 2021.

Becky Rehl demonstrates the Polish paper craft, Wycinanki, at the 2021 online Festival of Christmas and Midwinter Traditions.



## CONCERTS / SATURDAY SOCIALS



### CONCERTS

Several times a year, Folklore Village supports traditional folk life by hosting heritage-bearers in concert. In 2021, we presented only one in-person concert - an evening with The Old Fashioned Aces on August 15. With doors and windows wide open, despite the air conditioning running, and proof of vaccination and/or masks required, the response of the community was overwhelming. We closed the concert to indoor participation

when we reached 60 people, and the overflow was invited to sit on our porches and listen - for free – which many happily did.

### 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 decorating 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 candles; the singing of Christmas carols, and dancing around the tree. In 2021, “Jane Night” was presented online, and featured a drawing for a beautiful hand-made quilt, sponsored by the Friends of Folklore Village. All other socials were 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 some 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 2021, most of our Folk School classes were still in an online format. We had four exceptions – complete with full masking and social distancing while

indoors – Pop Wagner's "Saddle Cinch Making" class, "Beginning Chair Caning" with Mary Jo Harris, "Building a Small Harp in a Weekend" with Alice Margerum, and Blacksmithing with Greg Winz. The other classes which were presented online proved quite popular, and our total Folk School registration in 2021 was 128 students.

Do you have a particular skill that you would like to teach in 2023? Be sure and let us know!

*Top: Pop Wagner's Saddle Cinch Students show off their creations.*

*Below, left to right: A father and son learn to blacksmith together, harp-making students hold their completed folk harps, Anne Helsley shows her in-progress caned trivet.*





## 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 2021, due to pandemic concerns and restrictions, we hosted one virtual *Folk Life...Your Life* session, thanks to equipment funded by

the Country School Association of America; and one in-person session in the fall, with approximately 60 students, teachers and parents.



## SENIOR CONCERT PROGRAMS



Every year Folklore Village offers a series of free senior concerts, both at Folklore Village, and at selected, local senior communities. In 2021, we resumed our senior concert series, following strict protocol on COVID guidance, requiring proof of vaccination, or masking throughout the concert. Four concerts were presented at Folklore Village, one senior living center, and one community center, with a total of 125 participants at all venues. Seniors were treated to concerts from The Sapsuckers, Trippers Lite Band, KG and the Ranger, and Bob Bovee and Pop Wagner.

## OPEN MICS



Thanks to the generosity of Michael and Mary Ann Wolkomir, Folklore Village presents an Open Mic the first Tuesday of every month, absolutely free to the public. Aspiring performers can “get their feet wet” by presenting their music or spoken word to a warm, inclusive, and welcoming audience; listeners can hear a varied, free performance in a coffee house atmosphere. Through the pandemic, Open Mics have been presented online, greatly expanding the geographic reach; bringing participants from places as far as New Jersey, California, Michigan, Illinois, and even from Germany.



## 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!

In 2021, the only dance we presented in-person was a summer picnic and dance, with an emphasis on low or non-contact dancing. 30 people joined us for the fun evening.



## 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.

Remember - we keep walking paths mowed for you. Please 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 historic tool sheds. 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 farmland 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 Folk School. From 2018 through 2021, thanks to donor Sandy Wilson, we were able to hire interns to help through the summer as well. By the end of the building season in 2021, a spring 2022 date was set for a volunteer erection of the restored, second-story timbers. In 2021, the project attracted the interest of several different news media, including an article by Barry Adams in the *Wisconsin State Journal*, and a broadcast about the rebuilding of the house by PBS's *Wisconsin Life*.

## 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 2021, 42 volunteers contributed 1735 hours of expertise, time, and physical labor to all of our various projects. A

special shout-out to interns from UW Madison, who tidied up our archival collection, and chronicled our costume collection, and to Tamara Funk, who spent hours helping the Executive Director sift through everything prior to the interns' arrival.



# 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, in-person events cancelled yet again in 2021, the Friends rallied, conducting their second online auction. Kudos to the Friends for continuing to be so adaptable and carrying through with their pledge – above and beyond, despite the pandemic.

**Thank you, Friends of Folklore Village!**

**Friends of Folklore Village Board of Directors for 2021**

**President** – Marilee Standifer

**Vice President** – William Obermeyer

**Treasurer** – Lucy Richards

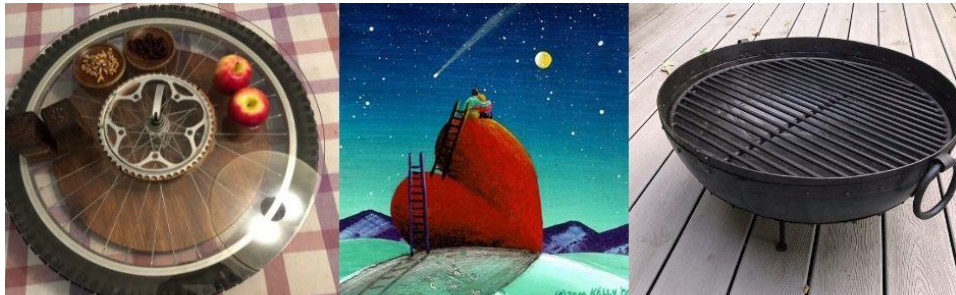
**Secretary** – Madeline Uraneck

**Communications** – Lisie Kitchel, Sarah Weier

**At large:** David Eagan



A few of the many items featured during the Friends of Folklore Village 2021 online auction! Layout by Sarah Weier



**FOLKLORE VILLAGE  
2021 ONLINE AUCTION**

**OCTOBER 29 - NOVEMBER 7**





# DONORS

## \$10,000 and above

Friends of Folklore Village

## \$4,000 - \$9,999

Anonymous

Anonymous

Madeline Uranek

James L. Wilson

Wisconsin Arts Board

## \$1,000 - \$3,999

Anonymous

Geoffrey Baer and Amelia Kohm

Caterpillar Foundation

Claremont Jackman

Foundation

Country School Association of America

Green Bay Packers

Foundation

Pamela Heaney

Anne Helsley-Marchbanks

Loretta Kelley

Loretta Kelley and Antonio

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Amy and Tom McFarland

Family of Stanley Nelson

Lynne Terr

Maria Terrés-Sandgren

United Fund of Iowa County

Van Haren Family Fund of the Madison Community

Foundation

Gail Van Haren

Paul Wagner and Cindy

Schlosser

Wisconsin Arts Board

Susan and Rolf Wulfsberg

## \$500 - \$999

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Gaelyn I. Beal

Kay Bennett

Boulder Scandinavian

Dancers

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Nancy Refslund Couture and

Rex Couture

Dodgeville Kiwanis Club

Wendy Fearnside and Bruce Meier

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## \$250 - \$499

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Anonymous

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Sarah and Mark Weier

James Winkle and Bonnie

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## \$100 - \$249

American Online Giving Foundation Inc.

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Waltner

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Anonymous

Anonymous

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 William and Bonnie Willard  
 Kristi and Roger Williams  
 Virginia Windschitl  
 Jean Yandow  
 Larry and Patricia Ziemer

**These gift amounts also  
 reflect the donations given  
 through our *Circle of Love*  
*members***

Dick Atlee  
 Catherine Baer  
 Judith Baizan  
 Gaelyn Beal  
 Karen Carlson  
 Steward Davis  
 John Hall  
 Larry Harding  
 DoAnn & Earl Holzman  
 Karen Impola  
 Kim Murphy Kantor  
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 Margaret (Midge) Olsen  
 John Parejko  
 Ken Parejko  
 Alison Bush Saichek  
 Kate Stout  
 Maria Terrés-Sandgren  
 Nancy Welch  
 Jim Winkle  
 Greg Winz

## Ways to Give to Folklore Village

- Give a one-time gift via check, credit card, or through our secure Give Lively portal
- Join our “Circle of Love” monthly givers
- Underwrite a program
- Consider Folklore Village in your estate planning
- Donate shares of stock
- Check to see if your employer sponsors a matching gift program
- Conduct a Facebook/Birthday Fundraiser for Folklore Village
- Donate to one of our Community Foundation accounts: The Madison Community Foundation, the Fox Valley Community Foundation, or the Community Foundation of Southern Wisconsin
- Volunteer your time and/or expertise

All are wildly appreciated, and help support your favorite community arts and cultural organization!



# FINANCIAL INFORMATION

## Profit and Loss January 1, 2021 - December 31, 2021

### INCOME

Contributions and Grants:	\$124,746.00
Program Income:	\$30,064.00
Rentals:	\$11,372.00
Retail Sales:	\$713.00
Other/Miscellaneous:	\$167.00
CARES ACT/ARP Funding:	\$60,170.00

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<b>Total:</b>	<b>\$227,232.00</b>
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### EXPENSES

Salaries:	\$109,865.00	
Facilities/Office:	\$28,582.00	
Insurance:	\$15,558.00	
Depreciation:	\$6,658.00	
Program expenses:	\$28,154.00	
Other/Miscellaneous:	\$886.00	-

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<b>Total:</b>	<b>\$189,703.00</b>
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<b>Net profit or (loss)</b>	<b>\$37,529.00</b>
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## Balance Sheet

### Assets

Total Assets:

Total Liabilities:

Net Assets:

### Beginning of Year

\$359,116.00

\$4,941.00

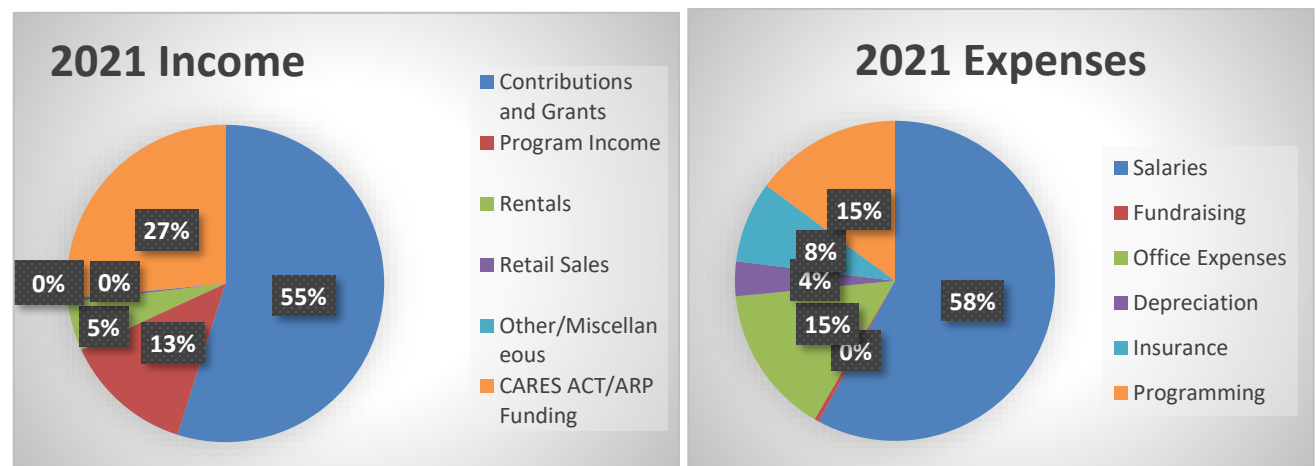
\$354,175.00

### End of Year

\$436,435.00

\$6,123.00

\$430,312.00





# BOARD OF DIRECTORS / STAFF

## 2021 BOARD OF DIRECTORS



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

**Maria Terres** (Past President) – Musician, Educator

**Catherine Baer** (Vice-president) – Children's Librarian

**Beth Atkinson** (Secretary) – Bio-Statistician; Mayo Clinic

**Jason Busniewski** – PhD Candidate in Ethnomusicology

**Tamara Funk** – Curator of Interpretation and Collections, WHS

**Kim Kantor** – UW Urgent Care Pediatrician

**Hank Kulesza** – Retired, Customer Service Engineer

**Alison Saichuk** – Retired Finance Manager

**Eric Seaberg** – Non-profit Campus Ministry Specialist

## 2021 STAFF



**Terri Van Orman** – Executive Director

**Becky Rehl** – Office Manager

**Kelli Emerson** – Program Manager

**Jim Tredinnick** – Grounds & Maintenance

**Wendy Frances** – Groundskeeper