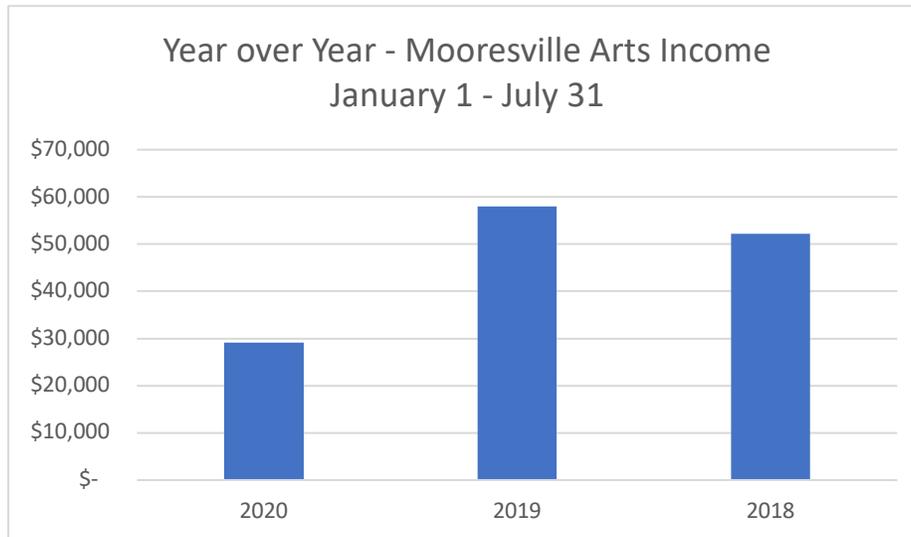


## Brief update on the impact of COVID-19 on Mooresville Arts

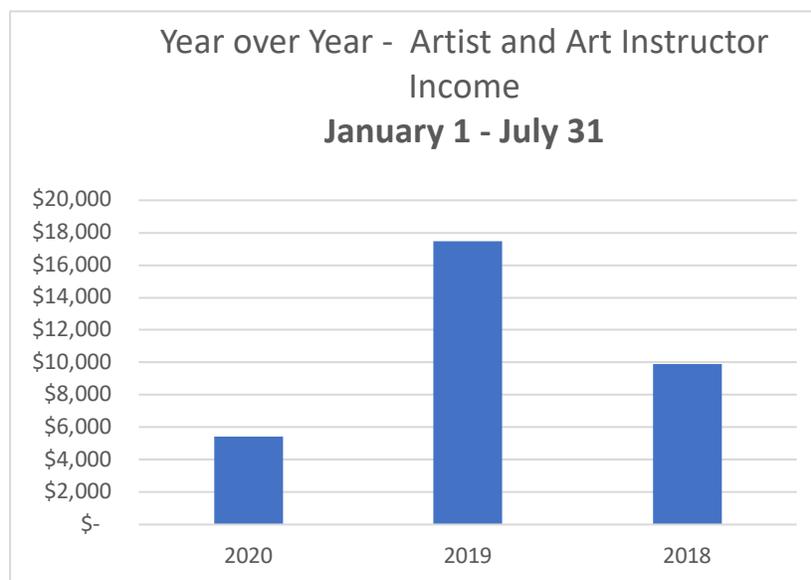
Like most businesses and non-profits, Mooresville Arts has been negatively impacted by the COVID-19 pandemic. Mooresville Arts was growing and thriving before the pandemic hit and with your support and involvement it will survive and thrive again. This report shows the current impact and identifies ways you can help MA through these unique times.

### FINANCIAL IMPACT

One of the more drastic impacts on MA is the financial impact. The 2020 January through July income dropped by almost 50% from 2019.



Not only did Mooresville Arts take a financial hit, artists who sell artwork in the gallery and gift shop, as well as art instructors who teach at the gallery lost 69% of their MA income from January to July.



### How can you help?

Visit the Gallery! We even offer special appointments if you would like a private visit. Purchase art from the Gallery and Gift Shop and support local artists! Sign up for one of our upcoming classes or workshops and support local artists!

## **MEMBERSHIP**

COVID-19 has even impacted membership renewal. Membership has dropped by **37%**. We dropped from 161 members in the first 7 months of 2019 to 104 for the same time in 2020.

### **How can you help?**

If you can, renewing your membership and encouraging others to support Mooresville Arts by becoming a member of this great non-profit will help us all during this time. Most of us are artists; invite your artist friends to join us! We also offer Family Memberships at \$70 and a Supporter level of Membership at \$100.

## **VOLUNTEERS**

Volunteer hours have also dropped by **18%**.

An interesting statistic: **77%** of volunteer hours from January-July 2020 were worked by **10 people!**

### **How can you help?**

Even during this pandemic, you can help by volunteering, and we very much still need volunteers to sustain our operations. We need People Power!

Many of the volunteer activities do not require you to be at the gallery. Learn more about all of our volunteer opportunities (Docents to Committee Leaders to Board of Director positions) by visiting our website here:

<https://mooresvillearts.org/volunteer>

Contact us at [info@mooresvillearts.org](mailto:info@mooresvillearts.org) to learn more information about volunteering from home, or if you are comfortable, volunteering at the gallery.

## **THANK YOU FOR YOUR CONSIDERATION**

With your continued support and involvement, Mooresville Arts will get through this and will again thrive and grow. If you haven't already done so, renew now and volunteer. Another activity you can do is visit the fabulous exhibits currently at the gallery. Invite family and friends to check out the gallery, become members, participate in MA activities, take classes. Use Social Media to let the community know about this great, growing gallery. The more everyone in the community becomes involved, the more Mooresville Arts can do for the artists, its members, and the entire community. We're in this together!