



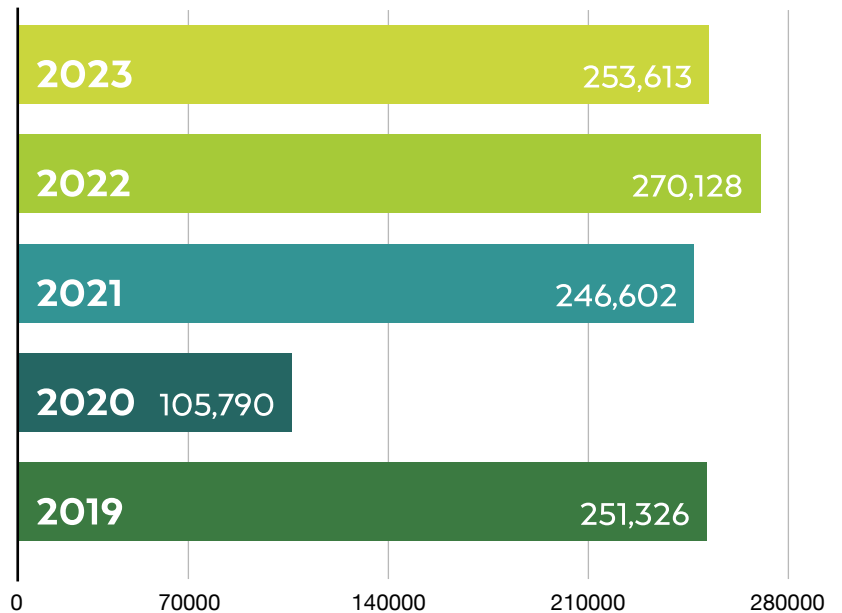
2023 YEAR IN REVIEW



TOTAL 2023 ATTENDANCE:

253,613

visitors



132,006

adults (18+)

33,662

seniors (65+)

11,182

children (under 5)

30,137

member
visits

308

school
groups

30,240

students

2,228

military
personnel

5,453

healthcare
workers

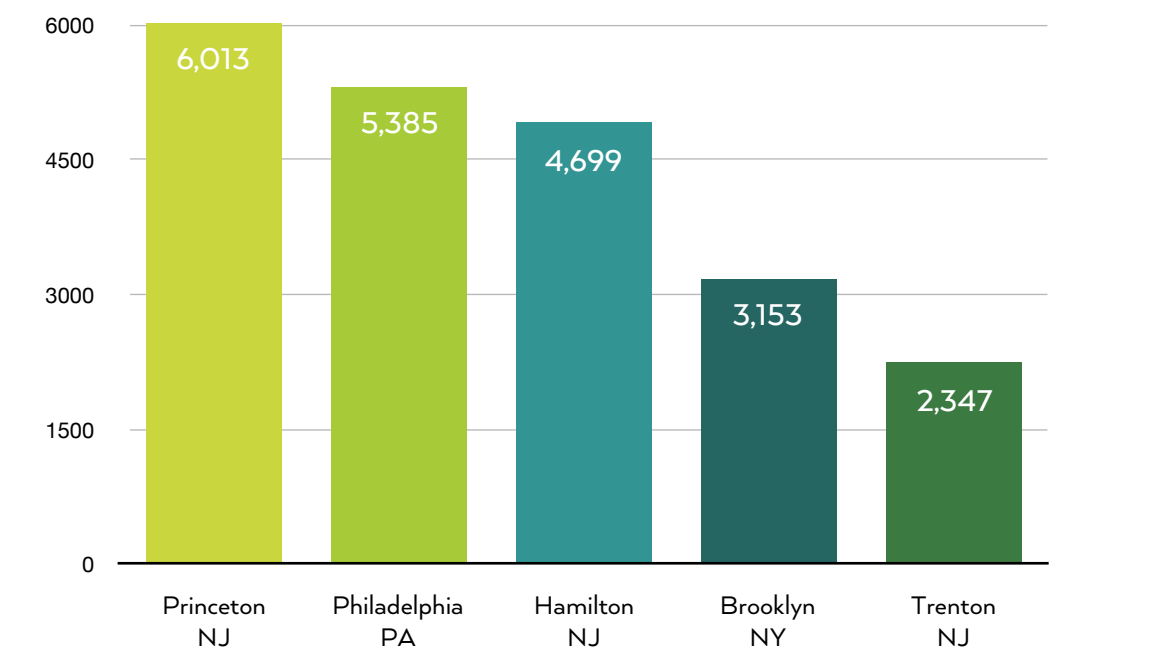
11,620

Free tickets
distributed



VISITOR DEMOGRAPHICS

TOP VISITOR CITIES



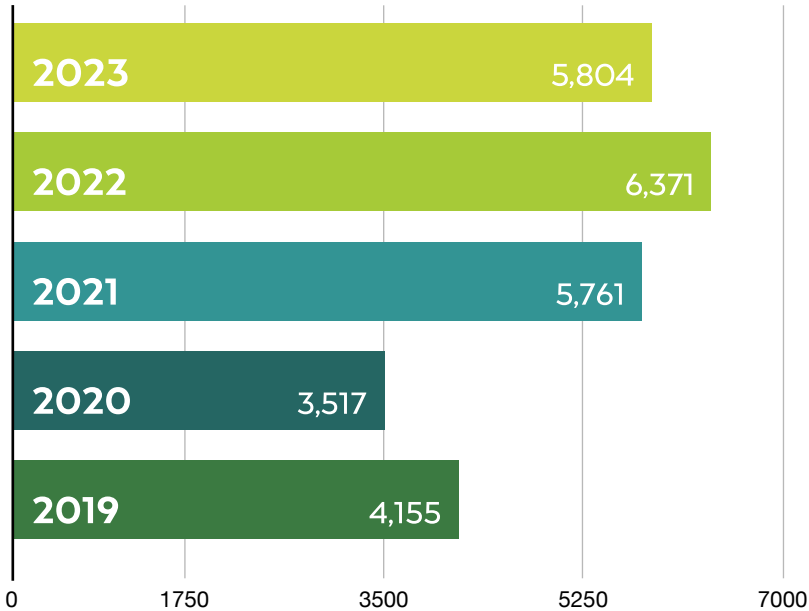
VISITOR INFO

	AGE (OVER 40)	MARRIED	ASIAN	BLACK	CAUCASIAN	HISPANIC
General Audiences	74%	58.7%	10.5%	3.6%	75.3%	10.5%
Members	87.7%	65.9%	6.6%	3.2%	85%	5.2%

Equity, Diversity and Inclusion Practice

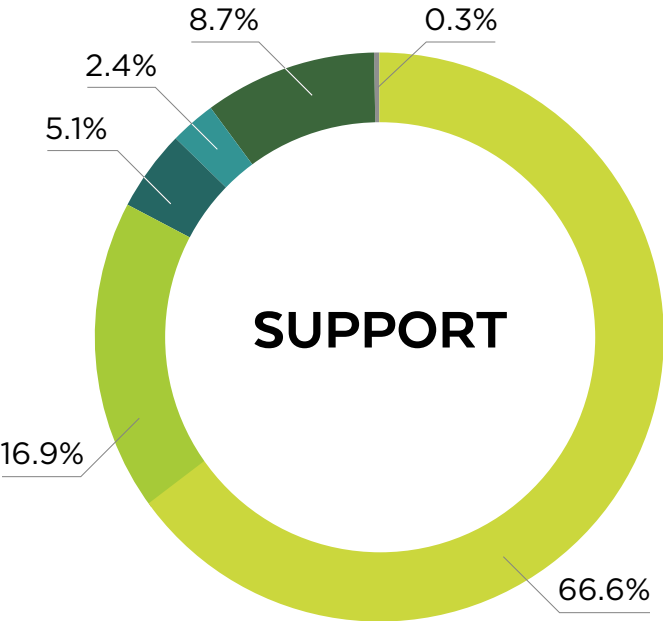
As we continue our journey of growing EDI (equity, diversity and inclusion) at Grounds For Sculpture, we celebrate our visitors who are a true reflection of the impact of this work. To that end, we are sharing our visitor demographics with a commitment to deepen our current relationships and grow new audiences to better reflect our surrounding communities.

MEMBERSHIP

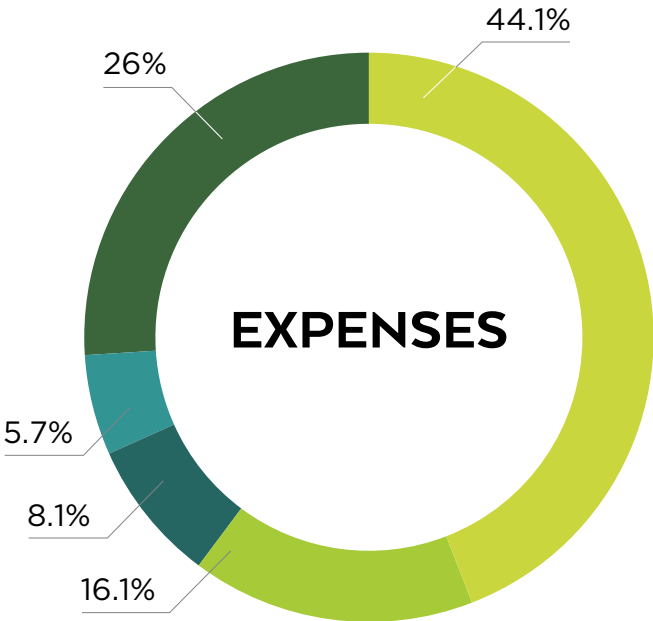


FINANCIALS

*unaudited financials



- Earned Revenue 66.6%
- Foundation and Government Support 16.9%
- Individual Donors 5.1%
- Corporate Donors 2.4%
- Membership 8.7%
- Fundraising Events 0.3%



- Operations, Facilities, Guest Services 44.1%
 - Exhibitions 16.1%
 - Educational Programming 8.1%
 - Horticulture 5.7%
 - Other* 26%
- *Marketing, Development, Event Rentals, Museum Shop

ONLINE GROWTH



MEDIA SPOTLIGHT

1. “Infinite Art Hunt – A New Perspective episode”

Outlet	Date
PBS (National) / WHYY	Summer '23

[Click here for article](#)

2. “FYI Philly celebrates Asian American and Pacific Islander Heritage Month”

Local Voices: Memories, Stories and Portraits

Outlet	Date
6abc.com / WPVI-TV	5/6/23

[Click here for article](#)

3. “13 art destinations for day trips near New York City this summer”

Spiral Q: The Parade

Outlet	Date
The Art Newspaper	6/28/23

[Click here for article](#)

4. “For the people by the people: A New Jersey art exhibit at Grounds For Sculpture is a form of peaceful protest”

Spiral Q: The Parade

Outlet	Date
WHYY	7/17/23

[Click here for article](#)

5. “Bundle up to view 300 outdoor sculptures at Hamilton Township’s Grounds for Sculpture”

Outlet	Date
news12 New Jersey	12/21/23

[Click here for article](#)

6. “20 Gorgeous Philly-Area Gardens and Arboretums to Visit Now”

Outlet	Date
Philadelphia Magazine	5/3/23

[Click here for article](#)

7. “Final Year to Experience Amazing Nighttime Art-Light Attraction in NJ”

Night Forms

Outlet	Date
New Jersey 101.5	11/17/23

[Click here for article](#)

8. “Breaking boundaries at Grounds For Sculpture”

Breaking Boundaries: Grounds For Gathering

Outlet	Date
TCNJ’s The Signal	8/9/23

[Click here for article](#)

HIGHLIGHTS

VOLUNTEER SPOTLIGHT



The volunteers at Grounds For Sculpture are part of the heartbeat of the organization, and their impact has been nothing short of transformative. In 2023, we welcomed 28 new volunteers, for a total of 196. This increasingly diverse cohort has collectively contributed over 8,500 hours of their time in the last year, pouring their passion and dedication into a myriad of projects and essential daily tasks to help GFS run smoothly. Consisting of volunteers from varying backgrounds and expertise, this team supports the organization in so many ways, assisting with everything from education workshops to leading docent tours, working in the garden, guiding guests out in the grounds, and even helping at weddings, to name a few. The volunteer program has served as a catalyst for meaningful personal connections, fostering a shared sense of purpose and belonging among participants – and our staff. So many of our volunteers feel that GFS is their home away from home and many call it “their happy place”. As a result, our museum has flourished into a vibrant hub, enriched immeasurably by the contributions of our dedicated volunteers.

GFS SECURES MAJOR IMLS GRANT FOR WELLNESS

Grounds For Sculpture (GFS) was awarded a \$250,000 grant from the Institute of Museum and Library Services (IMLS) FY2023 Museums for America program in August. The IMLS grant is an incredibly competitive national grant and one of the largest GFS has ever received. This funding will be used over three years to support and expand our wellness initiatives. The distinct combination of art and nature, alongside programs centered on mental and physical wellness at GFS, offers our regional community a place for post-pandemic recovery and self-nurturing. The funding includes hiring a new Wellness Manager to oversee the current programs and take the lead on expanding program offerings and engagement.

“HIGHLIGHTS” continued on next page

HIGHLIGHTS (CONT.)

GFS SECURES MAJOR IMLS GRANT FOR WELLNESS (CONT.)

At GFS, the broadening of wellness programming, while expanding our relationship with external partners and communities, serves as a conduit to decreasing anxiety or stress as they relate to the adverse trends associated with mental health, isolation, and cultural exclusion. With this funding GFS will expand wellness programs to deepen engagement with Black and brown communities, seniors, individuals with varying abilities, with veterans, first responders and health care professionals and any intersectional audiences within these groups. GFS sees a unique opportunity to be a catalyst for change through this wellness initiative.

GRANT SUPPORT | EDUCATION, EQUITY, AND ACCESS



Pre-Schoolers at Millhill

GFS's relationship with Millhill Family Center is a core partnership for us and has been developing since 2015. This year PNC Foundation expanded funding to provide \$10,000 over the next two school years. Through this program, the education team will deliver art lessons at the Center for Pre-K classes and students visit GFS with their families to see their artwork publicly exhibited in the GFS education gallery.

Thanks to a grant from the Northfield Bank Foundation, GFS provided field trip visits to 4th grade students in six Title I schools within the Hamilton School District. As a part of their visit, teachers were provided with activities from the GFS Educational Toolbox related to the art that connect and engage students as they explore the world around us through deeper conversations, observations, and reflections.

"HIGHLIGHTS" continued on next page

HIGHLIGHTS (CONT.)

PERSPECTIVES: LOCAL VOICES & SPIRAL Q

GFS presented two distinct indoor exhibitions as part of our new *Perspectives* series in 2023 - *Local Voices: Stories, Memories, and Portraits*, and *Spiral Q: The Parade*. These artist-led and community-driven exhibitions created an opportunity for us to get to know our audiences better. As a leading museum, it is our duty to stay relevant. One of the ways we do this is by presenting art that inspires a dialogue with our community, and that welcomes new audiences as well. Both exhibitions centered around storytelling, broadening our reach by presenting new voices and ideas, and advanced our strategic goals, including expanding the diversity of artists and audiences, prioritizing equitable access, and attracting donor support. Equitable access to the *Perspectives* exhibits was a core goal of the artists and GFS. Through the generous funding of our supporters, we were able to welcome 19 groups including from the James R. Halsey Foundation, CYO of Mercer County, Trenton Music Makers, RISE Summer Camp, and Urban Promise.

In July we invited the public to join us for “*Breaking Boundaries: Grounds For Gathering*,” a procession in conjunction with the *Spiral Q* exhibition. This collaboration between GFS, *Spiral Q*, and Trenton Artworks celebrated the Trenton community with a lively parade through the park. Over 250 people came out to join in the fun for a celebratory walk outdoors with puppets, banners, inspirational signs, drummers, music, and community cheer. Finally, guests came indoors to the East Gallery for ice cream as well as performances from local Trenton organizations including the Watson Johnson Dance Theater in Ewing and a boxing demonstration by Guns Down, Gloves Up, an initiative through the Transformation Church in Trenton.



[Watch a short video on *Breaking Boundaries: Grounds For Gathering*](#)

“HIGHLIGHTS” continued on next page

HIGHLIGHTS (CONT.)

CONVERSATIONS ON CREATIVITY LEADS TO TAI CHI FOR VETERANS

Grounds For Sculpture was delighted to reintroduce the Conversations on Creativity Series in May, curated in partnership with Cecelia Johnson. This year's conversation featured mindfulness expert, Jeff Warren. Known for his impactful work as an author and meditation teacher, including his notable contributions to the Calm app, Jeff's dedication to enhancing mental health through meditation and personal growth practices resonated deeply with our community. In an engaging dialogue with Gary Garrido Schneider, Executive Director of GFS, Jeff explored the transformative power of practice as a creative medium, illuminating how insights from meditation can amplify and enrich our existing habits and endeavors. The following morning, Jeff generously led a special private meditation session for local veterans and their families amidst the serene backdrop of our gardens. Inspired by this profound experience, Julio Badel, Director of Education and Community Engagement, spearheaded the creation of a new program tailored for veterans and their families—an immersive six-session workshop focused on Tai Chi, led by Tony Jackson of Dao Concepts. This innovative initiative is just one example of GFS's commitment to providing diverse mindfulness, art, and movement workshops that harness the therapeutic benefits of engaging with art and nature to nurture both mental and physical well-being within our community.

EQUITABLE ACCESS GROWS

GFS joined the Art-Reach ACCESS Program in 2022, a public initiative that empowers those individuals and families who come from a low-income household, or those with disabilities, to engage with arts and culture in the Greater Philadelphia region at a rate they can afford. In 2023 we shared 3,027 free tickets via ACCESS, up from 2,607 in 2022. GFS continued our partnership with the Families First Discovery Pass initiative, which offers families and individuals enrolled in state assistance programs with free or highly discounted admission to arts and history organizations. GFS offers up to 6 free general admission tickets through the program, and in 2023 GFS nearly doubled our support with 8,010 guests visiting compared to 4,817 in 2022. In 2023 GFS also offered reduced admission to 5,453 front-line health care workers and 2,228 veterans/active military.

"HIGHLIGHTS" continued on next page

HIGHLIGHTS (CONT.)

CLOUD SWING

GFS's focus on accessibility continued with the installation of *Cloud Swing*, our new interactive sculpture that accommodates people of all abilities. It features three standard swings and two wheelchair accessible swings that hang from a cloud-shaped metal canopy. The swings face each other, fostering community and a sense of belonging. Bringing *Cloud Swing* to GFS was a process many months in the making. The work was designed by Isometric Studio, and the fabrication and installation of *Cloud Swing* was funded by Wellcome Trust as part of their multi-year Mindscapes mental health program. Our goal with *Cloud Swing* is to promote accessibility, shared wellness, and playfulness – all core to our joyful work at GFS. Engaging the public in meaningful art experiences open to all aligns with founder Seward Johnson's vision for GFS to serve as a model for accessible public art. *Cloud Swing* is on view (and ready for play) at GFS through April 2024.



[Watch Cloud Swing video on IG](#)



[Read article on Design Milk](#)

LUGO ACQUISITION & OUTDOOR INSTALLATION

We acquired Roberto Lugo's monumental sculpture, *Put Yourself In the Picture*, and moved the piece to a permanent outdoor location, directly outside the Museum Building. Gary Garrido Schneider shared why this artwork is especially important to GFS: "Roberto Lugo's work and artistic practice is perfectly aligned with our institutional values. People need to see themselves in art because it validates their existence, experiences, and identity. When individuals encounter representations of themselves art, it affirms their sense of belonging and significance in society. This recognition can be empowering, fostering a sense of pride and self-worth. Grounds For Sculpture seeks to be a forum for this kind of self-discovery, as well as a place that allows individuals to connect with and appreciate the lived experiences of others, breaking down

"HIGHLIGHTS" continued on next page

HIGHLIGHTS (CONT.)

LUGO ACQUISITION & OUTDOOR INSTALLATION (CONT.)

stereotypes and promoting inclusivity.” *Put Yourself In the Picture* has been, and will continue to be activated with DJ, poets, weddings, camp groups, and more. In June 2024, GFS will host a *Def Poetry Jam Reunion* in partnership with Danny Simmons, featuring Roberto Lugo.



NEW EVENT LAUNCHED – SWIRL: AN EVENING OF ART & WINE

GFS unveiled an exciting addition to its calendar with the debut of “Swirl: An Evening of Art & Wine,” a captivating fundraising event series held on August 25th and September 14th. Swirl epitomized GFS’s commitment to engaging all five senses, seamlessly blending the pleasures of wine, cuisine, and art in an unforgettable experience. Throughout the evening, guests embarked on a guided tour of GFS’s enchanting grounds, pausing at five distinct sculptures, each paired with an exquisite food and wine selection meticulously curated by the culinary and sommelier team from Rat’s Restaurant. As they savored each pairing, attendees were immersed in the stories behind the artwork, expertly narrated by GFS docents, enhancing the evening’s entertainment and educational value. The inaugural Swirl event series garnered overwhelming support, with a total of 240 enthusiastic attendees contributing to a fundraising achievement of over \$44,000. These funds will play a pivotal role in sustaining GFS’s extraordinary sculpture collection, expansive gardens, and vibrant public programming.



“HIGHLIGHTS” continued on next page

HIGHLIGHTS (CONT.)

GFS WELCOMES NEW BOARD MEMBERS



Karen Andrade-Mims



Gary Barnett



Freda Howard



Jasmin Sethi



Peter Vermeulen

Grounds For Sculpture was delighted to welcome five distinguished leaders to our Board of Trustees in 2023: Karen Andrade-Mims, currently CEO at The Father Center of New Jersey, New Jersey's oldest nonprofit dedicated to child welfare; Gary Barnett, CFO of Pace Gallery, one of the leading international contemporary art galleries; Freda Howard, Interior Designer and Color Specialist and the principal of Freda Howard Interiors LLC in Princeton NJ; Jasmin Sethi, a lawyer, economist, entrepreneur and CEO/Founder of Sethi Clarity Advisers; and Peter Vermeulen, a strategic HR advisor and executive coach with 25+ years of experience in supporting global organizations including Amazon, TeleSign, and Johnson & Johnson. Each new member brings a unique perspective and invaluable insights, enriching our community with their diverse expertise, backgrounds and lived experience, and passion for the arts.

HORTICULTURE GETS A NEW TEAM MEMBER - A TRACTOR!



You may have caught a glimpse of a very special addition to the GFS horticulture team - a new John Deere tractor! This busy team takes care of the 42-acres of gardens year-round - and had been doing so for years without such an essential tool. The new tractor has transformed tedious and labor-intensive tasks into manageable and efficient endeavors. With this increased productivity, the team has more time to dedicate to caring for our living collection, planning meaningful educational programs, and working towards our level 2 arboretum certification.

"HIGHLIGHTS" continued on next page

HIGHLIGHTS (CONT.)

AWARDS FOR IMPACT AND INNOVATION

In late October, Grounds For Sculpture was celebrated as Nonprofit Connect's 2023 Community Awardee at their annual Impact Awards, an award given to nonprofits who have made a significant impact in the community. One day later, GFS received the Impact Award at the Hamilton Township Economic Development Distinguished Business Achievement Awards, presented by Mayor Jeff Martin and the Hamilton Township Economic Development Advisory Commission. In late November, GFS received the Innovator of the Year award at Princeton-Mercer Regional Chamber's Legacy of Leadership Awards dinner. And finally, in December, GFS received the NJ Tourism Industry Association Excellence Award in the Innovation category. GFS was also awarded the JerseyArts.com 2023 People's Choice Award for Favorite Art Museum.

We are humbled and deeply honored to receive this kind of acknowledgment from the greater community, and to be seen as an organization that is both innovating and making a real impact. This groundswell of recognition signals that our community-centric engagement and our efforts to be a leader in our region are making a difference.

NIGHT FORMS – THREE YEARS OF COMMUNITY ACCESS AND ENGAGEMENT

"I thought that the projections and lights made the whole experience something totally different than anything else I've ever seen."

"My experience attending the Night Forms was really spectacular. The way all the different light shines on the statues and how the music corresponded to them was really fun to see!"

"I had so much fun! The lights and the ambiance were perfect and I especially enjoyed being there with my friends."

Over the last three years, *Night Forms* has been more than just an exhibition. In thinking about ways that GFS could open up our offerings to as many people as possible, we actively built the underwriting of free access for community members into our supporter benefits. Since 2021, over 2,150 complementary tickets were distributed through over 50 local non-profits. The process has strengthened, expanded, and created relationships with a robust list of partners, and has enabled people to experience the magic of *Night Forms* who might

"HIGHLIGHTS" continued on next page

HIGHLIGHTS (CONT.)

NIGHT FORMS – THREE YEARS OF COMMUNITY ACCESS AND ENGAGEMENT

not have had access otherwise. This funding model is now one that GFS builds into each and every exhibition we present. We share the same values with our generous supporters, and we are deeply grateful for their investment in our community.

Night Forms 2023-24 is supported by Lead Supporter Stark & Stark, P.C. and the following exhibition supporters: Bloomberg Philanthropies, Capital Health, Chubb, Gallagher, Geoscape Solar, NJM Insurance Group, NRG Energy, Oliver Construction Enterprises, and PSE&G. Additional support is provided in part by the Atlantic Foundation, the New Jersey Department of State, Division of Travel, the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts; and the Geraldine R. Dodge Foundation.



Campfire NJ at Night Forms



"HIGHLIGHTS" continued on next page

HIGHLIGHTS (cont.)

MAIN AND COMMUNITY EXHIBITIONS

MAIN EXHIBITIONS

Local Voices: Memories, Stories, and Portraits

April 23, 2023 – January 7, 2024

Spiral Q: The Parade

April 23, 2023 – January 7, 2024

Night Forms

November 24, 2023 – April 7, 2024

Cloud Swing

October 16, 2023 – April 1, 2024

Spiral Q | SparQ in Schools

June 15, 2023 – November 12, 2023

That's Worth Celebrating: The Life and Work of the Johnson Family

May 7, 2017 – December 31, 2024

COMMUNITY EXHIBITIONS

Members' Musings: Life's Landscapes

December 1, 2023 – February 25, 2024