



2020 ANNUAL REPORT





## OUR MISSION

Connecting people to a broader world through German language and culture.

## OUR VISION

To be an international leader in welcoming people of all backgrounds to experience their shared humanity through celebration of the culture, innovation and values of the modern German-speaking world.

## Message from the Board Chair

*Liebe Freunde,*

When we last wrote this letter, we had no idea what we had before us—a global pandemic and a sudden and dramatic shift in nearly every aspect of our lives. And now, as we look hopefully toward a gradual return to ‘normal,’ it is a good time to reflect on what we have learned and where to go from here.

The true test of an organization is how it fares through adversity—and what an opportunity we had to test our resilience over this past year! For the GAI, our strength came in many forms:

- **The agility and creativity of our staff.** Our teachers pivoted through learning models and health protocols with tenacity and grace, our programming staff figured out how to create fun and engaging events that were safe for our community, and our leadership and board moved to meeting and decision making through Zoom while maintaining our sense of connection to our mission and values.
- **A continuation of our focus on financial stability and strength.** Even before the pandemic, one of our core tenets as an organization was to build a solid foundation so that we could weather any storm with strategic financial decisions focused on long-term sustainability. This work turned out to be remarkably prescient as we entered into 2020. While we had countless difficult decisions to make, we were largely spared the existential threat that many of our fellow nonprofits faced this year.
- **The support of our members and our community.** You have always been the soul of this organization and this year you came through like never before. This year we set an Annual Fund goal higher than any before, and we soared past this target despite the adversity we collectively faced. You also supported us with your time, your energy and your ideas. It is difficult to find words to properly convey our gratitude for you—your commitment and enthusiasm provided a beacon of hope through a challenging year.

In 2020, we launched a new vision statement, which guides our strategy: **“To be an international leader in welcoming people of all backgrounds to experience their shared humanity through celebration of the culture, innovation and values of the modern German-speaking world.”**

With **shared humanity** at the heart of our vision, we look to continue to engage an ever-widening community in our mission: people of all ages, geographies and backgrounds. This year our new digital classes and events welcomed more new members than ever before, with students from all over the U.S. and the world. Closer to home, we continue to work to evaluate options to ensure that our Haus serves us and our community in a functional, safe and accessible manner—while we maintain its beautiful and historic character.

Friends, we know this past year has presented tremendous challenges for all of us. We hope this message finds you healthy and hopeful and we look forward to toasting to our futures together as soon as we can safely gather again.

*Mit herzlichen Grüßen,*

A handwritten signature in black ink, reading "Danika Hoffmann". The signature is fluid and cursive, with the first name "Danika" being more prominent than the last name "Hoffmann".

Danika Hoffmann, Board Chair

# LEARNING GERMAN—IN THE CLASSROOM AND ONLINE

As an award-winning Language Institute, the GAI had long considered offering an online version of our popular language classes. The pandemic quickly made online learning a reality as our teachers and staff transformed classroom learning into a virtual interactive experience.

## Kinderstube

As the pandemic progressed, our innovative Kinderstube team connected with children through daily videos and distance learning activities. Our youngest learners ages 3 to 5 were delighted to stay in touch with their teachers, friends, and fun *auf Deutsch* until they could safely return to the classroom. From science experiments to dance, our Kinderstube students learned and grew at home and in the classroom this year.

## Samstagsschule

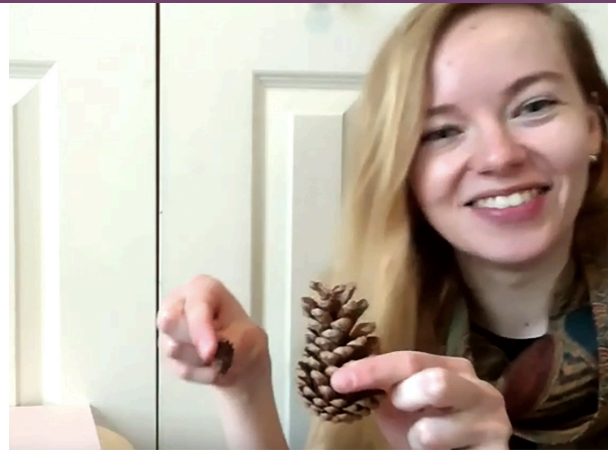
Samstagsschule classes offered a fun way for kids and teens to learn or keep up their German skills and make new friends—virtually and in-person. Sessions build reading, writing, listening comprehension, and speaking for kids at all levels of experience with German.

## Climate Kids

With support from the German Embassy, the GAI was proud to host *Climate Kids*, an interactive climate and culture workshop for young people. The workshop culminated in a *Klimagipfel* (Climate Summit) in December, including video projects written and narrated by the participants based on their research.

## Adults

Adults get to have fun while studying German too! Our START 1-2-3 series gives adults the chance to learn German in a casual, fun, and supportive environment. This year we were able to reach students across the U.S. and overseas—including Germany, and even Kenya—to join new online classes. Closer to home, socially-distanced in-person classes took place at the Haus when circumstances allowed.



*“Ich danke Ihnen sehr für  
Ihr ganz hervorragendes  
Engagement im Bereich  
Deutsch als Fremdsprache.”*

*“Thank you very much  
for your outstanding  
commitment to German  
as a foreign language.”*

*Katharina Grüniger, Germany  
Embassy, Washington, D.C., in  
reference to GAI's Climate Kids  
Workshop*

# CONNECTING IN NEW WAYS

At the GAI, we live for our celebrations, and in this COVID year, we came up with creative ways to continue our well-loved traditions. We also took the opportunity to add engaging new virtual programs, allowing us to expand our reach beyond the Twin Cities.

## Deutsche Tage

Kicking off the festival season was Deutsche Tage. Our unique Haus Party Kits and hand sewn German-themed face masks were popular and our virtual events helped us reach new audiences. The Hier & There podcast team hosted the first *Podcast Live* session on Facebook, with a fun mix of German grammar, cultural lessons, and German trivia. From home, GAI members and friends enjoyed their take-home kit treats while listening to a live concert by the Joey Johnson band.

## Summer on the Lawn

The GAI offers beautiful grounds for outdoor activities, which allowed for some lovely summer events at a safe distance. The GAI's first Lawn Cafe in July offered a perfect afternoon for German cakes and tortes, while August brought a summer concert on the lawn with international band Makam Baklava.



## Oktoberfest Lite

Building on our success with Deutsche Tage, we proved that a safe and socially distanced Oktoberfest was possible. Complete with live music, Paulaner beer, and authentic snacks, we provided an outlet for those whose year is not complete without an Oktoberfest celebration.

## Transatlantic Chapters

Starting with the exhibit *Stars and Stripes over the Rhine*, Transatlantic Chapters explored little-known history and pivotal developments over the 20th century that have shaped connections between Germany and the United States.

Virtual interactive presentations in the Transatlantic Chapters series included *Organized Kindness and Organized Gratitude—a Minnesota Tradition* with Global Minnesota president Mark Ritchie, *Uncovering History—Connecting Families: The Making of Stars and Stripes Over the Rhine* with Dr. Kai-Michael Sprenger (live from Germany), and *Denazification and the Cold War—The United States and Germany after WWII* with Professor David Tompkins of Carleton College.



## Sharing Holiday Cheer

The traditional Holiday Open Haus was transformed this year into a curbside *Glühwein Markt*, featuring bottles of our popular (and secret-recipe) *Glühwein*. Closer to Christmas, Minnesänger choir director John Hoffacker led over 120 members and friends in a virtual Sing-along of German *Weihnachtslieder* from the decorated Christmas tree at the Haus.

# EXPANDING MEDIA AND AUDIENCES

## Hier & There Podcast

Now in its third year, the GAI podcast is still going strong. Its winning formula brings listener's stories and interviews about transatlantic relations, German culture, insights into the German language, and information about upcoming GAI events. Topics can range from German TV and table manners to tips on applying for jobs in Germany. Our latest special series, Storycast, features short stories and other texts, completely in German, read by Hier & There host Günther Jahn! and other GAI language instructors.

## YouTube and Social Media

As online interactions and social media become the norm, the GAI has embraced new forms of communication and added platforms for sharing our language and cultural programming. Our online events are recorded and offered on YouTube for those who could not join us live. Our website has been updated and is now fully responsive—functioning on any size device—from phones to desktop computers. On social media, we now have followers throughout the country and the world with our increased presence on Twitter, Facebook and Instagram. We are truly connecting a global community!

## Street Art and George Floyd—a multimedia project from the GAI

Over the summer of 2020, our team at the GAI connected with the local scholars and students at the University of St. Thomas who created the Urban Art Mapping George Floyd and Anti-Racist Street Art database. From breathtaking murals created by teams of professional artists to poignant graffiti, this collection captures the breadth of street art that has been created in response to this moment.

The GAI's multimedia street art project was inspired by the Goethe-Institut's #ARTBITS blog, a photo collection and series of articles about street art discoveries and artists in cities throughout Mexico, Canada, and the U.S. As a Goethe-Institut *Kulturgesellschaft*, the GAI has been a close collaborating partner of the Goethe-Institut on a wide array of educational and cultural programs.

As part of the project, we offered a selection of the street art from the database on the GAI website and recorded a special Hier & There podcast episode with one of the curators, Dr. Todd Lawrence of the University of St. Thomas. Our team also produced a video introduction to the street art database with Dr. Lawrence, which is available on the GAI YouTube channel.



# MEMBERS AND VOLUNTEERS

We are so grateful for our steadfast volunteers, members, and friends who made our in-person and virtual programs possible this year! Volunteers baked, bottled wine, staffed check-in tables, and helped in innumerable ways this year.

## Our amazing mask-makers

While we are all looking forward to the day when we don't need to wear facemasks, we are grateful to our super-supporters who put in hours of sewing to make face masks for Deutsche Tage and Oktoberfest Lite. Volunteers from our board and the Damenclub brought their decades of sewing expertise to this huge project—making over 300 masks! Repurposing vintage shirts, *Dirndl*, aprons, and event banners that had been donated to the GAI over the past few decades, our masks are not only sustainably made, but also durable and soft. Thank you to our mask-making volunteers for helping make our events safe and fun for everyone!



## ANNUAL FUND

### Sustaining the GAI 2021 and beyond

We are truly grateful for our donors over the past year, who not only helped us surpass our 2021 Annual Fund goal of \$100,000 but kept the GAI going strong during the COVID-shutdown. Your support helps the GAI continue to grow as a prominent, internationally-recognized center of German language and culture.

# LEGACY SOCIETY

The Germanic-American Institute's Legacy Giving Program was established to support the sustainability and long-term impact of the GAI. These dedicated members are a driving force in sustaining the GAI's growth and development for the future, helping to ensure that the GAI emerges from the pandemic stronger than ever.

Legacy gifts can support the GAI's endowment, cultural programs and operations, and critical maintenance and upgrades to the Haus. Contributions can also support programs such as the Ted Taylor Lifetime Learner scholarships. Anyone with a financial need who wants to learn German can apply, whether they are a family wanting to enroll their three-year-old in the Kinderstube German Immersion Preschool, or an adult who has decided to pursue their dream of learning a second language.



## *Herzlichen Dank, Legacy Society members*

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\* Deceased

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### \$100,000+

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Family Fund of the Minneapolis  
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Ted Taylor

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 Mindy Ratner, MPR Radio  
 Mark Ritchie, Global Minnesota  
 Dr. Kai Sprenger, University of Mainz  
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 Dr. David Tompkins, Carleton College

*Thank you to all of our members, who are too many to list in our annual report each year. We appreciate you!*  
 If you donated to the GAI and your name is not included here, please contact the GAI office so we may acknowledge your gift.

## Fiscal Year Statements

### Summary of Audited Financial Statements

July 1, 2019–June 30, 2020

<b>Statement of Activities</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
Total Revenue	\$ 1,502,455	\$1,463,582	\$1,419,449
Total Expenses	\$ 1,313,596	\$1,414,035	\$1,361,527
<b>Total Net Gain/Loss</b>	<b>\$ 188,859,00</b>	<b>\$ 49,547</b>	<b>\$ 57,922</b>

### Statement of Financial Position

#### Assets

Checking/Savings	\$ 583	\$ 534	\$ 5,013
Legacy Giving Funds (3)	\$ 258,312	\$ 273,128	\$ 200,706
Endowment Fund	\$ 3,420	\$ 18,433	\$ 17,139
Endowment Investment Fund	\$ 89,647	\$ 71,468	\$ 63,220
Other Current Assets	\$ 107,689	\$ 19,393	\$ 14,590
Fixed Assets	\$ 394,145	\$ 347,331	\$ 359,787
<b>Total Assets</b>	<b>\$ 853,796</b>	<b>\$ 730,287</b>	<b>\$ 660,455</b>

#### Liabilities

Line of Credit	\$ —	\$ 38,600	—
Other Current Liabilities	\$ 70,767	\$ 67,573	\$ 90,389
Deferred Revenue	\$ 80,528	\$ 109,371	\$ 103,770
Long Term Liability	\$ 15,400	\$ 16,500	\$ 17,600
<b>Total Liabilities</b>	<b>\$ 166,695</b>	<b>\$ 232,044</b>	<b>\$ 211,759</b>

<b>Total Equity</b>	<b>\$ 687,101</b>	<b>\$498,243</b>	<b>\$ 448,696</b>
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The full audited financial statement is available upon request.

Please contact the GAI office at [office@gaimn](mailto:office@gaimn) or 651.222.7027 to receive a copy.

## BOARD OF DIRECTORS

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## GAI STAFF

Jeana Anderson, Executive Director  
Caroline Blank, Director of Language Education  
Erin Hart, Director of Communications and Development  
Linda Schenk, Director of Cultural Programs  
Bettina Dehnhard, Communications Manager  
Olivia Felland, Development Coordinator  
Casey Horn, Office Manager  
Lisa Matejka, Finance Manager  
Babett Larimer, Kinderstube Preschool Director  
Emily Ruggles Johnson, Kinderstube Assistant Director

## Contact Us

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