



ARTS FOR THE AGING

2020 ANNUAL REPORT



## ARTS FOR THE AGING

Arts for the Aging brings therapeutic, multidisciplinary, group arts programs to older adults and their caregivers in the Greater Washington D.C. region. We reach clients that provide community and residential services in aging, where access to these kinds of life enrichment interventions is limited for reasons of affordability, availability, or the ability to use such programs.

We also partner with cultural arts and higher education institutions to enrich multisensory curricula and expand reach in creative aging. Our customized workshops have been honed over decades and are led by an experienced faculty of trained teaching artists. Curriculum includes:

- **Dance: healing movement, tango, improvisation**
- **Music: cello, drumming, guitar, piano, opera, multi-instrumental**
- **Visual art: drawing, painting, collage/mixed media**
- **Art history**
- **Creative writing**
- **Expressive arts**
- **Storytelling**
- **Poetry**
- **Creative movement**
- **Musical theatre**
- **Theatrical improvisation**
- **Digital photography/videography**
- **Theatrical playwriting**
- **Inter-disciplinary collaborations**
- **Museum outings**
- **Intergenerational workshops**
- **Training for artists and caregivers**



**Studies show that when older adults participate in the arts, they demonstrate statistically significant higher levels of five positive well-being indicators: interest, sustained attention, pleasure, self-esteem, and normalcy. (Castora-Binkley, Melissa et al. (2010))**

Above: Intergenerational movement workshop with the Longbranch Community Center.

Cover photo: Tango workshop with the Downtown Clusters Geriatric Daycare Center.

All photos by Stephanie Williams Images.



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## 2020 MILESTONES

### **Pandemic Reinvention**

Staff, teaching artists, and community stakeholders generated an array of online, telephonic, and *heART Kit* programs and trainings addressing pandemic bursts in online communities and the ensuing digital divide.

### **Workforce Development**

With 75% of our client base closed to in-person programs, we reallocated resources to our faculty of 25 teaching artists, engaging new hardware and software in 12 tech trainings and *Creative Jams* to design “pandemic resilient” multisensory and collaborative programs.

### **Program Delivery**

We conducted 125 live workshops, rehearsals, and trainings online; produced 17 pre-recorded on-demand programs; delivered 235 *heART Kits*; and, pre-pandemic, led 98 in-person workshops with 24 client sites and partners.

### **Racial Equity**

Our board, staff, teaching artists, and volunteers began an organizational recalibration, joining in a series of six live online education sessions and *Landing 360* dialogues as we engage with what it means to be an equitable and anti-racist organization.

### **Community Arts Exhibitions**

Dozens of artworks created in our programs were shown in two exhibitions, at Jewish Council for the Aging and Nonprofit Village headquarters.

### **Partnerships**

Partnerships with the Smithsonian Institution, The Phillips Collection, ArtsFairfax, and Dance Exchange emphasized collaboration in programmatic development, artist trainings, and creative aging thought leadership.

### **Awards & Recognition**

Named “One of the Best D.C. Area Small Charities” by the Catalogue for Philanthropy; featured in *The Washington Post*, CBS’s *The Talk*, and in a blog by the National Endowment for the Arts; selected to receive the Nonprofit Village Impact Award, showcasing the values of community, collaboration, sustainability, integrity, equity, and impact.

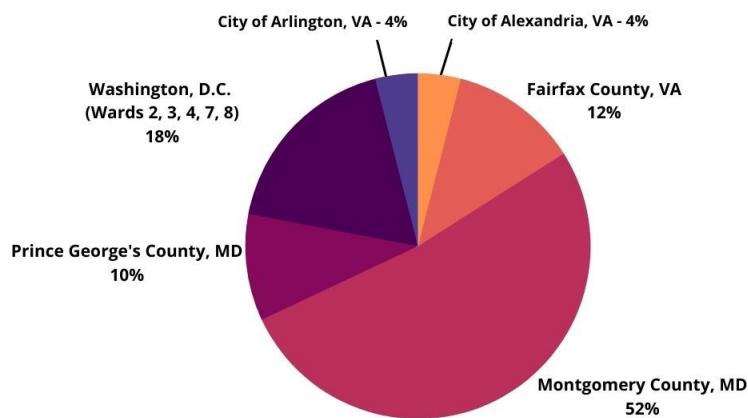
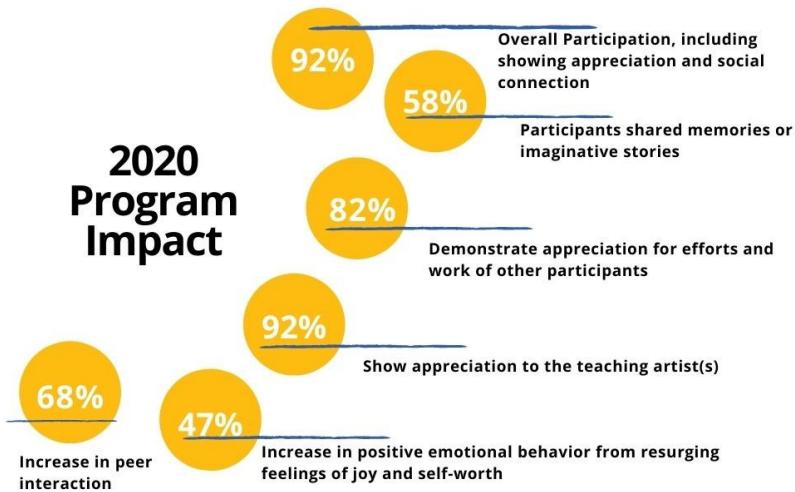


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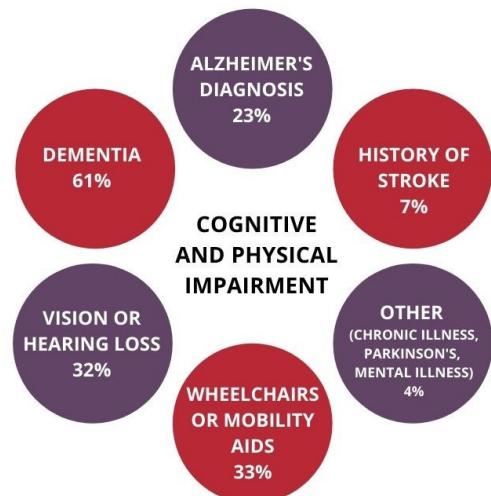
## IMPACT BY THE NUMBERS



### 2020 Program Impact



### Impact Reach





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## 2020 FINANCES

During a year of pandemic reinvention, extraordinary support, and collaboration, we netted \$162,402. Since 69% of that amount was from covid relief grants, it leaves \$4,000 in cash -- that is, not market-driven or in-kind revenue. We can expect covid relief levels to taper off, so a fiscal cliff lay ahead. Our multiprong approach to the coming deficit is the use of cash carryover from 2020, SBA Economic Injury Disaster Loan access, 5% board reserves usage policy, and a banking line of credit.

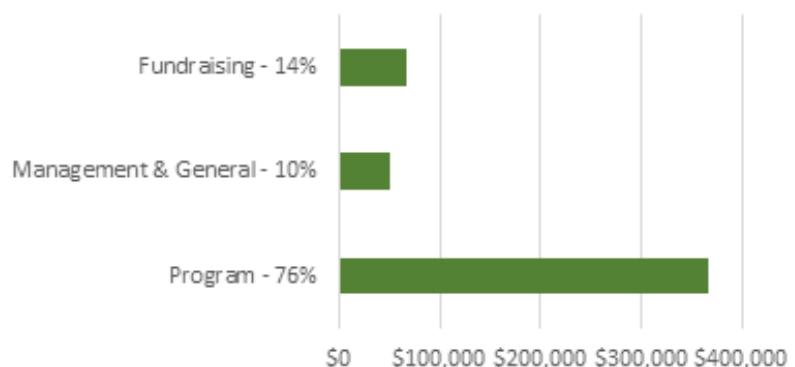
Where program expenses at first decreased due to the pandemic, training and technical support for artistic faculty spiked, as did teaching artist and client collaboration. At year-end 2020 our reserves totaled \$603,000, including an endowment portion of 65%. Net operating income at year-end 2020, discounting non-cash revenue, was \$116,000. Of that amount, 97% was covid relief grants. Organizationally, we will continue to build capacity in programming, personnel, and cultural equity with enduring reinvention as our guide, and sustainability our goal.

2020 Operating Income - \$647,125



- Grants - \$439,726
- Other (in-kind, interest/dividends, realized/unrealized gains/losses) - \$85,261
- Individuals - \$81,895
- Corporate - \$35,000
- Fee for Service - \$5,243
- Fundraising Events - \$0 due to pandemic

2020 Expenses - \$484,723





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## LEARN MORE

Website: [artsfortheaging.org](https://artsfortheaging.org)

Video Library: <https://vimeo.com/user53313980>

Online Program Guide: <https://artsfortheaging.org/wp-content/uploads/2021/08/Program-Guide-2021.pdf>

Donate: [artsfortheaging.org/donate/](https://artsfortheaging.org/donate/)



Above: Quicksilver Senior Dance Company rehearses online.

***"You brighten the day, you make us laugh, you help us sing, and you uplift us!"***

- Ms. Betty, Deaf and Hard of Hearing  
Workshop Participant