



ARTS FOR THE AGING

# 2021 ANNUAL REPORT





# REBIRTH 2021

Arts for the Aging engages older adults and caregivers with diverse abilities and backgrounds in health improvement and life enhancement through regular participation in the arts. Our vision, in Greater Washington D.C. and beyond, is to demonstrate excellence in multidisciplinary, participatory, and inclusive arts programming in partnership with teaching artists, museums, and cultural and academic institutions.

We reach organizations serving communities living with isolation, health, and accessibility needs with customized programs that inspire empathy and respect, foster communication and belonging, and promote social connection.

A hybrid model of virtual and in-person programming, created during pandemic rebirth, is facilitated by a faculty of teaching artists who are trained in our creative aging best practices and programming to support healthy aging and caregiving.





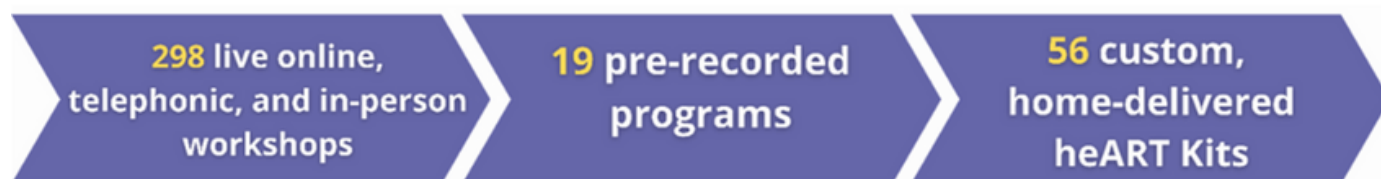
# 2021 MILESTONES

## Pandemic Connection

We offered inclusive ways to create and connect regularly in an array of programs and trainings with 615 older adults, 175 caregivers, and 36 community and residential care settings—collaborating with our skilled faculty of 22 teaching artists and 13 cultural and academic partners.

## Expanded Workshop Types

Our signature Joy in Generation Live Workshops (in-person and virtual options); telephonic programs; pre-recorded programs; heART Kits for home delivery; Quicksilver senior improv dance company rehearsals and outreach programs; caregiver programs and trainings; creative jams in our teaching artist institute; and external teaching artist trainings as we recruit new faculty to deepen artistic offerings and leverage expansion. Visit our program guide at: [artsfortheaging.org/programs/](https://artsfortheaging.org/programs/).



## Partnerships

Collaboration with Dance Exchange, D.C. Commission on the Arts and Humanities, Jewish Council for the Aging, Lesley University, National Organization for Arts in Health, The Phillips Collection, Smithsonian Institution, and University of Florida College of Medicine-Jacksonville sparked new creative aging programming, artist trainings, research promotion, commissioned works, art exhibitions, and thought leadership presentations.

## Workforce Development

Audio/video editing opportunities for teaching artists to open pathways for increased program accessibility. Visit [artsfortheaging.org/special-projects/](https://artsfortheaging.org/special-projects/) (Creative Café) for a demonstration video.





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## Cultural Equity

Undertaking an externally conducted organizational assessment, the board's equity cohort—made up of trustees, staff, teaching artists, and volunteers—began implementing practices and policies to empower a more just, inclusive, and equitable organization; one that ensures fair representation in developing and distributing programmatic, financial, and informational resources. Our new statements of mission, vision, values, and beliefs can be found [here](#).

## Capacity Building

With grant-funding, new staff and intern positions have amplified our communications and fundraising efforts, helping ensure access to creative aging programming in more corners of the community.

## Awards and Recognitions

Named a Model Program in Lifelong Learning by the National Endowment for the Arts, Trailblazer by the Maryland Department of Aging, One of the Best D.C. Area Small Charities for Excellence, Impact and Cost-effectiveness by the Catalogue for Philanthropy; recipient of the Nonprofit Village Impact Award for showcasing values of community, collaboration, sustainability, integrity, equity, and impact.



Above: "Weaving Our Stories" workshop with teaching artist Annetta Dexter Sawyer | Stephanie Williams Images

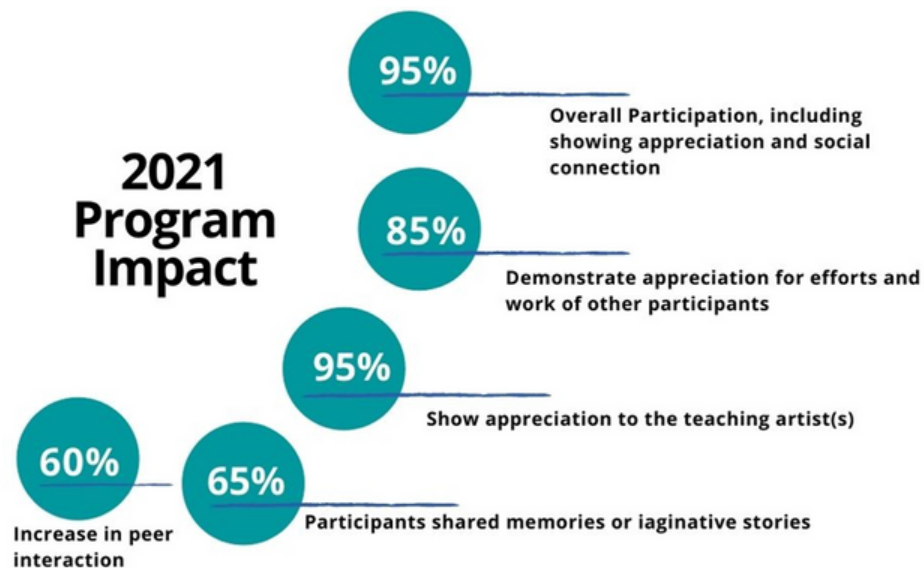


## IMPACT BY THE NUMBERS

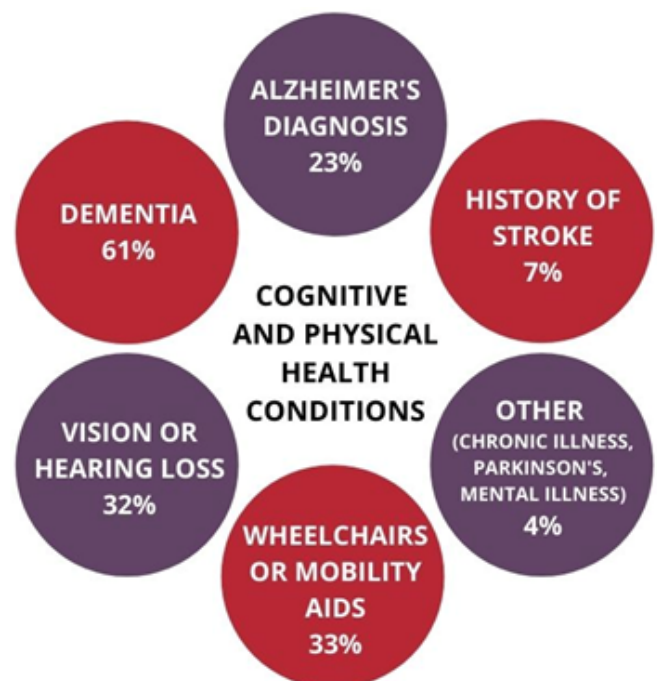
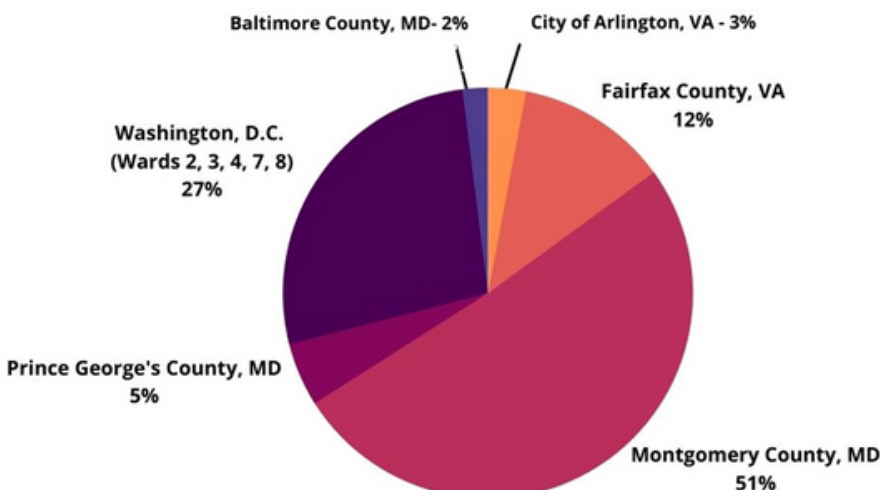
"Research on music, theater, dance, creative writing, and other participatory arts shows promise for improving older adults' quality of life and well-being, from better cognitive function, memory, and self-esteem to reduced stress and increased social interaction."

*"Participating in the Arts Creates Paths to Healthy Aging".*

National Institute on Aging, U.S. Department of Health and Human Services, 2019



## Impact Reach





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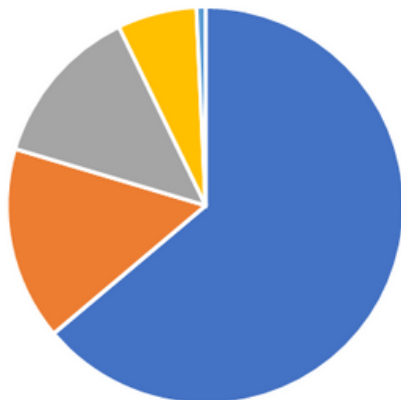
## 2021 FINANCES

Arts for the Aging beat its budget by 35% in 2021 thanks to new internal fundraising capacity, growth in earned income, and despite a lack of comparable covid-relief funding as in the previous year. Institutional and government grants surpassed the planned goal by 50%, and earned income increased 727% over the previous year. We built and stewarded new individual and corporate support. We invested in data driven analytics to revise our fundraising goals. Donations from corporations trended slightly downward from several covid-related matches not made available again. Expenses were over budget by 3%, adjusting for onboarding fees for a new contracted grant writer, an underestimation of payroll taxes, and accrued interest on our Economic Injury Disaster Loan.



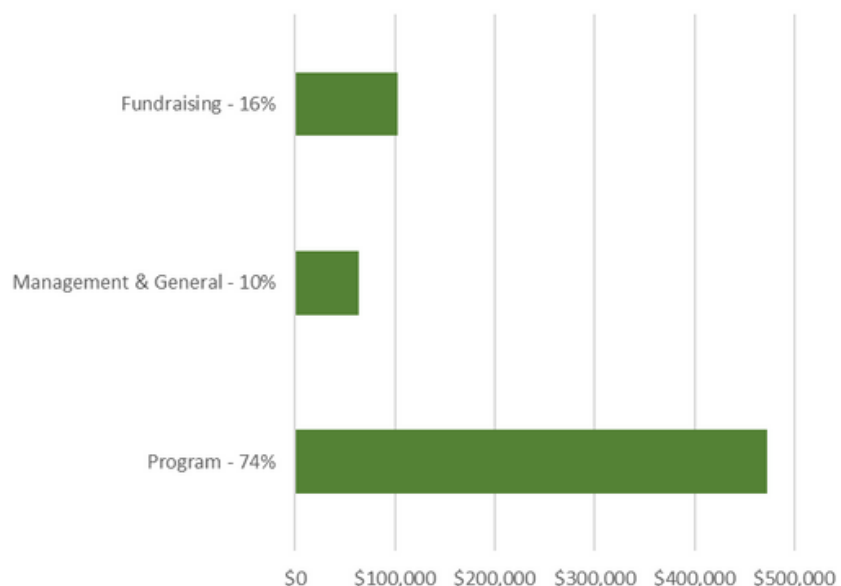
Above: Workshop at Genevieve N. Johnson Center with teaching artists Regie Cabico and Nancy Havlik

### 2021 Income - \$672,577



- 76% - Grants
- 16% - Individuals
- 16% - Other (Investments, in-kind)
- 8% - Fee for Service
- <1% - Corporate
- 0% - Fundraising Events

### 2021 Expenses - \$639,234







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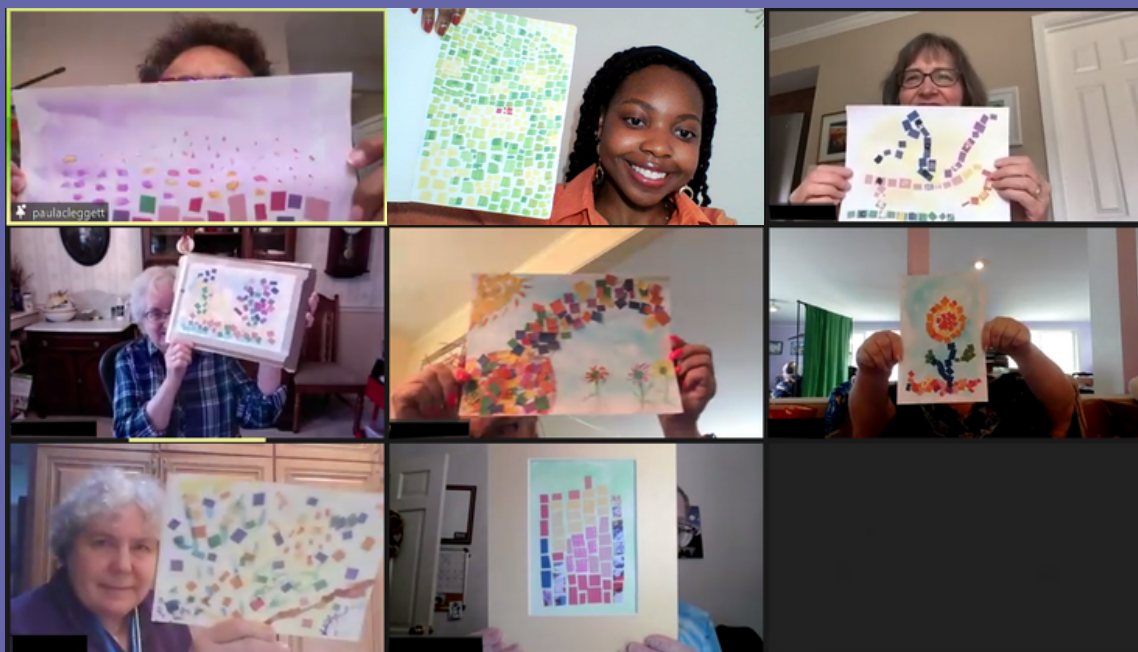
## LEARN MORE

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

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

Online Program Guide: <https://bit.ly/3zkilA4>

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



Above: "Today, It's Spring!" workshop with Rockville Senior Center and teaching artist Paula Cleggett

**"I take notes [during the workshops] in my book so I can look back and relive the experience later."**

*-Ms. Betty, participant with the Deaf and Hard of Hearing Senior Program in Ward 8*

Cover: "Marvelous Musicals" workshop at Alexandria Adult Day Center with emeritus teaching artist Joan Hampton Fraser  
Stephanie Williams Images