



THE **ART** EFFECT

EXPLORE
EXPERIENCE
EXCEL

2018 Annual Report





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WE ARE THE ART EFFECT



What an incredible inaugural year for The Art Effect! As of January 1, 2018, Mill Street Loft and Spark Media Project completed our merger to become The Art Effect. These two highly successful organizations integrated their visual and media arts programs to better serve local youth. Now, The Art Effect is the largest arts education organization in the Hudson Valley, directly serving over 2,000 children and adults each year, with a focus on youth in Poughkeepsie, NY. We provide young people with a place to explore, experience, and excel in the arts and succeed in school and in their eventual college and career goals.

As a newly merged agency, we worked hard to develop a relevant, consistent message and brand as we became The Art Effect. So, **what is The Art Effect?**

The Art Effect is the **realization** in a teen's life when she learns that screens can be used for creating, not just consuming. It's what happens when a group of youth come together to make a radio program and learn not only project management skills, but also that **their voices matter**. It's the **feeling of belonging** to a vibrant community, seen through colorful murals at the Children's Home in Poughkeepsie and pioneering 360-degree videos of the Walkway Over The Hudson — designed and filmed by local high school students. It's the **confidence** a five-year-old feels when he sees his sculptures displayed at the end of camp. And it's the **sense of accomplishment** for the hundreds of youth whose journeys are propelled because of scholarships received through diligent preparation in our programs.

Through high-quality, cutting-edge arts and media programs during the school day, after school, and in the summer, young people at The Art Effect gain valuable skills and produce incredible art. In the following pages, you will learn a bit more about the breadth of our programs and the accomplishments of the youth we proudly serve.

We could not have become The Art Effect without the dedication of our donors, partners, and community leaders — you played a critical role in fostering our organization's transition. With your support, we will continue to **teach youth how their creative voices can change the world**.

Together, we are The Art Effect.

With gratitude,

Nicole Fenichel-Hewitt
Executive Director

Dean Temple
President of the Board of Directors



MISSION

The Art Effect empowers young people to harness their creative voice in order to shape their future and bring about positive social change.



GOALS

The Art Effect's long-term goals are:

- 100%

of youth who remain in the The Art Effect's program sequence will **graduate from high school**

- 100%

will create and post a portfolio of work online that demonstrates their progress and proficiency in media and the arts

- 100%

of those who complete The Art Effect's program sequence and apply for admission to college **will enter a 2- or 4-year institution**

- 100%

of those who complete The Art Effect's Art Institute **will receive a scholarship**

- 100%

of those who complete The Art Effect's program sequence **will secure employment** within 1 year after they graduate from high school **or enter college**, with 50% working in the arts, media, or a related field

PROGRAM OVERVIEW



From our youngest artists to our pre-professional filmmakers, all students at The Art Effect can **Explore**, **Experience**, and **Excel** in the arts to share their unique, creative voices with the world and achieve their personal goals.

Explore:

Providing immersive, introductory arts and media experiences to help empower children and adults with the confidence that comes from discovering and sharing their creative voice

- Arts For Healing
- City of Poughkeepsie Empire After-School Arts Programs
- Dutchess Arts Camps
- Mobile Media Labs

Experience:

Serving children, youth, and educators to provide high-quality educational instruction in the arts and media and teach technical and creative art skills, as well as social intelligence, including leadership, communication, and teamwork

- In-School Residencies and Professional Development
- Junior Art Institute
- MADLab
- Spark Studios



Excel:

Building essential workforce development and college preparatory skills by providing high-level art training, real-world work placements, pre-professional mentoring, and advanced educational experiences for teens and young adults

- Art Institute
- Forge Media



2018 ALUMNI SUCCESSES

- **Olivia Arcuri** was nominated for best costume design by Broadway World for her work on *Into the Woods*.
- **Brian Beckwith** was Director of Photography on *Story Ave*, a 2018 official selection of Harlem International Film Festival, Manhattan Film Festival, New York Latino Film Festival, San Francisco Black Film Festival, and the International Puerto Rican Heritage Film Festival.
- **Anthony DiBattista** opened his first solo show, *Self Acceptance*, at the Hudson Valley LGBTQ Community Center in Kingston, New York and received 2nd Place in Barrett Art Center's *New Visions* exhibition.
- **Tariq Gordon** graduated Poughkeepsie High School and became the first person in his family to attend college at New York University's Tisch School of the Arts (pictured right).
- **Zoe Keller** recently completed her month-long artist residency at Zion National Park.
- **Jaime Morrow** illustrated her first children's book *Had a Little Rooster*.
- **Caitlyn Phillips** became Senior UX (User Experience) Strategy and Transfer Information Lead at Amazon.
- **Jason Yarmosky's** work was featured in a new exhibition at The Huntington Museum of Art as part of the museum's Walter Gropius Master Artist Series.
- Local magazine *Organic Hudson Valley* published feature articles profiling many of our young artists, including **Chloe Mosbacher**, **Anthony DiBattista**, **Tariq Gordon**, **Max Von der Horst**, and **Olivia Weinstein**.



BY THE NUMBERS

300
individual children
ages 4 – 12 attended Dutchess
Arts Camp in Poughkeepsie,
Millbrook, and Red Hook,
with 144 campers attending
more than one week

100%
of students surveyed
reported an increase in art skills
in the Poughkeepsie City
School District's Empire
After-School Arts Program

17
youth initiated
The Art Effect's first
public art and placemaking project
along the Fall Kill Creek

83%
of students in MADLab
reported that they feel fully ready
to enter the job market in the arts
field after the program

100%
of seniors in
The Art Institute
graduated from high school, were
accepted to college, and were
offered scholarships

25
young filmmakers
employed to produce films for
local clients through Forge Media

1,012
works of art
produced by youth in The Art
Effect's Experience programs

2,075
individuals directly served
through our arts programs

78.5%
of students in Spark Studios
reported improvement in their
ability to give and receive
constructive criticism

54
teachers benefited
from professional development

\$3,616,800
in college scholarships
offered to students

2018 AWARDS

Hudson Valley Magazine's
Best of the Hudson Valley
"Best Art Program for Youth"
October 2018

Arts Mid-Hudson, 32nd Annual
Dutchess County Executive's
Arts Awards

"Special Citation Award"
for Senior Project

"Sassy Chef,"
produced by Forge Media
for ARC of Dutchess, won
the Sarah Studler Smile and the
"ThinkDIFFERENTLY
in the Arts"
award

EVALUATION & IMPACT

The Art Effect values our multi-pronged approach to programmatic evaluation. Our evaluation plan includes formative and summative arts assessment and impact evaluation strategies, including:

- Baseline Assessments (Pre-Surveys)
- Capstone Reflections (Post-Surveys)
- Observation/Peer-To-Peer Feedback
- Daily Sentence Stem "Exit Slips"
- Daily Teachers' Log Entries
- Mid-Point Check-Ins
- Portfolio Reviews
- Art Critiques

Listening for Good

At The Art Effect, we value the input of the students and families we serve. This past year, we initiated a survey tool called "Listen for Good" — the beginning of what will become an organization wide feedback loop process — through a grant from the Fund For Shared Insight.

Overall, you told us that we're doing an above-average job, with what is called a Net Promoter Score of 68 (above the national benchmark). In addition, half of respondents say we meet their needs extremely well. 135 of 160 respondents say our staff always treat them with respect, and a majority of respondents (130 of 160) say it's extremely easy or very easy to get services at our organization.

We are very proud of this and continue to respond to community feedback to make our programs more integrated, effective, and accessible. **Stay tuned!**



EVENTS

TEEN VISIONS EXHIBITION

January 12 – February 13, 2018

Teen Visions featured more than 60 paintings, drawings, and photographs created by participants in the Summer Art Institute, representing more than 30 regional high schools.

ART AFTER HOURS

April 18 and July 26, 2018

Art After Hours was a series of happy hour events held in our unique loft space in downtown Poughkeepsie. Guests enjoyed food and beverages from local vendors while supporting local youth arts education.

REEL EXPRESSIONS

INTERNATIONAL TEEN FILM FESTIVAL

June 15, 2018

In its sixth year, Reel Expressions showcased incredible films by emerging media-makers, highlighting youth voice, creativity, and unique perspectives on teen issues such as depression, domestic violence, and friendship.

EXPOSURE NATIONAL HIGH SCHOOL PHOTOGRAPHY EXHIBITION

May 12 – June 14, 2018

Showcasing the incredible creativity of young people in traditional darkroom, digital, and experimental photography, Exposure is a national competition open to all high school students. In 2018, young photographers from all over the US submitted over 200 works.

ART AFTER DARK

September 25, 2018

The inaugural Art After Dark event honored Michael J. Quinn and Niki Pagones Quinn, Creative Breanna Lee Nussbickel, and Amina Kearney. 140 guests participated in a collaborative film and a variety of immersive arts experiences by youth and local artists.

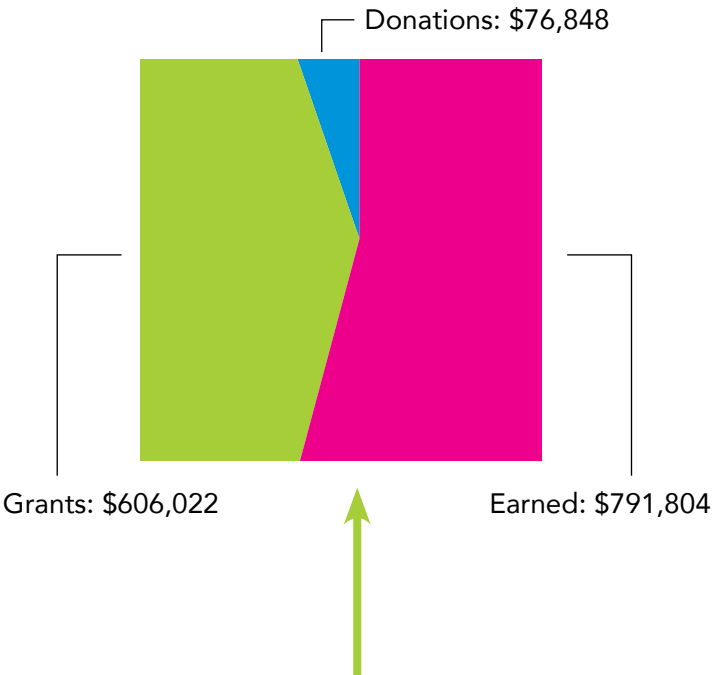
HUDSON VALLEY REGIONAL PORTFOLIO DAY

November 9, 2018

Representatives from 40 colleges critiqued youth portfolios and reviewed their educational plans, giving over 400 students and their families a true advantage as they apply for merit-based scholarships.

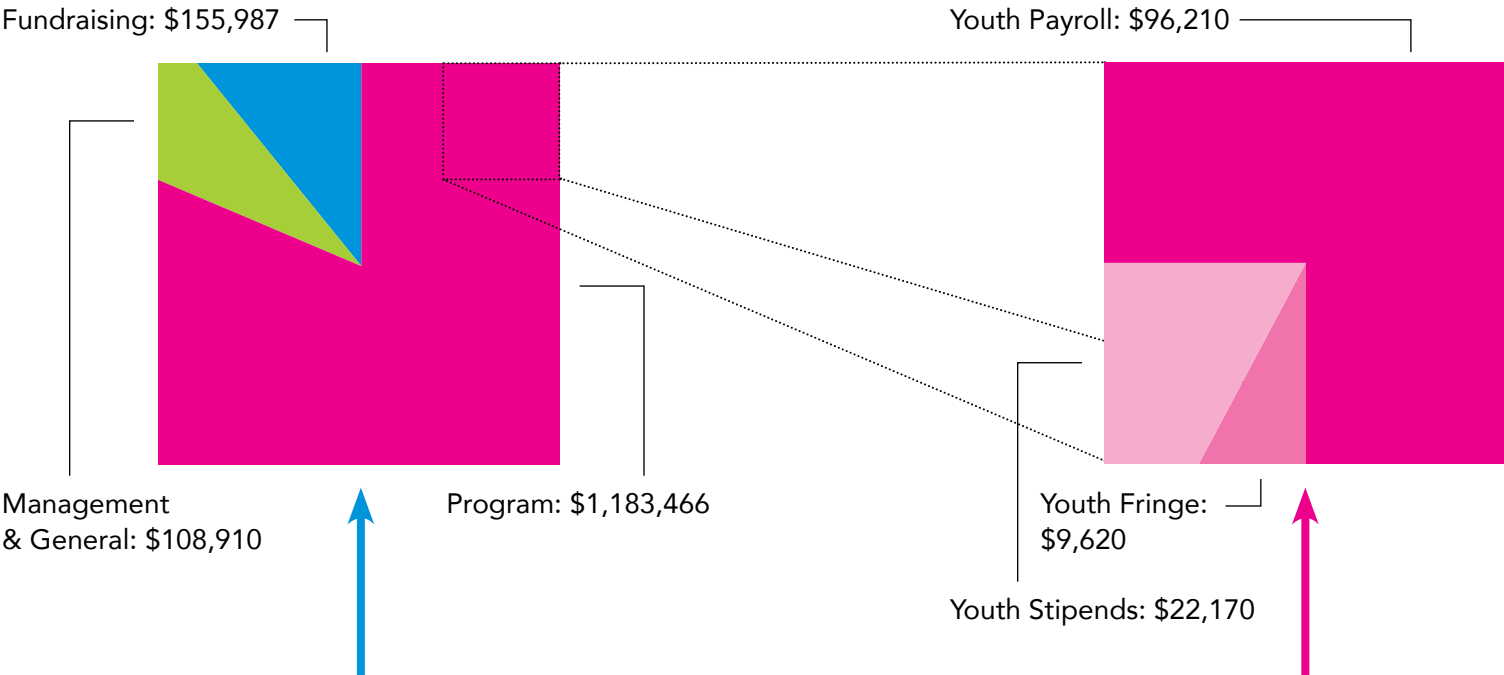
2018 Financials

Consolidated Income: \$1,474,674



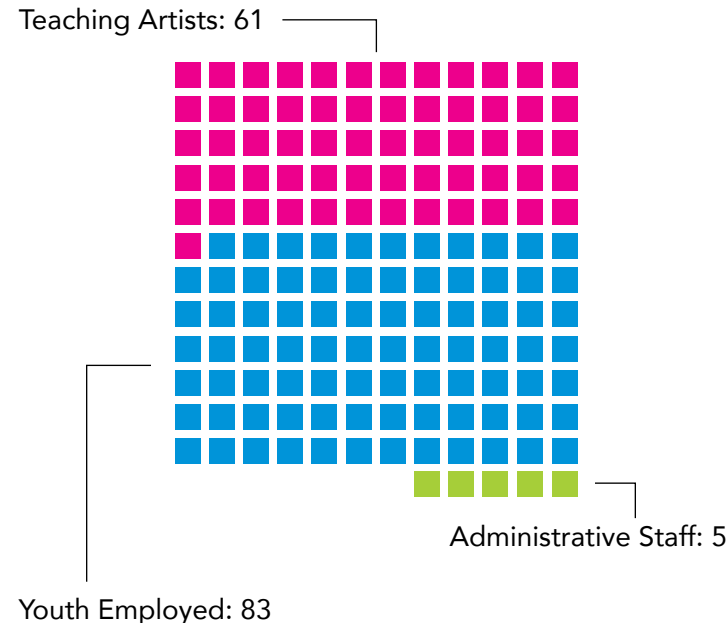
Net income:
\$26,311

Consolidated Expenses: \$1,448,363



82% of
expenses go
straight to
programs

\$128,000
directly
to youth
employment



*Note: Based on unaudited 2018 financial statements.



“I can say without hesitation that I would not be the artist I am today without the love and support I have received from The Art Effect. My family and I feel truly grateful.”

— Anthony DiBattista
The Art Effect alumnus, 2018

THANK YOU

Together, we are **The Art Effect**. Our work could not be done without the support of our community and donors.

\$100,000 +

Dutchess County Workforce
Investment Bureau
The Dyson Foundation

\$10,000 – \$99,999

Anonymous (1)
County of Dutchess Agency
Partner Grant
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for Good
Gap Foundation
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Hudson Valley
New York State Council on the Arts
New York State Council on
the Arts Regional Economic
Development Council
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the Hudson Valley
Scenic Hudson, Inc.
The Cowles Charitable Trust
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Foundations of the Hudson Valley
United Way of the
Dutchess-Orange Region



\$1,000 – \$9,999

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Gaye and Stephen Mallet
Media Services
Mill House Brewing Company
Niki Pagones Quinn and
Michael J. Quinn
Nostrano Vineyards
Rondout Savings Bank
Jacky Davis-Soman and David Soman
Tinkelman Architecture, PLLC
Vanikiotis Group - Red Line Diner
Joan and Raymond VanVoorhis

\$250 – \$499

Anonymous (3)
Barrett Art Center/Dutchess County
Art Association
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\$50 – \$99

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Petra Aldrich
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John Atherton
Sheila Erandio and Ascher Baer
Sarah Wardrop and Virginia Baeta
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Christine Shellenbarger
Joan Singer
Michael Smith
Katherine Stickers
Elizabeth (Tilly) Strauss
Lexi Tallisman
Kang-wei Tang
Shelley and Ronald Tatelbaum
Taqueria Los Ortiz
Andrea Wong and Paul Thompson



Lisa Thompson
Nell Tivnan
Two Way Brewing
Beth Utter
Johanna Wermuth
Westhook Sand & Gravel
Madeline Whalen
Amy and Michael Yarmosky
The Zenkel Family

\$1 – \$49

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Kyle Bahl
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Ellen Baumann
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Rachel Brainerd
Mary Brandao
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Leontine Hartzell
Victoria Hayes
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Julie Hembeck
Annette and Eric Henderson
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Micah Jump
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Jamie Kent
Klaus Keuerleber
Julia Kichorowsky
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Eileen and Peter Leonard



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Beatrice McCarthy
Margaret Mealia
Karen Michel
Sophia Mines
Nicole Mischo
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Michelle Murakami
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Nubian Directions
Yameil Nunez
Barbara O'Brien
Kaitlin O'Keefe
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Loretta Spence
Victoria Statsenko
Andrew Steinitz
Kenneth Stier
Suzi Stoller
F. Eleanor Swartz
Trent Taft
Alice Taylor
Diana Salsberg and
James Thompson
Lorna Thompson
Dylan Thomson
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Noah Towne
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Leah Vinton
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Ilyne Weinberg
Allison Weinger
Brian Wimbles

JOIN US as we build the next generation of creative changemakers by donating at feelthearteffect.org/donate.

THANK YOU

We couldn't do what we do without the support of our program partners throughout the Hudson Valley.

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Arlington High School
Arm-of-the-Sea Theater
Bardavon 1869 Opera House
Barrett Arts Center
Boardman Road Branch Library
The Cary Institute of Ecosystem Studies
The Children's Home of Poughkeepsie
CinemaTec
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Dutchess County Regional Chamber of Commerce
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Dutchess County Youth One-Stop
The Environmental Cooperative at Vassar Barns
Family Services
Franklin D. Roosevelt Presidential Library and Museum
Girl Scouts: Heart of the Hudson
Habitat for Humanity
High Meadow School
The Home of Franklin D. Roosevelt National Historic Site
Howland Public Library
Hudson River Housing
Hudson Valley Design Lab/MASSDesign
Hyde Park Central School District

Ill Harmonic
James Brown Foundation
M*Power Center for Cultural Fitness
Maryland Institute College of Art
Mid-Hudson Children's Museum
Mid-Hudson Heritage Center
Mid-Hudson Library System
Millbrook Central School District
Millbrook Free Library
Monseratt College of Art
Moore College of Art
Newburgh Girl Power!
Northside Collaborative
Pawling High School
Poughkeepsie City School District
Poughkeepsie Day School
Poughkeepsie Public Library District
Poughkeepsie Underwear Factory
Poughkeepsie Youth Coalition
Red Hook Community Center
Saugerties High School
Scenic Hudson, Inc.
Staatsburg Free Library
SUNY New Paltz
Support Connection, Inc.
The Trolley Barn
Unison Arts Center
Upstate Films
Vanaver Caravan
Vassar College
VCUEI
Walkway Over the Hudson
Wappingers Central School District
Whisper Wall Project
Woodstock School of Art
WVKR



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*as of December 31, 2018