



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.

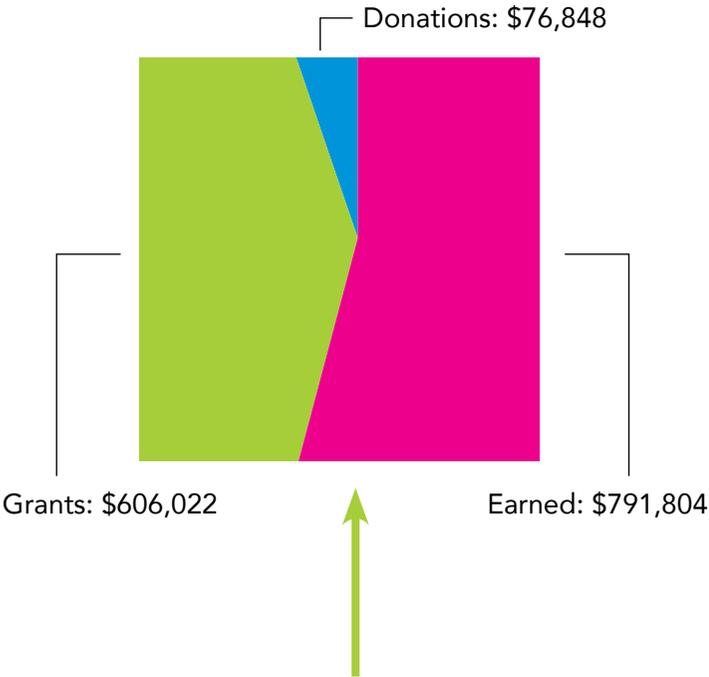
## HUDSON VALLEY REGIONAL PORTFOLIO DAY

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.

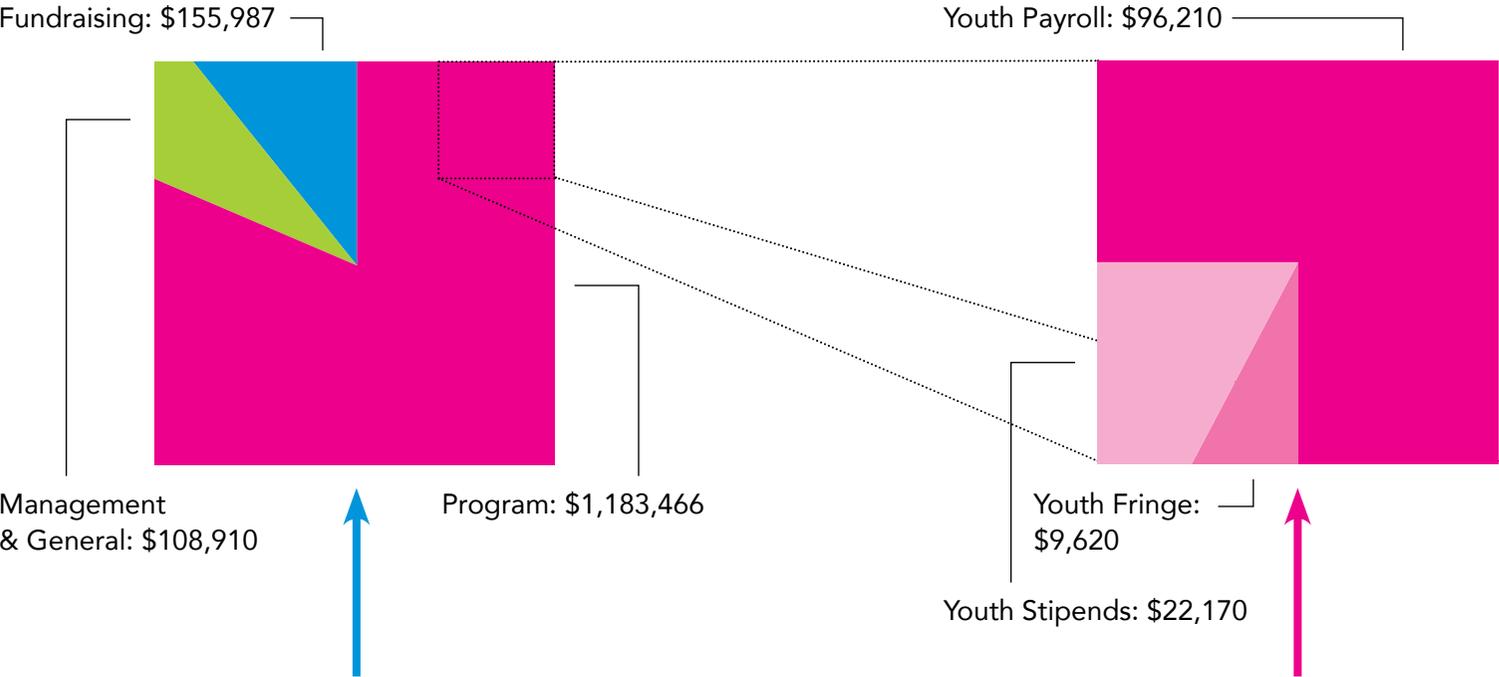
# 2018 Financials

**Consolidated Income: \$1,474,674**



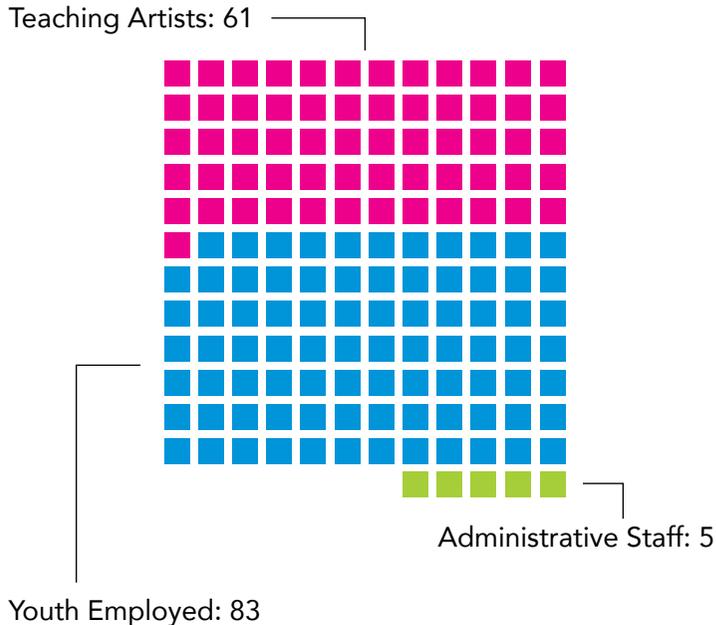
Net income:  
**\$26,311**

**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  
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Fund for Shared Insight/Listen  
for Good  
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New York State Council on  
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Dutchess-Orange Region



## \$1,000 – \$9,999

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Joan and Raymond VanVoorhis

## \$250 – \$499

Anonymous (3)  
Barrett Art Center/Dutchess County  
Art Association  
Catherine Barton  
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Nicole Baker and Roger Chi  
Diane Cicatello, MD

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Deirdre and Michael Sellman  
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Joseph C. Steiniger  
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The Children's Home of Poughkeepsie  
The Millman Harris Romano  
Foundation  
Twisted Soul Food Concepts

## \$100 – \$249

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Alex's Restaurant  
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Anonymous (3)  
Arlington Ink  
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Pia Baker  
Mary Louise Ball  
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Erin and William Von der Horst  
Suzanne Vromen  
Walkway Over The Hudson  
Sarah and Thomas Weikel  
Bettina Wilkerson

## \$50 – \$99

Sheba Abraham  
Jonathan D. Addeleston  
Petra Aldrich  
Anonymous (5)

Nina Ansaldi  
Rabbi Stephen and Cecile Arnold  
Sandy and Mike Arteaga  
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 Michael Smith  
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 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 Yaromosky  
 The Zenkel Family

**\$1 – \$49**

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 Kyle Bahl  
 Tammra and Daniel Banner  
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 Ellen Baumann  
 Anita and Cary Bell  
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 Rebecca Bolde  
 Rachel Brainerd  
 Mary Brandao  
 Hannah Brenner-Leonard  
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 Doris Chi  
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 Julia Kichorowsky  
 Roman Kichorowsky  
 Robert Kilcrease  
 Ingrid Korn  
 Jamie Lee  
 Danielle Lego  
 Eileen and Peter Leonard

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 Daniel Madsen  
 Beatrice McCarthy  
 Margaret Mealia  
 Karen Michel  
 Sophia Mines  
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 Brenda Moore-Frazier  
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 My Brother Bobby's Salsa  
 Nubian Directions  
 Yameil Nunez  
 Barbara O'Brien  
 Kaitlin O'Keefe  
 Ellen O'Shea  
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 Melissa Orozco  
 Judith Papo  
 Michelle Petrucci  
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 Jesse Pilnik  
 Deanna Poet



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 Alice Taylor  
 Diana Salsberg and James Thompson  
 Lorna Thompson  
 Dylan Thomson  
 Sarah Timberlake Taylor  
 Zipporah Tompkins  
 Noah Towne  
 Cesar Vera  
 Marianne Vernetson  
 Ciara Vesely  
 Leah Vinton  
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**JOIN US** as we build the next generation of creative changemakers by donating at [feelhearteffect.org/donate](https://feelhearteffect.org/donate).

# THANK YOU

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

Adriance Memorial Library  
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 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  
 Cornell Cooperative Extension Dutchess County  
 Cunneen-Hackett Arts Center  
 Dutchess ARC  
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 Dutchess County Regional Chamber of Commerce  
 Dutchess County Workforce Investment Board  
 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  
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 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  
 Monserrat 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  
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 SUNY New Paltz  
 Support Connection, Inc.  
 The Trolley Barn  
 Unison Arts Center  
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 WVKR



# THE ARTEFFECT

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\*as of December 31, 2018