THE AR EFFECT Youth become creative thinkers and leaders building bright futures and bringing about positive social change.

Annual Report

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WE ARE THE ART EFFECT

Art is expression, and as we reflect upon 2019, we would like to express our sincere gratitude for the support of The Art Effect's fiercely dedicated community, including students, parents, donors, staff, partners, and community leaders. Fueled by your support, we provide young people with a place to explore, experience, and excel in the arts. Together, we create opportunities for youth to thrive in school, feed their passions, and prepare for successful futures.

Our media and arts programming provides students with opportunities to learn, create, advocate, build confidence, pursue their dreams, and achieve their goals, both in and out of the classroom. Challenging and expressing themselves by creating bold colorful murals, artfully crafted sculptures, and powerful stories on film, students of The Art Effect are learning how creative voices can change the world.

Today, we proudly reach over 5,000 children and adults each year as the largest arts education organization in the Hudson Valley. As we celebrate two years since Mill Street Loft and Spark Media Project integrated their visual and media arts programs to better serve local youth as The Art Effect, there is so much to celebrate.

Notably, in 2019, our adoption of Shared Insight's Listen4Good initiative, which analyzed student feedback data along with demographic information, changed perspectives and led to diversity and inclusivity initiatives and new programming, like the Media & Arts Advancement Program (MAAP). Innovative partnerships, such as our collaboration with the City of Poughkeepsie and HBO, allowed filmmaking students to interview members of the production team from the upcoming locally-filmed series "I Know This Much Is True." Several new board and staff members joined our growing team, and new and expanded contracts with the Workforce Innovation and Opportunity Act (WIOA), Carnegie Hall's CreativityWorksNYS, and other organizations enabled us to engage even more low-income and at-risk youth.

We are proud to share our 2019 annual report with you. Throughout its pages you will learn more about our programming and how students have excelled during and after their time with us. **There is no limit to what we can accomplish with your continued support.**

With gratitude,

Nicole Fenichel-Hewitt
Executive Director

Dean Temple President of the Board of Directors



Saye Mallet

Gaye Mallet^C Chair of the Board of Directors

The Dutchess Arts Camp exposed my 7 year old daughter to so many aspects of art. She would bring what she learned and apply it to everyday life at home. It was just a terrific experience for her! I feel like she grew so much there.

– Dutchess Arts Camp Parent

MISSION

The Art Effect empowers young people to develop their creative voice to shape their futures and bring about positive social change. We help youth in the Hudson Valley from all backgrounds explore, experience, and excel in the arts, introducing them to visual arts and media, giving them the opportunity to develop real skills in these fields, and guiding them towards achieving their academic and career goals.

Working at The Art Effect has given me so much more experience in photography. Because of this, I am now the staff photographer for the Hudson Valley Performing Arts Lab. I am very grateful for being able to work at The Art Effect and the education they have given me.

Judah Reid, alum

GOALS The Art Effect strives to achieve our long-term goals, which include:

•100%

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

•100%

will create a portfolio of work that demonstrates their progress and proficiency in 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 merit-based college scholarship

•100%

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

•100%

of students who completed the received a college scholarship

•100% of workforce

program seniors at The Art Effect graduated high school

We made incredible progress towards supporting and tracking these outcomes in 2019:

•**89**%

of all The Art Effect's high school age students created an art portfolio

•76%

of all senior students who applied for college entered a 2 or 4-year institution



Friday Night Lights: The Art Effect partnered with the Poughkeepsie City School District and the City of Poughkeepsie to become an anchor partner in the new Friday Night Lights initiative, an academic enrichment program designed to provide hands-on learning opportunities through the use of arts, music, athletics, and technology outside of school time. From May to December, we directly served 190 youth with painting, watercolor, stenciling, sketching, animation, and digital music composition classes.

PROGRAM OVERVIEW

Catalyzing youth empowerment and community engagement through the arts and media across the Hudson Valley, The Art Effect's progressive, dynamic programs combine both visual art and media art into a program sequence with three stages: Explore, Experience and Excel.

Explore

Explore programs are immersive, introductory-level visual arts and media experiences for students primarily ages 4-11, aimed at empowering participants to find their creative voices.

- Arts for Healing
- Arts for Justice
- Mobile Media Labs
- Dutchess and Ulster Arts Camps
- Empire After School Arts Program
- Friday Night Lights

Experience

Experience programs are carefully curated arts and media courses for students ages 11-18, created to foster self-discovery and the development of technical and creative art skills, as well as social intelligence, leadership, communication and teamwork.

- MADLab
- Spark Studios
- In-School Residencies and Professional Development



MADLab:

The 2019, youth in the Media, Art, and Design Lab (MADLab) program designed and installed four public art pieces, made in part from litter pulled from the creek, at the Pershing Knolls public park site just down the street from The Art Effect. Youth presented their designs to the Poughkeepsie Public Art Commission, who realized soon after that there was no official procedure for city approval for art in public places. Sparked by the initiative shown by MADLab youth, by the end of 2019, the City adopted a 5-point resolution for creating an official procedure for creating public art installations.

Excel

Excel programs are experiential learning opportunities for youth ages 14-24 to gain essential workforce development and college preparatory skills through real-world work placements, high-level art training, mentoring, and advanced educational experiences.

- Art Institute
- Forge Media
- Media and Arts Advancement Program



Forge Media:

Jordan Jones started with The Art Effect by taking intermediate-level film classes in the Spark Studios program and pushed to hone his digital design and camerawork skills. In 2019, Jordan began working in the Forge Media's apprenticeship program on film shoots and participating in its intensive production assistant bootcamps. Now, Jordan is doing freelance media production work as he continues to build and lay a firm foundation of experience towards his chosen career.

From our littlest artists to our burgeoning filmmakers, every student at The Art Effect learns how to cultivate and share their unique vantage points with the world and achieve their loftiest goals.

- The Art Effect has helped me by really allowing me to establish an idea of what I would want my career to look like in the very near future, as well as giving me a significant quantity of information to make use of along the journey. It's provided me an opportunity to do something with my time that I genuinely enjoy and, to my surprise, could turn out to be quite lucrative.
- Jordan Jones, Forge youth producer

- The Art Effect opened up a piece of the world that I didn't think would be open to my son. The arts brought out the best in him in the way a traditional classroom would never have...If I can see what happened here multiplied across all young people in the Hudson Valley, that's the future I want to grow old in.
- Sharley McIver, Jordan Jones' mother



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BY THE NUMBERS

2,120 Number of participants directly served Youth employed through workforce development programs 65 Youth successfully completed a creative portfolio of at least 3 visual art and/or media pieces that can be used to apply to jobs or colleges

\$6,339,540 Merit-based scholarships offered to college-bound seniors

100%

Summer MADLab students reported feeling ready for an entry-level job in the arts/media industries, with 50% feeling "extremely" ready

165 Number of

short films created

30 School residencies successfully conducted

4,703

miles away: "Freemium" screened at Bucharest's Super International Teenager Film Festival

2,313 Art and media projects created in the Empire Afterschool Arts Program

70 Teachers received professional development trainings

in topics such as "Arts for Social-Emotional Learning" and "Visual and Media Literacies in the Arts Classroom"

318 Poughkeepsie City School District students enrolled in the Empire Afterschool Arts Program in Spring 2019

10 Films created by youth at The Art Effect traveled to 12 festivals around the globe, with a total of 33 festival selections

136 Scholastic Art Awards Students of The Art Effect's Art Institute program received

36 Gold Keys

39 Silver Keys

1 Silver Portfolio

50 Honorable Mentions

2019 AWARDS

The Art Effect was honored as the United Way of Dutchess-Orange Region **2019 Champion Non-Profit**

Todd Poteet, former Director of the Arts, received the Scholastic Arts & Writing Award for **Excellence in Arts Education**

Mary Ellen latropoulos, Director of Education, received the Hudson Valley Regional Chamber of Commerce's **"40 Under 40 Mover & Shaker Award"**

In 2019, "The Edge" won **two** awards, "Lockdown" won **two awards**, "Santa Woman" won **two awards**, "Here's a Toast" and "Shareef Cousin -Keith DiPalo" won awards, and **3 films placed as** semi-finalists at film festivals



ALUMNI SUCCESSES

- S.M. Creanza wrote, illustrated, and selfpublished "Cricket & Bird," a story about a girl who is thrown into the magical adventure of a lifetime, now available through Barnes & Noble, Amazon, and other major distributors.
- Kaitlyn Frank made her Broadway acting debut in the ensemble of "My Fair Lady" and starred in the Off-Broadway production of "We Are The Tigers".
- Joseph Garcia received a silver play button for getting 100,000 subscribers on YouTube. He's currently at 165K subscribers and counting!
- Imyra Maxwell had her first art exhibition presented by the Cocoon Theatre Visual Arts Initiative, which showcased her figurative work. She is studying Drawing at Bradley University.
- Emily Ritz completed her second album "In Love Alone," which will be dropping in 2020, and in May she had a solo art exhibition, "Solipsist," at Monolight in Red Hook, NY.
- Sad'e Sharas orchestrated the Inaugural Black Excellence Community Gala in Poughkeepsie, reconnecting with The Art Effect to make video content for the event that was seen by over 400 attendees.

- Elva Stefanie showcased her talent as a tattoo artist on Paramount Network's "Ink Master Season 12."
- Isaac Toonkel worked on a team at Reebok to design the SB-01 Floatride Space Boots that will be worn by astronauts heading to the International Space Station this year.
- Ester Wells spent the summer as a production intern at "This Week with George Stephanopoulos" where she also wrote and contributed reporting to breaking stories published by ABC News.



- Lamar Wint worked on over 70 different freelance projects in 2019 and he earned his first professional PA credit on the short film "Shots Fired" directed by Hezues R.
- Jason Bard Yarmosky's artwork "Wintered Fields" traveled the country with the "Men of Steel. Women of Wonder" exhibition and has been acquired by the Crystal Bridges Museum of American Art to become a part of their permanent collection.

LISTENING FOR GOOD

At The Art Effect, we value the input of the students and families we serve and use it to help us determine the changes we need to make in our organization. In 2019, we implemented the third of the annual organization-wide Listen for Good feedback loops.

You told us we're still doing an above-average job and that we're even better than last year, with a Net Promoter Score (NPS) of 71 (above the national benchmark, and our highest NPS yet). In fact, a majority of respondents gave The Art Effect 9 out of 10 or 10 out of 10 for how well we serve you. In addition, 50% of respondents say we meet their needs extremely well, with another 42% say their needs are met "very" well. 87% of respondents report that staff always treat them with respect, a 5% increase over last year. "I would just like to thank The Art Effect for treating me like family. It was a great experience and I'm glad I got to meet a lot of great people." - Feedback from a 2019 Youth Workforce Program Participant

Based on your 2018 Listen for good feedback, we heard that we needed to put more work into our equity, diversity, and inclusion practices. As a result, in 2019 we launched the Media & Arts Advancement Program (MAAP) within the Art Institute. MAAP is a bridge program designed to use evidence-based practices to support first-generation college-bound students in graduating high school and moving on to a two- or four-year degree. In 2019, MAAP served 10 low-income Poughkeepsie youth with small group support, college guidance, and scholarships to the Art Institute, and will continue to expand in the years to come. We are proud that this important work in using #FeedbackForEquity was highlighted in the Chronicle of Philanthropy in partnership with the Fund for Shared Insight (https://www.philanthropy.com/article/Feedback-Can-Be-a-Catalyst-for/247585).

We make changes based on your input

we ask

LISTEN 4 GOOD

You tell

We listen & tell What we hear

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2019 EVENTS

The Art Effect was out and about in the community in 2019 through art exhibitions, happy hour events, and our creative twist on a gala!

TEEN VISIONS EXHIBITIONS

January 4 - January 18, 2019

Teen Visions at the Poughkeepsie Trolley Barn featured more than 70 paintings, drawings, photographs, and mixed media works created by students in the 2018 Summer Art Institute.

September 6 - September 20, 2019

Held at The Art Effect's Carole J. Wolf Gallery and featuring the work from youth in The Art Effect's 2019 summer programs.

ART AFTER HOURS

January 18, 2019

At this unique happy hour event at the Poughkeepsie Trolley Barn, over 120 attendees enjoyed food and beverage tastings from local vendors, viewed the Teen Visions exhibition, and enjoyed live music.

REEL EXPRESSIONS INTERNATIONAL TEEN FILM FESTIVAL

April 6, 2019

In its seventh year, Reel Expressions showcased 14 incredible films by the next generation of media-makers at the Bardavon 1869 Opera House in Poughkeepsie. Over 300 people celebrated youth creativity and teen perspectives on important societal issues.

EXPOSURE PHOTOGRAPHY EXHIBITION April 26 - May 10, 2019

Highlighting the creativity of young people in traditional darkroom, digital, and experimental photography, Exposure is one of very few juried student photography exhibitions in the Hudson Valley and showcased over 100 artworks at the Carole J. Wolf Gallery in Poughkeepsie.

ART AFTER DARK

October 16, 2019

Held at the Locust Grove Estate in Poughkeepsie, Art After Dark honored community leaders Karen & Nevill Smythe and artist Jason Bard Yarmosky, 2006 alumnus of The Art Effect, for their work creating new narratives in the Hudson Valley. Guests experienced Jason's large-scale artworks and had fun creating their own new narratives in the night's immersive arts experiences.

PKGO GETTERS: PANEL DISCUSSION WITH HBO

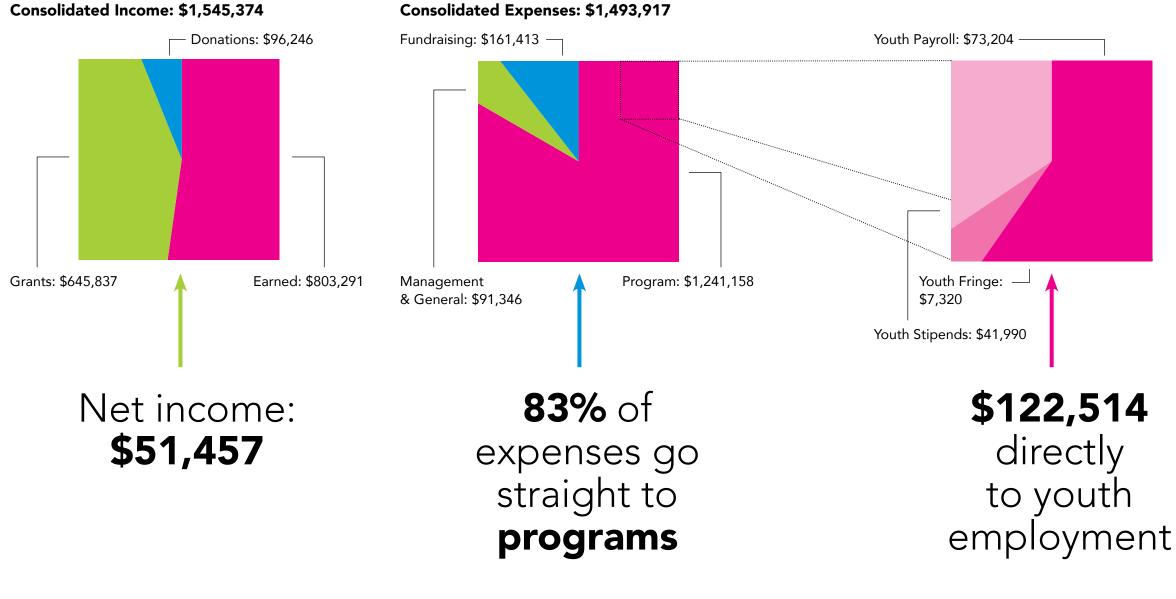
November 6, 2019

Part of a collaboration between the City of Poughkeepsie and The Art Effect, this event featured a youth film screening and a Q&A with a panel of HBO production members from "I Know This Much Is True," recently filmed in Poughkeepsie.

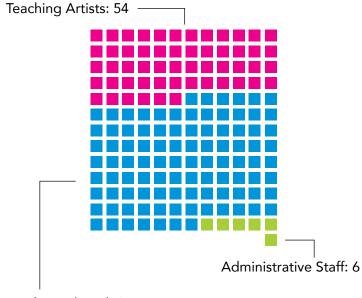
HUDSON VALLEY **REGIONAL PORTFOLIO DAY**

November 8, 2019

Over 40 representatives from colleges critiqued youth portfolios and reviewed the educational plans of local youth, giving over 350 students and their families a true advantage as they contended for acceptance into top art schools. Held at the Henry A. Wallace Center at The FDR Presidential Library and Home in Hyde Park, NY.



Consolidated Expenses: \$1,493,917



Youth Employed: 97

*Note: Based on unaudited 2019 financial statements.

2019 SUPPORTERS

\$100,000 +

County of Dutchess The Dyson Foundation **Dutchess County Workforce** Investment Board Poughkeepsie City School District

\$10,000 - \$99.999

Anonymous CreativityWorksNYS - Carnegie Hall Children's Home of Poughkeepsie City of Poughkeepsie Cornelia T. Bailey Foundation Gap Foundation Henry L. Kimelman Family Foundation Jane W. Nuhn Charitable Trust Geraldine and Lawrence Laybourne National Endowment for the Arts New York State Council on the Arts New York State Pollution Prevention Institute Jeannette F. Schlobach Fund of the Community Foundations of the Hudson Vallev Robert G. Auchincloss Advised Fund of the Community Foundations of the Hudson Valley Leslie C. and Irene G. Roe Fund of the Community Foundations of the Hudson Valley The Cowles Charitable Trust United Way of the Dutchess-Orange Region

\$1,000 - \$9,999

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Kristine Turcy-Cahill Twisted Soul Food Concepts

\$100 - \$249

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\$50 - \$99

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Lincoln Center

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

We couldn't do what we do without the support of the

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*as of December 31, 2019