

2021



Statement
ARTS
Art for a Conscious World

Annual Report

Welcome To the Family



Programs By The Numbers

WE'RE INCREDIBLY PROUD OF THE IMPACT WE'VE MADE OVER 19+ YEARS SERVING COMMUNITIES ACROSS LOW-INCOME AND UNDERSERVED NEIGHBORHOODS IN EVERY BOROUGH OF NEW YORK CITY.

100%

SUCCESS RATE

in college admission for all of our high school graduates

750+

TOTAL STUDENTS

served by Statement Arts

162

TOTAL STUDENTS

college-bound through our StART Dreaming Program

WE MEET A CRITICAL GAP IN EXISTING SERVICES IN NEW YORK CITY WHERE ONLY

53%

OF PUBLIC HIGH SCHOOLS

have music programs*

28%

OF PUBLIC HIGH SCHOOLS

have theatre programs*

15%

OF PUBLIC HIGH SCHOOLS

have dance programs*

\$1M+

raised towards programming to cultivate the next generation of leaders who can inspire social and cultural change

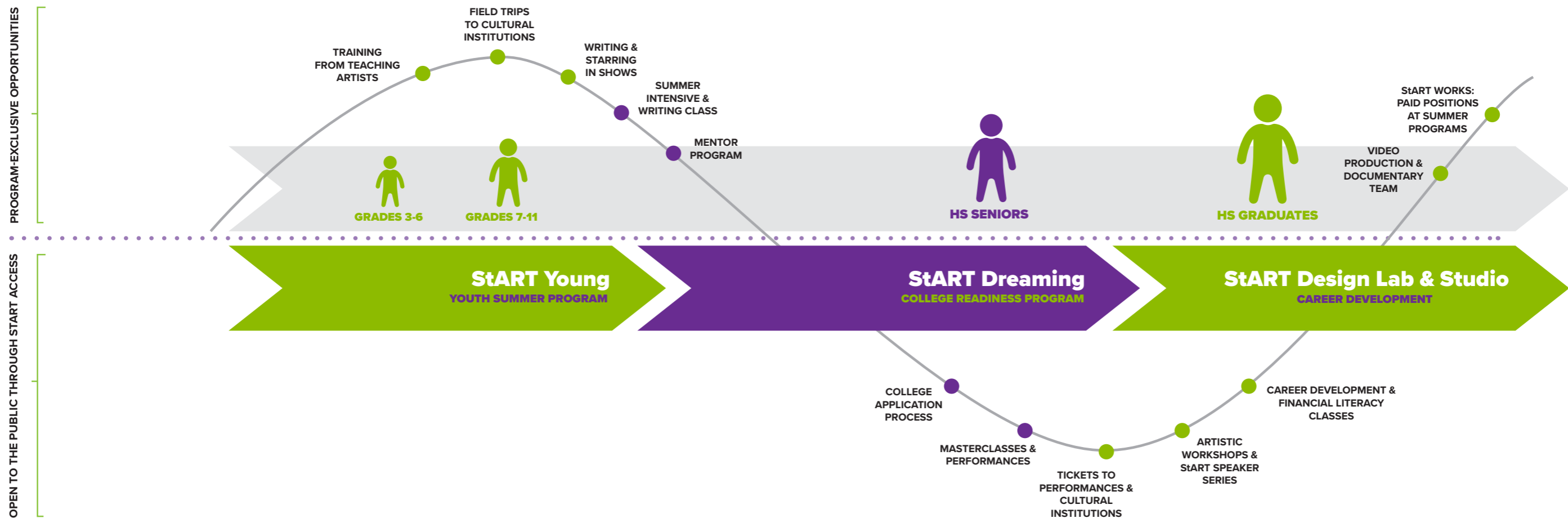


2 POSSE
SCHOLARSHIP
RECIPIENTS

1

Gates Millennium Scholars
RECIPIENT

Our Continuum of Service



About Our Programs

We cultivate a family dynamic and, for many, we are a second home. Alumni often return to their StART family for guidance and support throughout their lives. This was especially important during the global pandemic, arguably among the most trying time of our lifetimes. These ongoing challenges are met with the resilience, and sustainability of the StART family and its community and we are confident that our programs will endure and thrive regardless of circumstances.

The lessons learned from 2020 allowed us to pivot and evolve while managing multiple scenarios of our programming. Our close network of parents, students, teaching artists, and schools allowed us to better understand their specific needs during the pandemic and beyond. In the summer of 2021, we provided in-person programming, as well as virtual sessions that continued throughout the year. Our programming efforts were enhanced to incorporate the feedback we received, and COVID related precautions and protocols to ensure our programming continued with excellence and safety.

In-person programming is back and better than ever.

StART Young

StART Young includes a two week summer arts education camp which emphasizes singing, acting and movement, community-building, and story-telling with a focus on issues relevant to our young participants. In 2021, the program was again held in-person at the United Palace, and we were able to provide young people with dance, music, and acting classes. StART Young culminated in two final performances where our students proudly displayed their work.

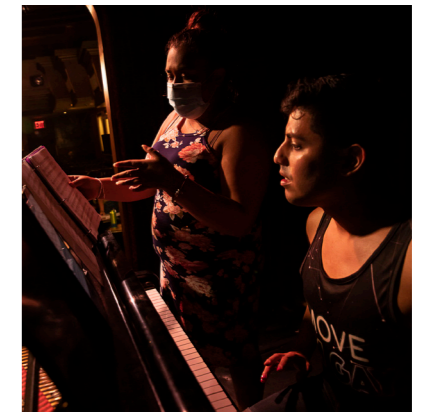




StART Dreaming

The **StART Dreaming College Readiness Program** is designed to fill the gap that exists in the public school system and assists rising high school seniors as they prepare to take their next big life step to college. There are two components of this program: Summer Arts Intensive and Fall/Winter/Spring College Application Mentor Sessions. The program prepares students emotionally by honing their creative skills and presentation abilities while giving them the tools they'll need to get into their college of choice and the staying power to remain there.

In 2021, the Summer Intensive returned to in-person sessions while the Fall/Winter/Spring Mentor sessions were conducted on Zoom. Our volunteers provided one on one and group mentorship and guidance to our students through their college application process including assistance with financial aid, FAFSA, and scholarships. Our students also attended Zoom lectures from guest speakers. For students applying for a Bachelor of Fine Arts (BFA), additional requirements are needed. StART Dreaming provides assistance with the BFA admission requirements including pre-screens, headshots, resumes, and coaching for auditions. Despite ever-evolving challenges, we strive to empower our participants and connect them to higher learning opportunities.



StART Design Lab & Studio



StART Design Lab & Studio is the newest addition to the StART programming. Launched at the height of the pandemic in 2020, it provides StART Dreaming alumni with continued educational and professional opportunities to bridge the gap between college education and professional work experience. Our alumni focus on their continued growth by developing and practicing new skills, receive ongoing guidance with their artistic endeavors and goals in a supportive community. Classes are designed specifically for their needs. To date, there have been 11 different types of classes, each with 4-6 sessions. These included songwriting, singing, acting, photography, financial literacy, goal-setting and achievement, and audition technique. We also launched a successful virtual cabaret, coached students to financial success and independence, and nurtured their artistry through performance opportunities.



We developed a Program Management Handbook and a Program Management Playbook and other resources to manage and better streamline our programs while maintaining high quality standards. They include templates, documents, forms, activities, and protocols to follow as roadmaps for our team as we plan, execute and evaluate each program. We also focused on cleaning, aggregating, and evaluating our operations and program data. We were able to create a single source of donors data that includes all historical information. Our program data has also been evaluated and optimized with consistent data fields and formatting throughout our surveys, applications, forms, and other program documents which will lead us to create structured program data.

“Denzel Washington gave a commencement address at the University of Pennsylvania about unfulfilled potential. He asked the graduates to imagine being close to the end of their life - and standing around are the ghosts representing their unfulfilled potential, ideas that they never acted upon, and talents never used. This idea of maximizing potential is what StART Dreaming is to me, to share my expertise in financial aid in the hopes that it creates opportunities or sparks the agency that our students have in themselves to realize their potential and to achieve their wildest dreams.”

- Marcus Richardson, Volunteer, mentor, board member



**2021
STRATEGIC
PLAN UPDATE**

 Strengthen programmatic and operational sustainability and flexibility;	
Goal 1	Develop human capital management structure
Goal 2	Build program management and operational structure
Goal 3	Develop program development structure
Goal 4	Develop and implement communications and social media strategy

Goal 5	Develop and implement data management and data analytics strategy
Goal 6	Develop virtual learning environment to support program expansion
Goal 7	Identify and manage organizational risks
Goal 8	Strengthen governance structure to engage with broader stakeholders
Goal 9	Create capabilities to source physical spaces for programs



We're serving our family in new and exciting ways.

In response to the feedback received from the StART Family, we expanded the StART Dreaming College Readiness program with additional sessions to help our students address their unique challenges due to COVID-19. The StART Design Lab & Studio was also expanded to support alumni of the StART Young and StART Dreaming programs, helping them transition from higher education to the professional world and build a strong foundation to navigate their career paths. Many of our newer program activities followed our path of providing holistic services that address not only their career goals but also their overall challenges in life and mental health.



2021 STRATEGIC PLAN UPDATE



Expand programs throughout NYC by creating holistic education and support programs;

Goal 1

Expand summer programs to serve greater number of young people in all boroughs of NYC

Goal 2

Expand higher education support program

Goal 3

Develop program foundations to expand to other states and beyond

Goal 4

Develop Design Lab Studio Program to bridge between college and career



“I can’t thank Statement Arts enough for connecting me with Joe McNally and giving me the opportunity to spend an entire week sharpening my skills as a photographer. That workshop filled the space of community I was yearning for as a photographer and has left me with memories not soon to be forgotten.”

- Danté Crichlow, *Alumnus*

Joe McNally, National Geographic Photographer




Creating a community for everyone.

We expanded our community outreach efforts to diversify talent pools for staff and teaching artists as well as recruit students for our programs, targeting specific groups, community organizations, and educational institutions. Our program development process and protocols were designed with a wider equity lens to ensure that our programs are meeting the needs of communities often overlooked. Each program decision is carefully considered using broad perspectives of diversity and inclusion.



2021 STRATEGIC PLAN UPDATE

	Advance Diversity, Equity, Inclusion, Accessibility (D.E.I.A.) in operations and program management;
Goal 1	Integrate D.E.I.A. spectrum in operations and program management
Goal 2	Strengthen D.E.I.A. culture



Equity By The Numbers

WE ARE COMMITTED TO GIVING OUR STUDENTS AN INTERCULTURAL, INTERDISCIPLINARY ARTS EXPERIENCE TO WHICH THEY WOULD NOT OTHERWISE HAVE ACCESS.

66%

OF BOARD MEMBERS
are women

45%

OF BOARD MEMBERS
are BIPOC

100%

OF BOARD MEMBERS
are actively involved in
current programming

AND HAVE BUILT PERSONAL RELATIONSHIPS WITH OUR STUDENTS

16%

OF EMPLOYEES
are part of the LGBTQIA+
community

83%

OF EMPLOYEES
are BIPOC

83%

OF EMPLOYEES
are women

6

EMPLOYEES

10

TEACHING ARTISTS

26

VOLUNTEERS

9

BOARD MEMBERS

OUR WORK COINCIDES WITH SEVERAL OF THE UNITED NATION'S SUSTAINABLE DEVELOPMENT GOALS



Building toward a sustainable tomorrow.

We developed a 3-year budget planning process based on multiple scenarios to be responsive to identified risks and unexpected changes. Our budget planning includes a monthly review. In addition, we laid out annual fundraising and grant plans that were closely managed for progress. We had outstanding success with our annual Golf Outing Gala event in October that exceeded our expectations. Lastly, we launched very structured Giving Tuesday and Year-End Giving campaigns that culminated in a baseline toolkit for future peer-to-peer fundraising events.



“I see my younger self in so many of the StART Dreaming students - first generation college student, feeling overwhelmed, nervous, and excited about the future. It’s wonderful to be able to give back and help them navigate the maze that is the college application process. Can’t wait to see all the amazing things they’ll accomplish!”

- Minelly De Co, Volunteer, Mentor, Board Member



2021 STRATEGIC PLAN UPDATE



Strengthen financial sustainability and flexibility to support the growth of the organization;

Goal 1	Increase funding while diversifying funding sources
Goal 2	Establish fundraising management structure aligned with budget planning and grant cycles
Goal 3	Explore and identify potential revenue sources
Goal 4	Establish capital reserve and endowment

Ongoing progress on our 5-Year Strategic Plan.

In 2020, we developed our 5-Year Strategic Plan. This Plan and processes enable us to grow by diversifying funding sources, build program and operational capacity with scalability based on emerging needs, analyze data and metrics to measure intended impact, and fine-tune communications and marketing strategies.

In 2021, we began the Structuring Phase where we identify and implement resources to support organizational growth, cultivate protocols for creating new and expanding current initiatives, and establish decision-making processes.

Quarter by quarter, much of our time was spent developing and implementing support programs for completing higher education and preparing to manage careers through StART Design Lab and StART Dreaming. The pandemic has fueled our efforts to establish social and mental health support program activities including training and awareness classes through partnerships with other organizations.

Beyond building our capacity in new and exciting areas, we're also becoming more effective at the

things we've been doing since our founding. We completed our objective to develop a program management handbook for students, staff, teaching artists, volunteers, and partnered organizations three full years ahead of schedule. We've also made progress on several objectives that weren't expected to receive attention this year.

Because of these accomplishments and constant monitoring and evaluation in order to ensure accountability, we are well-primed to enter the Repeatable Phase in 2022.



Expand programs throughout NYC by creating holistic education and support programs

PROGRESS MADE ON

60%

of objectives for 2020 through 2025

AHEAD OF SCHEDULE ON

43%

of objectives beyond 2021



Strengthen programmatic and operational sustainability and flexibility

PROGRESS MADE ON

70%

of objectives for 2020 through 2025

3

OBJECTIVES

completed on time or ahead of schedule



Advance Diversity, Equity, Inclusion, Accessibility (D.E.I.A) in operations and program management

PROGRESS MADE ON

100%

of objectives for 2020 through 2025

AHEAD OF SCHEDULE ON

100%

of objectives beyond 2021



Strengthen financial sustainability and flexibility to support the growth of the organization

PROGRESS MADE ON

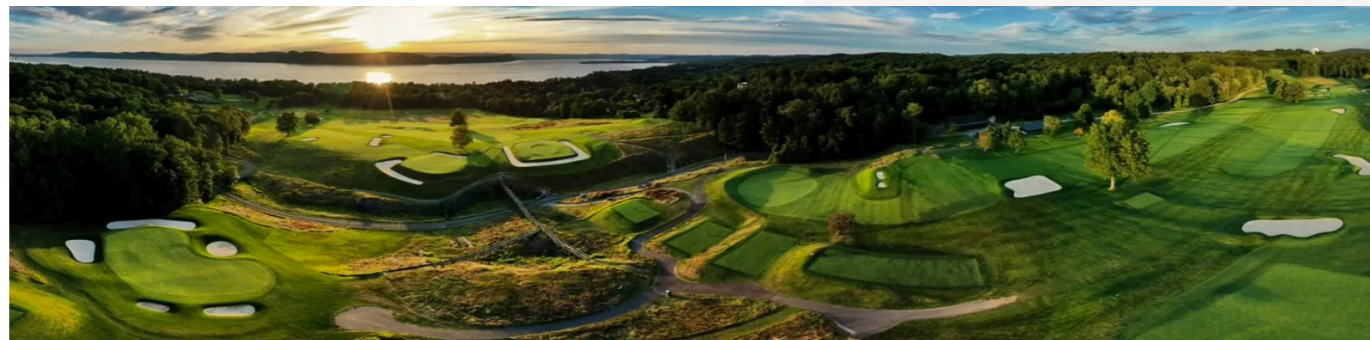
77%

of objectives for 2020 through 2025

100%

OF OBJECTIVES

completed on time for 2022



Golf Outing Overview

Statement Arts held our 5th annual golf fundraiser and gala on October 18, 2021 at the prestigious Sleepy Hollow Country Club.

Built by the Vanderbilt family, this historic club was a perfect backdrop for our event. One hundred and forty-four golfers joined us as we honored Morgan Stanley's Gerry Ferrante for his many years of service. We'd also like to thank Nelson Gaertner for his inspirational speech. We raised \$100,000 at the event which will enable us to continue our mission to bring arts and empowerment to the young people of our great city.

We are already working on a date for 2022 and really hope you will be able to join us next year.

66%
INCREASE IN
PARTICIPANTS

since 2019, who attended and supported Statement Arts

88%
INCREASE IN
MONEY RAISED

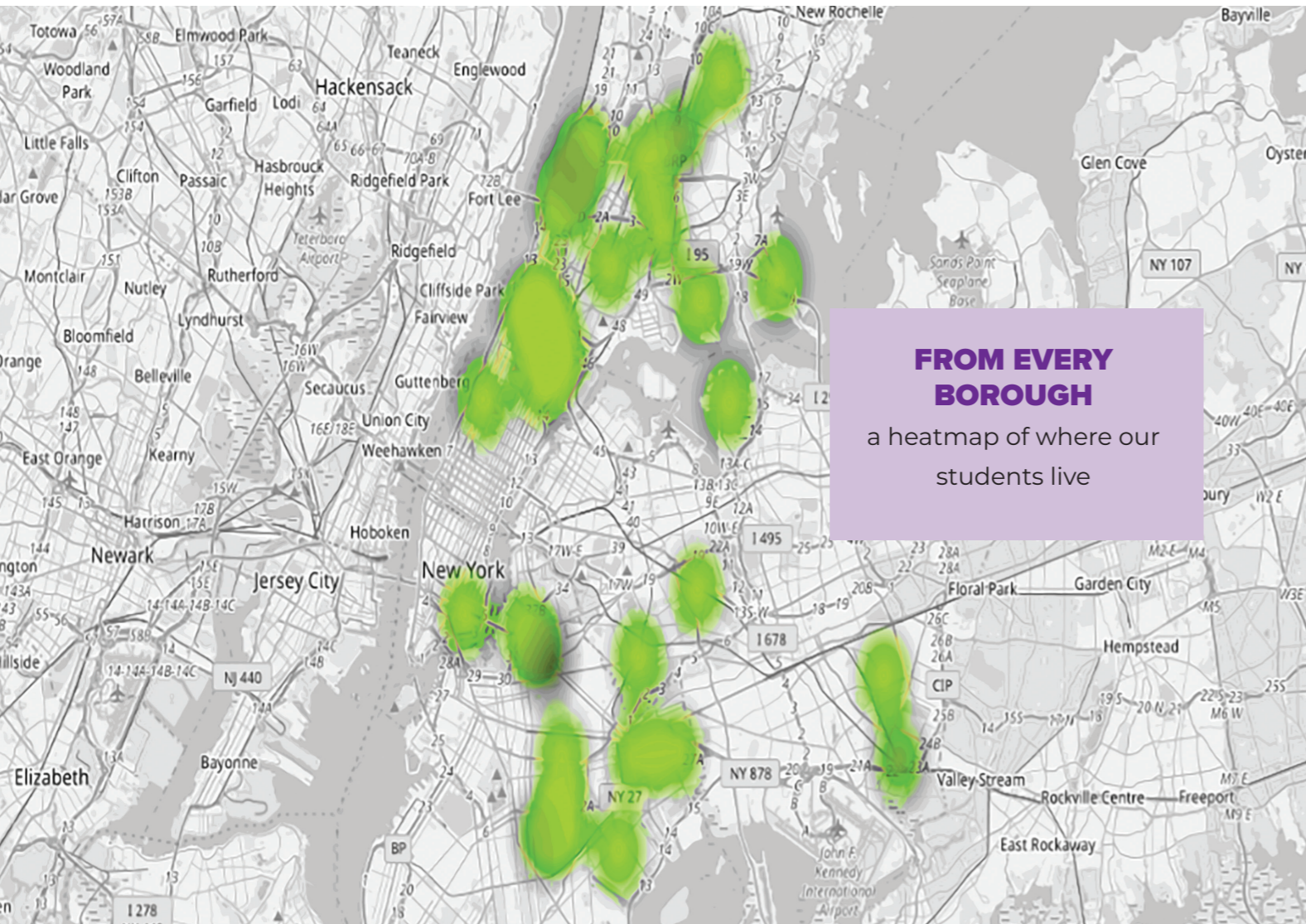
since 2019, which will go directly to programs

\$100K
RAISED AT
THE 2021 EVENT

thanks to our generous donors



Where Our Kids Come From



In times of crisis, we need humanity, expression, and the community that the arts create.

WE WORK WITH PUBLIC SCHOOL STUDENTS WHO HAVE EXPERIENCED NUMEROUS FORMS OF OPPRESSION SUCH AS

-  **RACISM**
-  **SEXISM**
-  **CLASSISM**
-  **HOMOPHOBIA**
-  **TRANSPHOBIA**

OUR STAFF HAVE WORKED WITH YOUNG PEOPLE WHO HAVE FACED

-  **HOMELESSNESS**
-  **VIOLENCE**
-  **ADDICTION**
-  **TRAUMATIC LOSS**
-  **MENTAL ILLNESS**
-  **LEARNING DISABILITIES**
-  **DIFFICULTY COMING OUT**

SOCIETAL REALITIES, SUCH AS RACISM, SEXISM, AND HOMOPHOBIA GREATLY AFFECT STUDENTS' SOCIAL-EMOTIONAL DEVELOPMENT, AS WELL AS THEIR ACADEMIC PERFORMANCE.

OUR STUDENTS ARE IMPACTED BY DIGITAL INEQUITY. WHEN THE COVID-19 PANDEMIC DISRUPTED EDUCATION IN NEW YORK CITY, THOUSANDS OF STUDENTS LACKED THE RESOURCES NEEDED FOR A SMOOTH TRANSITION TO REMOTE LEARNING.

Despite these obstacles, our students demonstrate incredible resilience, passion, and strength.

100,000

SCHOOL AGE STUDENTS

in NYC do not have Internet services*

80,000

SCHOOL AGE STUDENTS

in NYC do not have a device that accesses the Internet*

400+

HOURS ON VIDEO CALLS

instructing classes, mentoring students, and offering social services in 2021

STATEMENT ARTS REACHES YOUNG PEOPLE AT THE MOST CRITICAL TIME IN THEIR DEVELOPMENT. WE ENCOURAGE THEM TO BELIEVE IN THEMSELVES, AND ARE THERE WITH THE PRACTICAL RESOURCES TO HELP THEM TO ACHIEVE THEIR GOALS.

* According to information collected from 2020-2021 by nonprofit advocacy organization Citizens' Committee for Children of New York. Read the report [HERE](#).

Colleges & Universities Where StART Dreaming Students Have Been Accepted

OUR STUDENTS HAVE 100% COLLEGE ADMISSION RATE

Our goal is to support 100% of our students on a path to higher education as they embark on a career and meaningful life.

Georgetown College

Hunter College

NYU Tisch School of the Arts

Pepperdine University

Howard University

Babson College

City College

Hampton University

Smith College

Mercy College

SUNY Purchase

Rutgers University

Marymount Manhattan College

Meet Brianna Peters

Brianna is an alumna of our 2016 StART Dreaming program. She came to us as a practiced dancer, a responsive actress, and the budding valedictorian of her high school class, making Brianna an easy choice when it came time for us to nominate our selections from our cohort for the competitive Posse scholarship. When Brianna was finally selected to receive the Posse scholarship and the full ride to her college of choice that accompanied it, we rejoiced with her! It's our turn to rejoice with her again now that she's graduated with honors from Smith College with her degree in pre-med!

“The biggest lesson that I learned through my time with Statement Arts was to advocate for myself and when to say no, and developing the confidence required to know my own boundaries. Statement Arts has formed me into the woman I am today, even down to the sense of freedom that was cultivated into us when we directed, planned, and performed our own show that we created. We were able to practice creating, period, then could take those same skills with us to apply to the rest of our lives as we moved forward. If I didn't have the support of Statement Arts, I would've crumbled as one of the only persons of color at Smith. But since I had already learned to occupy my own space and own it proudly, it didn't bother me as much.”

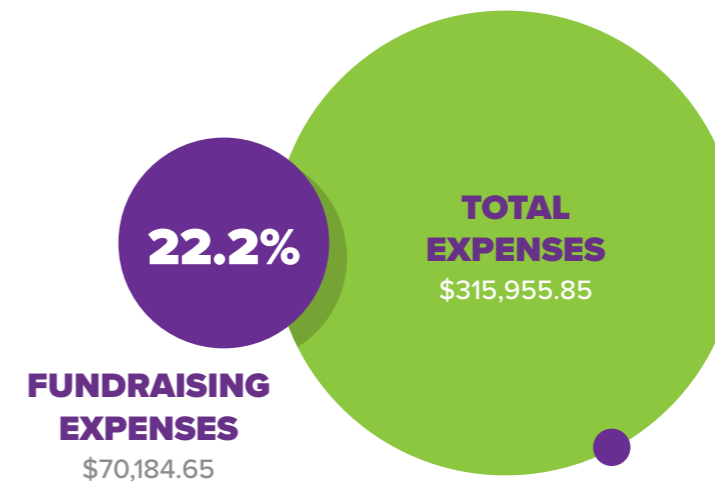
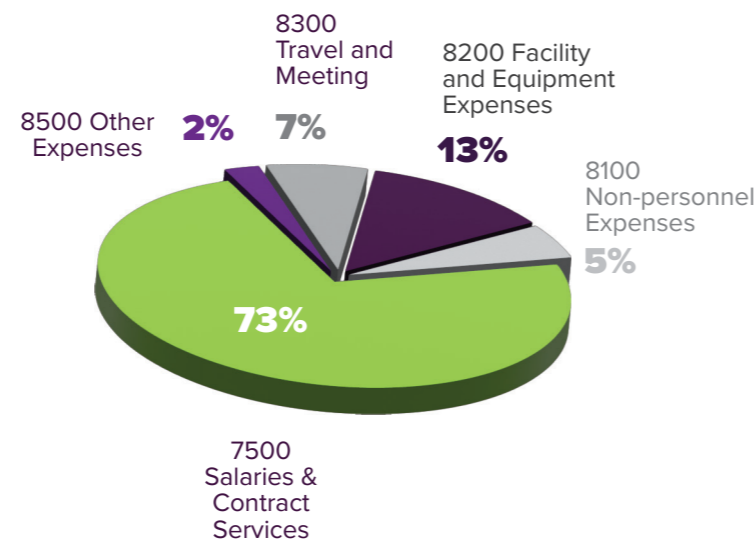
- Brianna Peters, Alumna



2021 Income & Expenses

as of December 31, 2021

Operating Activities	\$	Changes in Cash and Net Assets	\$
OPERATING REVENUE		Total Operating Revenue	366,044.46
Revenue from direct contributions	156,180.43	Total Operating Expenses and Financing Activities	315,955.85
Individual/small business contributions	138,870.51	Increase/(Decrease) in Cash	47,684.92
Corporate Contributions	17,309.92	Cash Beginning of Fiscal Year	188,179.32
Total Revenue from direct contributions	156,180.43	Cash End of Fiscal Year	235,864.24
Special Events Non-Gift Revenues	152,307.03	Increase/(Decrease) in Net Assets	51,124.92
Revenue from investments	17.77	Net Assets Beginning of Fiscal Year	207,066.44
Uncategorized Income	16,611.54	Net Assets End of Fiscal Year	\$258,191.36
Foundations & Trusts (Non-Government)	23,488.00		
Revenue from Government Grants	17,230.00		
Total Operating Revenue	\$366,044.46		
OPERATING EXPENSES			
Program Services	88,467.64		
Management & General (Administration)	39,225.00		
Fundraising	70,184.65		
Total Operating Expenses	\$315,955.85		
Excess/(Deficit) of Operating Revenue over Operating Expenses	\$50,088.61		



Thank You to Our Major Supporters



Morgan Stanley Foundation



Lin Manuel Miranda Family Fund
 New York City Council Member Ydanis Rodriguez
 Curt & Mitzi Hedges
 Jeanmarie & Damien Tener
 Valerie Jackson
 The Janet & Earl Seekins Foundation
 The Loyce & Annette Turner Foundation
 The State Street Foundation
 Susan Baggett & Rick Sergel
 The Omidyar Group
 Ashley Garrett & Alan Jones
 Keith Petrus and Alexis Tener Petrus
 Jim Petrus
 Peter Martin & the Triad Theater
 Our 2021 Online Donors



Letter from the Board

Dear Friends,

In 2021 the ongoing pandemic presented additional challenges for our Statement Arts (StART) Family of students, parents, alumni, volunteers, board, and staff. We have learned that inequity in arts education and technology has become wider than ever before. We also have learned that our holistic approach creates an even bigger impact than we had known. Following the momentum of 2020, we continued to be nimble and agile so that our programs evolved to achieve our mission. Our team was in constant contact with our community to ensure that our program activities were meeting their needs and concerns. COVID-19 vaccines and home test kits allowed us to resume in-person programming in the summer while we continued our virtual sessions in spring, fall, and winter. Despite the pandemic, the support we received from our funders and donors increased by 83% including the Golf Outing Gala that was the most successful fundraiser in our history.

In spring, we continued to support StART Dreaming 2020 students as they received college acceptance and financial award letters by guiding them to make a selection decision carefully. This year's cohort had unusual struggles due to many pandemic-related changes employed by universities, including having to make a selection decision without visiting any schools in person. Once again, StART students had a 100% college admission rate.

We expanded StART Design Lab & Studio program to support alumni of our StART Young and Dreaming programs and held many group sessions, career management workshops, and performing arts workshops. We also had numerous individual coaching sessions to help each alumnus through their unique struggles and challenges as well as their career aspirations and goals.

We were back in the classroom and able to offer in-person classes for both our StART Young and StART Dreaming College Readiness programs. StART Young offered two sessions - one for kids in grades 3 - 6 and the other for grades 7-11. The classes took place at the United Palace in partnership with NoMAA and our final performances were held outside to accommodate our strict COVID protocols at the Morris Jumel Mansion.

Our StART Dreaming College Readiness had a new home for our summer arts intensive sessions - The Triad Theater on Manhattan's Upper West Side. This cabaret-style theater was an ideal location for our StART Dreaming classes and it was a real treat to be in a theater for our final performances before live audiences under strict COVID-19 protocols.

In fall and winter, we continued our StART Dreaming program with mentor sessions to support our 2021 Dreaming students through their college application processes. We continued to leverage the benefits of virtual environments for the mentor sessions and maintained a 1:1 ratio of mentor to student. Based on our lessons learned from the 2020 mentor sessions, we increased emphasis on financial aid guidance for our students in the early stage of the college application process.

In addition, our team and board made significant progress on implementing our 5-year strategic plan throughout the year. We developed an approach to manage, track and report the progress of the implementation. The approach was carefully developed to ensure that implementation of the strategic plan is integrated with programming and operations to mitigate resource constraints that are often critical barriers to successful implementation.

Stay safe and healthy,



JESSIE LEE Director of Operations



Board of Directors

LIZA POLITI

Founder, Artistic Director, and Board Treasurer
Statement Arts

JESSIE LEE

Director of Operations
Statement Arts

ASHLEY GARRETT

Board President
Ashley Garrett Photography

MARCIA GONZALES

Board Vice President
Senior Associate General Counsel
Indiana University

ALEXIS TENER PETRUS

Tener Petrus Associates, PLLC

MINELLY De COO

Senior Advisor
NYC Office of the Deputy Mayor for Operations

MATTHEW DECROSTA

Morgan Stanley

KEITH PETRUS

Morgan Stanley

MARCUS RICHARDSON

Executive Director of Strategic Initiatives
CUNY Brooklyn College



Our team of board members and internal staff spent hundreds of hours researching, presenting, discussing, questioning, refining, and then unanimously agreeing to a vision, a set of common values, and a mission statement. - **ASHLEY GARRETT, QUOTE FROM OUR STRATEGIC PLAN**

Thank You For Your Ongoing Support



statementarts.org

