

2021 Annual Report

FREE ARTS NYC 2021 YEAR IN REVIEW

For 23 years, Free Arts NYC has worked to level the playing field for young artists by providing high-quality arts programming to over 40,000 children and teens throughout New York City. Through partnerships with schools, community centers, and transitional housing facilities in underrepresented communities, Free Arts NYC promotes the self-confidence and resiliency of young creatives.

This year, we took our learnings from 2020 and continued to adapt our programming to fit the needs of our youth. Because of the work of our committed staff, new and old, and the support from dozens of artists, corporate partners, foundations, and dedicated donors and volunteers, we have continued to serve our youth with robust programming and mentorship. We are continuously grateful for the generosity of the Free Arts community.

Over the next few pages, you will read about how we sent art supplies each month to over 1,500 children and families, kept teens and mentors connected through virtual workshops and studio visits, hosted an online gallery showcase with 80 works of youth art, helped 35 teens apply to art school and college, and placed 41 teens in paid summer internships.

2021 has gone by so quickly, and not without its challenges, but as I write this letter from our offices in Times Square, I look forward to the future of Free Arts NYC, which includes a host of new initiatives, including:

- Building a year-round internship and artist apprenticeship program
- Doubling the number of teens we work with
- Bringing back our Free Arts Day program with in-person volunteer opportunities
- Hosting our annual art auction in person after a two-year break

Above all, we look forward to an even better and brighter 2022.

Appreciatively,

Liz Hopfan

Founder & Executive Director



Commitment to Diversity, Equity, and Inclusion

In 2021, Free Arts NYC continued our initiative to deepen our commitment to diversity, equity, and inclusion. As we approached this process, it was crucial for us to first set our intentions in writing and adjust our guiding principles. We developed a DEI statement to guide the direction of future activities on a macro and micro scale:

Free Arts NYC is committed to building equity within the arts and creative professions, and we recognize that oppression and discrimination have resulted in ongoing disparities for the communities that we work alongside. We believe in being intentional that everyone, regardless of economic circumstances, race, gender, sexuality, national origin, or any other differences, feels they can obtain the benefits of meaningful participation in the arts.

Free Arts NYC must amplify diversity within the arts by connecting youth to a variety of opportunities that build their social capital. Inequity is an ongoing issue, and we will meet it with ongoing and evolving efforts. Through strength-based, intentional curriculum design and development of our staff and board's cultural competency, we will more effectively address the needs of those we serve.

Staff have also guided an initiative to evolve our mission statement. In carefully considering how its language impacts our participants, we've developed a new mission.

Free Art NYC empowers youth from underserved communities through art and mentoring programs to develop their creativity, confidence, and skills to succeed.

Beyond setting our intentions in writing and adjusting our guiding principles, Free Arts has taken action by:

- **Creating a DEI task force currently consisting of staff, board and junior board members to develop, direct and and monitor our DEI efforts, with plans to include youth and community partners.**
- **Engaged in three interactive workshops on unconscious bias, operationalizing DEI principles, and ethical fundraising. We plan to double the number of workshops in 2022.**
- **Strengthened our HR policies and reformed our recruiting process to create more equity internally and externally.**

Throughout this process, we've worked with Nonprofit HR, an advisor in DEI-centered practices. Free Arts NYC has made a continued commitment to self-analysis and self-education, and we are now closing the year enthusiastic to execute new plans.

Teen Arts Program

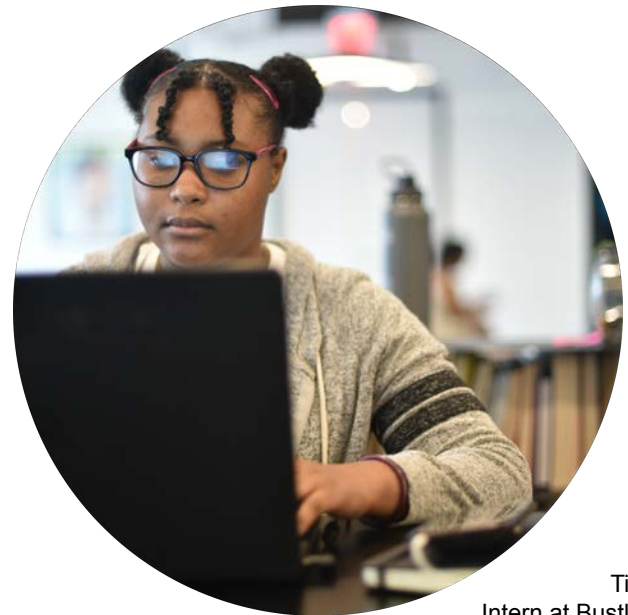
The Teen Arts Program pairs **75 teens**, ages 13-21, **1-on-1 with a mentor** in the creative field to explore the arts academically and professionally. Participants **build a pathway to success** with the support of a long term mentor. Program opportunities include portfolio development, artist studio visits, career exploration and paid internships.

Countless studies show the **long-lasting impact** of 1-on-1 mentoring and workforce development training for youth on high school retention and **graduation rates**, **college admissions**, and **future careers**.

Portfolio Development Over the course of 8 months, teens and mentors work to research prospective schools, develop a visual arts portfolio, and prepare for the rigorous application, interview, and audition process.

Creative Lab Youth and mentor pairs meet bi-monthly, to visit artists' studios, museums, creative companies, and participate in professional development workshops.

Internships High school and college students earn paid internships hosted by creative companies.



Tia
Intern at Bustle
4 years with Free Arts NYC



Teen Arts Program Impact

While functioning virtually again this year, we were able to grow our impact and support middle school, high school, and college-aged participants.

We've expanded our Internships from summer only to a year-round program for alumni. Despite the challenges this year we provided **46 teens with 69 internships at 17 companies.**

100% of TAP participants are **accepted at a school of their choice**

100% of our Portfolio teens were **satisfied with the program**

100% of our Creative Lab teens **demonstrated gains in positive self-esteem and self-management**

95% of TAP participants took part in their **first paid internship.**

87% of TAP participants **made meaningful gains in social capital** – building **positive bonds** with both **mentors**, other **youth**, and **professionals in the field.**

Exhibition tour with Julian Schnabel at The Brant Foundation



School Acceptances

Baruch College
City College of New York
Cornell University
Fashion Institute of Technology
Fiorello H. LaGuardia High
Gramercy Arts High School
High School of Art & Design
High School of Fashion Industries
Hunter College
Lower Manhattan Arts Academy
New York University
Parsons School of Design
The Savannah College of Art and Design
School of Visual Arts
University of Rochester

Creative Lab Company Visits

Blueprint NYC
Building Studio
Calvin Klein
Catbird
Criteo
Designtex
Domino.com
DXA Studios
First Republic
GKids
Kelsey Montague Art
Lévy Gorvy
MAE
Maharam
Nathan Love
Penguin Random House
The Neon Tea Party
Verizon

Artist Studio Visits

Armand, The Honest Crook
Devin Troy Strother
Julian Schnabel
Mel D. Cole
Nora Nieves
Shari Siadat, TOOD

Teen Internship Program

Free Arts helps **level the playing field** by providing our high school and college-aged teens with the valuable experience of understanding professional culture and navigating a career path through paid summer internships.

Research shows that half of jobs come through personal connections. Through the internship program, our teens spend up to **130 hours** at creative companies are building connections that set them up for future success.

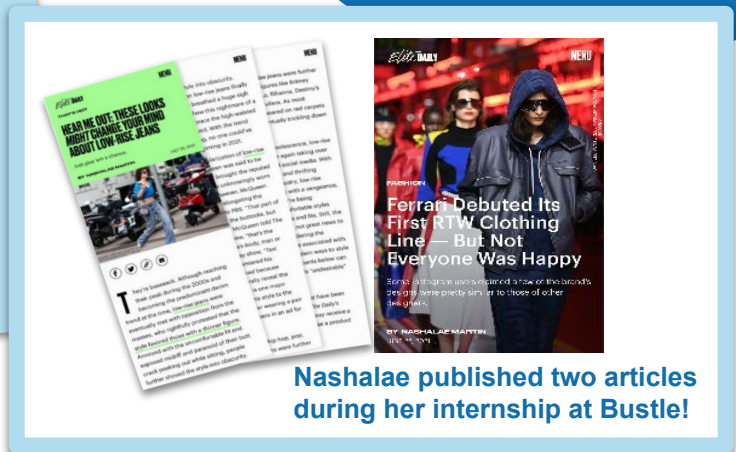
“This program is amazing, you get to meet employers and employees from big companies in the art industry. You get the opportunity to learn so many different things about artist jobs and their experience.”

- Shelby

SUNY Plattsburgh,
4 years with Free Arts NYC



Lindsey made a storyboard sketch in After Effects for her animation internship.



Nashalae published two articles during her internship at Bustle!



A team of Interns conceptualized a Pepsi flavor inspired by KTown nightlife.



Interns designed their own textile patterns that were digitally overlaid onto furniture.

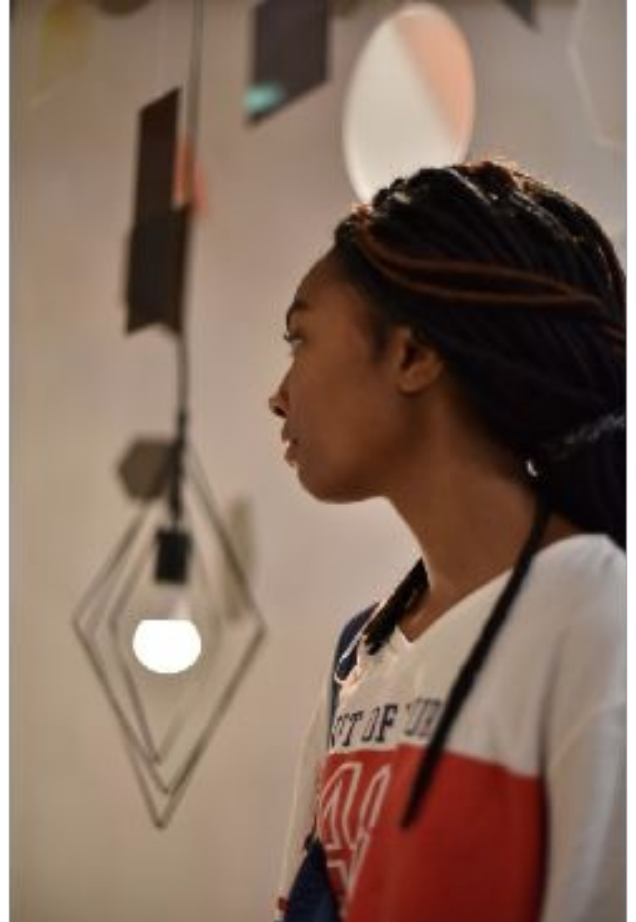


Teen Internship Highlight

*“During this summer internship, I had the chance to do some photo research for various magazines and organize a lot of data. **But I am most proud that I had a chance to pitch an idea to Pinterest and it was accepted.** Though it is still in the works, through my internship I’ve learned about the process and pre-production of a shoot. I have found the information to be extremely valuable in the work I wish to do in the future and some ideas and techniques I may implement in my future projects. **I truly feel like I have found a “home” of sorts at Free Arts.**”*

*They want you to thrive. This program has offered me both artistic and professional skills through workshops, internships, artistic talks, showcases, etc. Through all of these events, there is a group of like minded individuals that soon became a community, while others became friends that I shared artistic goals with. **The support from Free Arts is truly unmatched and I am completely thankful for everything offered here.**”*

- Kalena, 3 years with Free Arts NYC



Free Arts Day Program

60% of children in NYC don't have access to any kind of arts education.

Free Arts provides programming to **1,500+ children** annually through Free Arts Days. More than **50%** of the children are living in transitional housing, making **Free Arts one of the Department of Homeless Services' largest recreational partners.**

Through creativity and dozens of partnerships with our community, we have continued to serve our youth with robust programming.

"It's all about being free, that's what I love about Free Arts. It's all about expression."

- Principal Hernandez, P.S. 123

Free Arts Day at Madison Square Park

Championed by Sarah Stein-Sapir, Chair of the Madison Square Park Art Council, and with support from the Madison Square Park Conservancy and the Ruth Stanton Foundation, 36 children from Graham Windham Summer Camp learned about Maya Lin's site-specific installation Ghost Forest, and discussed climate change and environmental art. Free Arts NYC encourages our youth to find beauty in the natural world.

Through our Free Arts Day program, we highlight artists like Maya Lin, who prioritize sustainability in their work, into our arts education curriculums. Themes of environmentalism are holistically incorporated into our programming approach, whether it's reusing materials, recycled fabrics, or utilizing found objects.



Free Arts Day Program Impact

During Free Arts Days (pre-Covid), volunteers are paired 1-on-1 with elementary-aged youth for an afternoon of art-making and **mini-mentoring**. Free Arts Days **boost participants' creativity and confidence** through thematic art projects and **meaningful connections** with volunteers.

The ability to adapt has always been essential to Free Arts. Although functioning virtually, we have continued to reach over 1,500 youth with through arts education and group participation.



Noah, 2 years with Free Arts NYC
Free Arts Day with Mason Lane,

Over the last year, we have:

In partnership with **Supplies for Success** sent **monthly art kits** and multilingual activity packets to **17 high-need transitional housing facilities & community partner sites**.

Launched a **bi-monthly Art Club** for students ages 9-12.

Launched **weekly Zoom Free Arts Days** with **9 community partners**.

Curriculum includes artists such as **Suchitra Mattai, Takashi Murakami, Nina Chanel Abney, and Devin Troy Strother**.

18,000 art kits sent to **1,500+** children

135 children served weekly through Zoom FADs

88% of youth observed **displayed confidence** in their artwork.

100% of youth observed actively **used their imaginations** while creating art.

14 Art Club Sessions

“Free Arts NYC has been the most responsive and effective in getting help to kids who are desperately in need of educational and cultural resources and supplies during the pandemic.”

- Antonio Rodriguez

Director of Special Events Office of External Affairs,
Department of Social Services



Volunteer Engagement

In response to a continued need for virtual employee engagement, we offered **remote team building** and **volunteer activities** for groups of up to 100. These opportunities allowed employees to remain connected to each other and **continue to give back** to an organization they value.

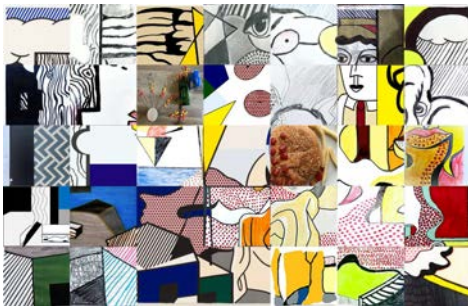
In addition to these curated events, our corporate partners collectively hosted **virtual company visits** and **resume workshops** for our teens; offered **pro bono assistance** with video production, legal and HR support, translations, **supply drives**; packed **art kits** and participated in **virtual runs**.

This year **60 companies** and over **1,400 employees** were instrumental in helping the Free Arts community.



BNP Paribas card making party

Artnet * Bank of America * Bloomberg Philanthropies * BNP Paribas * Brown Rudnick
Capital One * Christie's * Citi * Deutsche Bank * Dragon Rouge * First Republic
Goldman Sachs * Goodwin Procter * Group Nine Media * Hermès * J.Crew * Kargo
KKR * Lumen * McKinsey & Company * NBC Universal * PwC * Salesforce * Schonfeld
Foundation * Shearman Sterling * Sony * Sotheby's * The Washington Post * Traveler's
Uber * UBS * Verizon * ViacomCBS * Warby Parker * Weil Gotshal & Manges * WSGR



Art2

To encourage team building, each employee recreated a section of a work of art to piece together into a new masterpiece.

Art Kit Packing

With support from our partner Supplies For Success, groups of corporate volunteers packed art kits for 1,500 youth.

Virtual Art Parties

Card, mask and game making offered a much needed break during the online day.

Partnerships

As an inspired arts organization, we're grateful to partner with brands and creatives whose ethos aligns with our mission. We're stronger together and we love championing our supporters whose generosity nurtures creativity and helps lift up the next generation of artists.



Tiffany & Co.

In celebration of a growing partnership, Tiffany & Co. donated **\$250,000** from purchases of the 2021 Advent Calendar to Free Arts NYC.

Tiffany & Co.'s new Advent Calendar transforms the traditional holiday countdown into a canvas featuring the art of Jean-Michel Basquiat's Equals Pi (1982).



FUTURA & Vistaprint

Donated proceeds from the sales of a limited edition designed face mask in support of our programs.



New York Road Runners

30 runners ran the 2021 TCS New York City Marathon. Shirts were designed by **FUTURA** and donated by **Uniqlo**.

Bluestone Lane hosted a pre-run brunch for our runners.



Friends With You

released an NFT with **Diplo** to support Free Arts NYC in lifting up the next generation of artists.

Arta
Artspace
Bandits
Beyond The Streets
BLICK
Calvin Klein
Carolina Herrera
Efdot
Fleur du Mal

ICNCLST
iHeartMedia
Jonathan Richetts
LeRoy Neiman Foundation
LXR
MAE
Original Penguin
Phaidon
Renna Jewels

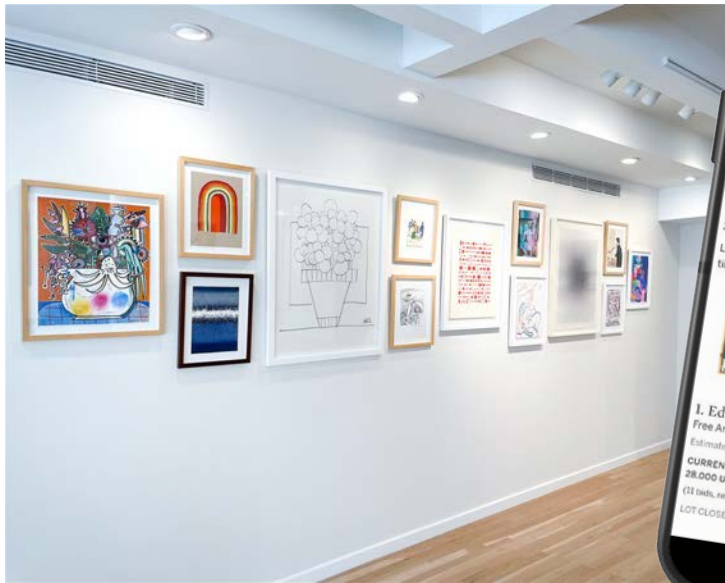
Room57 Gallery
Smart D2 Playrooms
Sotheby's
Supplies for Success
The Brant Foundation
The Neon Tea Party
The S Thing
Tribe Called Champ
Uniqlo

Annual Art Auction

FREE ARTS NYC 22nd ANNUAL ART AUCTION SUMMER IN SEPTEMBER SHOW

Special thanks to **Sotheby's** for hosting the auction online and **Room57 Gallery** for showcasing the incredible work!

Because of the generous support from our creative community, we are able to **continue providing crucial art and mentoring programs** for elementary age children and teens; empowering them to develop their creativity, confidence, and skills to succeed.



On view at Room57 Gallery and online at Sothebys.com



Thank you to our
contributing artists for
championing our
mission!

Derek Aylward
Patrick Berran
Sanié Bokhari
Maria Calandra
DABSMYLA
Christopher Dunlap
Marcel Dzama
Matthew F Fisher
Erik Foss
Sean Gannon
Elizabeth Glaessner
Pam Glick
Eric Haze
Dmitri Hertz
An Hoang
Roxanne Jackson
Todd James
Leasho Johnson
Susumu Kamijo
Matt Kleberg
Elisabeth Kley
Koak
Matt Magee
Eddie Martinez
Anthony Miler
LeRoy Neiman
Danielle Orchard
Pietro Pasolini
Gear Patterson
Shannon Peel
Carlos Rolón
Mason Saltarrelli
Marcus Leslie Singleton
James Ulmer
Paul Wackers
William Wegman



Artspace and Phaidon
released an exclusive limited edition
print, with **Devin Troy Strother**,
Grateful Dead Afro Cat Show, 2021
benefitting Free Arts.



Carolina Herrera
donated four one-of-a-kind bags
hand painted by **Gear Patterson** to
the annual auction.

Free Arts NYC Program Partners

Community Partners

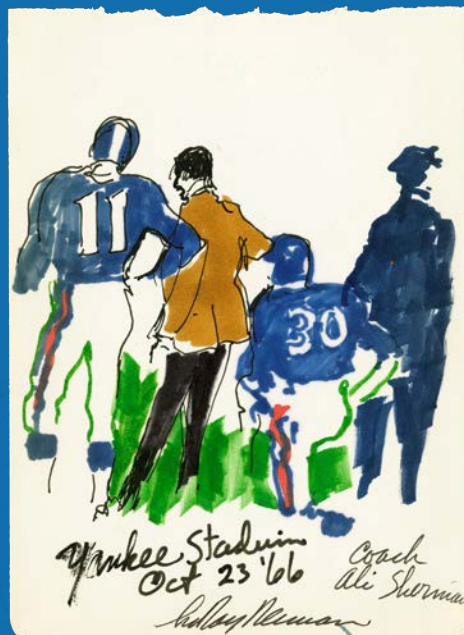
Achievement First Apollo Middle Charter School
Central Park East
Children's Aid Society: Dunlevy Milbank Center
Dr. Richard Izquierdo Health & Science Charter School
Graham Windham
Grand Street Settlement
Rutgers Cornerstone
HS of Fashion Industries
LSA Family
Millenium Art Academy
Mott Hall II
Pelham Lab High School
Theatre Arts Production Company HS (TAP co)
University Settlement @ PS 134 (Compass)
University Settlement OST @ PS63
University Settlement: Cornerstone Campos Plaza

Department of Homeless Services Sites

Adam's House
Anchor House
Briarwood
Bridge
Bridgehaven
Crystal's Place
Hospitality House
Junius
Saratoga
Springfield
Theresa's Haven
Urban Strategies: Dean St
Urban Strategies: Fannie Barnes Residence

LeRoy Neiman Foundation

We are so grateful to be a recipient of a LeRoy Neiman Foundation grant honoring the artist's 100th birthday. This generous donation helps us continue to grow our programming, create access and opportunity for our youth, and incorporate artists such as LeRoy Neiman into our arts education curriculum.



Drawing donated to Annual Auction

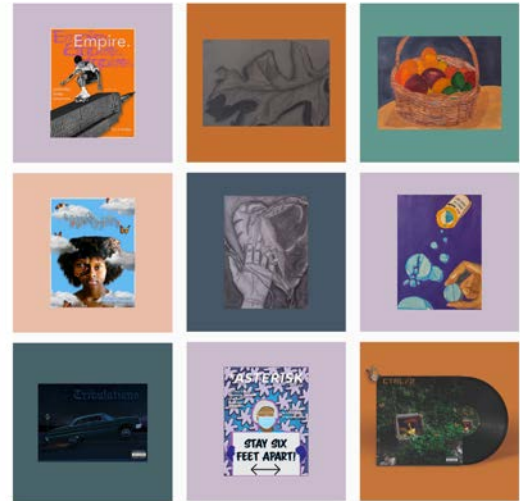


LeRoy Neiman in Studio

Teen Updates & Highlights

“Participating in the Teen Arts Program has been one of the greatest things that has impacted my life. Without it, I wouldn’t be on the path I’m currently on. If it wasn’t for Free Arts, I wouldn’t have realized that I’m interested in graphic design and art direction or have the courage to pursue a career in the arts. I was able to intern at art galleries, architecture firms, and even shadow art directors at a media company. The program changed my life for the better.”

- Joyce, City College, 3 Years with Free Arts NYC



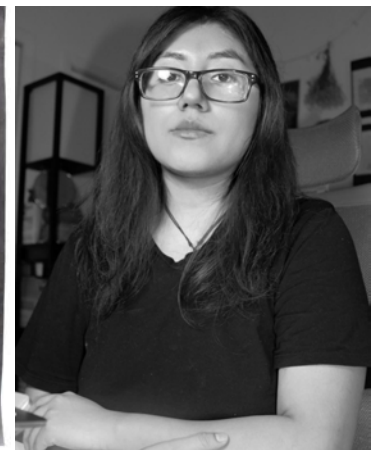
Joyce, *Joyce's Journey* 2021



Jose, *Family* 2021

“The first time I showed my artwork in public was at our Annual Youth Showcase at Sotheby’s. It was a very exciting memory that I remember vividly. I wasn’t sure about college at first, but now I’m in my first semester at Hunter College and majoring in Studio Art. My dream is to become a comic book artist!”

- Jose, Hunter College, 7 years with Free Arts NYC



Sandra, *Self Portrait* 2021

"I feel more confident with the amount of knowledge I have gained about art. Free Arts has continued to provide a support system for my dreams and that has made me feel very confident to pursue my dreams."

- Sandra, School, 13 years with Free Arts NYC



Cover Art by:
Melody Suero, High School of Fashion Industries, 1 year with Free Arts NYC
Monkey Business

“The title comes from the reality that we blame animals for acting like animals, but at the same time, we are more violent. We are the top predators. In this painting, I would like to show the true nature of man. They act like they know it all, they act like they have everything in control, like they are so civilized.”

2021 Corporate & Foundation Supporters

\$100,000+

Tiffany & Co.
The Ruth Stanton Foundation

\$50,000+

Arison Arts Foundation
KKR
Mostyn Foundation Inc.
Supreme
Verizon Media
Vistaprint

\$20,000+

Arnow Family Fund
BNP Paribas
Bloomberg Philanthropies
Calvin Klein
Citibank
Deutsche Bank
Hollertronix LLC
Friends With You
LeRoy Neiman and Janet Byrne
Neiman Foundation
Office of the New York City
Comptroller
PricewaterhouseCoopers
Schaps Family Foundation
Sotheby's
Verizon Foundation

\$10,000+

Capital One
Christie's
Disney
Goldman Sachs
Herman Miller
The Richard and Natalie Jacoff
Foundation
James B. Mintzer Foundation
Muna & Basem Hishmeh
Foundation
Sony Corporation Of America
Theodore Eckert Foundation
UBS
White & Case LLP

\$5,000+

AEO Foundation
Beyond The Streets
Endaoment
First Republic Bank
Guggenheim Partners
ICAP

LXR
NBCUniversal
Ralph Lauren
Salesforce
Schonfeld Strategic Advisors
The Shulman Family Foundation
Warby Parker
Washington Post
Weil, Gotshal & Manges
Wells Fargo

\$1,000+

Artnet
Bank of America
Brown Rudnick LLP
Dragon Rouge
Edward & Verna Gerbic Family
Foundation
Frame
Goodwin Procter LLP
Group Nine Media
Hermes
Indus Capital Partners
Joneswork
JCrew
Kargo
MAE
Onex
Original Penguin
Paramount
PIMCO
Pittsburgh Foundation
Shearman and Sterling LLP
The S Thing
Smart Playroom
Traveler's Insurance Company
Visit.org
Wilson Sonsini Goodrich &
Rosati Foundation
Zampella Family Foundation

In Kind

Blick Art Materials
Bloomberg Philanthropies
Bombas
Different Puzzles
Pepsi
Room 57 Gallery
RxArt
Sotheby's
Supplies for Success
Uniqlo

Financials

Balance Sheet

ASSETS	
Cash	273,522
Investments	1,050,418
Unconditional Promises to Give	139,052
Prepaid Expenses & Other Assets	53,856
Property and Equipment, At Cost, Net of Accumulated Depreciation	52,980
Total Assets	1,569,828
LIABILITIES & NET ASSETS	
Accounts Payable and Accrued Expenses	15,717
Other Liabilities	0
Total Liabilities	15,717
Unrestricted Net Assets	1,385,611
Temporary Restricted Net Assets	168,500
Total Net Assets	1,554,111
Total Liabilities & Net Assets	1,569,828

Revenue & Expenses

SUPPORT & REVENUE	
Grants, Contributions and Fundraising Events	2,230,983
Donated Services, Materials, Use of Facility	44,171
Other	23,327
Total Revenue	2,298,481
EXPENSES	
Program Services	1,302,542
Management and General	207,155
Fundraising	305,086
Total Expenses	1,814,783
INCREASE IN NET ASSETS	
Total Increase in Net Assets	407,198
Net Assets, Beginning of Year	1,146,913
Net Assets	1,554,111

Board of Directors

Dana Finesilver Dana Finesilver Design
Eddie Martinez Artist
Jon Meyers Principal, HR&A
David Mielke Retired Partner, PwC Deals Practice
Linda Schaps MA, MSW
Richard Schaps CEO, Van Wagner Communications
Leslie Slover
Trina Storfer Co-Founder, Orchard Street Ventures
Carol Suchman Investor, NYVP.com
Renier van Aswegen Principal, PwC Deals Practice

Junior Board

Andrea Offner Senior Director, Sales, Insider Inc.
Andrew Stone Vice President of Marketing, Bluestone Lane Coffee
Anne Whiting Sustainability Partnerships (Manager - Refashion Week), Sanitation Foundation
Bernadette Deangelis Senior Project Manager, Transformation Management Office, Tapestry
Casie Kowalski Architecture & Design Manager, Ralph Lauren
Emmy Liss Independent Consultant, Emmy Liss Strategies, LLC
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Matt Hoyle
Michael Lazar Partner, McKinsey & Company
Nickey Lea Engineer, KS Engineers
Nicole Bouchard Partner, Brown Rudnick LLC
Peter Brockman Sr. Account Manager, ICNCLST
Rachel Kunz Deals Director, PwC
Ronak Daya Head Of Financing Products, Coinbase
Sarah Fleischer Interior Designer, SFR Interiors
Stephanie Mcneil Senior Fine Art & Collections Specialist, Chubb
Vinutna Veeragandham Risk Analyst, Goldman Sachs

Community Partners

Achievement First Apollo Middle Charter School
Central Park East
Dr. Richard Izquierdo Health & Science Charter School
DREAM Charter School
Graham Windham
Grand Street Settlement Rutgers Cornerstone
HS of Fashion Industries
LSA Family
Millenium Art Academy
Mott Hall II
Pelham Lab High School
Theatre Arts Production Company HS (TAP co)

Department of Homeless Services Sites:

Adam's House
Anchor House
Briarwood
Bridge
Bridgehaven
Carmen's
Compass @ P.S. 134
Crystal's Place
Hospitality House
Junius
Saratoga
Springfield
Theresa's Haven
Urban Strategies: Dean St.
Urban Strategies: Fannie Barnes Residence
Flagstone
Gloria's House
St. Johns
Rachel's Place
Flushing

There Are No Mistakes In Art

