



# 2016 ANNUAL REPORT

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Turning Negative Energy Positive



March 2017

Dear Friends,

This past year marked our fifth anniversary, and we took advantage of the occasion to both celebrate our past and embrace our future. The result was a new name, The Art Therapy Project, which better reflects our focus on the collaborative and ever-evolving nature of our work and our organization. Along with the new name came a refreshed mission statement, a sharpened brand, and a dynamic new website reflecting updated content and our new visual identity. During this process and throughout the year, enthusiasm for our mission, which was very strong already, continued on its upward trajectory.

The year 2016 was noteworthy for a number of important accomplishments. Our art therapy programming achieved new levels of growth. During the year our art therapists worked with 26 program partners to facilitate 970 group art therapy sessions (a 12% increase over the prior year), serving a record 1,176 clients (a 9% increase). We were particularly excited to see a dramatic 42% increase in veterans programs, and we expanded our youth programming by integrating a narrative and creative writing element made possible through the support of The Nicole Schiffman Foundation. Many of our clients were able to present the artwork created during their art therapy sessions at three separate client art exhibitions held during the year, including one held at the Manhattan VA Hospital. We look forward to further expansion of our adult, youth and veteran programs in 2017. Lastly, The Art Therapy Project was proud to be recognized by two highly respected watchdog groups: the Better Business Bureau awarded us their Seal of Approval, and we achieved Gold Star Status by Guidestar.

We are grateful to the School of Visual Arts for their ongoing and generous support, and to the international law firm Clifford Chance for their willingness to provide valuable legal guidance to us on a pro bono basis. We rely greatly on a talented group of volunteers, student workers and interns, whose work is critical to keeping the organization humming and is much appreciated. We welcome a new member to our Board of Directors: Jennifer Cuminale, Manager of Public Relations at Christie's. She and the other members of our Board and Advisory Council are passionate about The Art Therapy Project and contribute greatly to our success.

The Art Therapy Project remains the only nonprofit in New York dedicated solely to art therapy, and the demand for our services continues to swell. In spite of our own significant growth, the waiting list of organizations and potential clients seeking our help is getting longer. Consequently, achieving our goal of helping all of those in need of our services requires the continued support of those individuals, strategic partners, foundations and companies who have supported us in the past, as well as our newest friends and supporters. We look forward to working with all of you in 2017 and beyond.

With much appreciation,

A handwritten signature in black ink, appearing to read "David Wasserman". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

David Wasserman  
Chairman

## WHAT IS ART THERAPY?

Art therapy is a treatment method that uniquely combines art and psychology to explore the problems and potentials of individuals. It is a specialized way of using the power of the creative process as a vehicle for healing, communication, self-expression and personal development. Art Therapy focuses on the process of art-making itself, rather than the finished product, as a means of healing. An Art Therapist needs the knowledge of the visual arts and the creative process, and an understanding of human development as well as psychological and counseling theories and techniques.

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Texture was the theme of the spring Client Art Fair. Texture is a universal theme that is easily addressed by the broad scope of populations with whom we serve. Art work ranged from a series of mandalas and photographs to altars and paintings.

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### **The Art Therapy Project - Nicole Schiffman Foundation Creative Arts Program**

Through a generous grant from The Nicole Schiffman Foundation, The Art Therapy Project was pleased to incorporate the written narrative as part of our program offerings. The creation of the trauma narrative through art, writing, and discussion can assist trauma survivors in shaping memories and experiences, establishing necessary connections to allow individuals to exist in the present while keeping the traumatic experience in its place in the past. The Art Therapy Project-Nicole Schiffman Foundation Creative Arts Program focuses on adolescents and young women who have experienced violence in their past.

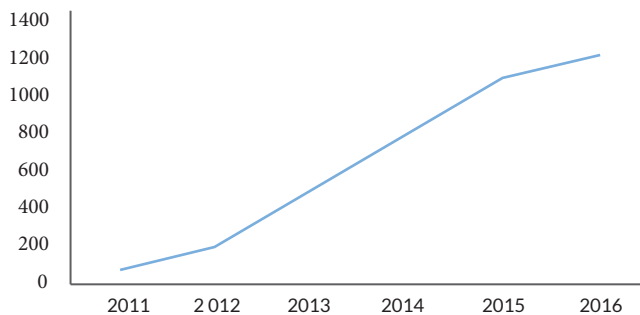
Teenagers love to talk about what they think and feel, but ironically they often do not have the words to accurately convey the things they're truly thinking and feeling; sometimes they're not even really sure what their true thoughts and feelings are in spite of all the apparent talking! They might just be anxiously or uncomfortably aware that what is inside is not matching what is coming out. Through supplementation of the metaphor driven directives of Art Therapy with elements of creative writing, teenagers at The Children's Village are afforded the opportunity to create their truths through their imagery and then discover the words of their truth through their writing.

When given the directive to create an "exquisite corps" (a shared drawing in which three participants create a third of a body without seeing first the other contributions), students were able to project onto the silly and impossible monster their feelings of not being at home, and feeling out of place. For these transient youth, who are often in limbo between homes and safe spaces, it is a very important theme for which to find and express in words.

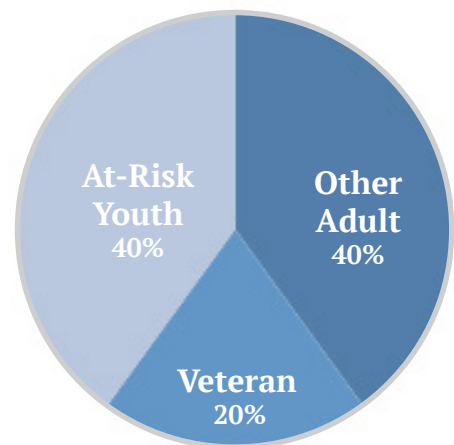
## 2016 PROGRAM NEWS

We are proud to have served 1,200 clients in one year and we remain committed to serving low income and other marginalized populations. We are honored to work in collaboration with some of NY's most respected non-profit organizations and hospitals who help to identify those most in need of art therapy services. For a complete listing of our program partners please visit our website: [www.thearttherapyproject.org](http://www.thearttherapyproject.org)

### Annual Clients Served



### Populations Served



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### What our program partners are saying

*"Settlement Houses are places of community, learning, and opportunity. The Art Therapy Project and members of United Neighborhood Houses of New York share a commitment to helping New Yorkers build on their strengths and overcome challenges. We are grateful to The Art Therapy Project for enriching settlement house programming and giving people a way to envision and create a positive future."*

- Lynn Appelbaum, Deputy Executive Director, United Neighborhood Houses

*"We are beyond grateful for the impact The Art Therapy Project has on our children and young adults. Through creative expression and skillful counseling, our kids have the opportunity to: express and process the challenges of their childhoods; recognize their own courage, bravery and talent; and create hope for their futures. We have seen their self-esteem and ability to handle complex emotions improve significantly. And, they have so much fun doing it. Thank you for making this possible for our children!"*

- Jess Dannhauser, President & CEO, Graham-Windham

*"The art therapy group on 3B has a calming effect on our patients as well as promoting bonding and camaraderie within the group. Another benefit of the group is the lasting effect of the calmness throughout the rest of the day. All in all our patients look forward to you coming every Wednesday and how you build them up and help them improve their self-esteem. Great work and great group."*

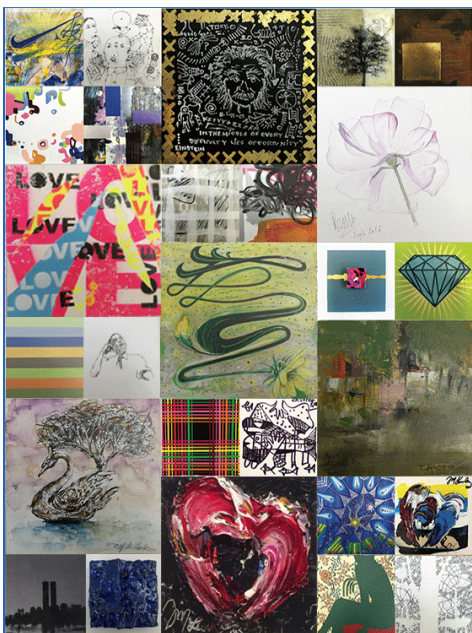
- Ray Zacchio, Supervisor, Chemical Dependence, Mount Sinai Beth Israel

*"VA New York Harbor Healthcare System and our Veterans who engage in The Art Therapy Project find the experience to be truly life changing. Veteran participants are consistently enthusiastic about the workshop environment, the art therapists and the overall value of being part of The Art Therapy Project. The Art Therapy Project-VA partnership has modeled the therapeutic effectiveness achieved by facilitating a space and providing guidance for Veterans to create meaning and insight from emotions and trauma. The success of our first showcase hosted last October at VA's Manhattan Campus, (Paradox) speaks volumes on what the Art Therapy Project-VA partnership has accomplished."*

-Pio J Cabada, RYT, MPA, LCSW; Department of Veterans Affairs

## 5<sup>th</sup> ANNIVERSARY CELEBRATION

Our 5th Anniversary Celebration in October was a great evening! We were proud to recognize the achievements of ATOC's earliest days, and reveal our new name and logo to 200 friends and supporters. Highlights of the evening included remarks from a client who spoke to the safe environment and camaraderie she receives from us and a breath-taking client art exhibit. The Silent Auction and record-breaking Paddle Raise, combined with ticket sales and other contributions, raised \$90,000 for The Art Therapy Project.



Tiles donated by artists from the Affordable Art Fair NYC 2016 Fall Edition



photos by Ira Fox

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## AFFORDABLE ART FAIR NYC 2016

The Art Therapy Project was pleased to continue as the Official Non-profit Partner of Affordable Art Fair NYC. 2016 programming and donated original art work which we auctioned raised more than \$5,000 to support art therapy programs for youth and adults.

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## What our funders are saying

*The Patrina Foundation*

*"The Patrina Foundation has been a proud supporter of the Female Veterans program at The Art Therapy Project since its inception. Being a small foundation, we pride ourselves on funding worthwhile up-and-comers. We understood from the beginning, that this program addressed the women's needs in a safe and healing environment – and it gets better each year."*

*– Kara D'Angelo, Executive Director*

*Variety The Children's Charity of NY*

*"Variety the Children's Charity of New York has been a long time believer in the power of therapeutic arts programs. It is organizations like The Art Therapy Project that inspire us to fund the organizations we do. They are dedicated to developing improved coping and communication skills for our youth, skills that can help them make better decisions and choices at school and home."*

*– Kerry Maloney, Interim ED*



**The Art Therapy Project is pleased to acknowledge and thank the many individuals, foundations and companies who generously supported our work in 2016:**

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**Benefactors (\$25,000+)**

The Jade Foundation  
The Megara Foundation  
Tom and Jessica Rothman Charitable Fund

**Sponsors (\$5,000-\$9,999)**

The Barker-Welfare Foundation  
Nancy and Chris Plaut  
Lauren and Yoav Roth  
School of Visual Arts  
The Weininger Foundation

**Ambassadors (\$1000-\$2,499)**

Anonymous  
Aquarius Aquariums  
Brenda and David Bass  
Bonnie and Steven Brenner  
Laura Chamberlain and Mark Stein  
Cynthia Cuminale  
Meg E. Dodge  
Exploring the Arts  
Laurie and Stephen Girsky  
Goldman Sachs Matching Gifts  
Jayne Goodman and Robert Lipman  
Sue and Neil Greenberg  
John Jay College of Criminal Justice  
Meryl and Mark Kravietz  
Meltzer Media Productions  
Jill and Wayne Price  
Sheryl and Joseph Punia  
Rachel's Place  
William Carl Radke  
Laurie and David Ridell  
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Sotheby's  
Sharon and Paul Strain  
Barbara and Marc Weissberg

**Patrons (\$10,000-\$24,999)**

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The Patrina Foundation  
The Nicole Schiffman Foundation  
David D. Smith Family Foundation

**Partners (\$2,500-\$4,999)**

Affordable Art Fair NYC  
Lisa and Rob Alpert  
Andrews Building Organization  
Sandy and Jeff Cohen  
Diane Duckler and Iven Taub  
Mychal Harrison  
Rosalie and Paul Meltzer  
Morgan Stanley  
ORSID Realty Corp.  
Rebecca and Gary Perlow  
Robin and Eric Schuss  
The TJX Foundation  
Variety the Children's Charity of NY  
Wells Fargo Foundation

**Supporters (\$500-\$999)**

Irwin Abouaf  
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Martha Dorn  
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Elisa Contemporary Art  
Mark and Sylvia Foster Charitable Remainder Unitrust  
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Jane and Bill Havemeyer  
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Edward Miller  
Debbie and Lee Mittleman  
Rhonda Nieder and Nathan Fridman  
Melinda and Steve Pessa  
Nancy Phlegar  
Debbie and Jeffrey Putterman  
Gail and Gary Schreiner  
Merryl and Larry Siegel  
Ronda and Don Sievers  
Debbie and Mark Tobin  
Wolinsky Family Foundation  
Ellen Yass and Peter Simon

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**Tributes and Memorials were gratefully received for:**

Irwin Abouaf  
Paul Commarato  
Martha Dorn  
Mark and Sylvia Foster  
Vicky Markham  
Jules Patricof  
Sylvia Sabes  
David Wasserman

## Friends (\$250-\$499)

Anonymous  
Judith and Alan Appelbaum  
Art of Hope  
Ash+Ames LLC  
Hayley Barton and Jeffrey Salomon  
Patty and Andrew Bauman  
Lori and Robert Brandon  
Scott Canner  
Lindsey and Brian Charles  
Elizabeth Collier & Ronald Cacciola  
John Conn Photography  
Ellen and Scott Cooper  
Karen and Charles Dorn  
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Deborah Farber  
Gillian Fisher  
Barbara and Warren Gebhardt  
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Cathy and Howard Stein  
Ahn Hee Strain  
Deborah and William Walters  
Dana Wasserman  
Philipa Wharton  
Roberta and Joel Wolinsky

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**The Art Therapy Project is grateful for each and every gift we receive. For a full list of our 2016 supporters including the generous donors of auction items for the 5<sup>th</sup> Anniversary Celebration, please visit our website:**  
[www.thearttherapyproject.org](http://www.thearttherapyproject.org)

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## Special thanks to the following individuals and companies for their generous donations of time, products and services throughout the year:

Irwin Abouaf  
Affordable Art Fair NYC Staff  
Catherine and Glenn Barton  
BorsaWallace  
Brooklyn Brewery  
Ryan Buffkin  
Jennifer Burns  
Clifford Chance  
Susan Cohen  
Analisa Dillingham  
Elisa Contemporary Art

Leslie M. Faerstein  
Fifth Avenue Presbyterian Church  
– Womens Association  
Lupe Fraker  
Grand Army  
Michael Grant  
GuS, Grown.up Soda  
Lee Heinen  
Laura Hetzel  
Effie Kline-Salamon  
Amy Levine

Marchesa  
Debbie Mittleman  
Mr. Dog NY  
Sheryl Punia  
Nancy Rosenberger  
Jeffrey Salomon  
School of Visual Arts  
Sotheby's Employee Art Exhibition  
SVA MPS Art Therapy Department  
SVA MPS Branding Department  
The Art Therapy Project Advisory Council

The Art Therapy Project is deeply grateful to Tom Guariello, Mark Kingsley, Debbie Millman, and students of the Class of 2016 SVA MPS Branding Department for working with us as we celebrated our fifth anniversary. With their generous donation of time, talent and creativity, the Branding Team helped us review and refresh our brand, our name, our messaging and our narrative. By re-branding our organization, The Art Therapy Project hopes to communicate the collaborative spirit and evolving nature of our work.

The Art Therapy Project is also very appreciative to Grand Army, who took our new name and narrative and designed a wonderful new logo that will carry us well into the future.



## MISSION

The Art Therapy Project is dedicated to helping trauma survivors through the creative process. Centered around challenges of Family, Violence and Health, we are the only nonprofit in New York dedicated solely to providing guided art therapy to those seeking hope and support. We go beyond traditional talk therapy. Our clients and art therapists work together to turn negative energy positive.

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### 2016 BOARD OF DIRECTORS

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