

Annual Report 2020



[THEARTTHERAPYPROJECT.ORG](https://thearttherapyproject.org)
[@thearttherapyproject](https://twitter.com/thearttherapyproject)

A letter from our Founder.

Dear Friends,

Last year, as the pressure of living through a pandemic grew, the feelings of isolation, loss, grief and anxiety touched everyone and mental health became a major headline. The New York State Health Foundation released a report, *Mental Health Impact of the Coronavirus Pandemic in NY*, based on data collected from their *COVID-19 Household Pulse Survey*. One of the key findings states, **“The proportion of New Yorkers reporting poor mental health has remained high throughout the pandemic reaching 37% of adult New Yorkers and 49% of young adults in October 2020.”** COVID-19 and the social unrest that took place this past year brought on a new wave of emotional challenges for our clients.

I am proud The Art Therapy Project was able to quickly pivot our programming and care for our clients despite the difficult environment. [TeleArt Therapy](#) became our new model for providing art therapy online and actually eliminated several barriers that previously prevented clients from receiving services, such as transportation issues and scheduling conflicts. Within three weeks of the pandemic lockdown, our team developed and launched four TeleArt Therapy groups; [we are now running 16 online groups](#).

In addition to offering this new method of service delivery, The Art Therapy Project conducted [wellness workshops](#) focused on mindful art-making and the power of creativity. These workshops address a range of issues including health anxiety, COVID-19 related grief and loss, PTSD and burnout prevention for essential workers and caregivers, and the transition to workplace re-entry. The Art Therapy Project became a vital resource for many struggling with the throes of COVID-19, and our work evolved into an opportunity to educate more audiences on the power of art therapy.

In addition to our accomplishments in programming and clinical care, The Art Therapy Project achieved other organizational goals in 2020 including:

- First place winner for [10 x 10 Philanthropy's](#) New York Event and raised over \$8,000
- Launched a unique coloring page challenge during quarantine, [#Coloring4Calm](#)
- Began exploring how we, as a thought leader, can increase awareness about the stigma of mental health in [communities of color](#)
- Kicked off our 10th Anniversary and raised over \$70,000 from our first virtual fall event, [Celebrate Art Therapy in Action](#)
- Held our first [digital client art exhibition](#), [Sifting Through the Now](#)
- Developed a community partnership with [UNIFY THE TIES](#) resulting in media coverage in [New York Magazine](#) and [People Magazine](#), as well as much needed funds for our new TeleArt Therapy programs

It was an incredibly difficult year for many nonprofit organizations and, sadly, many were forced to close their doors due to financial issues. I want to express my thanks to all of the individuals, foundations and other supporters who went above and beyond to help The Art Therapy Project successfully manage the financial impact of the pandemic. While the Board took measures to reduce expenses, we would not have finished the year so financially sound without the increased annual gifts and lifting of restrictions on funds that many of our supporters so generously offered.

We continue to work hard to meet the mental health needs of New Yorkers and are still expanding TeleArt Therapy programming and transitioning clients to this new format. Returning to a “new normal” will have its own set of physical and emotional challenges. It is gratifying to know we have a committed community of supporters, stakeholders, program partners, sponsors, clients and staff to help us successfully move forward.

[David Wasserman, Founder and Chair](#)
[The Art Therapy Project](#)

01

JANUARY SHADOW BOX

The Young Professionals Leadership Group hosted a fundraiser at Shadow Box to kick off 2020. They raised over \$1,000 for programs supporting survivors of domestic violence. Funds supported art therapist fees, art materials and client transportation costs.



02

10 X 10 PHILANTHROPY

The Art Therapy Project participated in 10 x 10 Philanthropy's New York fundraising event at the end of January alongside two other local organizations, Teens for Food Justice and The Adventure Project. All three organizations pitched their stories and mission to two "sharks," Anthony Svirskis and Camilla Barungi, and took questions from the 150-person audience. TATP came in first place and raised more than \$8,000 for our art therapy programs.



03

FEBRUARY THIRD PARTY FUNDRAISERS

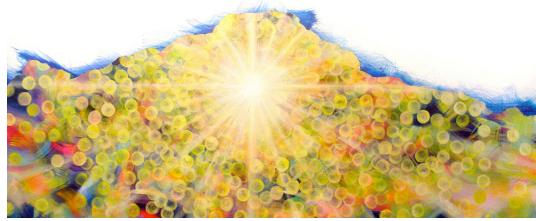
Jenna Martinez from Adobe Inc. hosted a third-party fundraiser featuring a candle-making workshop for employees, which raised \$2,500 for our art therapy programs. Another third-party fundraiser organized by Viking Volunteers, a student-run group from South Brunswick High School, held a Paint Night and raised \$2,000 for our programs.



04

MARCH
HEAL: IN COLLECTIVE THOUGHT WITH NATURE

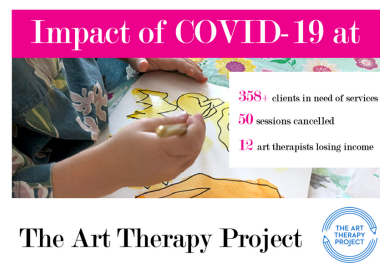
The Art Therapy Project received proceeds from an art exhibition, [HEAL: In Collective Thought with Nature](#), at [Jadite Gallery](#) in Chelsea. This event was organized by artist Jacki Davis and the artwork featured was a response to emerging social, political and environmental concerns. The opening reception attracted an engaged crowd and was the last night out for many as the pandemic lockdown started only a few days later.



05

APRIL
TELEART THERAPY

Since COVID became a part of our lives in March of 2020, The Art Therapy Project transitioned in-person art therapy programming to online [TeleArt Therapy](#) sessions. The first TeleArt Therapy Groups served [sexual assault survivors](#), individuals from the [LGBTQAI+ community](#), [veterans](#), [youth](#) and [caregivers](#). TATP shipped art supplies directly to our clients to help create a sense of community while providing the necessary tools to participate in effective art therapy sessions.



06

MAY
#COLORINGFORCALM CAMPAIGN

During quarantine, The Art Therapy Practice created a [unique coloring page](#) challenge called [#Coloring4Calm](#). A mandala template designed by our art therapist, Jill Geller, ATR-BC, LCAT was provided to participants and we received submissions from all over the world. The mandala was meant to encourage a sense of grounding and promote self-expression while quarantined at home.



07

JUNE WELLNESS WORKSHOPS

A [Wellness Workshop](#) initiative evolved due to COVID-19, which provided a series of guided TeleArt Therapy sessions led by one of our licensed art therapists. These workshops addressed a variety of issues including the psychological transition of re-entering the workforce, health anxiety, COVID-19 related grief and loss, as well as PTSD, burnout prevention for essential workers and caregivers.

Coping with COVID-19



"It is important to make tangible things with our hands right now, to feel as if time is not being taken away from us, but that we are now thrust into a space that may lend more opportunity for self-sufficiency and communal connection through the arts."



08

JULY THE LACK OF DIVERSITY IN ART THERAPY

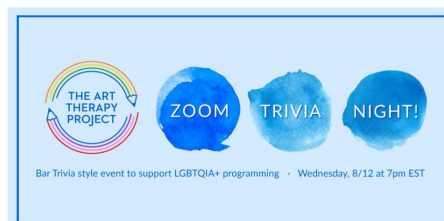
With the [Black Lives Matter Movement](#) and recent events involving the black community, The Art Therapy Project explored issues around the lack of diversity within the field of art therapy. As a three-part video blog series, we interviewed [Ariel Miles, LCAT-ATR](#) to provide insight into her experience as an art therapist of color.



09

AUGUST AFFINITY GROUP FUNDRAISER

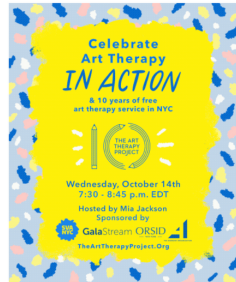
The Affinity Group supporting our LGBTQIA+ art therapy groups held a [Zoom Trivia Night](#). Reminiscent of in-person bar trivia nights, 30 teams participated in this lively, funny and laid-back trivia challenge. With categories that included rap videos, spoofs of art masterpieces and anagrams, the evening raised more than [\\$2600 for LGBTQIA+ TeleArt Therapy programs](#).



10

**OCTOBER
CELEBRATE ART THERAPY IN ACTION**

The Art Therapy Project presented our first virtual event, [Celebrate Art Therapy in Action](#) hosted by comedian [Mia Jackson](#), on October 14. It was the kick-off to our [10th Anniversary](#) and featured keynotes and testimonials from art therapist [Melissa Walker, ATR](#); [Alyssa Wasko](#), Founder of [DONNI](#); and program partners [Callen-Lorde](#), [New Alternatives for Children \(NAC\)](#) and [New Destiny Housing](#). We also offered viewers a unique opportunity to hear clients speak about their artwork and participate in an art-making exercise led by Clinical Director, [Lindsay Lederman](#). The event was a huge success and brought in [over \\$70,000](#).



11

SIFTING THROUGH THE NOW

Clients participated in their [first virtual art exhibition](#), which provided a safe way to continue our annual tradition of exhibiting client art. [Sifting Through the Now](#) was inspired by the ancient Greek word *krisis* (crisis), which means ‘to sift’ or ‘to separate.’ Aimed at addressing a turning point or a decisive moment in which one is forced to choose what matters, we asked clients to explore and share what was most important to them as they navigate their way through 2020.



12

**NOVEMBER
UNIFY THE TIES PARTNERSHIP**

[UNIFY THE TIES](#), a wearable art swimwear and apparel brand founded by Taylor Nassar, joined The Art Therapy Project family as our newest [Community Partner](#). Taylor created one-of-a-kind face masks and artist prints to sell and raise funds for our TeleArt Therapy Programs. In a little over a week after our launch, we sold out of our first batch of face masks!



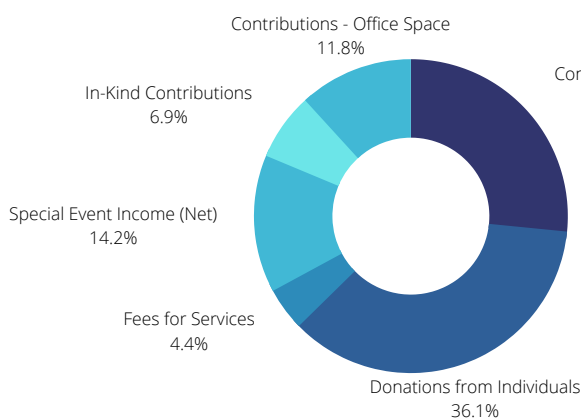
The Art Therapy Project

Statement of Activities and Net Assets

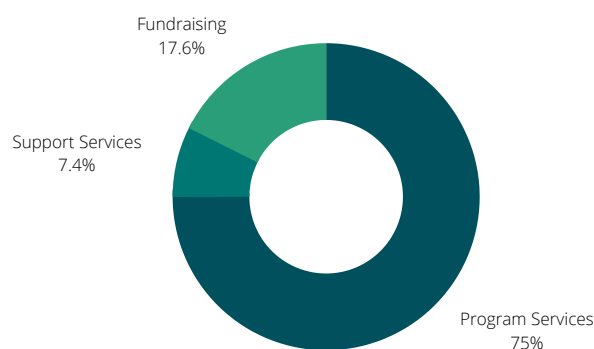
For the Years Ended December 31, 2020 and 2019

Revenues	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>2020 Total</u>	<u>2019 Total</u>
Contributions and Grants	\$117,385	\$41,500	\$158,885	\$191,852
Donations from Individuals	215,791	—	215,791	215,298
Fees for Services	26,607	—	26,607	36,894
Special Event Income (Net)	84,849	—	84,849	94,305
In-Kind Contributions	41,480	—	41,480	62,697
Contributions - Office Space	70,432	—	70,432	68,024
Other Income	<u>3</u>	<u>—</u>	<u>3</u>	<u>—</u>
<i>Total Revenue</i>	<i>556,547</i>	<i>41,500</i>	<i>598,047</i>	<i>669,070</i>
Net Assets released from restrictions	<u>18,000</u>	<u>(18,000)</u>	<u>—</u>	<u>—</u>
Total Revenue & Other Support	574,547	23,500	598,047	669,070
Expenses				
Program Services	399,819	—	399,819	\$510,879
Support Services	39,482	—	39,482	33,667
Fundraising	<u>93,944</u>	<u>—</u>	<u>93,944</u>	<u>125,493</u>
<i>Total Expenses</i>	<i>533,245</i>	<i>—</i>	<i>533,245</i>	<i>670,039</i>
Change in Net Assets	41,302	23,500	64,802	(969)
Net Assets, beginning of year	<u>132,755</u>	<u>18,000</u>	<u>150,755</u>	<u>151,724</u>
Net Assets, end of year	<u><u>\$174,057</u></u>	<u><u>\$41,500</u></u>	<u><u>\$215,557</u></u>	<u><u>\$150,755</u></u>

REVENUE



EXPENSES



The Art Therapy Project is grateful to the many individuals, foundations, corporations (big and small) who generously provided financial support throughout 2020.

Benefactors (\$25,000+)

The Jade Foundation
School of Visual Arts
Jessica & Tom Rothman
Sheryl & Joseph Punia
Laurie M. Tisch Illumination Fund

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

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10 x 10 Philanthropy
Lisa and Rob Alpert
Barker Welfare Foundation
Knighthood Annuity and Life Assurance Company
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Nancy and Christopher Plaut

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

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Rosalie & Paul Meltzer
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ORSID Realty
Sue Rubin
Sarah Salice
The Andrews Organization
Two Sigma

Ambassadors (\$1,000-\$2,499)

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Elyse & Andrew Rosenfield
Paula & Richard Ruderman
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Robin & Eric Schuss
Sterling Project Development Corp.
Viking Volunteers

Supporters (\$500-\$999)

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Debbie & Mark Tobin
Alison Wasserman

Nicholas Wilton
Wolinsky Family Foundation

Friends (\$250-\$499)

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Cathryn Majeran & Monte Bricker
Milestone Decal Art
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Oxford House Tavern
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Rebecca & Gary Perlow
Charles Punia
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Jason Zafarana & Michael Millette

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(\$100 - \$249)

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Ben Goldfarb
Goldman Sachs & Co. Matching Gift Prg
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Sheldon Gray
Linda & Michael Grenis
HEAL Art Exhibition
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Monica Heslington
Joan Hillman

Perry Iasiello
Jane Inch
Connie Ingold
Sue Jacobs
Susan Janul-Whedbee
Julie Kane & John Ortiz
Emma Katovitz
Wendy & Jeffrey Kaufman
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Doryn Wallach
Stefanie & Jonathan Wasserman
Hannah Waxman
Barbara & Marc Weissberg
Philippa & Philip Wharton
Karen Wishnick & Richard Anderson
Ruth & Daniel Wolinsky
Nancy Xu
Catherine Zimmerman & Danny Levine

[The Art Therapy Project is grateful to receive gifts of all sizes. For a complete list of donors, please visit our website.](#)

Tributes & Memorials

The Art Therapy Project was grateful to receive tributes and memorials in honor and in memory of the following individuals:

Harold Berger
Sommer Chatwin
Joanie Choremi
Judith Clayton Hubler
Martha Dorn
Sue Dorn
Phyllis Gottlieb
Sue Jacobs
Jackson Kennedy
Pamela Martin
Sheryl Punia
Eve Sadowsky
Hannah Solomon
Sarah Staller
The Art Therapy Project Staff
Meilani Wang
Ellen & David Wasserman
Susan Watson

Special Thanks

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

Josh Ablett – Adelia Risk
Teresa Ann
ATEM Life
Keli Anaya
Lillian Beach
Biscom
Blick Art Materials Union Square
Samantha Callaghan
Samantha Commarato, MPS, ATR-BC, LCAT, ATCS
Lisa Cooper
Sally Dankas
Jackie Davis
Francis DiTommaso
DONNI
Rachel Elam
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Everyday Health
Fana Feng
The GalaStream Team
Louisa Gleichman
Ben Goldfarb
Grand Army
David Guggenheim, PhD

Claudia Guthrie
Amy Duquette Harris, ATR-BC, LCAT
Jessamyn Henschel
Mickie Hoffman, ATR-BC, LCAT
Mia Jackson
Page Kemna – Zoom Video Communications
Val Koutmina, MPS, ATR-BC, LCAT
Ian Kwok, MD
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Isa Martinez
Ariel Miles, LCAT, ATR
Kerry McGee
New York Magazine
Christine Nicole
People Magazine
Lauren Phillips
Brittney Romagna
Cristina Salmastelli
Jenna Santos, MPS
Val Sereno, MA, ATR-BC, LCAT
Erin Schuppert
Simi Shukla
Lance Solovey – Compliancy Group
Robyn Stein
Rachel St John
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TATP Event & Marketing Committee
The New York Times
Melissa Walker, LCAT
Alyssa Wasko
Ellen Wasserman
TATP Young Professionals Leadership Group

Jessica Stanley
Vivien Szalai
Tony Tigur
Hailey Verden

Leadership Class of 2020

Special thanks to the following individuals for participating in our Leadership campaign.

Rob Alpert
Judy Bassaly
Samantha Commarato
Rachel Elam
Justin Lintz
Courtney Puciata
Charlie Punia
Sheryl Punia
Brittany Romagna
Sarah Salice
Kelly Anne Sherlock
Jessica Stanley

Veterans Program

The Veterans Art Therapy Program is offered in memory of Harold Berger, a member of the 82nd Airborne Division.

Our thanks to Sheryl Punia for this very special tribute.

Facebook Fundraisers

Special thanks to the following individuals for their Facebook Fundraisers:

Judy Bassaly
Claire Brobson
Sam Carlsson-Velasco
Aryanna Dickerson
Diane Duckler
Alex Edwards
Maria Edwards
Jon Hesse
Natalie Mashford
ShelleyAnn Mellencamp
Albanie Nacole Reeves
Lisa Newberry
Sarah Staller

The Art Therapy Project

Mission Statement

The Art Therapy Project is a nonprofit mental health organization providing free group art therapy to adults and youth affected by trauma. Using the art-making process and with support from our art therapists, clients learn how to explore feelings, increase self-awareness and cope with life's challenges.

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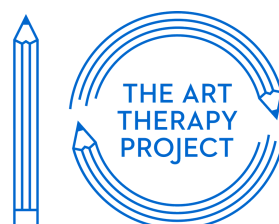
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TEN YEAR ANNIVERSARY