Tidewater Arts Outreach

A TALE OF IMPACT

2021
When I played our very first "COVID response" program in March 2020, uncertainty reigned. The rest of 2020 continued in much the same manner.

Thanks to you...

2021 was very different.

This past year was a true test of our artists' ingenuity, our partners' commitment, and our supporters' generosity. You rose to the challenge and did infinitely more than the TAO staff could have imagined.

This report is really a thank you letter to you all - for your creativity and spirit that made the healing power of the arts permeate this community in greater quantity and quality than ever before.

You'll read stories and statistics. But what I hope you see on these pages is the heart you put into this work.

Thank you for a year beyond our wildest dreams.

Kate Powell
Executive Director
Thank you for partnering with us to bring the healing power of the arts to the adults in your care!
Not to beat the proverbial dead horse, but 2020 made missions like this one somewhat challenging...

Pandemic aside, there were other necessary changes needed to better spread the joy and healing power of the arts.

**Increasing artist stipends:**
Artists stuck with us through the most challenging times and it was high time we showed our appreciation for their efforts - *your support meant we could recognize their commitment.*

**Tiering Partner Cost-Share:**
Partners find themselves in a variety of budget situations post-pandemic. TAO responded with a tiered system - *your contributions ensure we never say 'no' to a potential partner.*
Stacy Jones joined TAO as the Program Director in December 2020 and her advent quickly connected the dots between the healing power of the arts and the program partners who need that power the most.

Her expertise in social work and innovative program design led to that healing power reaching more of your neighbors facing isolation.

How much more? Turn the page to find out...
At the beginning of 2021, Stacy and Kate would sometimes say to each other, "Think we can make it to 20 programs this month?"

**Joke's on them...your support meant we could do much, much more...**

- 359 Programs delivered
- 12,000+ Participants
- 60+ Active Artists (all mediums welcome!)
"I wish I could focus like this in school."
- Student to her mother during a paint class at a domestic violence shelter.

"All our programs with Tidewater Arts Outreach have brought enjoyment to our library patrons."
- Staff at Hampton Public Library

"As someone who sees this resident every day, I noticed the change in her emotional wellness and behavior during this program. She became so much happier and engaged, more than I've ever seen her."
- Greenfield Senior Living Williamsburg staff

"This was absolutely wonderful! The flower arrangements brought so much joy and so many smiles to our residents faces. Thank you all sooooo much!!"
- Waterford Senior Living after a delivered flower and creative writing program (learn more about those on the next page!)

"This program was just fantastic! We were encouraged to sing along and dance. A great time was had by all!"
- Staff at Harbor's Edge Retirement Community
Zoom was only the beginning.

TAO spent almost all year designing programs that could be delivered, mailed, airdropped (kidding), and otherwise brought to participants no matter the pandemic or transportation restriction in place.

**Flowers and Writing:**

It started with a call from Virginia MOCA - they had thousands of flowers left after a photo shoot - could TAO use them?

A master gardener had joined the artist roster that same week. Coincidence? TAO didn't think so.

The Muse Writers Center produced a letter that paired excellently with the floral arrangements. All were delivered to skilled nursing residents who still could not have visitors.

**And the rest, as they say, is history.** This program continues to delight partners and their residents. Give the people what they want, right?

**Zoom Paint and Sips:**

Our other deliver methods didn't mean we left Zoom in the dust. Visual artists pivoted quickly to deliver art projects over video conference - a channel that is still available to our partners if and when it is needed.
TAO experienced a huge increase in visual arts interest this year, because the visual arts were very adaptable to a variety of pandemic-related scenarios. Interest in the literary arts also greatly increased... nothing more "distance friendly" than a letter!

There was painting involved.

We are so grateful that the bulk of our programs were in-person!
Four inspirations, four songwriters...
...and the magic of storytelling made the 2021 Once More Concert and Instruments of Art Auction a memorable experience, virtual environment notwithstanding.

Will Overman, Roberta Lea, Richard Mekdeci, and Seamless composed original songs inspired by the lives and philosophies of their inspirations.

The results were simply stunning. You can view them yourself on the Tidewater Arts Outreach YouTube channel.

This Edison bulb lamp created by the Retro Den and affectionately named "Chuck Lampigone" took home the Judge's Choice and People's Choice prize in this year's Instruments of Art competition.
WE'RE COMING FOR YOU, 2022.

Tidewater Arts Outreach is ready to tackle the upcoming year and we hope you will continue with us on this journey to defeat isolation through the healing power of the arts. Things you should look out for in the coming year:

- An amazing new team member
- A special project with the CDC Foundation (yes, that CDC)
- Once More Concert 2022 - fingers crossed...we're doing it live!

All while continuing the arts outreach programs - a regional secret that isn't so secret anymore thanks to your generosity and advocacy.

THANK YOU TO OUR AMAZING ARTISTS
(WE'D BE LOST WITHOUT YOU!)

Ciara Alexander
Aekta Bandodker
Beauty for Ashes
Board & Brush Creative Studio
Norfolk
Bring Your Own Business
Creative Connections
Kerri Caldwell
Ashley Carroll
Jena Chenkin
Vivian Davis
The DAY Program
Charlotte Dettwiler
LaVerne Dickey
Camille Donne
Linda and Lyle Dowling
Alex Drewry
The Elderly Brothers
EVMS Beat of My Heart
Danielle Fagan
Gary Gard
Vanessa Golson
Tom Graper & Becky Peppard
Rich Gray Paper Arts
Walt Hardy
Miles Hoyle
The Hurrah Players
David Jones
Maggie Kerrigan
Jim Knox
Arthur Lopez
Made to Order Music
Andre Magalhaes
Alex Marlins
Tom McCraig
Richard Mekdeci
Michas
Ricky Micou
Tina Micula
The Muse Writers Center
NewMan Fitness Foundation
Charlie O'Dowd
Susan Owens
S&J Entertainment
Seamless
Rick Seguso
Rod Shannon
Karen Stowe
Deanna Strother
Tidewater Bluegrass Revival
Tidewater Classical Guitar
Amanda Wallace
Danae White
Delresa White
The Woodwind Project
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