

the arts empowerment project

2019 COMMUNITY IMPACT REPORT



Cover photo artwork: "Mandala of Peace" (10x10 ft) created by Promoting Peace class members and designed by Sharon Dowell of Arts+

A Letter From Our Founder | CEO

Dear Donors, Partners and Friends:

The Arts Empowerment Project has been dedicated to breaking the cycles of violence and trauma through art opportunities that ignite change in our community's most vulnerable youth since our pilot program in 2014. Our innovative and strategic collaborations with arts and community organizations, artists, and dedicated supporters, have allowed us to serve over 1,000 at-risk children and teens in the Charlotte community.

I am proud of our accomplishments over the past several years, and I am especially inspired by the generosity and support of our donors and community partners. The support and connections you have helped us cultivate since we began this journey make everything we do more impactful for our students. **Thank you.**

As we confront the challenges of this unprecedented time, creating access to experiences that foster resilience, offer inspiration, and promote social justice are needed now more than ever. We look forward to having your support as we continue helping each child develop social capital, build essential life-skills, and find the hope and healing necessary to envision a better and brighter tomorrow.

With my sincerest gratitude and thanks,

Natalie Frazier Allen
Founder | CEO



Flagship Programs

Arts Access

We are a collaborative organization by design, connecting vulnerable youth to high-quality arts-based programs in Charlotte. We identify programs that match each child's interests, fosters their creativity, and deepens their community connections. Students benefit from full tuition sponsorship of unique arts-focused camps, interactive trips to museums, attendance at theater performances, and one-on-one lessons and group performing and visual arts lessons from wide range of collaborating arts organizations, including Arts Plus, Blumenthal Performing Arts, Children's Theatre, The Gantt Center, the Levine Museum, The Mint Museum, and Fuzion Force.



Culinary Boot Camp

For two weeks each summer, we host our "Culinary Arts Boot Camp" that teaches teens living in foster care the basic cooking, healthy eating, etiquette, and life skills that will help them when they one day live on their own. Students also explore their creativity while gaining exposure to a college campus, career opportunities, and pathways for higher learning after high school. The program culminates with a graduation ceremony where students serve dinner to invited guests.



Flagship Programs

Free Art Friday

The Arts Empowerment Project brings complimentary art experiences to the Youth Learning Center at the YWCA of the Central Carolinas. Visiting artists, funded by TAEP, work with students on art projects that promote character development, social and emotional learning, and literacy through the arts. Throughout the year, students also have many opportunities to attend local theatrical performances and participate in cultural enrichment programs.



Promoting Peace

Our Promoting Peace Program classes bring at-risk teens together with members of local law enforcement to help breakdown stereotypes and explore implicit bias and social justice issues through collaborative art. Our team members, teaching artists, and guest speakers from a wide range of disciplines help provide a safe space for officers and teens to engage in honest discussions about community and racially motivated violence, and other challenging topics. Since its inception, over 114 teens and 65 members of law enforcement have attended 40 class sessions. A public mural, which incorporates the original art created by class participants, is publicly displayed.



Outreach Programs

HeART Packs

The HeART Pack outreach program provides art care packages to at-risk youth. HeART Packs contain age-appropriate art supplies, educational games, comfort and creative toys, snacks, gift cards, and a message of hope. Youth have the opportunity to explore creative outlets and positive self-expression, especially for youth where their physical presence in TAEP's programs is not possible. Schools, businesses and individuals collect supplies and assemble HeART Packs, involving the broader community in TAEP's work.



Youth Advisory Council

The Youth Advisory Council (YAC) serves as youth ambassadors for The Arts Empowerment Project. The YAC is responsible for helping create public service projects, community outreach and providing input to the Board to advance the mission of The Arts Empowerment Project. Council members have the opportunity to share their talents and develop leadership skills through collaboration in group projects with our partnering organizations, schools, and other community organizations.

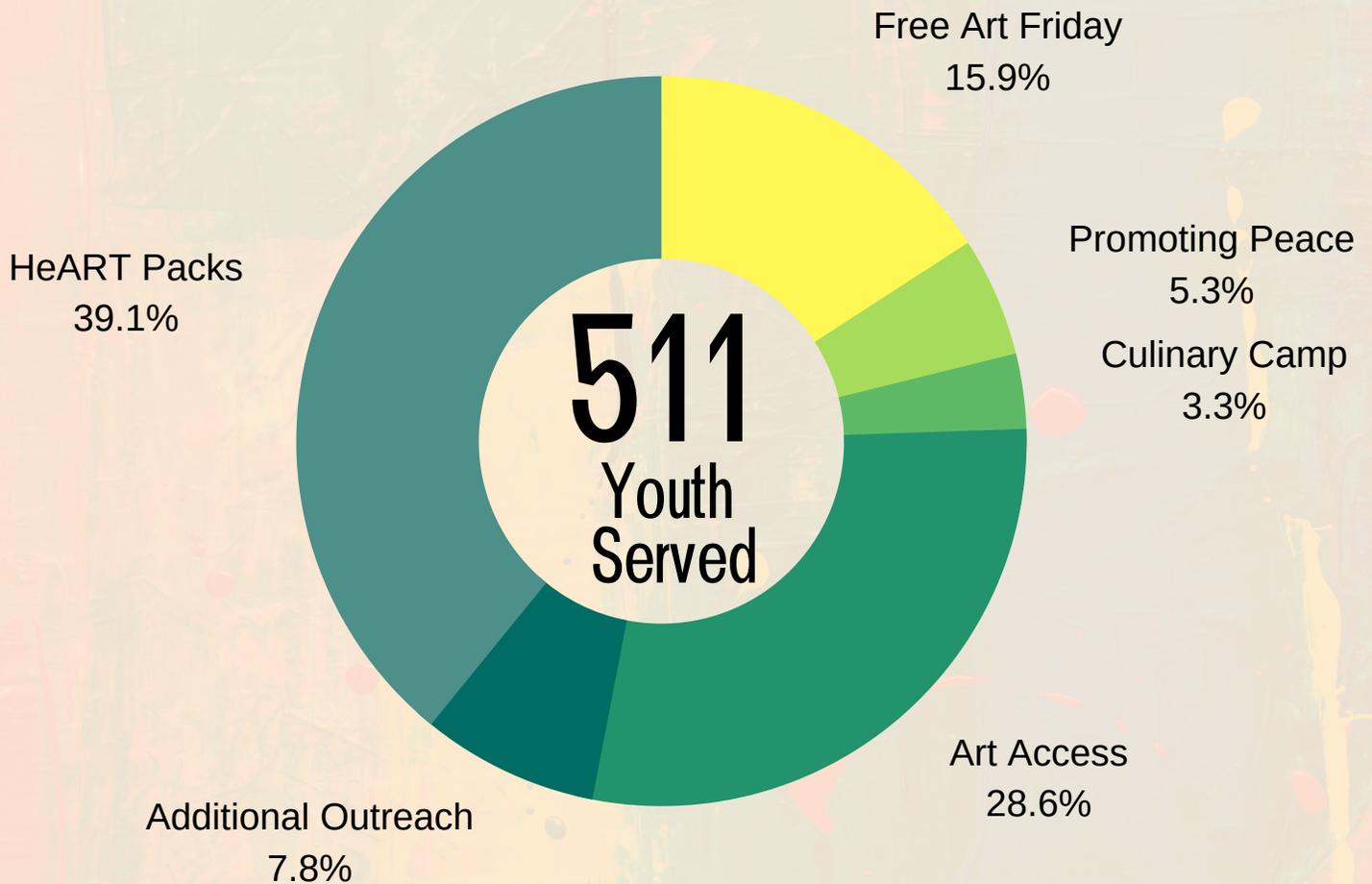


YAC assembling packing holiday HeART packs



Children receiving holiday HeART packs

2019 Year in Review



 **134**
performances tickets

more than
200
 **hours**
of art experiences

200 
HeART Packs

more than
25 
community partners

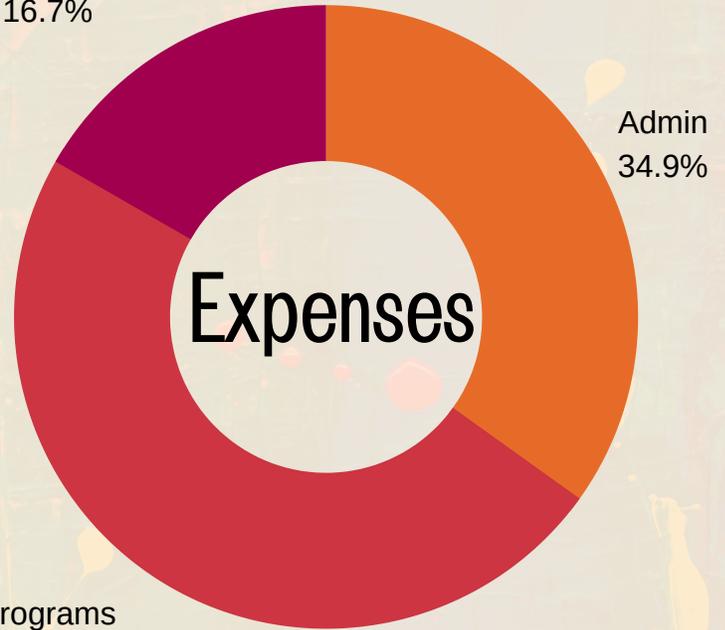
more than
145 
 **hours**
of original programming

 **29**
programs presented

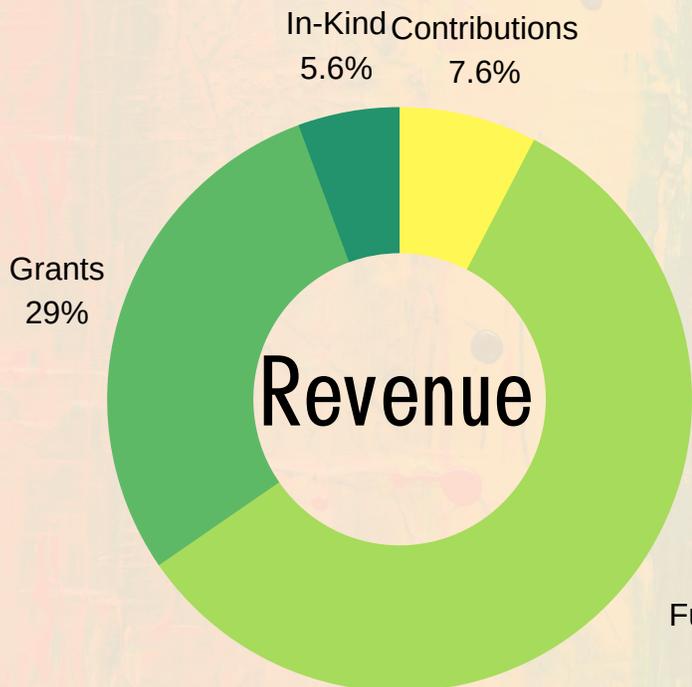
2019 Financial Summary

Programs	\$70,110
Administrative	\$50,545
Fundraising	\$24,185
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Total Expenses	\$144,840

Fundraising
16.7%



Programs
48.4%



Fundraising	\$80,216
Grants	\$40,250
Contributions	\$10,555
In-Kind Donations	\$7,799
<hr/>	
Total Revenue	\$138,821

Fundraising
57.8%

TAEP's 2019 expenses in excess of revenue due to Board approved strategic planning initiatives, which were funded from adequate cash reserves.

New Day Luncheon



Our Annual New Day Luncheon supports our commitment to the community of children we serve and recognizes the individuals and organizations committed to helping children and families through the arts. In 2019, we raised over \$50,000 thanks to our generous sponsors and donors.



Luncheon Co-Chairs, Carolyn Culicerto Corsi and Samantha McCall with Natalie Allen.



MCs, Ashley Anderson and Corey Mitchell, join Natalie Allen in presenting the 2019 Legacy Award.



Our Free Art Friday Program participants join program coordinator Leah Crews on stage.



Natalie and Hugh Allen with Jay Everette of Wells Fargo, 2019 presenting sponsor.



YAC members present an award to our 2019 Youth Leadership Award honoree.

New Day Luncheon Photos



To view additional highlights from our past luncheons, take a few minutes to look through our photo galleries. Feel free to share them with your network on your social media platforms.

[2017 Photos](#)

[2018 Photos](#)

[2019 Photos](#)

New Day Luncheon Community Honorees

The Arts Empowerment Project recognizes community members, institutions and organizations who demonstrate visionary leadership, dedication to helping at-risk youth and families in the Charlotte, and exhibit a strong commitment to the community consistent with our mission.



2019 Honorees Pictured L-R: Karen Parker, Jah Smalls, Valerie Lupold, Shane Manier, and Bobby and Chase Arnold, family members of Anjali Maria Arnold.



Pictured L-R: Valecia McDowell of Moore & Van Allen with MC's Corey Mitchell and Ashely Anderson.

2019 Honorees

Outstanding Leadership in Arts: Jah Smalls & Shane Manier, Spoken Word Artists & Members of Guerilla Poets

Outstanding Community Leadership: Karen Parker, Esq. | Safe Alliance

Outstanding Corporate Leadership: Valecia McDowell, Esq. | Moore & Van Allen

Outstanding Youth Leadership Award: Valerie Lupold, Community Volunteer and Providence H.S. Student

Legacy Award: Anjali Maria Arnold, Community Leader - Recognized Posthumously

2018 Honorees

Outstanding Leadership in Arts: Nellie Ashford, Charlotte Artist

Outstanding Community Leadership: Pat Newell, Managing Director of the Phasing Up Foster Care Initiative at Johnson C. Smith University

Outstanding Corporate Leadership: U.S. Bank



2017 Honorees

Outstanding Leadership in Arts: Bree Stallings, Charlotte Artist

Outstanding Community Leadership: Susan Fetscher, Founder of The McColl Center

Outstanding Corporate Leadership: Tom Gabbard, President, Bluemthal Performing Arts

2019 New Day Luncheon Sponsors

New Horizon Sponsor

**WELLS
FARGO**

Silver Star Sponsors



Luminary Sponsors

Moore & Van Allen

WINSTON
& STRAWN
LLP

Kobi Kennedy Brinson



Brilliant Sponsors



CRISP
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FALFURRIAS CAPITAL



Laura Bynum | John & Carolyn Corsi | Katie-Rose Higgins | Kathleen Jordan | David & Patricia Maruna
Daniel Shama & Yebin Lee | Samantha McCall | Enger McCartney-Smith | Melissa Vrana

In-Kind Sponsors



Greg Barnes | Arden Brewer | Vironica Dawson | Gray Dunaway | Sherrard Georgius | Ann Hardison
Paul Hastings | Windy O'Connor | Doug Stephan | Malcolm & Kim Smith | Cathie Trosch | Jerri Webb

2017 & 2018 Event Sponsors

We are grateful to Corporate, Individual and In-Kind donors for generously supporting our New Day Luncheon and Twirl N Swirl 5K Events.

Corporate and Individual Sponsors

AC&M Group
9 Round Fitness
BB&T Insurance
Cara B Naturally
Central Piedmont Community College
Charlotte Country Day School
Cheryl Butler-Brayboy
David & Patricia Maruna
Dish it Out
Drs. Glen and Sharon Portwood
Functional Fit
Grier, Furr & Crisp
Grooming Lounge
Harper Corp
Hobart Financial Group
Holland & Knight
Hon, Lou Trosch, Jr. and Cathie Trosch
Husqvarna
Ingersoll Rand
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Zimmerman & McGinnis Charitable Foundation

In-Kind Sponsors

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Charlotte Ballet

Charlotte Center City Partners
Charlotte Country Day School
Charlotte Hornets
Charlotte Knights
Charlotte Symphony
Diamond Creek Water
Greyhawk Films
Harris Teeter - Ballantyne
John & Carolyn Corsi
Kona Ice Cream of Huntersville
Mecklenburg County District Court
New Day Wellness

Omega Sports
Primaura
Sax
Scott Brown
South City Print
Spavia
The Bob & Sheri Show |107.9 The Link
The Waterman Fish Bar
Trader Joe's
True Crafted Pizza
Wild Asian Bistro

Twirl N' Swirl 5K Fundraiser

The Twirl N' Swirl 5K is an annual event that unites the community in honor of Child Abuse Prevention month and raises awareness and funds for The Arts Empowerment Project's Judge Bill Jones Memorial Scholarship Fund, which provides resources for abused and at-risk children to pursue private study, special training, or personal advancement in an arts-related field.

The Judge Bill Jones Memorial Scholarship Fund was established to honor the late Mecklenburg County Chief District Court judge's visionary leadership and tireless work to improve conditions for North Carolina's abused and neglected children, protect the rights of young people caught up in the legal system, unite child welfare and domestic advocates, and establish best practices for family court proceedings. The scholarship provides funding for at-risk students to pursue private study, special training, or personal advancement in an arts-related field. Scholarship funds will allow the pursuit of higher education, intensive summer programs, class study, internship or residencies.



Pictured L-R: Judge Lou Trosch, Jr. and Judge Bill Jones' wife, Christ Jones, and the Jones family members



Dwayne Wilson, race director, and Charlotte Country Day Middle School art instructor. Special thanks to our annual in-kind partner, Charlotte Country Day School.



Our Impact: A Look Back

- 60% increase in youth served since 2017
- 62% increase in revenue from contributions and fundraising since 2017
- 33% increase in hours of arts experiences provided to young people since 2017
- 300% increase in HeART care packages given to vulnerable children since 2017

YOUTH
SERVED



318

388

511

HOURS
of art 
experiences

150

180

200

HeART
Packs 

50

125

200

2017

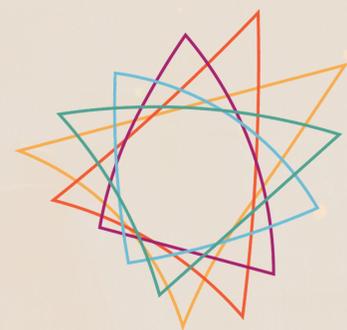
2018

2019

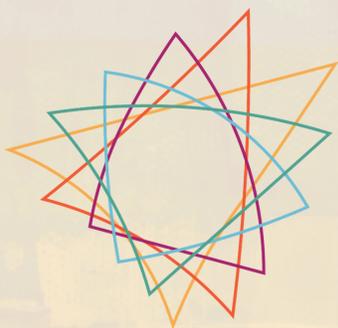
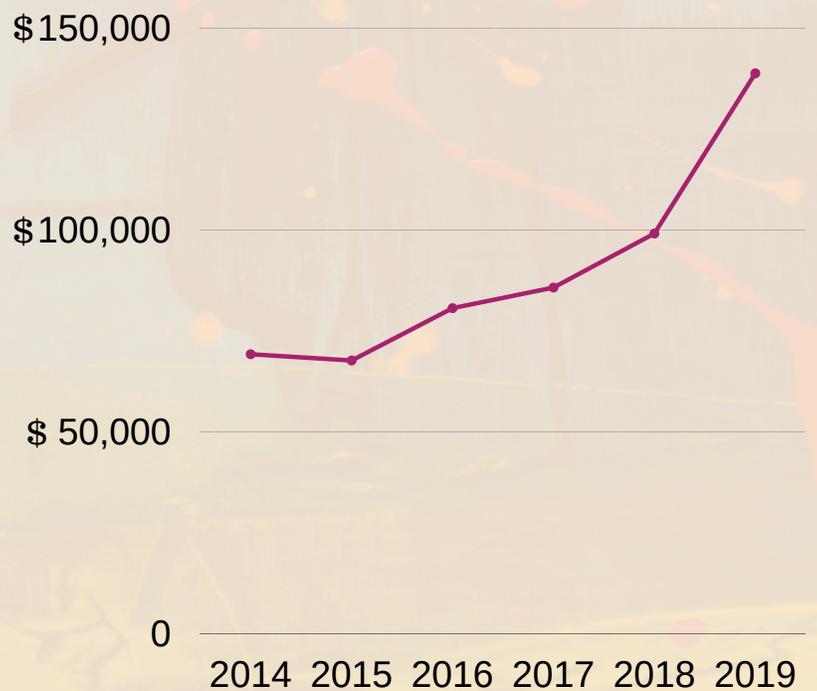
Historical Financials



Program Expenses



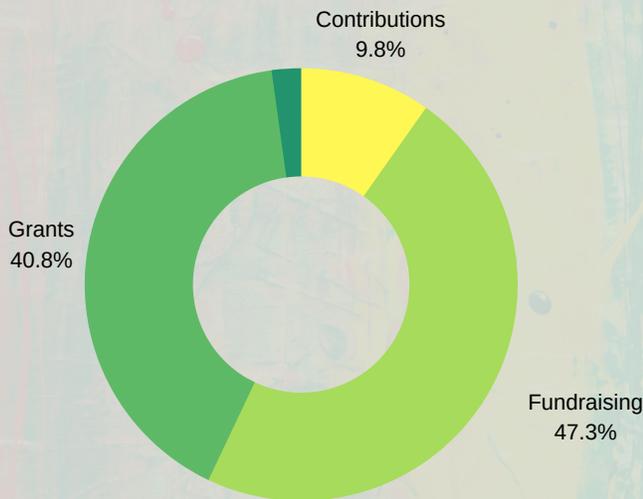
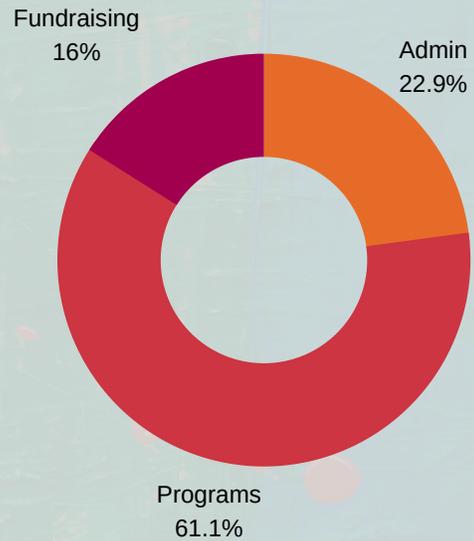
Revenue



2018 Financial Summary

Expenses

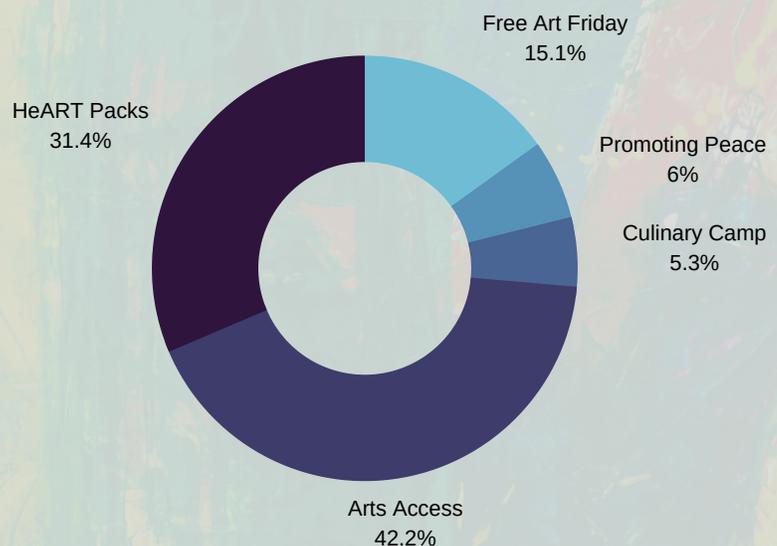
Programs	\$54,768
Administrative	\$20,498
Fundraising	\$14,370
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Total Expenses	\$89,635



Revenue

Fundraising	\$46,521
Grants	\$40,120
Contributions	\$9,627
In-Kind Donations	\$2,155
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Total Revenue	\$98,423

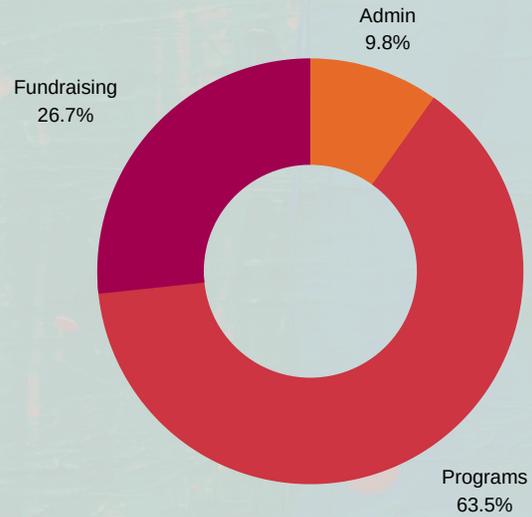
388
Youth
Served



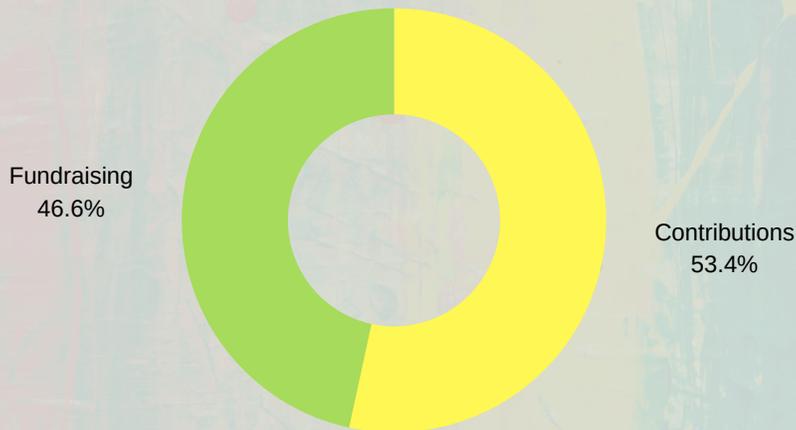
2017 Financial Summary

Expenses

Programs	\$35,923
Administrative	\$20,672
Fundraising	\$15,105
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Total Expenses	\$71,700

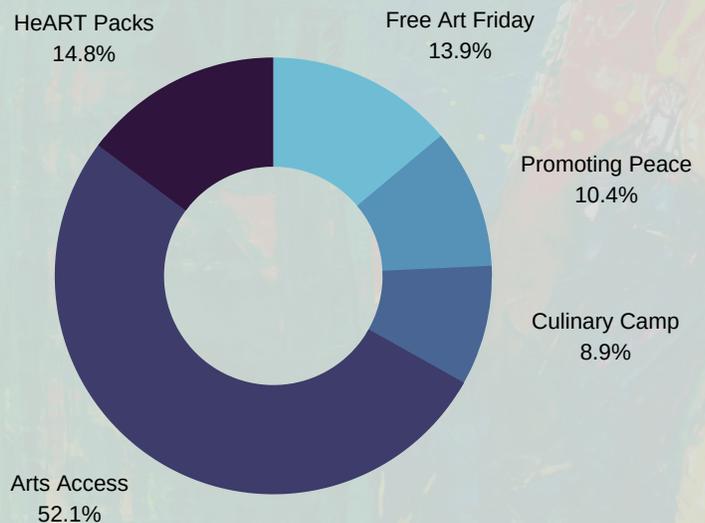


Revenue



Fundraising	\$48,007
Grants	\$27,873
Contributions	\$9,825
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Total Revenue	\$85,705

318
Youth
Served



2020 Vision

As a result of the 2019 board retreat that focused on strategy, The Arts Empowerment Project Mission, Vision, & Goals have all been updated and better reflect the future of our organization. This strategic work also prioritized our four flagship and two outreach programs to enhance our impact in the community and elevate our mission to more broadly benefit all of the children who are impacted by violence and trauma each year.

MISSION: To break the cycles of violence and trauma through arts opportunities that ignite change in vulnerable youth.

VISION: A community that gives every child arts experiences that broaden horizons, foster resilience, and build essential life skills.

GOAL Pillars and Strategies

In order to significantly increase our service to the more than 18,000 Charlotte children and youth who are impacted by violence and trauma each year, TAEP and its board will focus on the following goal pillars:

1. Program development and growth
2. Branding and awareness
3. Organizational resilience
4. Financial sustainability

GOAL Strategies: Program development and growth

- Expand the number of students served through our current programs and services
- Deepen institutional partnerships for both program delivery and evaluation
- Grow programs that engage and serve caregivers and community members

GOAL Strategies: Branding and awareness

- Expand storytelling on digital platforms and social media
- Produce new storytelling content focused on students and impact
- Ensure consistent storytelling across stakeholders and platforms
- Create systems that capture and capitalize on data about our audiences, stakeholders and supporters

GOAL Strategies: Organizational resilience

- Define a long-term structural plan for staff roles, costs and locations
- Increase board continuity and confidence through strategic recruiting and succession planning
- Design and launch a program evaluation process that clarifies student outcomes and community impact

GOAL Strategies: Financial sustainability

- Develop a three-year framework for the growth and sourcing of TAEP's contributed revenues
- Increase board engagement in development efforts
- Increase multi-year corporate sponsorships
- Increase the quantity and retention of individual donors
- Upgrade the technology and data that support fundraising



Board of Directors

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Katie-Rose Higgins - Treasurer
Mary Beth Morgan - Secretary
Carolyn Zimmerman - 1st Vice Chair
Daniel Shama - 2nd Vice Chair
Hugh Allen
Kathleen Jordan

Samantha McCall
Elizabeth Peterson-Vita, PhD
Kama Pierce
Kaitlin Powers
Peter Qin
Julie Stout
Melissa Vrana

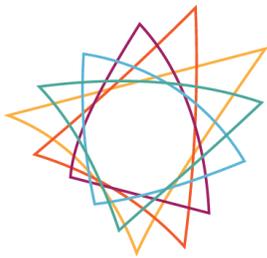
Board of Advisors

Patrick Diamond
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Terhea Golden
Robin Grey
Kobi Kennedy Brinson
Yebin Lee
Kellie H. Lofton

Enger McCartney-Smith
Corey Mitchell
Kimber Morgan
The Honorable Louis A. Trosch, Jr.
Neely Verano
Dwayne Wilson

Staff

Natalie Frazier Allen - Founder | CEO
Leah Crews - Program Coordinator
Javier Negrete - Program Assistant



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15105-D John J. Delaney Drive
Charlotte, North Carolina 28277
704-765-1845 |

info@theartsempowermentproject.org
www.theartsempowermentproject.org

