



Providing students with a pathway  
to academic, economic, and  
emotional stability through music  
mentorship.

[www.ArtSmart.org](http://www.ArtSmart.org)

2022 ANNUAL REPORT





# A Year of Great Expansion





# Transforming Lives Through Music Mentorship

## A Note from Our Founders

2022 was a big and exciting year for us here at ArtSmart. We held our first art auction In November 2022 at the famed Rubin Museum, launched an exciting new ArtSmart program in Seattle in collaboration with Seattle Opera and forged partnerships with Montclair State's Cali School of Music and Rutgers University.

We also marked the successful first year of our program in the Adirondacks and expanded our vocal program to include piano and, in the Adirondacks, flute, french horn and composition.

One of our biggest dreams for ArtSmart is supporting students starting in their first year in high school, through college and then as paid, professional mentors for ArtSmart in the years beyond. We are one step closer to closing that loop this year by launching the ArtSmart Alumni Board, a growing group of alumni students working on critical ArtSmart initiatives and preparing themselves for mentorship positions in the next one to two years. We are thrilled to be able to continue serving these students and proud to be closer to fulfilling that dream.

We're also in the second year of our longitudinal study with WRG Institutional Review Board, where we're tracking the long-term impact of ArtSmart and arts education more broadly on our students.

This is a unique study for a nonprofit to conduct, and we're proud to be leading the charge for the industry. So far, the results have been overwhelmingly positive. They show a growing correlation between consistent arts education with a mentor and improved mental health, belief in oneself, academic success and college attendance rates.

We couldn't be more proud of what the team accomplished this year or energized for the year ahead. On the next several pages, we have more information about our 2022 accomplishments, results from the first year of our longitudinal study, student stories and a glimpse at what's to come.

Thank you, as always, for your donations, support and friendship. We so deeply believe that access to arts education inspires students well beyond their lessons, and have seen the transformative ways our mentorships have instilled a sense of belief and belonging in students that transcend beyond the stage.

We're just getting started.

Warmly,  
Michael and John



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# Our Mission

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Since we launched our pilot program in 2016, we've been laser-focused on one goal: To serve students in under-resourced communities with arts education by paid, professional mentors.

We believe arts education is a necessary and critical part of cognitive, emotional and academic development— and where our curriculum-based U.S. education system often falls short. This most notably impacts our students in under-resourced communities who often lack access to arts-based classes or nurturing mentorships.

Overwhelming research and our own data shows that students who have access to arts education, especially when delivered one-on-one or in small group settings, have improved mental health, self-confidence and academic success. All of which paves the way to a bright and vibrant future.



# Our Impact

Since 2016, ArtSmart is proud to have served nearly 1,000 students across the country and operated in 30+ Title I schools. We have completed more than 30,000 hours of arts mentorship and paid more than \$1.4 million to our artist mentors.

We are committed to tracking our impact and proud to be conducting a longitudinal study in partnership with the WRG Institutional Review Board.

## ENCOURAGING ACADEMIC EXCELLENCE

**100%**

of ArtSmart's 2022 graduating class of 65 students completed high school, and 90% went on to college.

## BRIDGING THE LESSONS GAP

**80%**

of families in the program say that without ArtSmart, they would not be able to afford private music lessons.

## SUPPORTING WORKING ARTISTS

**+1M**

to date, more than \$1,000,000 has been paid to 50+ music education professionals

## MAKING VOCAL PROGRESS

**94%**

of students say they are happy with the vocal progress they made during the program year.

## BUILDING PROFESSIONAL PATHWAYS

**70%**

of students say the program impacted their future plans or goals, and over half (52%) of graduating students go on to study the arts at a college/university.

**IMPROVED**

the mental health of students and their belief in themselves

**IMPROVED**

academic success and emotional well-being

## IMPROVING MENTAL HEALTH

**83%**

of students say their music lessons have had a positive impact on their mental health.

## PROMOTING CREATIVE DEVELOPMENT

**x2**

The percent of students who strongly agree that they are talented more than doubled from September 2021 (16%) to June 2022 (36%).

**INCREASED**

likelihood of greater economic stability and success post-graduation





# Our Impact: Then and Now



	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
REGIONS	1	3	4	6	6	7	8
SCHOOLS	1	3	10	25	24	28	29
STUDIOS	2	5	21	47	27	41	46
MENTORS	2	5	16	32	27	32	35
STUDENTS	12	47	148	404	254	412	448 CURRENTLY
LESSONS	360	990	4386	6027	4980 6690	6660 9360	TBD TBD





# 2022 Expansion

2022 was an enormous growth year for ArtSmart. Here are some of the exciting ways we expanded and deepened our impact this year.

**1. Art Auction at the Rubin**

We held our first art auction In November 2022 at the famed Rubin Museum, where we welcomed donors and friends from across the country and raised critical funds for the program.

**2. ArtSmart x Seattle Opera**

We launched an exciting new ArtSmart program in Seattle in collaboration with Seattle Opera. We kicked off the partnership with a fundraiser that included performances by Michael and ArtSmart students on the Seattle Opera stage.

**3. Forged Important Partnerships with Montclair and Rutgers Universities**

As part of our commitment to supporting young people through college and beyond, we forged partnerships with Montclair State’s Cali School of Music and Rutgers University to provide ArtSmart students early access to arts professors.

**4. The Successful Launch of Our First Rural Program**

We marked the successful first full year of our program in the Adirondacks, which was our first rural and fully-virtual program.

**5. Living Up to Our Name: Vocal Expands to Piano, Flute and More**

We expanded our vocal program this year to include piano and, in the Adirondacks, flute, french horn and composition.

**6. The ArtSmart Alumni Advisory Board**

We launched the Alumni Advisory Board, a growing group of student alumni who meet once a month. We work with the alumni board on critical ArtSmart initiatives, teach them the ins and outs of running a nonprofit board and prepare them as the future leaders of ArtSmart.

**7. Critical Mental Health Training for Mentors**

Providing students with nurturing mentors and a safe space to process their feelings is a core component of ArtSmart’s mission, especially as we see the alarming decline in teen mental health. This year, we added mental health training to our mentor training program led by Dr. Julie Jaffe Nagel.



# Stories of Us

## Bryant Fleming

Sophomore at University of the Arts

Before ArtSmart, I was singing in five keys. ArtSmart helped me find my voice and placement as a musician. Now, I have technique and strength in my voice that's paved the way for the artist I am today.

But the most impactful part of my experience with ArtSmart was my work with my mentor, Lucas. There were days that I was down or had a rough day and Lucas always made sure we talked about my mental, physical and emotional health before we started lessons. I'd never had someone ask me "How are you as a whole?" outside of my family before I met Lucas.

Even now, Lucas always checks up on me. It shows you that you're not alone and there are people who support you, love you and feel like you're worthy. Now, I'm a sophomore at the University of the Arts in Philly, majoring in musical theater and minoring in songwriting. I do a lot of paid gigs and producing and next month I'll be the lead in a new, all black musical.

I'm also part of the ArtSmart alumni committee and hope to help more kids who were in my position. What ArtSmart has done for me I want to do for ArtSmart and others.

**I wouldn't be who I am today without ArtSmart.**



## Isabelle Silva

Sophomore at Tufts

Before ArtSmart, I was a high-achieving student under a lot of stress. ArtSmart gave me a place to sing and find my voice outside of my schoolwork—it was an important breather.

My biggest takeaway from ArtSmart was my relationship with my mentor, Chad. I worked with Chad through covid, and appreciated the consistency and stability he provided during that time. He also taught me important mental tools for when things don't go the right way, and that failure isn't failure but steps to something bigger. Chad also helped me navigate the college admissions process and see that I could study engineering psychology to create the life I want for myself while still pursuing and enjoying music. He's a mentor for life.

I joined the ArtSmart alumni committee because I want to give other kids the knowledge, voice and life lessons ArtSmart gave me.

**ArtSmart taught me how my voice works, but also how I work. The experience gave me a different lens to look at life, and I carry those lessons with me to this day.**





# Financials

In 2022 we raised \$471,326 from a total of 229 individual donations (not including grants). We received 16 major gifts totaling \$380,000, 11 of which were over \$10,000, and we secured our first one million dollar pledge from Maria Manetti Shrem. We acknowledge and are grateful for all of our donors who gave in 2022, advancing this important mission across the country.

## GRANTS

FY20	We won \$7,500 from one grant
FY21	We won \$22,500 from three grants
FY22	We won \$56,000 from six grants

## REVENUE BREAKDOWN

2020	\$398,060.99
2021	\$431,026.00
2022	\$527,326.00

## BREAKDOWN OF PROGRAM COSTS\*

Mentors	\$221,243.00
Accompanists	\$1,270.00
Management & Operations	\$91,885.06
Legal	\$9,000.00
Media & Marketing	\$12,532.50
Outcomes Research & Analysis	\$13,340.00
Taxes & Insurance	\$17,227.00
Supplies	\$7,014.00
Other	\$5,488.44
	<b>\$379,000.00</b>

\*Data represents FY 22, 8/1/21 to 7/31/22







# 2023: Looking Ahead

## We have big plans for 2023.

We are expanding the number of students receiving lessons across the country.

We're building on our vocal and piano program to include acting. The curriculum is in development and we look forward to rolling this out in 2024/25.

We're deepening our partnership with Rutgers University to include Masterclass opportunities and a competition for our NJ students on the Rutgers Stage this May.

We're in the process of completing our five-year strategic plan, which will lay the roadmap for expanded growth and more regional autonomy.

**We are restructuring our internal operations around one operating system, down from four. As most arts organizations use varied systems for varied purposes, we've selected a great new platform that streamlines payroll, contracting, scheduling, and communications which will save us ample time and money.**

We have several exciting and creative fundraising initiatives on the horizon. Keep an eye out!

# Thank You

## Thank You...

For being such an integral part of the ArtSmart story. None of these exciting developments would be possible without the support of our donors, partners and friends. We look forward to sharing more great news and student success stories with you this year.

If you haven't already, [subscribe to our newsletter](#) for ArtSmart updates and performances in your region. (We promise not to email too frequently!).





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