

ArtReach



Igniting youth creativity
through visual arts
expression and
community connection



2020–2021 Annual Report

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ArtReach 2020-21 Snapshot

ArtReach ignites youth creativity through visual arts expression and community connection

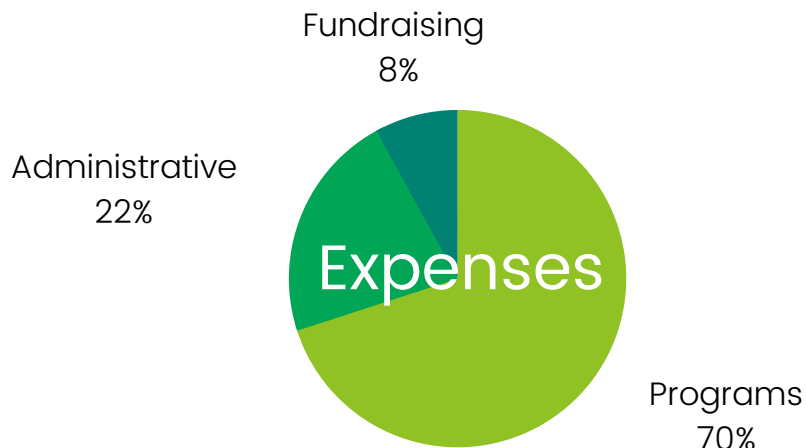
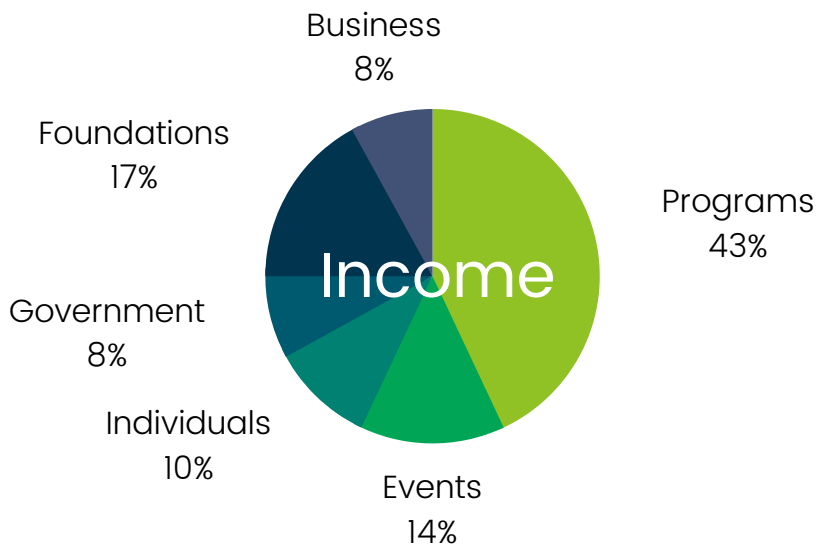
11,821 youth engaged in creative artmaking

4,877 gifted artist kits for creating at home

37 partnering schools & community centers

"Art is something that freshens up my day. The possibilities are endless: I get engaged, I get in touch with my emotions, I express myself, and I become a true artist." - 5th grade, ArtReach Student Artist

Financials // Total Budget: \$469,537.86



ArtReach visual arts programs are inspired by relevant, contemporary visual arts practices with a focus on creating spaces for expression by fostering community and connection in the classroom. Artmaking provides a conduit for igniting the creativity that already resides within each young person, helps students process and express feelings, fosters community with their peers, and builds self-esteem in a supportive yet challenging environment.

ArtReach

A Little About ArtReach

ArtReach Established: October 26, 2007

Federal Tax ID#: 39-2067596

Our Vision: A San Diego where all students have access to engaging, intentional, and relevant contemporary visual arts education led by artists from their community.

Geographical Area Served: All of San Diego County, including throughout the cities of San Diego, El Cajon, Escondido, La Mesa, Lemon Grove, Oceanside, Ramona, San Marcos, and Vista

Number of Staff: 3 Arts Administrators, 2 Program Managers, 7 Teaching Artists, 1 Mural Apprentice

Number of Board Members: 12

FY21 Annual Budget: \$469,537.00

Programs:

Access & Equity: Our flagship free program for schools meeting need criteria

ArtReach Mural Program: Community and school murals, teen artist apprenticeships, distance murals, public art installations

Visual Arts Residencies: On-campus visual arts programs, after school programs, synchronous and asynchronous distance learning classes, arts integration, social and emotional learning

ArtReach Artist Kits: Creative supplies and accompanying lessons for distance learning

Outreach Snapshot:

- ❑ 2008: 2 schools, 759 youth engaged
- ❑ 2021: 36 schools & community centers, 11,821 youth engaged
- ❑ Total youth engaged since 2008: 48,829

How ArtReach Activates Funding:

- ❑ \$10,000 - A complete mural program
- ❑ \$5,000 - In-class learning program for 200 students
- ❑ \$2,500 - 250 art supply kits for artist residencies
- ❑ \$1,000 - One month paid Mural Program Internship
- ❑ \$500 - One art class serving up to 75 students

ArtReach

OUR MISSION

ArtReach ignites youth creativity through visual arts expression and community connection.



OUR VALUES

Creative Practice: We believe art and creative practice play a crucial role in human development and are an essential part of education for all. Through the transformative power of hands-on artmaking, our Teaching Artists inspire young people to harness their artistic potential and apply it throughout their lives.

Youth Voice: We believe in the power of youth voice, active listening, and self-expression without judgment. Because people learn and express themselves in different ways, our approach helps students build confidence and take ownership of their unique ideas.

Integrity: We believe all humans should be valued, seen, and heard. Our daily interactions prioritize wellbeing, creativity, and balance. When we lead with compassion and heart, we see pressure dissolve and true creative exploration unfold.

Equity: We believe all young people need access to art, regardless of zip code or socioeconomic status. We embrace diverse perspectives, listening first, and working with young people and collaborators with the intention to learn as much as we teach. We commit to ongoing learning and to the advancement of social, racial, and economic equity.

Community Connection: We believe art brings people together and builds belonging and connectedness. By collaborating through artmaking, we gather, share, learn, uplift, brighten, and bring joy to communities.





ArtReach

Igniting youth creativity through visual arts expression and community connection.

ARTREACH IN-CLASS RESIDENCIES

Our visual arts education programs are inspired by relevant, contemporary visual arts practices with a focus on creating spaces for expression by fostering community and connection in the classroom. Artmaking provides a conduit for igniting the creativity that already resides within each young person, helps students process and express feelings, fosters community with their peers, and builds self-esteem in a supportive yet challenging environment.

ARTREACH RESIDENCY PROGRAM OFFERS

- Intentional classes led by practicing Teaching Artists
- Skill-building and introduction to new visual art techniques
- Installation of student art in campus community spaces
- Collaborative projects and culminating events
- Art History: emphasis on local, contemporary, BIPOC artists
- Customized Curriculum: Social-Emotional Learning, Arts Integration, STEAM, IB, etc.

FREE PROGRAMS FOR TITLE I SCHOOLS

All young people deserve access to creative opportunities. Each year, ArtReach provides a limited number of free visual arts programs for elementary schools that lack the financial resources to fund a visual arts program for their students. We also provide an ongoing discount on total program cost to all San Diego County schools with a Title I designation.



STAY CONNECTED

artreachsandiego.org
info@artreachsandiego.org

INTERESTED IN A SCHOOL PROGRAM?

Brooke Benedix // Residency Program Manager
brooke@artreachsandiego.org

FOLLOW US

[@artreachsd](https://www.instagram.com/artreachsd)



LET'S PAINT IT TOGETHER

We believe in the power of community and art to change lives and spaces. A mural provides an opportunity for people to work together while creating something transformative and lasting for their site. The ArtReach Mural Program works directly with youth at schools and community centers to dream up large collaborative works that represent their vision.

We are here to find out what you see for your walls.
What reflects and is important to your community?

ARTREACH MURAL PROGRAM OFFERS

- Engagement in Creative Placemaking
- Youth collaboration from concept to completion
- Project leadership from professional Mural Artists
- Mural arts history and contemporary connections
- Skill building: painting, color theory, composition, design
- Community Paint Days: connection through contribution
- Mural dedication: ribbon cutting ceremonies to gather, acknowledge, celebrate

ARTREACH MURAL PROGRAM INSTILLS

- School/center pride and beautification
- Sense of belonging
- Collaborative empowerment
- Learning new art skills
- Transformation of space

OUR MISSION

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STAY CONNECTED

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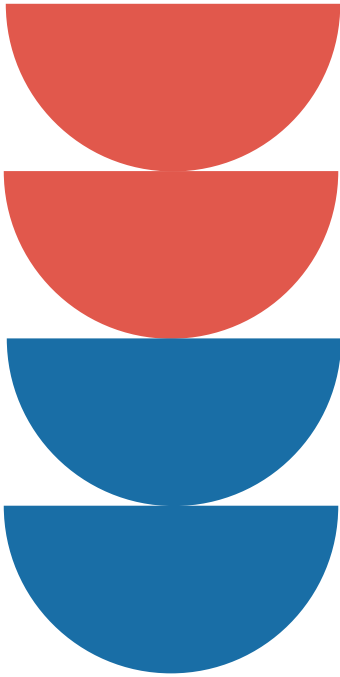
INTERESTED IN A MURAL FOR YOUR SPACE?

Isabel Halpern // Mural Program Manager
izzy@artreachsandiego.org

FOLLOW US

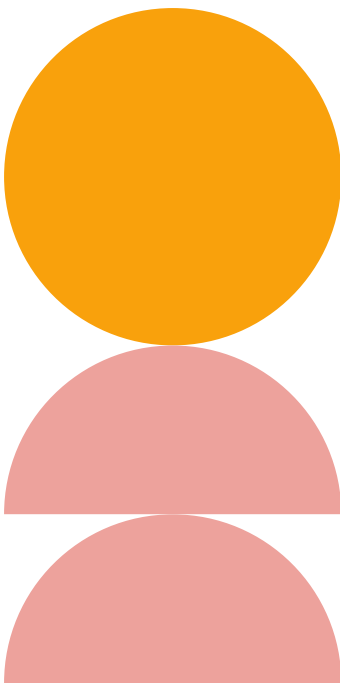
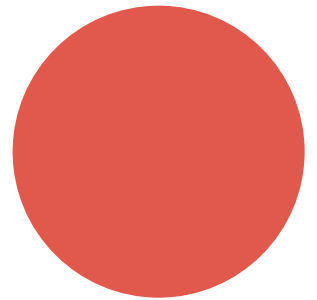
@artreachsd
#artreachmuralprogram

students say...



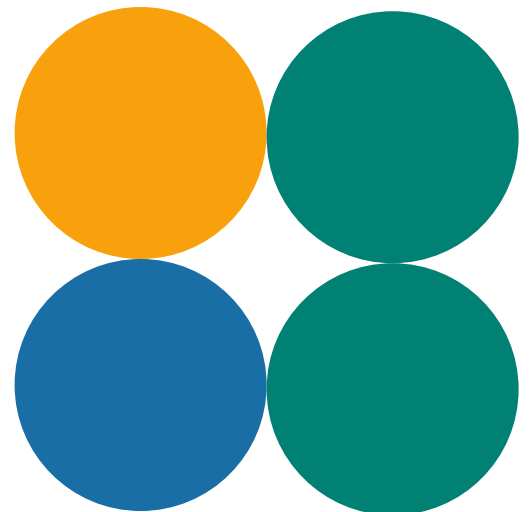
"Thank you so much for teaching me how to express myself. I used to be sort of embarrassed to show my artwork, but now I am not. I used to think I was just a regular girl who's not good at anything, but you showed me that I have many talents inside of me."

"To be an artist you have to have confidence and believe in yourself and trust what you have in your heart and just let out what is in your heart."



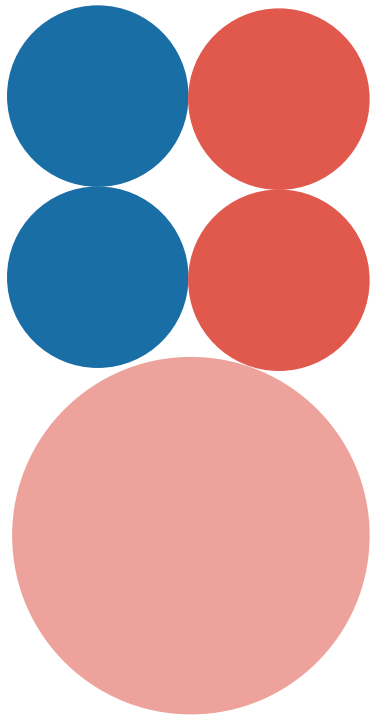
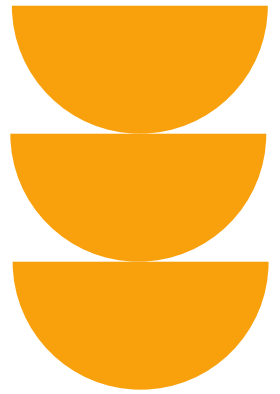
"ArtReach helps us reduce stress and anger. So when I got mad and it was the day for art, I got happy because I enjoyed going to art class and at the end of the day we loved to share with people from other classes."

"Thank you for letting me draw and letting me try. Thank you for treating me the way I want to be treated."



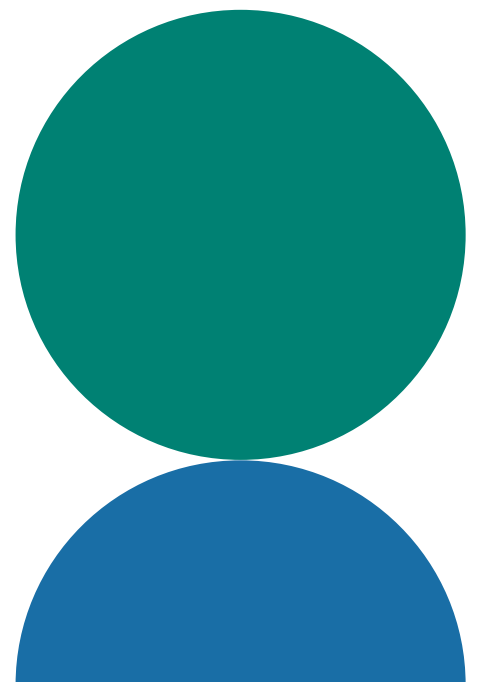
mural participants say...

"Collaborating with youth opens the doors to a world of color, creativity, excitement, and stories beyond the limitations a typical adult perspective can offer. I love the mutual exchange of resources, knowledge, and ideas that happens when I create murals with youth."

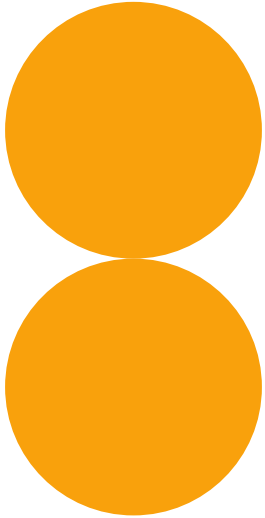


"I'm enjoying connecting with different people and fostering a creative environment that reflects the joy within those communities. I'm gaining firsthand work experience while simultaneously spending days doing what I love, painting! ArtReach is providing an invaluable opportunity to younger artists to learn & grow as people, teachers, and creatives through their Mural Artist Apprentice Program."

"I wanted to express my deep gratitude for the mural painting you coordinated. It is clear how impactful an event this was - not to mention the long lasting image it will imprint on the residents and community. This was really a touching and important effort and I'm super grateful and impressed for all of you who took the time to go out and participate. I really can't express our appreciation enough."

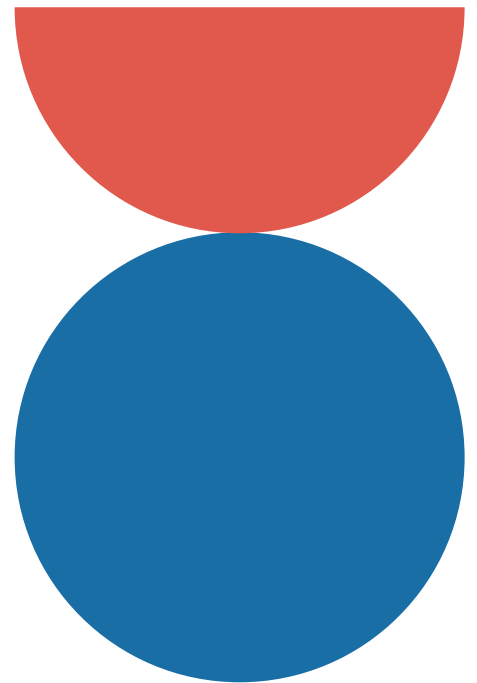


school partners say...

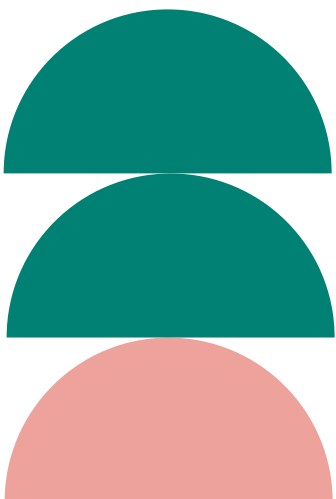


"It is so nice to see the kids have an opportunity to participate in art on a regular basis with ArtReach. They look forward to it. For some of the students this is their first chance to discover a hidden talent that they did not know they have. ArtReach has been such an excellent opportunity for these students to participate in a creative process."

"ArtReach's program has provided an invaluable experience for our students. The regularity of instruction is what promotes student growth in artistic ability and confidence. The ArtReach teachers meet students as artists, not as struggling students, behavior problems, or underachievers. This fresh perspective gives students a new opportunity for success."

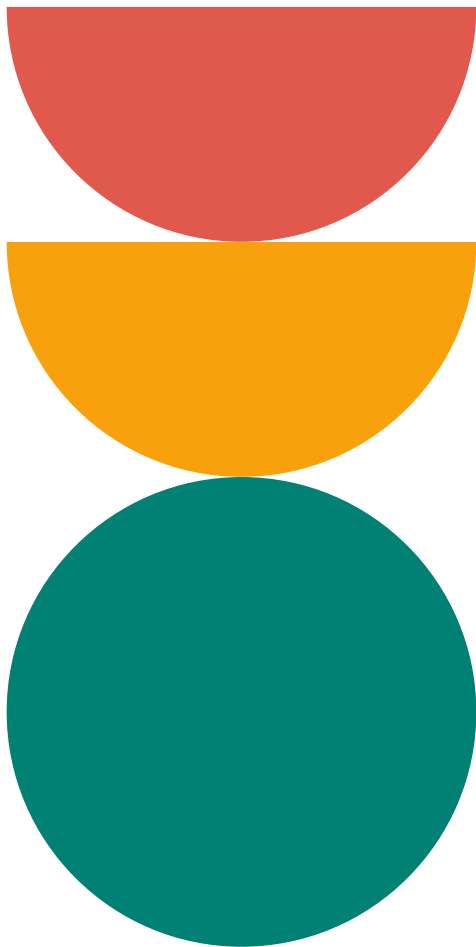
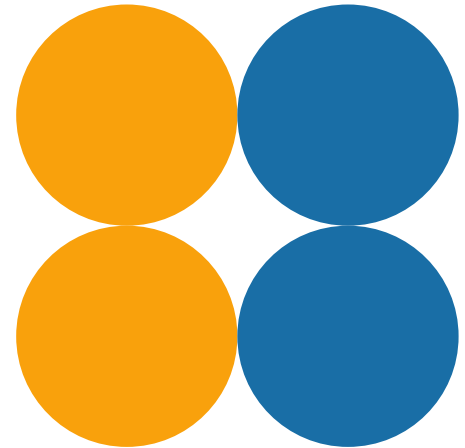


"A window of possibility has been opened. Some of our students who deal with social and emotional problems found an outlet to express themselves in art, which has been helpful in guiding students in using strategies to support their mental health."



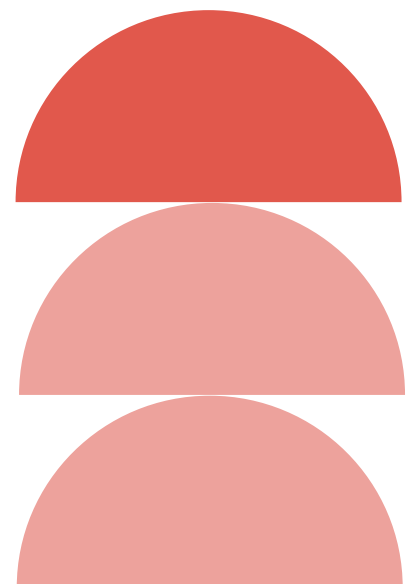
funding + community partners say...

"ArtReach is unique in the youth arts space with their focus on visual art. There are a lot of organizations that do media and performing arts, but their focus on visual arts is unique."



"Individual work was skillfully blended into unique collaborative pieces for each participant. This process was a powerful method that emphasized the existence of each individual's expression and the interdependence that exists in every community. Amazing, relevant, and spot on facilitation by ArtReach. Extremely satisfying to see the outcomes of our Foundation's support."

"ArtReach really has facilitated social emotional support and engagement at our site. Partners need to realize this is more than just time for art."



How art, books helped kids in weird year



The “Art & Lit 2021” exhibit from Words Alive and ArtReach San Diego is on display at the Mission Valley Library. (Kristian Carreon)

KARLA PETERSON Columnist

Meet Red. He is a crayon whose inner self is not reflected in the label he came with. His outside says “Red,” but inside, he knows he is really blue. And when a new friend helps him find the courage to be his true blue self, Red gets to scribble his way to happiness.

Red is the main character of “Red: A Crayon’s Story,” an award-winning picture book by Michael Hall. Red is also one of the literary heroes of “Art & Lit 2021,” a program that used books and art to help local students celebrate their true selves in a time when no one has felt like celebrating much of anything.

“We were trying to discover ways we could help during the pandemic. We asked a lot of our partners, ‘What are you seeing? How can stories connect us and help us help each other right now?’” said Amanda Bonds, program director for the local literacy organization Words Alive, which paired with fellow nonprofit ArtReach San Diego to bring “Art & Lit 2021” to local students and their families.

“What we heard was that young people are isolated and lonely. They are feeling out of sorts, and it’s not their fault. None of this was their doing. We were after something to support the mental health of young people during this extraordinary time.”

In pre-pandemic times, Words Alive’s “Art & Lit” program brought guest artists into participating schools and organizations to work with students on projects inspired by the selected books. Since the project started in 2014, students have interpreted literary themes through mediums that included ink-and-paper art, sculpting, stop-animation and printmaking.

But 2021 was not a traditional year.

With most schools still holding classes online, Words Alive had to find a new way to keep the “Art & Lit” flame burning. The organization partnered with ArtReach, a 14-year-old nonprofit that inspires young people through visual arts and community connections.

When San Diego’s schools shut down in March 2020, ArtReach pivoted to online classes, as the staff and volunteers found ways to get art supplies to students for projects that provided engagement and comfort. Once Words Alive chose the 2021 “Art & Lit” book list, the ArtReach staff came up with a companion art project featuring materials that were inexpensive and easy to deliver to participants. Kits that included selected books from the list and art materials went to 1,200 participants in San Diego.

For the literary part of the “Art & Lit 2021” project, the book-lovers at Words Alive looked at the challenges facing young people in the time of Zoom classes and chose five books for different grade levels, each of them dealing with the themes of identity, resilience and courage.

In addition to “Red: A Crayon’s Story,” the “Art & Lit 2021” selections included the story of a girl who discovers that a simple dot can be the start of something big (“The Dot”); the tale of an artist gorilla and the baby elephant who makes his life (and his art) better (“The One and Only Ivan”); and a young-adult novel about two loners who end up sharing a life-changing bond (“Aristotle and Dante Discover the Secrets of the Universe”).

For the art portion of the program, ArtReach chose identity circles. Inspired by the work of pioneering Black artist and teacher Alma Thomas, the identity-circle art project let participants create two identity circles. One featured answers to Words Alive prompts based on the books, which the artists wrote in a concentric pattern around the paper circle. The other featured designs made by their own fingerprints.

“When we read the books, what we really realized is that they all had the themes of self-discovery and identity. And there is nothing more individual than your finger print,” said ArtReach executive director Sarah Holbach.

“And what is really cool about writing in circular patterns is that it allowed their words to become the design. It let people loosen up and say more than if they were just writing a paragraph on a flat piece of paper. It was a great way for students to be honest and talk about their struggles during this time of being apart.”

The 2021 version of the “Art & Lit” launched early this year, with materials going out to the Words Alive and ArtReach partner schools and communities. Both organizations also posted instructions online, opening up this meditative project to anyone who wanted to grab a marker and take the plunge.

More than 200 pieces of art were returned to Words Alive and ArtReach, and many of them were incorporated into “Art & Lit 2021,” which is on display at the Mission Valley Library through Oct. 16. Words Alive will present a virtual version of the exhibit once it comes down.

Like the participants themselves, each identity circle is a one-of-a-kind project. But they all speak to the human need to reach beyond our screens and our pandemic pods to make our mark.

“I hope people will see the exhibit and be inspired to read the text and practice expressing themselves through art in one way or another,” said ArtReach community engagement manager Anna Laroque.

“It’s not just for kids. What we came up with definitely translated to all ages. We just want people to keep creating, no matter what the form is.”

karla.peterson@sduniontribune.com

ArtReach

Board of Directors

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Rebecca Chamberlain, Immediate Past President, Artist/Arts Supporter

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Anna Laroque, Community Engagement Manager

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Isabel Halpern, Mural Program Manager

Nazanin Amiri Meers, Assistant Mural Artist

Hanna Gundrum, Mural Teaching Artist

Chloe Moya, Mural Artist Apprentice

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Sierra Aguilar, Residency Teaching Artist

Catherine Dzialo-Haller, Residency Teaching Artist

Laurie Evans, Residency Teaching Artist

Yasmine Kasem, Residency Teaching Artist

Araceli Mangione, Residency Teaching Artist

Brita Santana, Programs & Events Coordinator

ArtReach

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EDUCATIONAL PARTNERS



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