Letter from the Executive Director:

We are overjoyed to welcome back our summer camp families! Wow, have we missed those smiles.

All of us at CREATE are truly grateful for the unwavering support from our friends, donors, volunteers, partner organizations and grantors, as we adapted to serve our community under the pandemic.

The past 15 months have been challenging but we are pleased to report that CREATE ended its fiscal year June 30, 2021, in sound financial shape, well-positioned to introduce new and impactful mental health services and art education programs in the coming year.

This past year, CREATE successfully adapted our programming to a hybrid model of online and onsite art education programs and art therapy services. We expanded our mental health/art therapy services to meet demand from individuals and families struggling with increased isolation, depression and anxiety during COVID. Our smARTkids teaching artists pivoted to a virtual model of our afterschool program designed to help young students from marginalized communities to strengthen their academic, language and literacy skills. Our team partnered with other nonprofits and organizations to provide innovative and meaningful online art classes to individuals and families who were homebound for months.

We all welcome a return to “normal” life – summer camp, travel, Nats games! This year marks a huge milestone for CREATE – our 35th anniversary, which we look forward to celebrating with you at our October gala!

As you read through this report, know that none of these accomplishments would have happened without you. Thank you for believing in CREATE and the power of the visual arts to enrich our lives and our community.

In gratitude,

Linda Marson
Our Mission
Our mission is to spark creativity, foster learning, empower individuals, and facilitate community connections through the visual arts.

Our Vision
We believe in the transformative power of art to enrich individual lives and strengthen communities.
**OUR IMPACT**

Between July 1, 2020 and June 31, 2021, we served/provided:

- 227 onsite & online summer campers
- 162 onsite & online youth art students
- 55 onsite & online adult art students
- 188 onsite & online No School Day campers
- 8 homeschool groups with a total of 41 students
- 23 weeks of Art + Study Hall for online learners
- 150 days of online Studio Art Therapy Group, for a total of 450 hours
  - 30 weekly individual art therapy clients (online)
  - 10 weekly individual art therapy clients (onsite)
  - 10 monthly therapeutic classes for partner organizations
ART EDUCATION

We believe that quality arts education, whether in person or online, transforms students into more engaged learners, enhances their education, and promotes positive outcomes including increased problem-solving abilities and greater confidence and self-esteem.

Our programs include onsite and virtual art camps, evening and weekend classes, workshops for children and adults, gallery exhibitions, and family programs.

Our teaching artists have a strong knowledge of art techniques and instruction, creatively and actively involving students in the art-making process in a safe and inclusive space.

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smARTkids

CREATE’s smARTkids free afterschool program helps level the playing field for children from low-income households by eliminating cost as a barrier to participation in quality afterschool arts programming. smARTkids’ art-based curriculum helps elementary school students to build critical thinking skills, resilience, language and literacy skills, peer-to-peer skills, and confidence.

Begun as a pilot program in 2008, smARTkids has benefitted over 1000 children in seven Montgomery County public elementary schools.

In FY21, CREATE successfully ran smARTkids as a fully online program, including sending art supply kits to each participant’s home.
CREATE's licensed art therapists provide a confidential and safe space for healing and personal growth using art techniques such as painting, drawing, sculpting ceramics, and mixed media, to cope with life's challenges. With online art therapy and in-person sessions, CREATE offers flexibility to meet clients where they are most comfortable.

Our therapists work with children, teens, and adults living with physical and mental health challenges ranging from depression, anxiety, autism, schizophrenia, bipolar disorder, grief, loss, or trauma.

To eliminate barriers to participation, CREATE offers art therapy services on a sliding fee scale.
Art therapy helps:
* Foster self-awareness
* Encourage free expression
* Build self-esteem and self-confidence
* Promote personal reflection and personal insight
* Manage behavior and addictions
**FY21 Revenue & Expenses**

**FY21 Revenue**

- Program Services: Art Therapy - $35,290, Camp - $62,178, Classes - $36,815
- Grants: $62,788
- COVID Emergency Funding: $143,192
- Donations: $48,263
- Other: $7,379
- Donated Goods & Services: $1,000

**Total Revenue**: $396,905

**Net Revenue**: $32,903

**FY21 Expenses**

- Program Services: $273,002
- Supporting Services:
  - Management & Administration: $69,160
  - Fundraising: $21,840

**Total Expenses**: $364,002
CREATE
Supporters

$12,500
Tamar Hendel
$10,000
Marten Family Foundation

$1,000-$9,999
- Beth Allaben and Matt Chambers
- CREATE Arts Center Board of Directors
- Barbara Harman (Catalogue for Philanthropy)
- GEICO
- Cynthia L. Hertz
- Kristine M. Holland
- United Way of the National Capital Area
- Fax-Richardson Family Fund (a component fund of the Greater Washington Community Fdn.)

$100-$999
- Ruth Allaben
- AmazonSmile Fdn.
- Ann Ashton
- Bryan Benesch (in memory of Charles Benesch)
- Esther and Allan Berg
- Tony Blankenship
- BNY Mellon Bank
- Leah Brooks
- Paula Edwards (on behalf of Shepherd Park friends in honor of Ruth Allaben)
- Rhonda Eldridge
- Susan Farrer
- Pam Feinstein
- Wendy Fitzgerald
- Sarah Gayer
- Susan Gaztanag
- Giant Food Community Bag Program
- Leslie A. Hall
- Terry and Sharon Hallberg
- Margie Hofberg
- Melanie Isis
- Julie Kaplan
- Allen Korslund
- Ellen Kramarow
- Ann Leger
- Andrea Magovern
- Annarita Marriotti
- Kay Marten
- Josephine Monmaney
- Rachel Page
- Karen Pascal
- Diane Perry
- Allison Price
- Chad Rector
- RMI Mortgage (Margie Hofberg)
- Rex Robison
- Edward Steiner
- Avery Turner
- Anita Wallgren
- Weinstein, Youngerman, Ruttenberg Foundation
- Tracy Wright

$1-$99
- Patricia Abaroa
- Joan Allaben
- Bank of America Charitable Foundation Employee Giving Prgm
- Carolyn Becker-Hromalik
- Allie Berg & Jonathan Herr
- Beth Boa
- Noah Bookbinder
- Stephanie Brown
- Lindsay Larson Call
- Walter Carlton
- Jan Goldstein
- Patricia Herr
- Lynette Johnson
- Jacob Krampf
- Laureen Laglagaron
- Maryland Charity Campaign
- Pamela Ruiz
- Shelley Sarrin
- Frances Schmutter
- John Seeke
- Marilyn Siskind
- Tali Stopak Mathis
- Pete Tan
- Cheryl Welbeck
- Thomas Williams
- Michael Zielinski
Grants
Arts & Humanities Council of Montgomery County
Maryland State Arts Council
City of Takoma Park
Foley Hoag Foundation
(NFP) Meltzer Employee Giving Fund

CREATE Staff
Linda Marson
Executive Director

Allie Berg
Communications & Outreach Director

Gwendolyn Short, MA, ATR-BC, LCPAT
Art Therapy Director

Sulay Khin
Managing Director, Arts Programming

Samarra Coakley
Registrar & Office Manager

CREATE Board (FY21)
Abena Tate, President
Ilana Fried Hofberg, Treasurer
Nancy Bateman, Secretary
Melanie Fonder Kaye, Director
Camellia Jacobs, Director
Tom Jacobson, Director
Cassandra McKee, Director
Armand Peterson, Director
Erica Weiss, Director

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