



2016-17 IMPACT REPORT



IGNITING THE NEXT
GENERATION OF
**CHANGE
MAKERS**





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A LETTER FROM OUR EXECUTIVE DIRECTOR

DEAR FRIENDS,

This year we expanded our reach to impact a larger footprint of our community. We are excited that people across socioeconomic groups from all parts of our city see how the arts can be used as a tool to impact positive youth and community development. We delivered more than 40,000 programming hours to more than 22,000 participants at 80 schools and community sites across Central Texas. Not only are we scaling our reach—we are moving the needle on critical community issues.



Through our school-based programs thousands of children built social and emotional skills, while educators gained experience integrating the arts in their classrooms. At our Spark School, Campbell Elementary, we lead ongoing professional development for teachers and delivered weekly arts-integrated lessons to each student in and out of school, and 91 percent of teachers say they've now learned new arts-based teaching strategies they can use every day.

In our after school programs, which span across 50+ sites, students created art addressing issues like friendship, media literacy, and gentrification through age-appropriate project-based learning activities. As a result, 99 percent of youth said they can now recognize injustice and use art to express their thoughts and feelings.

Our teen students are also learning the value of art in making a social impact. Ninety-six percent of our teens say they now have the tools and language to respond to social justice issues in their community. They put those tools into practice by creating a mural for the local food bank, a film about the effect of immigration (that played on PBS!), and an original performance about the timely issues of sexual harassment and consent.

Through our community programs we engaged elders, toddlers, and families in year-round events and activities in an effort to build community connections and amplify social issues. Highlights included several free Community Art Sundays, seeing the elders in Continuing Creativity share their life stories, and cheering on our adults on the autism spectrum as they developed social skills while making digital media and theatre projects.

We also made impactful strides building our core business practices and company culture to best enact racial equity and inclusion, which launched a refinement of our core values: create community, dream big, stand up, and strive for excellence, as well as an institutionalized practice of ongoing social justice learning for all staff.

As we reflect on all the Creative Action successes from this past year, we feel much gratitude—we simply couldn't do this without you. Thank you for joining us in equipping our youth to be the best they can be. We look forward to bringing more Creative Action programs to more communities!

With love and gratitude,
Karen LaShelle, Executive Director

WHAT WE DO & WHY

Creative Action is an arts-based youth development nonprofit. Our team of innovative and experienced Teaching Artists are skilled professionals trained to help youth develop their creativity, compassion, confidence, and critical thinking skills through high-quality, dynamic, and culturally and socially relevant programs in schools and community settings. We create safe and supportive learning environments through which youth build connections and gain a deep sense of belonging. Our instructional methods are student-centered and strengths-based, honoring and supporting youth voice and experience.

As the LARGEST YOUTH ARTS ORGANIZATION IN CENTRAL TEXAS, we reach more than 20,000 youth each year.

Through the transformative power of creative expression, social and emotional learning, and social justice education, we empower and educate youth so that they may develop personally and make positive contributions to their communities. We work with young people across socioeconomic settings to ignite social change.

Our students become:



CREATIVE ARTISTS

Developed creative expression:
Creativity + artistic skills
Ability to practice, present, and perform



COURAGEOUS ALLIES

Increased commitment to social change:
Empathy
Stand up for equity
Community responsibility



CRITICAL THINKERS

Developed 21st Century skills:
Adaptability and flexibility
Emotional intelligence
Problem solving



CONFIDENT LEADERS

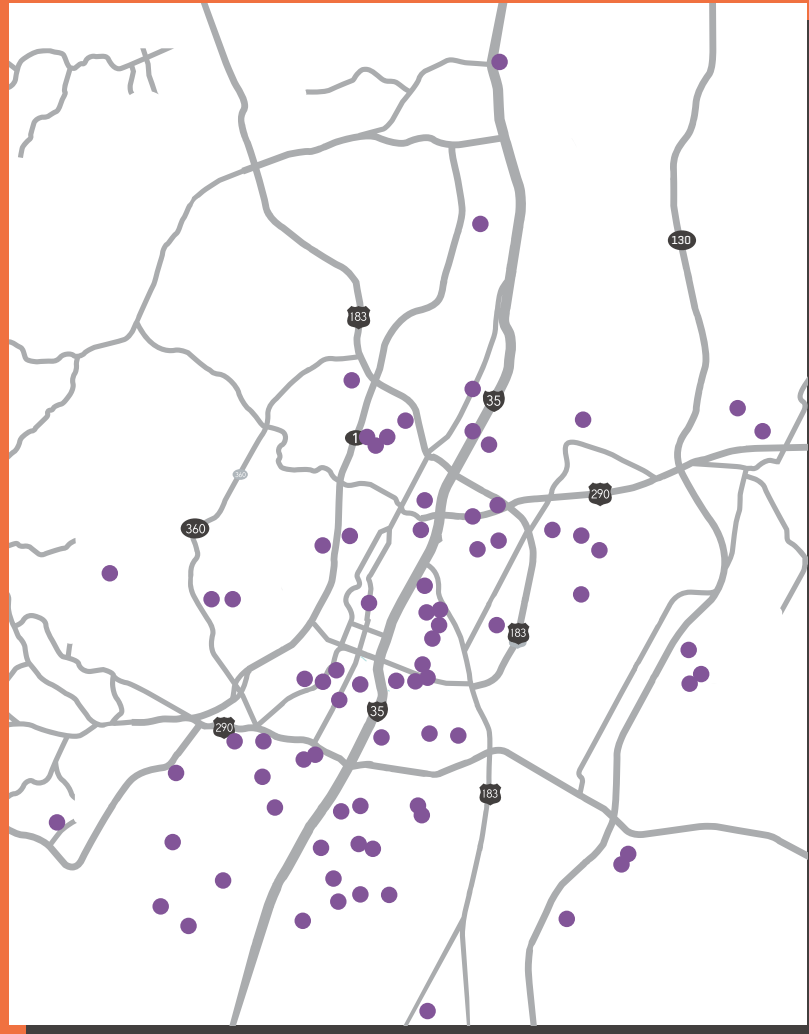
Improved social and emotional skills:
Confidence
Self-awareness
Perseverance
Sense of belonging



Color Squad was commissioned to install an educational mural at the Central Texas Food Bank, which commemorated the 10 year anniversary of the UT Austin School of Public Health.

PROGRAMMING 2016-17

Austin Peace Academy
 Baranoff Elementary
 Barbara Jordan Elementary
 Baty Elementary
 Becker Elementary
 Bedichek Middle
 Berkman Elementary
 Blanton Elementary
 Blazier Elementary
 Brentwood Elementary
 Bryker Woods Elementary
 Campbell Elementary
 Center for Creative Action
 Clayton Elementary
 Covington Middle
 Cowan Elementary
 Creedmoor Elementary
 Dailey Middle School
 Del Valle Elementary
 Del Valle Middle School
 Dobie Middle School
 Eanes Elementary
 Free Minds Institute
 Garcia Middle School
 Gardner Betts Juvenile Center
 Gilbert Elementary
 Gullett Elementary
 HACA--Santa Rita
 Harris Early College Prep
 Hill Elementary
 Hillcrest Elementary
 Hornsby-Dunlap Elementary
 Josephine Houston Elementary
 IDEA Allan Academy
 IDEA Bluff Springs
 IDEA Rundberg
 Joslin Elementary
 Lamar Middle School
 Langford Elementary
 Linder Elementary
 M Station
 Magnolia Montessori
 Goodrich Place
 Maplewood Elementary
 Martin Middle School
 Meadowbrook Apartments
 Mendez Middle School
 Metz Elementary



Oak Meadows Elementary
 Oak Springs Elementary
 Odom Elementary
 Ojeda Middle School
 Ortega Elementary
 Palm Elementary
 Paredes Middle School
 Pecan Springs Early College Prep
 Perez Elementary
 Pioneer Crossing Elementary
 Popham Elementary
 Presidential Meadows Elementary
 Rawson Saunders School
 Ridgetop Elementary
 Rodriguez Elementary
 Rosewood School
 Santa Rita Courts

Shadow Glen Elementary
 Sierra Ridge Community Center
 Sierra Vista
 Smith Elementary
 St. Austin Catholic Church
 Sunset Valley Elementary
 Trails at Vintage Creek
 Travis Heights Elementary
 University of Texas Elementary
 Valley View Elementary
 Walnut Creek Elementary
 Wells Branch Elementary
 West Ridge Middle School
 Widen Elementary
 Wooten Elementary

“ I LEARNED HOW
TO GET ALONG
BETTER WITH PEOPLE
BECAUSE IN THIS
CLASS I WORK WITH
PEOPLE THAT I DON'T
USUALLY PLAY WITH.”

- Henry, 3rd grade, Bryker Woods Elementary



At the end of each Creative Action camp, participating youth host a “final sharing” for friends and family where they present their artistic projects and skills they’ve developed during the program.

OUR WORK

SCHOOL-BASED PROGRAMS

HANDS-ON, FUN, CREATIVE LEARNING PROGRAMS FOR PRE-K THROUGH 8TH GRADE STUDENTS

INTERACTIVE PERFORMANCES: Multi-day, interactive theatrical performances that tackle age-appropriate social and emotional issues.

PROFESSIONAL DEVELOPMENT: Arts-based techniques taught to teachers to engage and support students.

SPARK SCHOOLS: Multi-year partnerships with schools to design and implement comprehensive, year-round arts integration programs that support academic success by making school a place where all feel students feel welcome, learning is joyful, and youth voice matters.

OUT-OF-SCHOOL TIME PROGRAMS

HIGH-QUALITY PROGRAMMING WHEN SCHOOL IS NOT IN SESSION THAT IS CRITICAL TO POSITIVE YOUTH DEVELOPMENT

AFTER SCHOOL PROGRAMMING: Programs that engage students in visual art, filmmaking, music, puppetry, creative writing, and acting to deepen connections to lessons learned in the classroom and to strengthen social and emotional skills.

DAY, SPRING BREAK AND SUMMER CAMPS: Creative enrichment in visual arts, filmmaking, and theatre at various locations around Austin.

TEEN PROGRAMS

CREATIVE YOUTH DEVELOPMENT PROGRAMS THAT INSPIRE POSITIVE SOCIAL CHANGE IN TEENS' COMMUNITIES USING THEATRE, FILMMAKING, AND VISUAL ART

CHANGING LIVES YOUTH THEATRE ENSEMBLE: A theatre ensemble, in partnership with SAFE Alliance, that creates original performances focused on violence prevention and healthy relationships.

COLOR SQUAD: A visual arts collective that researches and designs public murals that speak to the needs and identities of community partners.

YOUTH CINEMA COLLECTIVE: In conjunction with the Alamo Drafthouse, this group of passionate filmmakers write, direct, and shoot films that share underrepresented stories.

COMMUNITY-BASED PROGRAMS

QUALITY LEARNING AND COMMUNITY-BUILDING OPPORTUNITIES FOR FAMILIES, TEENS, AND OLDER ADULTS THAT FOCUS ON ART, ACTING, MUSIC, DANCE, AND CREATIVE WRITING

COMMUNITY ART SUNDAYS: Our signature free family-friendly event series that incorporates workshops and interactive art activities for community members of all ages.

MUSIC & MOVEMENT CLASSES: Creative parent/child classes for children ages 0-5 and their families.

SOCIAL CREATIVITY: A safe place for young adults with autism to make friends, have fun, hone social cues, and develop tools for self-expression through creative arts activities.

CONTINUING CREATIVITY: A group of older adults ages 65+ focused on using art to increase vitality and cognitive health.



Lee Lewis Campbell Elementary Media and Performing Arts Institute is Creative Action's Spark School base site. Pictured here are Principle Moore and three Campbell students.

OUR IMPACT: 2016-17



41,558

hours of creative action
PROGRAMMING
DELIVERED



22,482

youth & adults
SERVED

80

locations
provided with
programming



OUT-OF-SCHOOL TIME PROGRAMS

99%
of students can use
art to express their
thoughts and feelings



97%

of students participate in **conflict resolution strategies**
to work towards **peaceful solutions** to problems

"We created happiness and joy through film."

- Maya, 3rd grade, Ridgetop Elementary

SCHOOL-BASED PROGRAMS

"It is very inspiring to see kids begin to think of themselves as activists and leaders with genuine power to change things in their world." - Mathews Elementary teacher

100%

of teachers have seen their students using the
vocabulary from the Courage to Stand program to
help prevent bullying situations in the classroom



455

teachers & educators

TRAINED



COMMUNITY-BASED PROGRAMS



4,200

people participated in a
CREATIVE ACTION
community event or program

56

participants in our
TEEN PROGRAMS

*"I now know how to use
my voice to make social
change instead of seeing
it and being a bystander."*

- Teen Program Participant

OUR FINANCIALS

STATEMENT OF ACTIVITIES

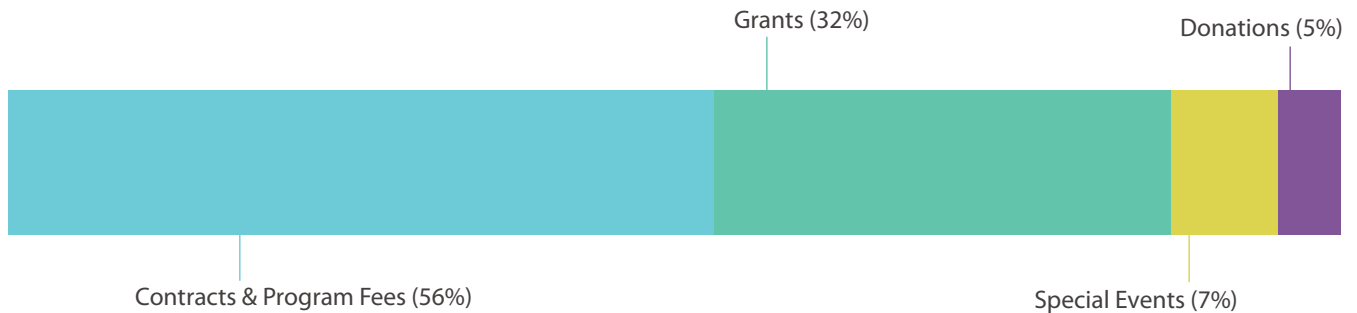
REVENUE

Programs	\$1,941,562
Grants	\$1,087,515
Special Events	\$250,966
Donations	\$174,574
TOTAL REVENUES	\$3,063,082

EXPENSES

Programming	\$3,217,213
Fundraising	\$340,648
Administrative	\$227,095
TOTAL EXPENSES	\$3,784,956

REVENUE AT A GLANCE:



EXPENSES AT A GLANCE:





Students in the Creative Action After School at Brentwood Elementary painted a mural as part of their final sharing in Fall 2017.

OUR PARTNERS

Alamo Drafthouse Cinema
All Saints Episcopal Day School
Armstrong Community Music School
Austin Creative Alliance
Austin Child Guidance Center
Austin Earth Day Festival
Austin Peace Academy
Austin ISD
Bastrop ISD
Boys and Girls Clubs of Austin
Central Market
Central Texas Food Bank
Collaborative for Academic, Social and Emotional Learning, AISD
Creative Learning Initiative, AISD
Del Valle ISD
Eanes ISD
Free Minds
Forklift Danceworks
Foundation Communities
Gardner Betts Juvenile Detention Center
Housing Authority City of Austin
Interfaith Action of Central Texas
Junior League of Austin
KLRU
LaunchPad
Learn All the Time Network
Literacy First
Magnolia Montessori for All
Manor ISD
MINDPOP
National Afterschool Association
The Nobility Project
OutYouth

People's Community Clinic
Pride Youth Theater Alliance
Ready by 21 Coalition
Redeemer Lutheran
Respect For All, AISD
Round Rock ISD
SAFE Alliance
St. Andrew's Episcopal School
St. Austin Catholic School
Sustainable Food Center
Texas School for the Blind and Visually Impaired
Travis County Probation Department
Trinity Episcopal School
Trinity United Methodist Church
United Way for Greater Austin
UT Elementary
UT Drama and Theatre for Youth
UT School of Architecture Center for Sustainable Development
UT School of Public Health
UT School of Social Work
YMCA of Williamson Co.
Youth Program Quality Initiative
Youth Raise Texas

MEMBERSHIPS:

National Guild for Community Arts Education
Learn All the Time Network
Texas Afterschool Association
Texans for the Arts
Texas Partnership for Out of School Time



“ IT KEEPS MY MIND
SANE. . .WORKING
WITH THE SMALLER
KIDS. IT’S SO FUN
THAT YOU JUST WANT
TO BE HERE—IT’S LIKE
MY SECOND HOME
AWAY FROM HOME.”

- Vivalyn Jones, Volunteer



Members of Creative Action's Continuing Creativity program, a group of older adults focused on using art to increase vitality and cognitive health.

OUR SUPPORTERS

DREAM MAKERS (\$100,000+)

City of Austin Cultural Arts Division
City of Austin Department of Health &
Human Services
National Endowment for the Arts

SUSTAINERS (\$50,000-99,999)

Serene & Chris Warren
Webber Family Foundation

LEADERS (\$25,000-49,999)

Andy Roddick Foundation
Austin Eastciders
Carly & Clayton Christopher
Deep Eddy Vodka
H-E-B Tournament of Champions
High Brew Coffee
Mighty Swell
Mueller Foundation

BUILDERS (\$10,000-24,999)

Applied Materials Foundation
Austin Community Foundation
Carl C. Anderson Sr. & Marie Jo
Anderson Charitable Foundation
David Brantley
Brown Foundation
Burdine Johnson Foundation
Campbell Foundation
City of Austin Grant for Technology
Opportunities
Polly & Lonnie Cooper
Dancing Bear Aspen
Yvette & Hank Farrell
Laurie & Dirk Gosda
I. A. O'Shaughnessy Foundation
Evan & Brandi Loomis
Meinig Family Foundation
The Powell Foundation
Kirstin & Joe Ross
Samsung Austin Semiconductor
Seawell Elam Foundation
Anne & Rich Smalling
Texas Commission on the Arts
Johanna & Mitchell Vernick
Lindsay & Joe Warnock

HEROES (\$5,000-9,999)

Alice Kleberg Reynolds Foundation
American Innovations
The Barilla Foundation
Best Buy Foundation
Sally & Owen Brainard
Brookfield Residential
Kevin & Maggie Callahan
Jamie & Blake Chandlee
East Side Pies
Lynn & Mark Hall
Katie & Greg Henry
Housing Authority of the City of Austin
HPI Real Estate Services & Investments
I Live Here I Give Here
Jim McDermott
Mondo Tees, LLC
Irene & Clarence Mou
The Panacea Collection
The Reese Foundation
Shanti Foundation for Intercultural
Understanding
Keri & Eric Stumberg
Urbanspace Real Estate + Interiors
Neil Webber
Whole Foods Market
Wright Family Foundation

SPARKLERS (\$1,000-4,999)

Lisa & Steve Andrade
Alex Andrawes
Austin Foundation for Architecture
Aviles Family Charitable Fund
Bank of America Charitable
Foundation, Inc.
Kristy & Adam Battani
Laura & Eric Buehler
Andrew Bursten
C3 Presents
Verónica Castro de Barrera & Martin
Barrera
Capital Metropolitan Transportation
Authority
Mel Cavaricci
Central National Bank
The Chameleon Group
Circuit of the Americas
Meredith Cohen

Debbie Clemens Jewelry
Stan DeLaney
Raman & Becky Dewan
Lisa & Freddy Fletcher
Garden of the Gods
Genevieve and Ward Orsinger
Foundation
Monica Gill
Anne Glickman
Laura & Dan Hannon
Lisa & Matt Hickey
Sara Hickman & Lance Schriener
Darian Honigsfeld & Brady Sadler
Claudia & Jim Humphrey
Kendall & Jerry Jensen
Heather Keating & Griffin Davis
Kirk & Jenn Larson
David & Liz Lawrence
Levit Family Fund
Kinder Morgan Foundation
Susan Kirr & Rusty Martin
Kor180
Rachel Maguire & Adrián Rizo
Leslie Manzano & M Troy Marcus
Shelby & David Marquardt
Carlotta & Bill McLean
McMinn Law Firm
Merrill Lynch
Oskar Blues Brewery
Celeste & Adrian Quesada
Ranch 616
Lynn & Eric Rome
Leslie Sholl Jaffe & David Jaffe
Elizabeth & David Smith
SXSW Community Fund
The Tecumseh Foundation
Texas Women for the Arts
Transit Empowerment Fund
Elisabeth & Alex Tynberg
W.T.F.T.W LLC
Margaret & Don Walker
Megan & Dustin Wells
Whataburger
Carron Whittaker
Rose Betty & Alan Williams
The Zeplain Family
ZipRealty

“ THIS OPENED ME
UP TO NEW IDEAS
AND PERSPECTIVES
ABOUT ISSUES IN
OUR COMMUNITY.
IT ALSO TAUGHT
ME THAT MY ART
IS VALUABLE AND
IMPORTANT.”

*- Angel, 9th grade,
Youth Cinema Collective participant*



Creative Action Teaching Artists engage with 4th grade students using **The Courage to Stand**, a multi-day interactive performance that tackles bullying while developing students' social and emotional skills.