

paint
love®

**2022 ORGANIZATION OVERVIEW
+ SPONSORSHIP INFORMATION**

paint
love®

OUR MISSION

Paint Love brings extraordinary arts programming that empowers youth and strengthens communities.

OUR VISION

We envision a world where all young people have access to creative experiences that help them imagine a future not limited by adversity and develop the creative skills to enact change.

HOW WE DO IT

We partner with K-12 schools and nonprofit organizations to engage youth through projects that are artist-led and specially formulated to meet kids wherever they are.

WHO WE SERVE

We serve kids and communities of all kinds because art is essential for everyone but access to the arts isn't always equal. We love working in new spaces and helping communities dream big and dive deep for the biggest impact.

LEARN MORE

www.paintlove.org

ART IS ESSENTIAL. Art is critically important and wonderful all on its own, but Paint Love projects also go deeper. Art is our vehicle, but the soul of our work is showing youth that their voice matters, their ideas are important, and their actions can make a difference in shaping the future.

One of our partner nonprofits, Kate's Club, serves kids who are coping with the death of a parent or sibling. They do not charge families and provide a safe place to express and manage grief. To go along with the recent theme "If my tears could talk," Paint Love volunteer artist, professional sculpture and master's in social work candidate, Nikita Raper, collaborated with Laura Shaw, Paint Love's executive director and Lane Pease, Kate's Club director of programming to construct a project helping kids identify their emotions and think about how their grief expresses itself: is it small and quiet like a mouse? Does it roar like a lion, get angry like a rhinoceros, or snap like a crocodile? Is it ever-present like a loyal dog? Kids punched, shaped, scored and slipped using air-dry clay to create elaborate animal "maws" or mask-like mouthpieces, mounted on a dowel, to give their grief a voice.

This is just one example of how we are investing in the creative and mental health of the children we serve.

Over the last seven years, we have brought this truly extraordinary programming to under-resourced schools and youth-serving nonprofits and become one of the most highly-sought after art and trauma programs in Atlanta and beyond.

Our model is really working and is scale-able. If we have the resources to scale, we could bring this high caliber of trauma-informed, intentional, creative impact to so many more youth facing poverty and trauma in our community.



PAINT LOVE PROGRAMS

Nonprofit partnership Program

Most nonprofit programs follow our “Art as Response” model, incorporating themes that directly respond to collective trauma such as experiencing racism, or shared experiences among the demographic served, such as:

- Metal-smith jewelry making pendants with affirmations of self-worth with girls who have experienced neglect within the foster care system
- Chalk “video games” with newcomer refugees, where teams plan, draw, and move through a 2-D obstacle course and experience moving their bodies to overcome challenges representative of their capacity to do so in real life.

School Partnership Program

School partnerships prioritize Title 1 schools and are largely oriented as “Art as Advocacy” like:

- Slam poetry showing seventh graders that their voice matters, and to speak up to address bullying and create a more supportive community.
- The Artist Mentor program serves high schoolers interested in creative-sector careers but facing attendance challenges. Our pilot year served eight students, mentored by professional artists in their field.

In-House Programs

Open community programming includes a five-week summer camp, serving 60 students (half on scholarship) and free monthly community projects for kids and families held at a public park, serving 100 individuals.

2021 events included puppetry, nature mobiles, family yoga, graffiti arts, paper making, and mask making. All events build community between family members and community members.





PROGRAM THEMES

Typically, our programming fits into one of the three categories below. This theme, coupled with a modality, is the basic structure for building programming for your site.

Art as response

If your community has experienced a difficult event or crisis, creative expression can be incredibly powerful in community building and processing.

Example: Through a partnership with the Decatur Education Foundation and Renfroe Middle School, students created poems, guided by professional Paint Love poets, around the grief of a classmate lost to suicide.

Art as prevention

Our programming is built to teach Social Emotional Learning (SEL) skills. These skills, like self-awareness, social responsibility, self-regulation and community connection, prepare kids for being better and kinder to themselves and others.

Example: Austell Youth Innovation Center invited Paint Love to create a mural at their new youth space. Community members painted the mural together and discussed the strengths of their community, along with ways to improve it.

Art as advocacy

Creativity and advocacy go hand-in-hand. Artists give us the vision to see a new future. These Offerings can be for specific awareness campaigns and months (Black history, AAPI, Latinx, Earth Day, etc) or how to use our art to empower your voice.

Example: For Black History Month, the City of Roswell invited Paint Love to host a series of projects for community members on black artists. Paint Love staff shared the stories of the artists while kids explored their mediums of choice.



Customized to each partnership

Our different approaches- called modalities- allow us to provide programming in the most impactful way for your community. Our staff is highly-trained and seasoned in providing services through each option.



Large Group Activity

Large group activities are often one-time events for a community, agency, or school to create together. These can range across a number of projects and themes. These projects impact the most students with the smallest time investment.



Mural or Large-Scale Collaborative Piece

Collaborative, community-building art projects for a class, grade, school, or neighborhood - featuring options for temporary or permanent installation or mural projects. These typically require longer periods of time to complete.



Movement + Art

Movement is incredibly valuable to a child's learning and processing. Movement + Art combines yoga, dance, and play to create around a theme. This option is done best with a smaller group over a series of sessions.



Small Group Activity

Small group activities are focused on a single population or group. These activities may be more complex and provide for more intimate, focused conversation. Small group activities can occur once or over a set of sessions.

PAST SCHOOL PARTNERS

Atlanta Public Schools

Carver High School

KIPP Strive Academy

Maynard Jackson High School

KIPP Atlanta Collegiate

Cobb County Schools

Austell Elementary School

Brumby Elementary School

Clarkdale Elementary School

Dowell Elementary School

Mableton Elementary School

Norton Park Elementary School

Pebblebrook High School

Powder Springs Elementary

South Cobb High School

DeKalb County /Decatur City Schools

Barack Obama Elementary

Bob Mathis Elementary School

Brockett Elementary School

Clarkston High School

Cedar Grove Middle School

Dunair Elementary School

Indian Creek Elementary School

Talley Street Upper Elementary

Tucker High School

Woodward Elementary School

International Community School

John Lewis Elementary School

McLendon Elementary School

Redan Elementary School

Renfroe Middle School

Fulton County Schools

Langston Hughes High School

S.L. Lewis Elementary School

Gwinnett County Schools

Peachtree Corners Elementary



SELECT PAST NONPROFIT PARTNERS



HOW WE CREATE VALUE

Paint Love creates value for our nonprofit and school partners by bringing extraordinary arts programming to youth who otherwise would not be exposed to these types of creative experiences.

Art is about humanity and expression and joy - and these are all important. But art also makes a big impact in relation to stress and trauma. Studies show that prolonged and unbuffered exposure to stress, including trauma and living in poverty, impacts kids' developing brains and can have a permanent effect on cognitive ability, physical and mental health, and academic achievement.

Art and creative education is shown to reduce stress and anxiety, build critical social-emotional skills, and close the academic achievement gap. Students from low income families and under resourced communities often have the most to gain from these positive outcomes art brings, and yet frequently have the least access to artistic experiences and creative instruction.



STAFF LEADERSHIP

*Full Time Staff

**Part Time Staff



LAURA SHAW

Executive Director*

Laura studied classical ballet and taught dance in schools across the Deep South. She graduated from Millsaps College, where she worked for the ACLU of Mississippi and after graduation, as an AmeriCorps VISTA. She holds a master's degree from Boston University with a focus on juvenile justice and social change, and worked with nonprofits from Boston to San Francisco. In Atlanta, she worked across the nonprofit sector in arts education, including the National Center for Civil and Human Rights, at the Fox Theatre's arts outreach program. She joined the Paint Love team in 2016 and became Executive Director in 2019.



CHLOE YOUNG

Community Engagement Coordinator*

Chloe Young recently graduated from Converse College in Spartanburg, South Carolina, with degrees in Child and Family Studies and Arts Management. She joined the Paint Love team as an intern in 2021 and helped start our summer camp program before becoming our second full-time hire in January 2022.



MANDY NOA, MSW, LCSW

Program Director**

Full-time, Mandy is a School Social Worker for Cobb County School District. She earned her Masters in Social Work from University of Georgia, and is passionate about trauma-informed practices and utilizing art to create safe spaces for individuals. She is also a Certified Children's Yoga Instructor.



ELLEN GADBERRY

Lead Teaching Artist**

Ellen has spent most of her life in the classroom, the library and the art space - as student and teacher, reader and librarian, maker and guide. Currently, Ellen leads community children's and adult art workshops for Paint Love, DeKalb County facilities, and local churches, and facilitates local family literacy initiatives.



CANDACE CASTON

Lead Mural Artist **

Candace Caston received her BFA at the Savannah College of Art and Design with a focus in painting. While she has always had a connection to creating visual arts, she has found immense joy in teaching and sharing creative practices with children. Candace has taught drawing and painting locally since 2015.

PAINT LOVE BOARD OF DIRECTORS



AMY CLARKE

Program Director, CF
Foundation
Board Vice-Chair
Fundraising Committee
Chair



**JERMAINE
FRASER-HAUGHTON**

Financial Operations Manager,
Purchasing Power, LLC
Treasurer



Y. CARON HARDING

Consultant, Coach
Secretary



CARA HERGENROETHER

Former Attorney
Board Chair



JANELLE PERRILLIAT

Financial Analyst and artist
Fundraising Committee Vice-
Chair



**RENÉE
WILSON-SIMMONS**

Founder, Healing Trauma,
Reclaiming Joy; nonprofit
professional and expert
in Adverse Childhood
Experiences



**VENESSA
BINES-TRUITT**

Regional Coordinator at
DeKalb County Board of
Education
Operations committee



BRENT COLEMAN

Mixed Media Artist
Fundraising committee



NINA DESHPANDE

Upper School Counselor,
Atlanta International School
Operations Committee



BETSY EPPES

Fulton County Schools
K-12 Fine and Performing
Arts Coordinator
Operations Committee



DARYL FUNN

Poet, Teaching Artist
Fundraising Committee



BECKIE HAWKINS

Cultural Services Division
Manager, City of Roswell
Operations committee

HOW WE ARE DIFFERENT

We are trauma-informed.

“Trauma-informed” in the context of Paint Love’s model, means:

- maintaining an understanding of all the ways experiencing trauma can impact youth, their behavior, development, and even creativity.
- meeting kids where they are and inviting them into the creative process so they can have a positive, fun, and meaningful experience.

Understanding trauma and knowing the ways it can manifest (like behavioral issues), helps us strive to follow best practices for serving kids who have experienced a lot of tough things. But we know individuals are more than their trauma, and the kids we serve are still just kids. It’s helpful to think about the ways trauma can impact developing brains, but it’s even more important to remember that the youth we serve want the same things any other kid wants — to be loved, seen, and accepted for who they are, and to have fun.

We are experts.

Our diverse team of experts stretches across disciplines: we are artists and creators, social workers and clinicians, teachers, and trauma-informed specialists. For each program, we craft each project specifically for that partner and the demographic of youth they serve.

While other programs offer a catalogue of set projects they can easily replicate across all audiences, Paint Love’s team crafts each experience to best serve the youth at each and every partner site.

We are community-focused.

We listen and work together with the partners and communities we serve. We don’t approach partnerships offering prescribed solutions- we listen and learn and are constantly changing and growing to figure out the types of projects, materials, approaches, themes, and goals that will make the most impact for each group we serve. This means that success looks different for each partner and each project, but our aim is to learn what impact our partners actually need, and then use our expert team to figure out how to make it happen.

ART IMPACTS: EVERYTHING

Art is fun

Art improves academics

Art teaches problem solving

Art increases creativity

Art improves social skills

Art teaches emotional self-regulation

Art expands curiosity

Art empowers

Art uplifts

Art gives choices

Art teaches self control

Art improves communication skills

Art helps decision making

Art gives autonomy

Art improves imagination

Art is an emotional release

Art helps processing

Art allows for stories to be shared

Art teaches empathy

Art transcends language

IN 2021, WE . . .

- Completed **102** unique art projects
- Provided **444 HOURS** and **185 DAYS** of arts programming
- Served **2,029** students total (1,408 unduplicated)
- Partnered with **25** community organizations
- Piloted our very first **SUMMER CAMP**

IN 2022, WE WILL . . .

- Launch our **ARTIST COHORT** program
- Serve over **2,000** student
- Expand our Summer Camp to **5 WEEKS**
- Continue being **a leader for change in the Atlanta area!**



HOW WE'VE PERFORMED

Here's what our partners have said...

“What strikes me most is the way Paint Love brings the power of creativity and self-expression to touch the lives of children who have been hurt or are vulnerable to their circumstances. I can think of few activities as empowering and healing as inviting a person to bring themselves into the external world through their art. Paint Love has given our kids the opportunity to build resiliency, both in an interpersonal manner by being around other similarly affected children, and also by engaging in the physical, mental and spiritual process of creating something. I saw a child who decorated her project with the statement ‘your scars make you beautiful.’ This statement could be a testament to resilient cognitions. Using them in an art format can really help children internalize these kinds of messages since they are interacting with them in a physical way rather than just saying or writing them down.”

REBECCA AHMADI,
Therapist, Georgia Center Child Advocacy

“As classroom teachers, we don't always have the resources, money, skill, or knowledge for developing and creating meaningful and sometimes elaborate art projects. It is wonderful that Paint Love brings projects that tie in with our standards. It helped to make teaching certain concepts more meaningful and to bring certain things to life. Without them, the children wouldn't have EXPERIENCED the learning in quite the same way. Some have learned to persevere during difficulty and that there is not an exact right or wrong way to do an art piece. Some are really developing a sense of creativity. It has given our students experience with using different mediums of visual art and to create art based on selected themes.”

KINDERGARTEN TEACHER at Powder Springs Elementary School

“Paint Love provides a creative outlet for our youth to express themselves and learn important skills like communication and teamwork.”

GEORGIA O'FARRELL,
Volunteer Manager, Covenant House Atlanta

2021-2022 SUPPORTERS + HIGHLIGHTS

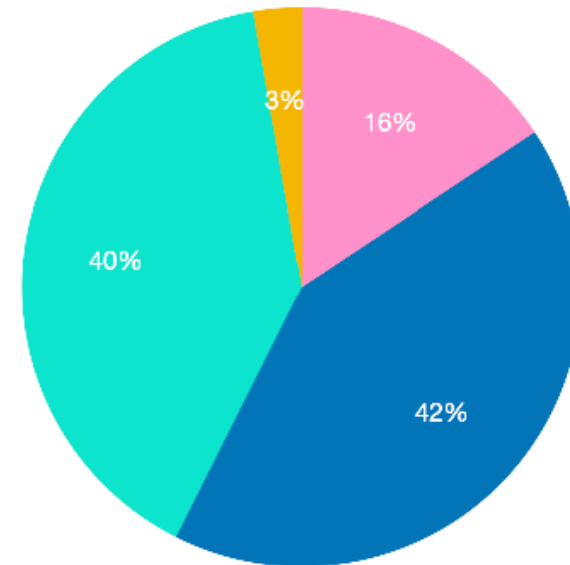
SELECT GRANTS + FOUNDATION SUPPORT

- Wish Foundation 2021 \$15,000
- See Beautiful 2022 \$4,000
- Georgia Council for the Arts Bridge Grant FY22 \$6,000 (max available)
- Community Foundation for Greater Atlanta - Metro ATL Arts Fund \$30,000 (multi-year grant; \$15,000 for two years 2021-2022)
- GA Department of Education BOOST grant \$22,500 (secured for 2022 summer camp)
- Imlay Foundation Dec. 2021 \$15,000

BY THE NUMBERS

- 22 monthly recurring donors
- 358 individual donors
- 20 grants applied for; 10 awarded

● Earned Income (programs) ● Grants ● Individual donors
● Goods sold (perch + DOK income)



WHAT WE'VE LEARNED

Success looks different for each of our partners.

Impact looks like consistency at some sites, like Jesse's House and Wellspring Living, where we work with teen girls who haven't had a lot of stability in their lives, we are making sure artists commit to at least 3 consecutive sessions to ensure dependability and build trust.

Impact looks like growing community at many of our Title 1 school partners where building community and camaraderie between grades and working on large-scale collaborative projects like murals is nearly impossible for art teachers with few resources.

HOW TO SET THE KIDS UP FOR SUCCESS IN OUR PROJECTS:

- We've integrated new waves of thinking about trauma into our programming and look at each project under the lens of what steps their brains and bodies need to go through in order to feel safe and relaxed enough to create and fully engage.
- We are incorporating more and more knowledge and understanding and expertise into developing each project, but at the core of it all is creativity and the supportive space for young people to express themselves and know that they matter and their voice is important.





WHERE WE'RE HEADED

Meeting Demand

We want to be able to serve all the kids we can, but do it right. Since our inception, we've operated with a long waiting list of community organizations and schools looking for programming.

Extending Capacity

We want to reach further and expand to bring more art to more kids (this means more staff, more artists, more clay and glitter glue!)

Growing

Our model is easy to scale and replicate. We have seven years of experience perfecting our model and we're ready to expand and grow.

ARTIST MENTORSHIP PROGRAM

HOW THE PANDEMIC CHANGED EVERYTHING

THE PANDEMIC POSED A NEW BARRIER TO STUDENTS AS MENTAL HEALTH ISSUES IN TEENS ROSE AND THE DROP-OUT RATE DOUBLED AT SOUTH COBB HIGH SCHOOL, WHERE OUR PROGRAM DIRECTOR, MANDY NOA, IS A FULL-TIME SCHOOL SOCIAL WORKER. FAMILIES STRUGGLED THROUGH JOB LOSS AND HEALTH ISSUES CAUSING MANY TEENAGERS TO FOREGO SCHOOL TO WORK OR CARE FOR SIBLINGS. A MAJORITY OF STUDENTS WHO DROPPED OUT WERE CATEGORIZED AS “ECONOMICALLY-DISADVANTAGED” AND ENGLISH-LANGUAGE LEARNERS, MOST BEING BLACK AND HISPANIC MALES.

THE NEED IN THE COMMUNITY

Paint Love’s mission is to provide art programming to all students but also support the artist community. By supporting the artist community in its youth, artists can enter the profession with wisdom, connections, and education. Paint Love’s mentor program promotes creative sector professions and builds the artist community within Atlanta, while promoting the graduation rates of local districts.

In Georgia, students over 16 are required to attend school. If students do not attend, a court referral can be made for truancy issues.

Data shows that lack of engagement and chronic absenteeism may lead to poor overall health and financial stress in the future.

Often, teens facing barriers to attendance are BIPOC - and have a host of other barriers for their education. In Georgia the 2020 graduation rate is 83.8%. Metro Atlanta counties range from 76%-83%. 97.6% of white students graduate in Georgia with only 82% of hispanic students and 77.6% of black students graduating.

**MEET OUR
2021-22
MENTORS**



CATHRYN BOZONE

IG: @catbozz

Cathryn is a artist and designer with a BFA from the University of West Georgia in Graphic Design. Her work is often inspired by the world and nature around us—in her works you'll see brightly colored flora, fauna, and bugs.



EBONY GLENN

IG: @artsyebby

Ebony is an Atlanta based illustrator who enjoys bringing stories to life with whimsical imagery. She has a passion for the arts, great storytelling, and advocating for more diverse narratives in children's books illustrations.



JON HOFFMAN

IG: @elwoodhoffman

Jon is a graphic designer / art director with over 15 years experience in Atlanta. Portfolio includes print and digital for clients such as Delta Airlines, Kodak and Best Buy. Currently, he is a UX design contractor at Home Depot.



AYSHIA MCCRAY

IG: @wholelottaayshia

Ayshia is a self-taught painter primary experience with acrylic paint and watercolors. Dabbling in photography and a growing Speakwithart brand.



SARAH NEUBURGER

IG: @sarah_neuburge

Sarah is an Atlanta based artist, illustrator and muralist who uses bold lines, large shapes and flat color fields to create friendly, hopeful and fiercely optimistic work.



ELAINE STEPHENSON

IG: @artsy_elaine

Elaine studied graphic design at the University of Georgia, which ignited her love for typography, lettering and composition. She uses her graphic design skills and artistic voice to specialize in branding for female-led businesses and creating uplifting murals.



ANTONETTE VELASQUEZ

IG: @aveladesign

From sewing to painting, her interest in art grew from hobby to a Bachelor's Degree in Graphic Design. She established Escape & Paint in 2018 and continues to teach the art of painting to travelers and natives virtually and within metro Atlanta.

EMERGING ARTISTS COHORT



SERVING OUR 2022 NONPROFIT PARTNERSHIP PROGRAM SITES



ELEVATING THE EXTRAORDINARY

Since our inception in 2014, Paint Love's mission has been to partner with local artists to share their medium and expertise to bring extraordinary creative experiences to young people who do not have access to high-quality arts education.

The Cohort program builds on our years of experience training artists to become trauma-informed to more fully empower artists in their journey as creatives, teachers, and leaders in our community. During their cohort year, artists will learn functional basics not often taught to artists without formal classroom teacher training such as classroom management and fundamentals of instruction in a hands-on, inclusive and accessible manner that meets each student where they are for a positive creative experience.

Cohort members will also focus on elevating the "extraordinary" elements of arts education - bringing the magic and wonder of a memorable and meaningful experience that will resonate with students beyond their time in the classroom.

**MEET THE
2022
COHORT**



AP FAUST

IG: @ ap.faust

AP is an ATL-based creative/multi-hyphenate. AP is the founder of Adam Good Job ATL, a home enhancements & creative services provider, as well as COLLVGE, a creative agency meant to foster community and collaborations amongst visual artists and music makers.



NIKITA RAPER

IG: @nikitaraperartist

Nikita uses sgraffito and carving techniques to draw in clay, playing with texture and contrast to bring an image to life in the round. With subject matter that covers the charmingly creepy to the boldly political, she uses natural imagery and the figure to convey experiences that are relatable and hopefully universal.



BREA TE'ANN

IG: @teannspalette

Brea is a printmaker and mixed media artist with a BFA in Art Education. Mostly working in the mediums of oil, watercolor, gouache, and most recently, printmaking, I aim to convey women in undisturbed spaces of self-reflection and rest. I am also inspired by vintage styles and imagery, but twisting it to make it appealing to our modern times.



SHIRNEST TOLBERT

Shirnest has traveled the world teaching theatre arts to kids of all ages. With a musical theatre degree, she has led drama camps, and interactive storytelling and worked Alliance Theatre, the Atlanta Children's Theatre, and the Children's Museum of Atlanta.



DEQUADRAY WHITE

IG: @prodbyquad

A painter and musician, his work heavily focuses on vying for liberation and building community, pushing people to make the radical normative. He has worked as the Crossroads Initiative Intern at the Gender & Sexuality Campus Center at UW-Madison, where he created programming and facilitated discussion groups with Queer people of Color



HOW YOU CAN HELP

Here's what you can do...

Sponsor a child

Sponsor one student's summer camp (3 weeks) = **\$1,200 one time or \$100 /month**

Sponsor one student at a Title 1 school residency = **\$600 one time or \$50 /month**

Sponsor one student's year of arts programming = **\$150 one time or \$12.50/month**

Sponsor an event

Sponsor a Title 1 school residency! (200 students for 4 weeks) = **\$10,000**

Sponsor a nonprofit partnership (one year of programming for 50 students) = **\$7,500**

Sponsor one whole week of camp! (12 students) = **\$4,200**

READY TO MAKE A DIFFERENCE?

Contact **Laura Shaw, Executive Director**, to start supporting Paint Love today or learn more about how to engage with our mission.

laura@paintlove.org

