

20
22



TIDEWATER ARTS OUTREACH

IMPACT REPORT

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To the greatest family in the world:

I feel like every time I write letters like this, I do so from the very privileged position of saying, once again, you have outdone yourselves.

2022 was a blur, but the best kind of a blur. Partners and artists joined us left, right, and center. New program ideas were created. Joy was spreading, wellness was enhanced, **and the healing power of the arts started unleashing creativity for the adults in our community in huge quantity and quality.**

You're going to learn more in this "score" we've put together. And yes there will be music puns everywhere. But you will also find beautiful stories of what happens when the very talented and wonderful adults in our programs came face-to-face (yes, truly face-to-face now!) **with the arts programs you made possible.**

But first, thank you. Thank you from the bottom and to the top of my heart. It is such an honor to watch this mission crescendo into something truly extraordinary. Something that other organizations and individuals in other regions (and even other parts of our country) are beginning to notice.

You're doing so well.

And now *taps the baton on the music stand* -
let's begin!

Kate

Kate Powell
Executive Director



WHY TAO MATTERS?

TAO recognizes the impact social isolation has on our community's health and creates opportunities to creatively engage the residents of Hampton Roads with the arts. We are an organization that provides a medical service with a holistic approach to enhancing our neighbors well being.

Social isolation infringes on health in such a detrimental way it affects humans at their

core as

“being connected to others socially is widely considered a fundamental human need—crucial to both well-being and survival.”¹



Social isolation is a **public health issue** that is as damaging as **smoking, being obese, and immobility.**²

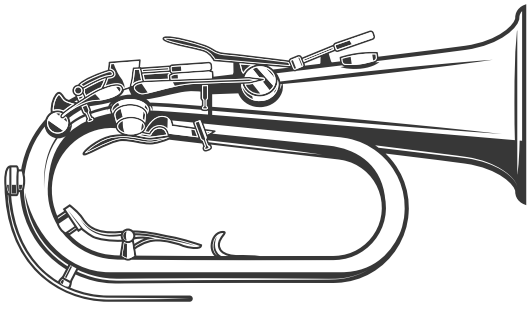
“The arts and creative expression have been shown to promote **health, self-worth, accomplishment, and social engagement.**”³



1-Holt-Lunstad, J., Robles, T., & Sbarra, D. (2017). Advancing Social Connection as a Public Health Priority in the United States. *The American Psychologist*, 72(6), 517-530.

2-National Academies of Sciences, Engineering, and Medicine. (2020). *Social isolation and loneliness in older adults: opportunities for the health care system*. Washington, DC: The National Academies Press. <https://doi.org/10.17226/25663>

3-Vaartio-Rajalin, H., Santamäki-Fischer, R., Jokisalo, P., & Fagerström, L. (2021). Art making and expressive art therapy in adult health and nursing care: A scoping review. *International journal of nursing sciences*, 8(1), 102-119.



HARMONIZING WITH...

Thank you for partnering with us to bring the **healing power of the arts** to the adults in your care!



Arden Courts Promedica Memory Care
 Autism Society of America - Tidewater Virginia
 Berkley West
 Beth Shalom Village
 Brookdale Chambrel Williamsburg
 Catholic Charities of Eastern Virginia
 Charter Senior Living of Williamsburg
 Chesapeake Health Department
 Chesapeake Integrated Behavioral Healthcare
 Chesapeake Public Library
 Chesapeake Task Force on Aging
 City of Chesapeake Parks, Recreation & Tourism
 Clare Bridge Brookdale Virginia Beach
 Coliseum Nursing and Rehabilitation Center
 Commonwealth Memory Care at Chesapeake
 Commonwealth Senior Living at Hampton
 Commonwealth Senior Living at Leigh Hall
 East Suffolk Recreation Center
 Eggleston
 Elizabeth River Trail Foundation
 Everyday Angels
 EVMS Loving Steps

First Colonial Inn
 Franklin Arms Apartments
 Giving with a Golden Hand
 Greenfield Senior Living Of Williamsburg
 Hampton Public Library
 John Knox Towers
 Lake Prince Woods
 Lake Taylor Transitional Care Hospital
 LGBT Life Center
 London Oaks
 Newport News Parks & Recreation
 Newport News Public Library
 Norfolk Healthcare and Rehabilitation Center
 Norfolk Mayor's Commission on Aging
 Norfolk Public Library-Jordan Newby Anchor Branch
 Old Dominion Rehabilitation and Nursing
 Parsons Residential Care Center
 Peninsula Agency on Aging
 Portsmouth Redevelopment and Housing Authority
 Portsmouth Senior Station
 PrimePlus Norfolk Senior Center
 Promedica Hospice Virginia Beach

Savvy Senior Connections
 Senior Advocate
 Senior Runs
 Seniors Aging Gracefully
 Sentara PACE Norfolk
 Shea Terrace
 Signature HealthCARE of Norfolk
 Sullivan House
 The Ability Center of Virginia
 The Hamilton Assisted Living
 The Up Center - Parents as Teachers
 The Waterford Senior Living
 Verena at the Reserve
 Virginia Beach Art Center
 Virginia Beach Healthcare and Rehabilitation Center
 Visiting Angels Virginia Beach
 Western Tidewater Task Force on Aging
 Westminster-Canterbury at Home
 Willow Creek Gracious Living Retirement Living
 York Nursing & Rehabilitation Center



MOVEMENT I:

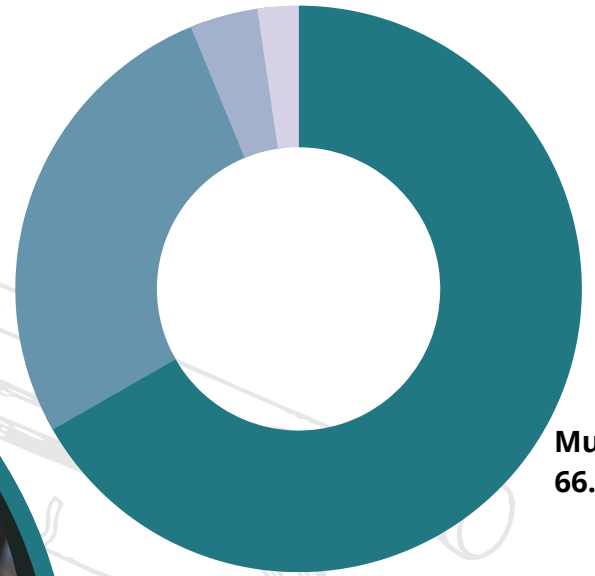
CRESCENDO...

Poetry & Literary
3.9%

Performing Arts
2.3%

Visual Arts
27.1%

Music
66.7%



Visual Arts and Music continue to be in demand for programming.

We saw the most growth in Visual Arts again!

Dance programs also grew in popularity this year from 15 to 248 participants.

Well that escalated quickly.

We grew from 45 programs hours a month to 99 program hours in December 2022 alone.



PRINCIPAL PLAYERS

A HEARTBEAT HAS TWO PARTS
AND THESE TWO ARE OUR HEARTBEAT...



GEORGIE

We threw Georgie into a whirlwind when she was hired in late 2021 and she (for some reason) did not run away screaming.

One of our favorite parts about Georgie is her instinct for the creative. She'll often identify herself as "not artistic" but that very much downplays her appreciation and insight into the arts. Artists and partners alike love her matchmaking skills in each program!

ASHLEY

Ashley joined the team in early 2022. Not only did she and Georgie immediately get along "like a house on fire" (ask her about that sometime), the two of them quickly embraced the growth TAO was experiencing with open arms and unique ideas.

Ashley's compassion for the adults we serve is evident in all she does and her leadership to bring the best to each partner and artist from the TAO team is truly one-of-a-kind.



ARTS + HEALTH = HARMONY!

The CDC Foundation funded our original art competition that inspired an audience of all ages across Hampton Roads to get life-saving Covid-19 and Influenza vaccines.

MUSIC, MEET, MEDICINE

- Combine music with vaccination clinics to create a welcoming, enjoyable, and uplifting experience
- Use music as a calming distraction from getting a vaccination
- Show appreciation for those receiving a vaccination

KNOWLEDGE IS AN ART FORM

- Use visual art to increase vaccine confidence
- Create art that is conversational rather than confrontational
- Solicit community feedback
- Display the art in nontraditional places throughout Hampton Roads

CHALLENGES

Finding vaccination clinics that would welcome us

Getting artists to participate and finding locations to host the exhibition



“ I **enjoyed** every piece. They all have a **wonderful message**. Thank you for tackling something this **important**. ”

SUCCESSSES

25 hours of musicians playing at vaccination clinics!

Seven amazing art pieces were created and toured three different locations in Hampton Roads:
Lynnhaven Mall
Hampton Public Library
The Salvation Army KROC Center

STANDING OVATIONS



At TAO we orchestrate quality and professional care for our community members who are at risk of social isolation. We love to hear from the seniors and neighbors with disabilities that we serve and that enrich our lives in return.

“The participants can't stop talking about it! They loved what they learned. They had fun, met members in the group that they had not interacted with before, and felt better afterward.”

“This program really gets our participants engaged and feeling much more relaxed and creative. I love that the artist/musician is able to facilitate the group completely and so do the participants!”

“The residents really enjoyed the violinist duo! Great songs that really had them reminiscing!”



“Tidewater Arts Outreach never disappoints! David was amazing and he made very positive connections with the group of Seniors! He was very knowledgeable and made every effort to engage everyone!”

“TAO artist was perfect for our self-care. Thank you all so much for all you do!”

MOVEMENT 3:

FINALE



To those who made it possible...
Thank you for all you do to spread the
healing power of the arts!



THISTLE FOUNDATION TRUST OF THE HAMPTON ROADS COMMUNITY FOUNDATION
FIRST UNITED METHODIST CHURCH FOUNDATION OF NEWPORT NEWS
WILHELM FAMILY FOUNDATION
CHESAPEAKE ROTARY FOUNDATION



YEAR

IN REVIEW

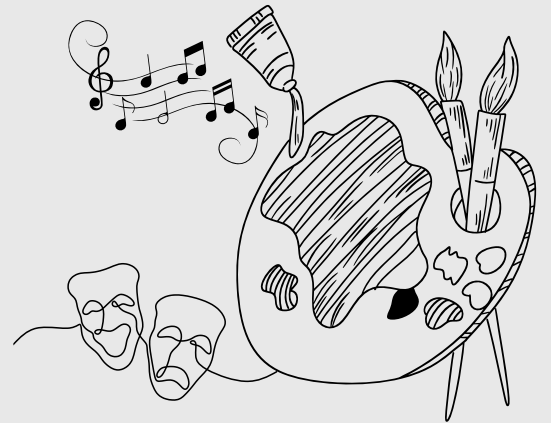
TAKE IT FROM THE TOP!

In 2022 we saw immense growth. We partnered with more artists, we hosted more events, and we engaged thousands of our Hampton Roads neighbors.

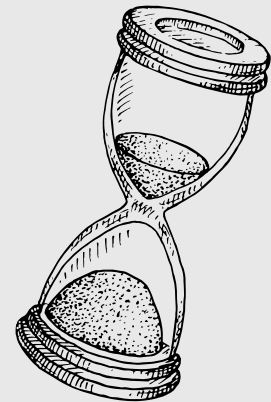
Every hour engaged in community and the arts means an hour less of isolation and an hour more of health and happiness.



89
PARTNERS



15,000
PARTICIPANTS



940
PROGRAM HOURS

ENCORE, ENCORE

PRESENTED BY



Once More...

STRONGER TOGETHER

Our annual event pairs up four residents in Hampton Roads with four songwriters who create music for an evening of entertainment and storytelling.

This year was the first in-person show at Zeiders American Dream Theater.



INSPIRATIONS

- G. William "Bill" Whitehurst
- Mary Brewer
- Lillie Gilbert
- Evoria Moring

ARTISTS

- Myra Smith-Jones & Bryan Austin
- Lewis McGehee
- Valeria Morales
- Tina Micula



DID YOU MISS IT? CHECK OUR YOUTUBE CHANNEL FOR THE 2022 CONCERT

NEW PERFORMANCES

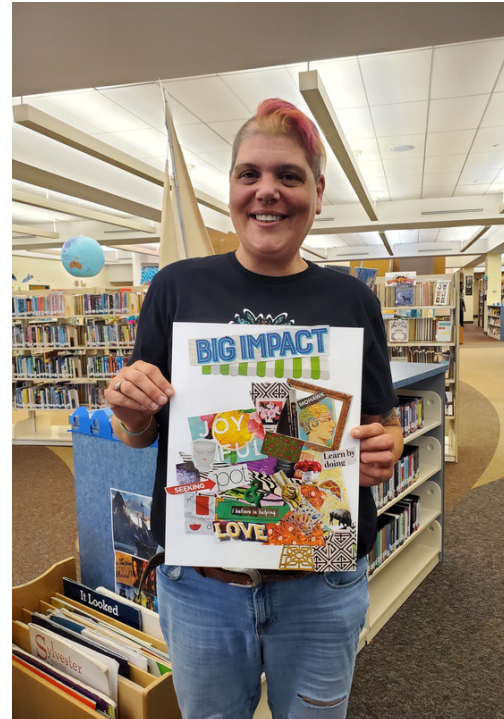
IN 2023

Tidewater Arts Outreach is about to turn the page to our next movement.

We hope you take a seat in the audience and experience the beauty of helping those struggling with isolation through the healing power of the arts.

Looking forward to 2023:

- We're adding more team members!
- A new professional resource for activity professionals serving adults!
- The Once More Concert becomes



MEMBERS

BOARD MEMBERS

Dr. Stuart Goldwag, M.D.

PRESIDENT

David Jacobs

VICE PRESIDENT

Barbara L. Smith

TREASURER

Stephen E. Taylor, Esq.

SECRETARY

Sandra Gail Burton

DIRECTOR

David Duck

DIRECTOR

Dr. Amir Hajimomenian M.D.

DIRECTOR

Teresa Kraus, CPA

DIRECTOR

Bryan Martin

DIRECTOR

Valerie Morales

DIRECTOR

Bryan Plumlee, Esq.

DIRECTOR

Harriet T. Reynolds, Esq.

DIRECTOR

Ira Michael Steingold, Esq.

DIRECTOR

Shaune Thomas-Blanding

PROGRAM COMMITTEE CHAIR

J. Benjamin Unkle

DIRECTOR

OUR TEAM



KATE POWELL
EXECUTIVE DIRECTOR



ASHLEY CARROLL
PROGRAM DIRECTOR



GEORGIE DARRAH
PROGRAM MANAGER

ARTISTS LISTING

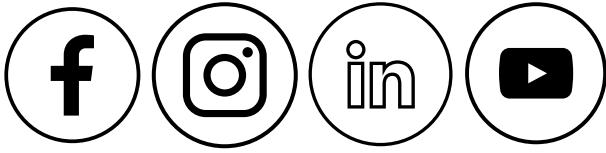
(the fuel to our fire!)

AEKTA BANDODKER
ALEXANDRA MARLINS
AMANDA WALLACE
ARTHUR ROWE
ASHLEY CARROLL
BECKY PEPPARD
BOB (ROBERT) LINSLEY
BRYAN MARTIN
BYOB CREATIVE CONNECTIONS
CHARLIE O'DOWD
CURATED BY PHOENIX
D. DUCK ART
DANAE WHITE
DANIEL SMITH
DANIELLE FAGAN
DANITA SANDERS
DAVID JACOBS
DAVID JONES
THE DAY PROGRAM
DEANNA STROTHER
DEEP BLUE
DELRESA WHITE
DIANE BROCK-GERALD
THE ELDERLY BROTHERS
EVMS ART AND MEDICINE CLUB
FLETCHER HARRELL
HAMPTON ROADS PHILHARMONIC
HEATHER QUEEN
JAE SINETT TRIO
JEAN HOWARD
JENA CHENKIN
JOAQUIN GARZA
KAREN GOULD
KAREN STOWE
KERRI CALDWELL
KYM BACH
LEILA STEPHANIE
LIZ TERRELL
LYLE AND LINDA DOWLING
MAGGIE KERRIGAN
MAIN STREAM TREASURES
MARC POWELL

MIKE FINN
MILES HOYLE
THE MUSE WRITERS CENTER
MUSIC SPORTS LEAGUE
MYRA SMITH-JONES
NEWMAN FITNESS
NILSA NAZARIO
PORTSMOUTH PUBLIC SCHOOLS FINE ARTS DEPARTMENT
PRIMEPLUS SENIOR CENTER
RAISSA TCHETCHO KEMAJOU
RICHARD GRAY
RICHARD MEKDECI
RICHARD SEGUSO
RICKY MICOU
RODRICK SHANNON
RONNIE MCGLONE
SEAMLESS
SEAN ARAWJO
SONYA Z PHILLIPS
SUFFOLK CENTER FOR THE CULTURAL ARTS
SUSAN OWENS
TED DRAKE
THOMAS GRAPER
TIDEWATER BLUEGRASS REVIVAL
TIDEWATER CLASSICAL GUITAR
TINA MICULA
TINA MOREAU
TOM MCCRAIG
VANESSA GOLSON
VILLAGE STUDIO ARTS
VIVIAN DAVIS
WALT HARDY

THANK YOU TO ALL OF OUR **TALENTED**
AND **AMAZING** ARTISTS!
YOU ARE THE MELODY TO THE SONG OF
HEALING THROUGH THE ARTS.

CONNECT WITH US!



@757ArtsOutreach

809 Brandon Avenue
Suite 300
Norfolk, VA 23517

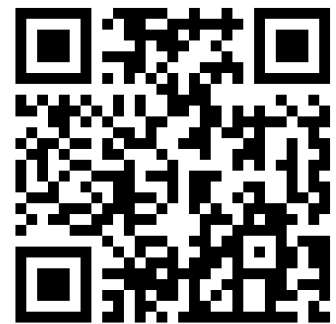
757-965-5155



Join the Music...Drop us a Line!



OUR WEBSITE!



tidewaterartsoutreach.org