



TIDEWATER ARTS OUTREACH

2023

impact is our art form

SETTING THE SCENE

A letter from Kate



Kate Powell
Executive Director

According to people smarter than me, there are five stages to the creative process - **inspiration, percolation, preparation, creation, and reflection.**

What I've always loved about the "behind the scenes" work at Tidewater Arts Outreach is its similarity to the same creative process our artists deploy almost every day here in Hampton Roads.

The older adults we serve **inspire us with their talent and wisdom.** We spend (a lot of) time **designing programs and procedures** and then even more time **preparing the pieces** (the right artist, the right supplies...the right everything).

Then the magic happens - a paint class or recital or **any number of methods to spark the imagination and foster social connection.** I don't get to see nearly enough (because there's usually about 100 programs a month) but I never get tired of seeing the end result.

We take some time to **reflect on the execution and quality** - and **celebrate the intangible "it" factor** in every program. Very hard to define, but very easy to feel.

This report takes our reflections and gives them to you - it's the least we can do after all your support. **I think you'll be very proud of what you accomplished in 2023.**

As always - thank you, *thank you*, **thank you!**

-Kate



INSPIRATION

What drives us.

Social isolation is a public health crisis.
(Really, the U.S. Surgeon General says so*)

Certain risk factors (“co-morbidities” is the fancy word) increase the risk of experiencing social isolation for older adults such as mental health challenges (77%), physical health challenges (55%), disability (51%), and unemployment (51%).**

Beyond loneliness and its debilitating effects, **society misses out on massive amounts of wisdom and talent (hello, untapped workforce!) when it does not meaningfully engage its older adult population** (about 30% of Hampton Roads to be exact).

Tidewater Arts Outreach does things differently.

We’re not here to “save” older and isolated adults - we’re here to deploy them and their stories to the rest of society so we can all benefit. **Loneliness will have a fight on its hands if TAO has anything to say about it. Keep reading to learn how.**

*Office of the Surgeon General (OSG). Our Epidemic of Loneliness and Isolation: [The U.S. Surgeon General’s Advisory on the Healing Effects of Social Connection and Community](#). [Internet]. Washington (DC): US Department of Health and Human Services; 2023-. PMID: 37792968.

**Malani P, Singer D, Kirch M, Solway E, Roberts S, Smith E, Hutchens L, Kullgren J. Trends in Loneliness Among Older Adults from 2018-2023. University of Michigan National Poll on Healthy Aging. March 2023. Available at: <https://dx.doi.org/10.7302/7011>

PERCOLATION

The minds behind the canvas.

PROGRAM STAFF



Ashley Carroll,
Program Director



Melissa Drake,
Program Manager



Georgie Darrah,
Program Manager

(Georgie moves on to new ventures in 2024, but remains a friend of TAO and promises to visit!)



The Programs staff and volunteer board at TAO are second to none...

Their ingenuity and passion for this mission is evident in everything they do.

BOARD OF DIRECTORS

Officers and Committee Chairs

Dr. Stuart Goldwag, **President**, *Hampton Roads Radiology Associates*

Barbara L. Smith, CPA/ABV, CVA, **Vice-President**, *Cherry Bekaert*

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Shaune Thomas-Blanding, **Programs Committee Chair**

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Brandon Beavers, *Risk Strategies*

Sandra Gail Burton, *Portsmouth Parks & Recreation*

David Duck, *Newport News Human Services*

Robert Maroon, *The Therapy Network*

J. Bryan Plumlee, Esq., *Poole Brooke Plumlee, PC*

Valerie Ryland, *Sentara*

Ira M. Steingold, Esq., *Steingold and Mendelson*

J. Benjamin Unkle, Jr., *Westminster-Canterbury on the Chesapeake Bay*

PREPARATION

Sourcing the talent.

Our artists, in addition to keeping up their own practice, regularly engage in continuing education in their art forms and the use of arts in wellness! Just another reason why they're some of the best!



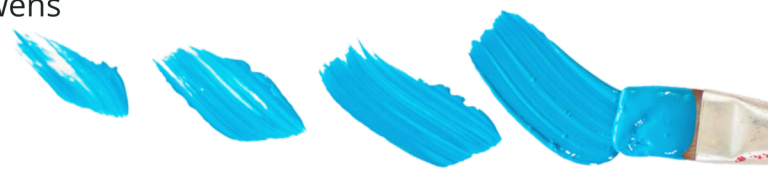
DID YOU KNOW?

THANK YOU TO OUR AMAZING ARTISTIC PARTNERS
(WE'D BE LOST WITHOUT YOU!)

Sean Arawjo
Kym Bach
Aekta Bandodker
Tim Branson
Bring Your Own Business
Creative Connections
Elizabeth Brydge
Leanna Caplan
Melissa V. Cartwright
Laura Cathcart
Jena Chenkin
Chesapeake Bay Wind
Ensemble
Lisbet Theresa Chiriboga
Vivian Davis
Rhona L Dawson
Paul Dickson
Dismal Swamp Ditch
Grass Project
Scarlette Camille Donne
Lyle and Linda Dowling
Jamie Drake
Ted Drake and Eric Yoder
David Duck
Michael Durig
Leila Stephanie Earl
The EarthTones
Alicia Edwards
The Elderly Brothers
Danielle Fagan
Tia Faith
Michael Finn
Debra Frech

Joaquin Garza
Vanessa Golson
Hampton Roads
Philharmonic
Gordon Fletcher Harrell
Jean Howard
Rona Hyman
David Jacobs
Rachel Jaffe
David Jones
James E. Jones
Ezekiel Jump
The Just For Fun Band
Maggie Kerrigan
Sandy Kinchen
Cory Laser
Alex Lassa
Samantha Lewis
Kendra Louka
Alexandra Marlins
Bryan Martin
Thomas P McCraig
Chad McGill
Sean Patrick McKenzie
Richard Mekdeci
Christina Micula
Moonlight Irish Dancers
Concetta Morales
The Muse Writers Center
NewMan Fitness, LLC
Mary Nussear
Susan Rogers Owens
Sonya Z Phillips
Torrin Purkett

Heather Queen
Arthur Rowe
Danita Sanders
Mary M Saunders
Tom and Rose Schlater
Adrienne Searle
Richard Seguso
Jimmy G Sings
Stephanie Slate
Dan Smith
Myra Smith-Jones
Soundscapes
Hugh Spain
Michael Stofocik
Ginnie and Tracy Stover
Karen Stowe
Suffolk Center for the
Cultural Arts
Thalia Brass Quintet
Tidewater Bluegrass
Revival
Tidewater Classical
Guitar
Tidewater Community
Writing Center
MaryAnn Toboz
Ramon Villa
Amanda Wallace
Delresa White
Craig Wirth
Vanessa Woodard



CREATION

How it all comes together.

Our programs may follow a pattern (hire an artist, determine the content, find a partner, repeat) but the results are more varied than you can imagine.

Here are some of our favorite program iterations!



Tidewater Friends of Foster Care

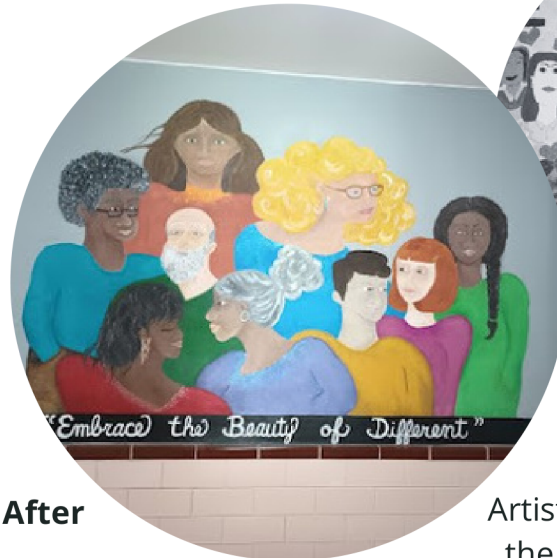
In August 2023, TAO collaborated with **Tidewater Friends of Foster Care** for a day of art making with older adults and youth in foster care.



Funded by the VCU Virginia Center on Aging Geriatric Training and Education Initiative, **TAO produced its inaugural *Artist In My Pocket* series** - a program to educate and empower activity professionals to produce their own creative programming to complement what our artists are already doing for their groups and communities!



When Virginia Beach hosted the **immersive *Beyond Van Gogh* exhibition**, we wanted to make sure we sent a group! Folks from Sullivan House had a fabulous time checking out this unique take on the work of one of history's most celebrated artists.



After

Artist Rhona Dawson took on the challenge of **updating a mural at Senior Services of Southeastern Virginia's Hayden Village Center**, in collaboration with the vision of the residents and staff -



Before

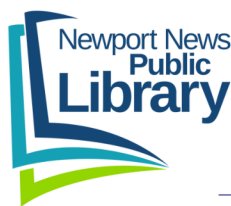
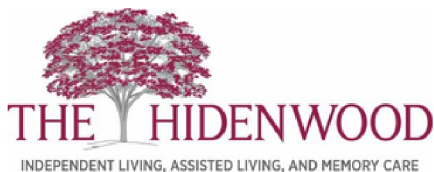
the results were stunning!



COLLABORATION IS OUR PALETTE



**HARBOR'S
EDGE**



Child's Foundation



60s Plus Club
The Ability Center of Virginia
American Parkinson Disease Association
The Arbors Independent Living
Arden Courts Promedica Memory Care
Autism Society of America
Norfolk Public Library
Bay Pointe Rehab & Skilled Nursing
Brookdale Chambrel Williamsburg
Brookdale Clare Bridge Virginia Beach
Chesapeake Integrated Behavioral
Healthcare
Chesapeake Public Library
Chesapeake Parks, Recreation & Tourism
East Ocean View Community and Senior
Center
Eggleston - Brain Injury Services

First Colonial Inn
Franklin Arms Apartments
The Hamilton Assisted Living
Hampton Public Library
Here for the Girls
The Huntington at Newport
Jones & Cabacoy Veterans Care Center
Kempsville Recreation Center
Lake Prince Woods
Lake Taylor Transitional Care Hospital
LGBT Life Center
Maimonides Health Center
Newport News Public Library
Newport News Parks & Recreation
Niners Seniors Club
Norfolk Health and Rehabilitation Center
Norfolk Public Library

Opus Select
Portsmouth Redevelopment and
Housing Authority
PrimePlus Norfolk Senior Center
Savvy Senior Connections
Senior Runs
Seniors Aging Gracefully
Sentara PACE Norfolk
Suffolk Parks & Recreation
The Up Center
United Healthcare
Urban Renewal Center
The Villages of Rosemont
Respite Care of Williamsburg United
Methodist Church
York Nursing & Rehabilitation Center

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

REFLECTION

By the numbers (and words).



Member of Seniors Aging Gracefully at BYOB Creative Connections.

“

Mike and Jamie were AWESOME. They read the room perfectly and played songs that everyone was singing and dancing along...

It was phenomenal!

Partner on musicians Mike Finn and Jamie Jones.

”

“

Ms. Golson was fabulous! She set up and explained the steps to the project very clearly and was patient and engaged...she is a **very passionate and committed professional.**

Partner on visual artist Vanessa Golson.

”



Visual arts program at Warwick Forest.



Artist, Sean Arawjo, performing at Northampton Nursing & Rehabilitation Center.

“

Our members smiled and laughed...
felt included and proud of themselves.

”



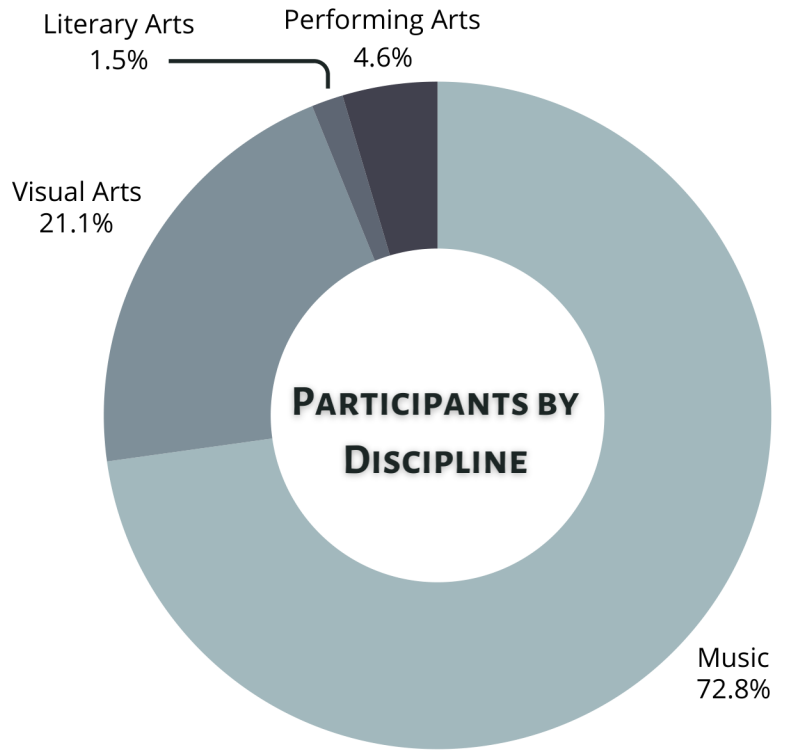
1,238
Program hours



26,000
Participants



90
Active Artists



ARTIST STIPEND COST BY YEAR

2023
\$128,560

2022
\$98,620

2021
\$35,527

One of TAO's brand promises is investing in the artistic community. That's why we pay our artists rather than asking them to volunteer!



DID YOU KNOW?



Roger Adams interviewing (and performing for!) his inspiration, Bobby Gamez

PARTY OF THE AGES

4.20.2023

presented by



Visual artist David Duck (left) with his inspiration Everna Lee Taylor (who also happens to be an artist!).

As usual, the Party of the Ages “wow”-ed.

Five older adult inspirations paired with songwriters, a painter, and even a fashion designer to create a memorable evening (with many laughs and a few happy tears).



Dr. Mary Daniels’ incredible life was captured in song by musician, Billy Mercury.

It’s impossible to capture this event in still pictures - scan the QR code below to watch the show on YouTube!



Songwriter Logan Vath paired with the incomparable Betty Lachman Tucker as his muse.



David O’Neil was “dressed to the nines” by fashion designer Sonya Phillips.



SCAN HERE to view the 2023 Party of the Ages YouTube playlist!

INTO 2024

So little time...so much to do.

We're always dreaming around here... we can't wait to share **Party of the Ages 2024** or tell you how our **20th anniversary year** ends (it's going to break records for sure!). We're even developing programs to include **more older adults in the operations here!**

And as usual, we'll be in your neighborhood - maybe even serving your loved ones - **defeating isolation and loneliness one creative program at a time.**



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THE MAGIC MAKERS

Thank you, thank you, thank you.



THISTLE FOUNDATION TRUST OF THE HAMPTON ROADS COMMUNITY FOUNDATION

FIRST UNITED METHODIST CHURCH FOUNDATION OF NEWPORT NEWS

CHESAPEAKE ROTARY FOUNDATION

