



Tidewater Arts
Outreach

EST. 2004



TIDEWATER ARTS OUTREACH

2024

the ripple effect



Kate Powell
Executive Director



MaryAnn Toboz (left)
Founder of Tidewater Arts Outreach

Twenty years ago, this (amazing) non-profit was started by a visionary.

In 2025, **Tidewater Arts Outreach** will have served over **200,000 adults** at-risk for severe loneliness and social isolation.

That, my friends, is an epic ripple effect.

Every day I watch our staff, artists, and volunteers converge on this mission. Executing programs with energy and expertise unheard of in an organization our size. And every day I say the same thing:

“I wish they could see how MUCH their effort means in the long-run.”

This report is my attempt to show you the 20-year journey in 12 pages - what I get to witness in real time on a daily basis. How “drops in a bucket” have turned into impact beyond our wildest dreams. It’s going to be a fun ride. Get ready to smile, laugh, and maybe need a tissue or two.

But before we begin, **let me say thank you...**

For your support, your talent, your vision.

For dropping your own pebbles into the pond of our work.

For being part of the dream come true.

Kate

THE DROP...

Older adults are talented, creative ...and necessary.

However, various isolating factors (health and disability especially*) put them at the highest risk for isolation and loneliness from the rest of us. **To everyone's detriment.**

But there are also solutions. **Turns out, the arts are a pretty amazing way to combat loneliness.**

Music performances, dance classes, art workshops - all of these modalities foster connections between older adults and their peers, caregivers, and society at large. We watch it in real time every day.

Your investment is the “drop” - and the ripples are so beautiful.

— “ —

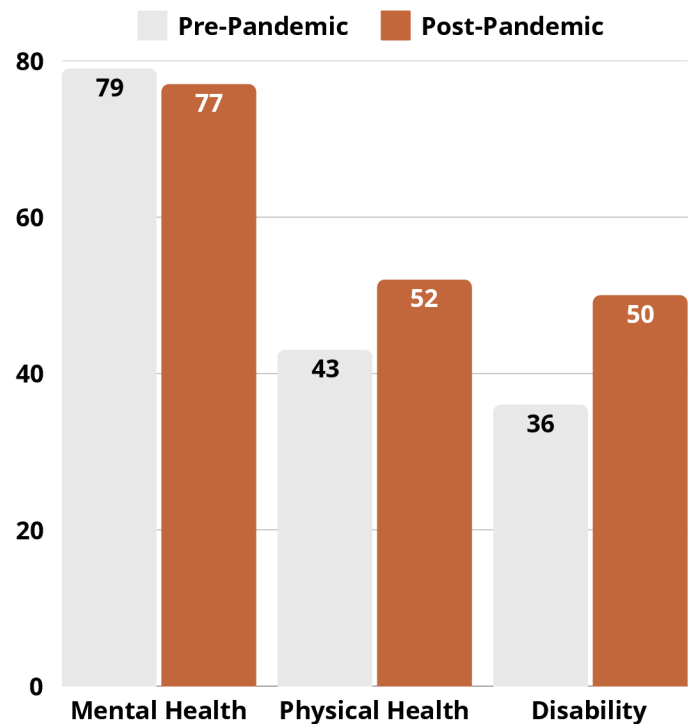
*Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, **he sends forth a tiny ripple of hope**, and crossing each other from a million different centers of energy and daring those ripples build a current which can sweep down the mightiest walls of oppression and resistance.*

- Robert F. Kennedy, Sr.

— ” —



Rates of isolation pre-to-post pandemic by risk factor



*Loneliness and isolation: Back to pre-pandemic levels, but still high, for older adults. (2024, December 9). National Poll on Healthy Aging. <https://www.healthyagingpoll.org/reports-more/poll-extras/loneliness-and-isolation-back-pre-pandemic-levels-still-high-older-adults>

THE TEAM

Making it happen



**Ashley Carroll, MA, MT-BC, ACC
Program Director**



Joining us Jan 2025!



**Tashara S. Void, M.Div, MACE
Program Manager**



**Melissa Drake, MA, MS
Program Manager**

(We wish Melissa the best as she moves on to other ventures in 2025!)

BOARD OF DIRECTORS

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

OUR ARTISTS

(We love you!)



SCAN to watch our
2024 Artist Showcase



Adrienne Searle
Aekta Bandodker
Alexandra Marlins
Alicia Edwards
Amanda Wallace
Arthur Rowe
Ava Stevenson
Bryan Martin
BYOB Creative Connections
Chad McGill
Christian Flores
Concetta Morales
Cory Langley
D. Duck Art
Daniel Smith
Danita Sanders
David Jacobs
David Jones
Deborah Freeman
Debra Frech
Delresa White
Denise McCleese
Dismal Swamp Ditch Grass
Project
Emma Boney
Fletcher Harrell
Ginnie Stover
Heather Queen
Hugh Spain
James E. Jones
James Groeninger
Jean Howard
Jena Chenkin
Joaquin Garza

Joseph Drake
Karen Gould
Karen Stowe
Kym Bach
Leanna Caplan
Leila Stephanie
Linda Dowling
Lisa Villa
Maggie Kerrigan
Mark Pettiford
Mary M Saunders
MaryAnn Toboz
Melissa Cartwright
Michael Finn
Myra Walton-Basnight
NewMan Fitness
Nilsa Nazario
Nina Doerr
Paul Dickson
Rachel Jaffe
Ramon Villa
Rebecca Antonio
Rhona Dawson
Richard Mekdeci
Richard Seguso
Ricky Micou
Rona Hyman
Rosemarie Schlater

Samantha Lewis
Sandra Kinchen
Sean Arawjo
Sean McKenzie
Sonya Z Phillips
Stephanie Slate
Suffolk Center for the
Cultural Arts
Susan Owens
Synnika Lofton
Thalia Brass Quintet
The Earthtones
The Elderly Brothers
The Muse Writers Center
Ted Drake & Eric Yoder
Thyme and Beat
Tidewater Bluegrass Revival
Tina Micula
Tracy Stover
Vanessa Golson
Vanessa Woodard
Village Studio Arts
Vivian Davis

THE RIPPLE EFFECT

How it all comes together.

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

Here are some of our favorite program iterations!



Did you know we go to Franklin? We serve the Hayden Village Senior Center (pictured above) with all kinds of arts programming thanks to our partnership with **Senior Services of Southeastern Virginia!**



We love seasonal! No matter the holiday (like these Easter figurines or music for a luau!), we can curate a celebratory mood for our partners and their people!



We also educate! Kate (far right) joined a panel hosted by the Benjamin Goldberg Foundation to talk about the **future of "social prescribing" (integrating arts in health even more!).**

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?

**HARBOR'S
EDGE**



OUR PARTNERS

Where the ripples land



60s Plus Club
 American Parkinson Disease Association
 Virginia Chapter (APDA)
 Arden Courts Promedica Memory Care
 Autism Society Tidewater Virginia (ASA)
 Bay Pointe Rehabilitation & Skilled Nursing
 Brookdale Chambrel Williamsburg
 Brookdale Virginia Beach
 Catholic Charities of Eastern Virginia
 Chesapeake Integrated Behavioral Healthcare
 Chesapeake Public Library
 Chesapeake Task Force on Aging
 Childs Foundation
 City of Chesapeake Parks, Recreation & Tourism
 Complete the Puzzle
 Consulate Health Care of Norfolk
 Curtis R. Milteer, Sr. Recreation Center

East Ocean View Senior Center
 East Suffolk Recreation Center
 Eggleston - Brain Injury Services
 Families of Autism Coming Together (FACT)
 First Colonial Inn
 Great Bridge Presbyterian Church
 Hampton Public Library
 Here for the Girls
 Jones & Cabacoy Veterans Care Center
 Kempsville Recreation Center
 Lake Prince Woods
 Lake Taylor Transitional Care Hospital
 LGBT Life Center
 Maimonides Health Center
 Newport News Parks & Recreation
 Newport News Public Library
 Niners Seniors Club
 Norfolk Health and Rehabilitation Center

Norfolk Public Library
 Norfolk Redevelopment and Housing Authority
 Our Lady of Perpetual Help
 Peninsula Agency on Aging
 Portsmouth Redevelopment and Housing Authority
 PrimePlus Norfolk Senior Center
 Respite Care of Williamsburg
 United Methodist Church
 Savvy Senior Connections
 Senior Runs
 Seniors Aging Gracefully
 The Up Center - Parents as Teachers
 The Village at Maimonides of Virginia Beach
 The Villages of Rosemont
 The Waterford at Virginia Beach
 Urban Renewal Center
 Virginia Health Services
 Waterview Health and Rehab Center

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

THE RIPPLE EFFECT (PT. 2)

Impact in words and numbers

“ “
Adrienne & Bernie were AMAZING! The songs they played were upbeat and they brought great energy to the program...I loved that they had instruments for everyone to join in on the fun. Adrienne has a beautiful voice and Bernie played the heck out of that guitar!

We can't wait to have them back!

Partner praising TAO artists Adrienne Searle and Bernie Mayer

” ”

“ “
The residents here were absolutely wonderful, kind, and appreciative. One of the women thanked me profusely for coming and bringing them together.
She said it made her feel like a little girl again experiencing magic.

Magician Sean McKenzie after serving partner in Norfolk

” ”

“ “
Thank you again to *The Earthtones* for a fabulous event! They made a special set list for our Halloween Bash and even dressed the part...We danced and danced! **We are so lucky to have such talented artists in our area and an organization like TAO!**

Partner in Yorktown on TAO's services

” ”



1,119
Program Hours
(54 in 2004)



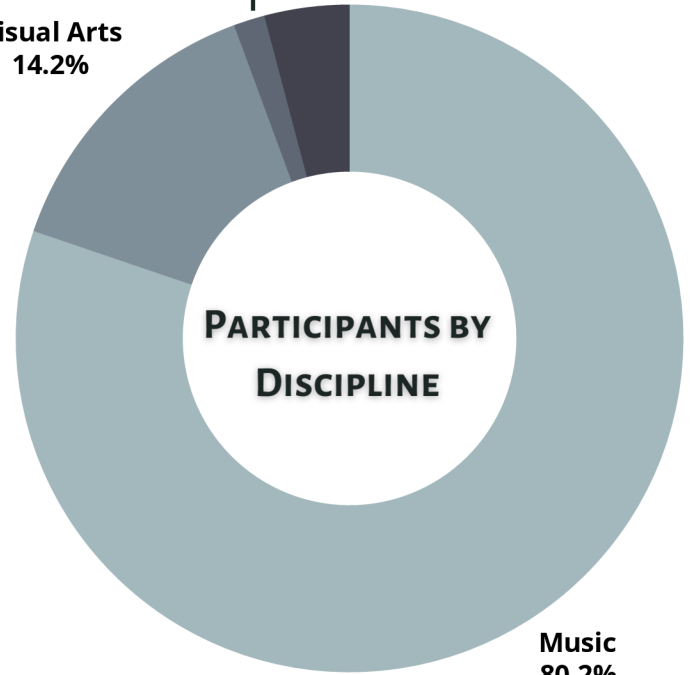
25,000+
Participants
(1,200+ in 2004)



84
Active Artists
(22 in 2004)



Literary Arts 1.5%
Performing Arts 4.1%
Visual Arts 14.2%



\$103,552
in Artist Stipends

\$13,874
in Art Supplies

All program supplies are provided by TAO (yes even with inflation!). It's important to provide our adults with meaningful and dignified experiences which includes the best tools and materials!



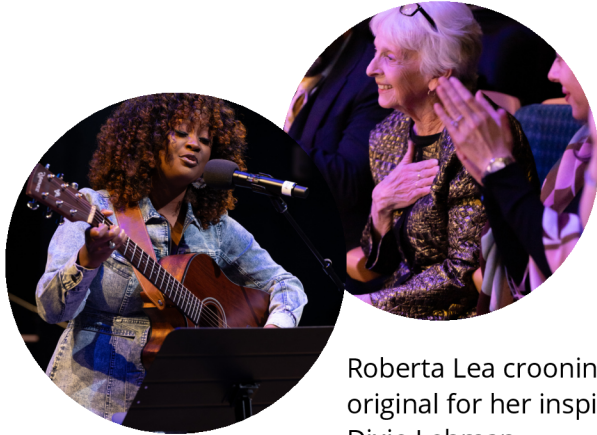
DID YOU KNOW?

PARTY OF THE AGES

presented by



3.26.2024



Roberta Lea crooning a gorgeous original for her inspiration, Dixie Lehman.

Kate with Ariana and Ace Foster - owners of Foster Beauty Fashion Show. Their segment featured older adults modeling for designer Stark & Legum.



The 2024 Party had everything - music, art, and even fashion.

We always say the Party is the time to celebrate all aging can be: extraordinarily fun, endlessly creative, and always, *always* inspirational.

(Along those lines...you do NOT want to miss the 2025 Party!)



Will Overman wrote a song perfectly capturing the life (and love) of Doug Perry.



Jan House interviewing with her songwriter, Deau Eyes (Ali Thibodeau). Clearly a good time was had by both.



Bay Lake contributed artistic "windows" through artist Heather Queen and the residents of Bay Lake.



SCAN HERE to view the 2024 Party of the Ages YouTube playlist!

RIPPLING OUT

The wonderful thing about ripples is their reach - moving endlessly outward, further than anyone ever thought possible.

Twenty years of ripples continue into next year to bring us:

New strategic plans - which is just a fancy way of saying we'll be talking to you a LOT about what needs to happen next.

New staff - bringing fresh perspectives and new ideas!

Check your email often and keep your phone on. There are a lot of reasons why this upcoming year is going to be busy and maybe even chaotic.

But chaos can both lead to good things and *be* a good thing in and of itself.

What won't change? Our commitment to the adults in our community. The amazing, beautiful, creative people whose stories need to be told over and over and over again **until we all know them by heart.**

Bring it on, 2025.



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THE SOURCE

The "drops" behind the ripple effect



JULIA AND TUNICLIFF FOX CHARITABLE TRUST, BANK OF AMERICA, N.A., TRUSTEE
THISTLE FOUNDATION TRUST OF THE HAMPTON ROADS COMMUNITY FOUNDATION
FIRST UNITED METHODIST CHURCH FOUNDATION OF NEWPORT NEWS
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