

annual report fy 2009



TAO
Tidewater Arts
Outreach

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When I take time to catch my breath, I'm astonished at the accomplishments of our collective efforts. TAO has a board of directors that is working tirelessly to host house concerts, serve on committees, build awareness and grow our volunteer base. Artists are contributing their talents, month after month, sharing the healing power of the arts and generating goodwill. A growing



number of volunteers has stepped up to serve on committees, bolstering our Sea Level Singer/Songwriter Festival, golf tournament and other special events.

We now have an office, something we felt nearly unachievable three years ago, when Lynne Seagle guided us through the creation of our first strategic plan. We have terrific support personnel in our new office, every day, to meet

the growing demand for our services.

We're bringing quality arts programs and experiences into our communities with each passing month. This is a cause for celebration, because what we share is so sorely needed. Every time I observe a TAO artist in action and I see the faces of our seniors, or our children, our staff or our young mothers light up, I am reminded of the importance and value of our work.

We need to keep the momentum going, so we can serve the community for years to come. We're still a young organization, susceptible the economic downturn that is affecting all funding streams.

I hope that you'll be inspired by what you see in our Annual Report. I hope you'll agree there is amazing potential for what we can accomplish when we work together to achieve a common goal. And I hope you'll give your support so that we can continue to grow.

To all our donors, volunteers, sponsors and artists: thank you. Through TAO, you have helped instill hope, inspire encouragement, and make futures brighter. Through TAO, you have shared the creative inspiration and the joy and healing power of the arts.

MaryAnn Toboz
Executive Director

The Instruments to Heal Are in Our Hands

He was playing the last song when they got up to dance. So touched by the tentative steps of the elderly couple, clearly still in love after who knows how many years, he continued playing John Lennon's "Imagine" for his nursing home audience well past the final verse.

"By the end of song, I was so emotional I could hardly play," says musician B.J. Leiderman. A pianist and composer known for writing many of the theme songs for National Public Radio programs, Leiderman has volunteered for five years with Tidewater Arts Outreach as an artist and advisor.

"It's humanity at its best," he says of TAO's mission. **"I see with my own eyes what music does for these people. They get more out of it than any audience I've ever played for. We pump it out and they soak it up. You can see it by the smiles on their faces."**

Pam Getty had a similar experience when she witnessed her first TAO program at St. Mary's Home for Disabled Children. **"I never would have believed it,"** she says, **"but you could actually see the joy in the kids' faces."**

That was all it took for Getty to join the TAO board and begin contributing her piano-playing skills to the organization's programs. Those new roles reignited her passion for the arts, something the music major and former sound technician had lost years before. **"It brought music into the forefront of my life again,"** she says.



Through TAO, artists like Leiderman and Getty – dancers, musicians, visual artists, theatre groups, and storytellers – share their talents with a vastly under-served population who are confined to hospitals, retirement homes, rehabilitation centers, homeless shelters, and other facilities. For thousands of these people, who are often lonely and all but invisible to the rest of society, Tidewater Arts Outreach has brought

the the joy of the arts back into their lives.

And the experience can be life-changing, as one daughter learned.

She came to visit her mother in a retirement center and encourage her to take part in TAO's music program. But she couldn't find her and started to panic. Finally, she spotted her mom already at the program – and dancing. With tears in her eyes, the daughter said it was the first time in her life she had ever seen her mother dance.

In study after study, the tremendous benefits of the arts in healing are being documented. In the "2009 State of the Field Report: Arts in Healthcare," hospice pioneer Wilma Bulkin Siegel, M.D., said, **"The arts can be used to heal both**



The Instruments to Heal Are in Our Hands

clinically as preventive medicines in mental health and for those suffering physically from illness.”

Being engaged in an artistic activity -- whether it's a child who's terminally ill, a family in a homeless shelter, or a wheelchair-bound grandparent-- can have powerful positive impacts, including:

- Reduced anxiety, pain, depression, and fatigue
- Lowered heart rates and blood pressure
- Improved lung function and mobility
- Enhanced connection to community
- Better relationships between staff and patients
- Higher levels of involvement in other activities

In FY 2009, more than 230 artists shared their performances and abilities with upwards of 4,400 people through the programs of Tidewater Arts Outreach.

“I know musicians who like to perform in nursing homes and hospitals,” says Pam Getty, **“but they don't know how to go about it. TAO puts an organized effort behind that, connecting the facilities and artists, providing mentorship and support, and often bringing a unique and high quality of arts into the facility.”**

And as she has learned, it's not just the residents who benefit from the programs. **“I probably get more out of it than the people I play for,”** Getty says. **“It's the biggest artist rush I've ever gotten,”** Leiderman adds. From the professionals of Virginia Symphony and Virginia Stage Company to new artists just starting out, once someone participates with TAO, they're hooked.

Board member and volunteer Kara O'Brien, an attorney, learned about TAO from her well-known singer/songwriter dad, Lewis McGehee. **“I had always been involved with dance and music and theatre,”** O'Brien says, **“but once I went to law school, all that went by the wayside. This was a great opportunity to fill that void and feel like I'm helping people at the same time.”**

Through TAO, O'Brien teaches guitar lessons to troubled children and teens living in a special residence. **“I feel like I'm connecting with them in**

a way that they don't connect with adults very often. Music is a healthy escape outlet for them.” Our programs also have a remarkable effect on people who work at the places we serve. **“It was an eye-opening learning experience for staff to see the potential of our impaired residents,”** one

coordinator said. **“Your outreach program does wonders for my residents,”** said another.



With the aging of the baby boomers, the number of those residents will soon skyrocket. More than 200,000 seniors age 65 and older live in Hampton Roads, many of them in the region's nursing homes and

assisted living facilities. And those numbers will soon soar. In Virginia, the age group 85 and older is growing five times faster than the state's total population growth. By 2025, Virginians age 60 and older will make up 25 percent of the state's population. We have a waiting list of places to serve and a growing list of artists who want to help. The need is clear. The artists are willing. The instruments to heal are in our hands. But we can't put them to good use without your financial support.

When you give to Tidewater Arts Outreach, your money is used to help people right here in the community. **“If they're not someone you know,”** Leiderman pointed out, **“then they're the mothers, fathers, grandmothers, and grandfathers of folks you know. And someday it may be you.”** Imagine,

never again being captivated by a pianist, engaged in a performance, enthralled by a piece of art, or singing along with your favorite song.



Please, help us bring the joy and healing power of the arts to the people who need them the most. Together, we have the chance to change lives and alleviate pain through the work we do. May we count on you for a gift?

Statement of Revenues and Expenses

FOR THE YEAR BEGINNING JULY 1, 2008 AND ENDING JUNE 30, 2009

INCOME

| | |
|---|---------------|
| Rollover from prior fiscal year | \$ 2,815 |
| Local government grants □ | 12,567 |
| Foundation grants □ | 9,808 |
| Special event income (net) | 8,280 |
| Individual donations □ | 8,186 |
| Special event sponsors . . . | 8,170 |
| Facility donations □ | 6,120 |
| Business donations | 2,350 |
| State grants | 2,125 |
| Non-profit organization donations. | <u>1,000</u> |
| Total income □ | \$ 61,421 |

EXPENSES

| | |
|--------------------------------------|---------------|
| Administration □ | \$ 26,415 |
| Program stipends and mileage | 5,804 |
| Marketing □ | 5,589 |
| Supplies, postage and printing | 5,115 |
| Equipment | 3,536 |
| Occupancy □ | 2,800 |
| Fundraising □ | 2,739 |
| Art supplies □ | 1,768 |
| Telephone □ | 1,098 |
| Travel, lodging and meals . . □ | 473 |
| Membership dues □ | 401 |
| Insurance □ | 325 |
| Volunteer appreciation. . . . ” | 241 |
| Rollover to next fiscal year □ | <u>5,117</u> |
| Total expenses. □ | \$ 61,421 |

08-09 Highlights

230 performing and visual arts programs and workshops
5300 clients served at 65 facilities in seven Hampton Roads cities
237 artists involved, contributing nearly 1200 hours

Sponsors, Donors & Volunteers

TAO Major Funders:

Virginia Commission for the Arts/National Endowment for the Arts
AMERIGROUP Foundation
Business Consortium for Arts Support
Capital Group, Home of American Funds
Chesapeake Fine Arts Commission
Hampton Arts Commission
Junior League of Norfolk-Virginia Beach
Newport News Arts Commission
Norfolk Commission on the Arts & Humanities
The Norfolk Foundation
Portsmouth Community Foundation
Portsmouth Museum & Fine Arts Commission
Virginia Beach Arts & Humanities Commission
Virginia Beach Foundation

Corporate Sponsors:

Albano Cleaners
Arbors at Port Warwick
Autumn Care of Suffolk
BB&T
Beth Sholom Village
Brighton Gardens
Brydges, Geroe, Rosenblatt & O'Brien, PLLC
Carrington Place of Chesapeake
Chesapeake Healthcare & Rehabilitation Center
The Chesapeake
Churchland House
Coliseum Park Nursing Home
Commonwealth Assisted Living
Crawford One Beauty Salon
Davis & O'Brien, PC
Eggleston Services
Farm Fresh Foundation
ForKids
Ghent Business Association
The Green Onion
Harbor Pointe Rehabilitation Center
Imperio Inca
James River Convalescent Center
Hampton Roads Activity Professionals Association
Kaufman & Canoles
Lake Taylor Transitional Care Hospital
Little River B&B in Floyd, VA
MacArthur Center
Mackey Ink
Nansemond Pointe Nursing and Rehabilitation Center
The Newport
No Frill Grill
Norfolk Dept. of Economic Development
Northampton Convalescent Center
Northside Norfolk Rotary Club
Old Point National Bank
Otani Grill
Gardens at Warwick Forest
San Antonio Sams
Sentara Nursing Care Center Norfolk
Sentara Virginia Beach General Hospital
Target Corporation
The UP Center
Tidewater Youth Services Foundation
Virginia Health Services, Inc.

In-Kind Supporters:

Alpha Music
Audio, Light & Musical
beachwellness.com
Birdland Music
Robert and Betty Blasch
The Boot
Nancy Chapman
Julie Clark
DnD Music
The Delves
Donna Iona Drozda
Tray Eppes
Ernie Franklin
Home Depot
Hunter Hughes
Annie Johnson
Jennifer Kravassi
BJ Leiderman
Lewis McGehee
Jackie Merritt
Mackey, Ink
Jimmy Masters
The New Leaf
Novelties Unlimited
Office Furniture Outlet of Virginia
Paul Shugrue
Jim Palacio
Sinclair Stations
Print Smith
Debi Stadlin
Beeb Stiles
Levi Tarr
Teagle & Little Printing
Virginia Stage Company
Virginia Symphony Orchestra
Robin Welch



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 Martin Einhorn
 Nancy Evans
 Michael Fairchild
 Mac and Kati Frampton
 Tom Freridge
 Pam Getty
 John and Mary Jane Hall
 Adrienne Joseph
 Tanya Kaish and Randy Keller
 Drew and Kate Landman
 Jana Lauer
 Stephen Leed
 Claudia MacIntosh
 Cindy Mackey
 Bob & Karen Macomber
 Ginny & Bob McCloskey
 Bert Miller
 Diane Morrison
 Kelly Murphy and Steve Newman
 James Nelms
 Eric Nelson and Sarah Anders
 Robert Nowak
 Kara O'Brien
 Jean Peacock
 Claudia Puopolo
 Matthew and Rebecca Rhode
 Lenny and Susan Stamm
 Jason Tashoty
 Ann Vernon
 Jill Winkowski
 Carrie White and Paul Campsen
 Nancy Young

Artists:

Acclaim! Quartet
 Apropos Quartet
 Acoustic Railroad
 Amazing Grace Quartet
 Jade Andwele
 Michele Barnes
 Larry Berwald
 Kevin Blatnick
 Black Pearl
 Blue in the Face
 Blush Acoustic Ensemble
 Narissa Bond
 David Cavitt
 Cedar Road
 Ron Charlton
 Charles Clark III
 Julie Clark
 Dorothy Coakley
 Shirley Confino-Rehder
 Alice Conner
 Don Davis
 The Delvers
 Thad Dixon

Dr. Bob & the Burning Desires
 Sam Dorsey & Cater Melin
 Donna Iona Drozda
 Michael Durig
 Denise Jordan Finley & Daniel Pagdon
 Gary Gard
 Pam Getty
 Resa Gibbs
 Girl Scout Junior Troup 155
 Girls With Guitars
 Michael Glass
 Stuart Goldwag
 The Gurleys
 Hampton Roads Youth Guitar Ensemble
 Skip Hancock
 Harris Creekers
 Christine Harris
 Sandra Hehl
 Dottie Holtz
 Angela Hudson
 Chris Jacobson
 Alycia James
 Paul and Marilyn Jersild
 Annie Johnson
 Cindy Kays
 Christopher Koroshetz
 BJ Leiderman
 Leighas
 Jennings Lyon
 Jackie Merritt
 Michas Polish Dancers
 Chris Morton and her Suzuki Violinists
 Mosaic Steel Drum Youth Ensemble
 The Muckrakes
 Kelly Murphy
 Muu Muu Mamas
 Amanda Nitz
 Kara O'Brien
 Occasional Singers
 The Other Side
 Paper Mountain
 Peninsula Children's Chorus
 Marc Pessar
 Charlton Phaneuff
 Phoebus Rio & the Low Tide Boys
 Gabriel Robinson
 Route 58
 Lynn Ruehlmann
 Eddie Sal
 Regina Sanford
 Tom Schlater
 Reba Schultz
 Jerry Sowers
 Norris Spencer
 Christopher "Jay" Spraggins
 Jeff Springer
 Debi Stadlin
 Eric Stevens
 Rick Stirr
 Meade Stithe
 Angela Stroup
 Sid, Dana and Pamela Sward
 Tangent Trio
 Too Human
 TraLa
 Marsha Wallace
 Wicked Hips Belly Dancing Troupe
 Jill Winkowski
 Bob Woodard
 Skye Zentz

Volunteers

Barbara St. Amand
 Sonya Barsness
 Sandra Bryant
 Abbey Calisch
 Mary Pelham Carter
 Kay Carey
 Theresa Cennicola
 Nancy Chapman
 Karen Cochran
 Shirley Confino-Rehder
 Tom Crockett
 Donna Iona Drozda
 Anne Edwards
 Kally Ermentraut
 Renee Duval Fairchild
 Tom Freridge
 Melissa Green
 Jack Hall
 Dawn Hardison
 Randy Hernandez
 Tanya Kaish Keller
 Jane Kimidy
 Nancy P. Kline
 Karen and Bob Macomber
 Bette Magao
 Jimmy Masters
 Chris Morgan
 Steve Newman
 Jim Newsom
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Facilities Served

Shelters

13th Street Crisis Center
Centerville Girls Group Home
The Dwelling Place
ForKids, Inc.
Samaritan House
Transitions Family Violence Program
YWCA

Assisted Living

Ballentine Manor
Beth Sholom Sands
Beth Sholom Terrace
Brighton Gardens
Churchland House
Commonwealth Assisted Living
Eden Court
Holiday House
The Hidenwood
Holiday House
Leigh Hall
Mennowood
Nansemond Point Rehabilitation Center
St. Mary's Home for Disabled Children
Shelton on the Bay
Virginia Beach Estates
Virginia Home for Adults
Warwick Forest – Keswick Place
Westhaven Manor

Hospitals

Children's Hosp. of the King's Daughters
Chesapeake Reg. Medical Center
Lake Taylor Trans. Care Hospital
Veterans Army Hospital
Virginia Beach General Hospital

Nursing Homes

Autumn Care of Portsmouth
Autumn Care of Suffolk
Bayside Healthcare Center
Beacon Shores Nursing & Rehab Center
Berger Goldrich Home
Bon Secours Maryview Health Care Center
Carrington Place of Chesapeake
Chesapeake Healthcare Center
Coliseum Park Nursing Home
Golden Living Center
Harbor Pointe Medical & Rehab Center
James River Convalescent Center
Newport News Nursing & Rehab.
The Newport
Norfolk Healthcare Center
Riverpointe Rehab Center
Riverside Convalescent Center
Sentara Nursing Center – Chesapeake
Sentara Nursing Center - Hampton
Sentara Nursing Center – Norfolk
St. Francis Nursing Care Center
Tandem/Consulate of Norfolk
The Gardens at Warwick Forest
Virginia Beach Healthcare & Rehab Center

Day Programs

Ida Barbour Early Learning Center
Camp Horizon, a program of The UP Center
Civitan Acres
PrimePlus Norfolk Senior Center Adult Day Program
M.E. Cox Center
Sentara Senior Community Care
Virginia Beach PALS Program

