



**ANNUAL REPORT FY18**  
**August 1, 2017 - July 31, 2018**

Creating a Better World through the Arts

Sing for Hope students at IS 10 in Queens join the Andrea Bocelli Foundation's Voices of Haiti Choir for a cultural exchange and shared performance, led by ABF President Laura Biancalani and SFH Co-Founder Monica Yunus.



## MISSION

Sing for Hope harnesses the power of the arts to create a better world.

## OUR PROGRAMS AND IMPACT

Dear Friends,

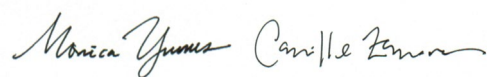
It is our sincere pleasure to share with you our FY2018 Annual Report, an overview of the creativity inspired, communities renewed, and lives transformed because of your support. Thanks to your generosity, over the past year Sing for Hope has been able to grow our programs' scope and impact, exponentially increasing arts accessibility for our most vulnerable fellow citizens.

Since 2006, Sing for Hope has worked to harness the power of the arts to create a better world. Over these past twelve years, we've witnessed countless instances of our creative programs sparking well-being, building community, and fostering empathy. In this past year, we placed our 450th Sing for Hope Piano in NYC to date, reaching over 2 million New Yorkers and visitors to our city. We continued to bring dynamic creative arts programming to 80,000+ students and community members in 180 NYC schools and to 16,000+ patients and caregivers in 25 healthcare facilities across the five boroughs.

Thanks to new commitments of funding and support from our international partners, we are now expanding our work to serve refugee populations in and around Athens through the placement of Sing for Hope Pianos in partnership with El Sistema Greece. We will continue to work with our international partners to present the case for creative arts interventions worldwide, further amplifying the movement of the arts as a tool for social change. While Sing for Hope will always be centrally focused on our home base of New York, our movement continues to grow, empowering communities to use their creative voices for social cohesion.

Thank you for helping us continue to work toward a world in which all people have the opportunity to develop their creative potential. Your support means everything to Sing for Hope and to the communities we serve.

With heartfelt gratitude,



Monica Yunus and Camille Zamora  
Co-Founders and Co-Executive Directors



### THE SING FOR HOPE PIANOS

50 Sing for Hope Pianos in NYC's public spaces as hubs of community and creativity for all people, impacting **2 million+ New Yorkers and visitors in FY2018.**



### HEALING ARTS

Collaborative performances and workshops in 25 healthcare facilities serving **16,000+ patients and caregivers in FY2018.**



### EDUCATION

Dynamic arts programming in under-resourced public schools benefiting **80,000+ students and community members in FY2018.**



### CREATIVE SERVICE

The Sing for Hope Artist Partner Roster comprised of **1,000+ artists in FY2018 from a range of creative disciplines** bringing us to a total of **5,000+ Artist Partners engaged since 2006.**

## THE SING FOR HOPE PIANOS

Our flagship Community Arts initiative, The Sing for Hope Pianos, merges creative placemaking with our mission of art for all. Each summer, we bring artist-created pianos — each a unique artwork by a different artist — to parks and public spaces for anyone and everyone to play.



“Sounds of Nature,” the Sing for Hope Piano created by Nupur Nishith, on the set of CBS Sunday Morning.

We kicked off the 2018 Sing for Hope Pianos in the national spotlight thanks to a feature on CBS Sunday Morning airing on June 3rd. With the attention of the nation, we placed the SFH Pianos around NYC from June 4-24, marking the 450th Sing for Hope Piano placed to date.



Singer-songwriter Victoria Canal plays the Sing for Hope Piano created by SFH Cultural Partner Playbill.

**2,000,000+** NEW YORKERS AND VISITORS REACHED

(CEMUSA/PUBLIC Foundation estimate)

# THE LIFE OF A PIANO

Take an ordinary instrument. Add an artist's bold vision. Select a public space. And you have an instant formula for community.

Now multiply this story by the 450 Sing for Hope Pianos placed since 2010, and that hub of community becomes an entire city transformed.



## EDUCATION

“One student commutes from the Bronx all the way to deep Brooklyn. It is very difficult for him to get to school and he struggles to remain engaged with his classes. His sole motivation to come to school is to play the Sing for Hope Piano. His attendance has gone up and he is more focused in class knowing that he will get to play the piano for doing his best work. It is a joy to see someone who would not otherwise even attend school coming with joy and anticipation. His story is one of many and we are so grateful to have this new integral part of our community.”

— Alexandra Gordon, music teacher, Highland Park Community Middle School (Brooklyn)



**80,000+** STUDENTS AND COMMUNITY MEMBERS REACHED BY OUR IN-SCHOOL PROGRAMS



“Through Sing for Hope I got to work with professional vocal coach Caroline Selia. I was really nervous at first, but Caroline helped me feel confident enough to use my voice and body language to express the joy I feel when I sing, even in front of my peers. Sing for Hope became a family and taught me that I am able to achieve what I didn’t know I could.”

— Stephanie, 15, Sing for Hope Youth Arts student



“EVOLVE,” the Sing for Hope Piano created by Lance Johnson, arrives at its permanent home at PS 4 Duke Ellington.

## Sing for Hope In-School Programming

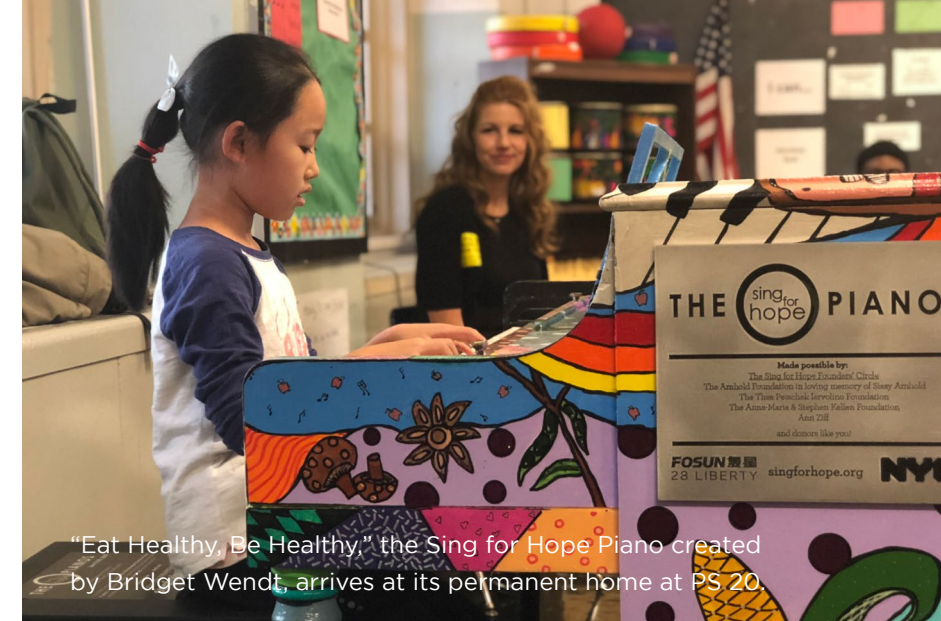
Through a competitive application process, this year’s 50 Sing for Hope Pianos were awarded to schools serving all age groups and grades. The SFH Pianos are now being used for everything from pre-K music classes to high school chorus ensembles, musical productions, dance rehearsals, and piano lessons. In tandem with awarding the SFH Pianos, Sing for Hope also provides a year-round Citizen Artist Curriculum which includes a school-wide assembly, workshops, and performances throughout the school year.

Sing for Hope’s education programming teaches students that all of the people in their SFH Piano’s story are Citizen Artists: they use their artform to foster transformation and empathic connection. We empower students to see themselves as Citizen Artists.

**“Some of our students have autism. Halloween is difficult because our students have trouble distinguishing a stranger from a friend. So we put on a show that taught them to be careful of strangers, using our Sing for Hope Piano to signal moments of danger, trouble, hope, drama, and happiness! Our Sing for Hope Piano has turned into a helpful friend that makes it easier to communicate.”**

— Ms. Angerson, PS17X, Bronx

80,000 students and community members in NYC now benefit from 180 Sing for Hope Pianos in schools. 212 music programs were added or expanded because of the SFH Piano:



“Eat Healthy, Be Healthy,” the Sing for Hope Piano created by Bridget Wendt, arrives at its permanent home at PS 20.

- 46 chorus programs
- 44 general music classes
- 39 piano lesson programs
- 25 school musicals
- 4 dance classes; 2 jazz bands; 7 community programs
- 44 other musical performances and programs

## 2018 SING FOR HOPE CITIZEN ARTIST SCHOOLS

### BRONX

The Family School  
 PS 30X The Wilton School  
 PS 63 Author’s Academy  
 PS 18 John Peter Zenger  
 Theater Arts Production Company High School  
 PS 21 The Philip H. Sheridan School  
 PS 596x  
 South Bronx Academy for Applied Media  
 Lorraine Hansberry School  
 PS 314x Fairmont Neighborhood School

### BROOKLYN

Science Skills Center High School for Science, Technology and the Creative Arts  
 PS 770  
 John Wilson Intermediate School  
 South Brooklyn Community High School  
 West Brooklyn Community High School  
 Ronald Edmonds Learning Center II  
 PS 81 Thaddeus Stevens  
 Academy of Urban Planning and Engineering  
 PS 811K The Connie Lekas School  
 PS 262  
 Acorn Community High School  
 Madiba Prep Middle School  
 The Mary McLeod Bethune School  
 PS/IS 184 The Newport School  
 PS/IS 157 The Benjamin Franklin Magnet School  
 PS 147

IS 285 Meyer Levin  
 City Polytechnic High School  
 Brooklyn’s Daily Discovery Pre-K  
 PS 230 Doris Cohen School

### MANHATTAN

John B. Russwurm Elementary School  
 Riverside School for Makers and Artists  
 Talent Unlimited High School  
 Washington Heights Expeditionary Learning School  
 PS 194 Countee Cullen Academy for Scholars  
 The Facing History School  
 PS 102 Jacques Cartier School  
 Inwood Early College  
 Manhattan Hunter Science High School  
 Child Zone at Mount Sinai

### STATEN ISLAND

PS 23  
 IS 72  
 PS 373R The Robert Randall School

### QUEENS

PS 64Q  
 PS 197Q The Ocean School  
 IS 10Q Horace Greeley Intermediate School  
 PS 175Q Lynn Gross Discovery  
 PS 181 Brookfield  
 Flushing High School  
 Louis Armstrong Middle School

## Sing for Hope After-School Programming

Sing for Hope's after-school programs comprise a range of educational initiatives for underserved youth in the greater New York area. Through community partnerships and in-house programming, we combine artistic instruction with service learning. Our programs connect youth with SFH Artist Partners under the guidance of experienced staff in a creative arts curriculum designed to stimulate confidence, enhance self-esteem, encourage self-expression, and nurture positive development in young people and local communities.

**ARTS WEEK:** Selected through a competitive application process, 30 teens from NYC public high schools spent spring break exploring the concept of Citizen Artistry under the tutelage of Sing for Hope staff and Artist Partners, including Broadway actors, an NYU a cappella group, and other professional artists.



Pictured: the teens' first time on a Broadway stage. They learned about the many possible careers in theater from *Kinky Boots* lead stage manager and SFH Artist Partner Glynn Turner.



**YOUTH LEADERSHIP COUNCIL:** In June of 2018, Sing for Hope celebrated the successful completion of our pilot year of the Sing for Hope Youth Leadership Council (YLC). Open to NYC public high school students in partnership with NYC Service, the Sing for Hope YLC is a year-long, project-based leadership development program for teens to conceive, organize, and execute programs that teach them and their peers how to give back to their communities through the arts.

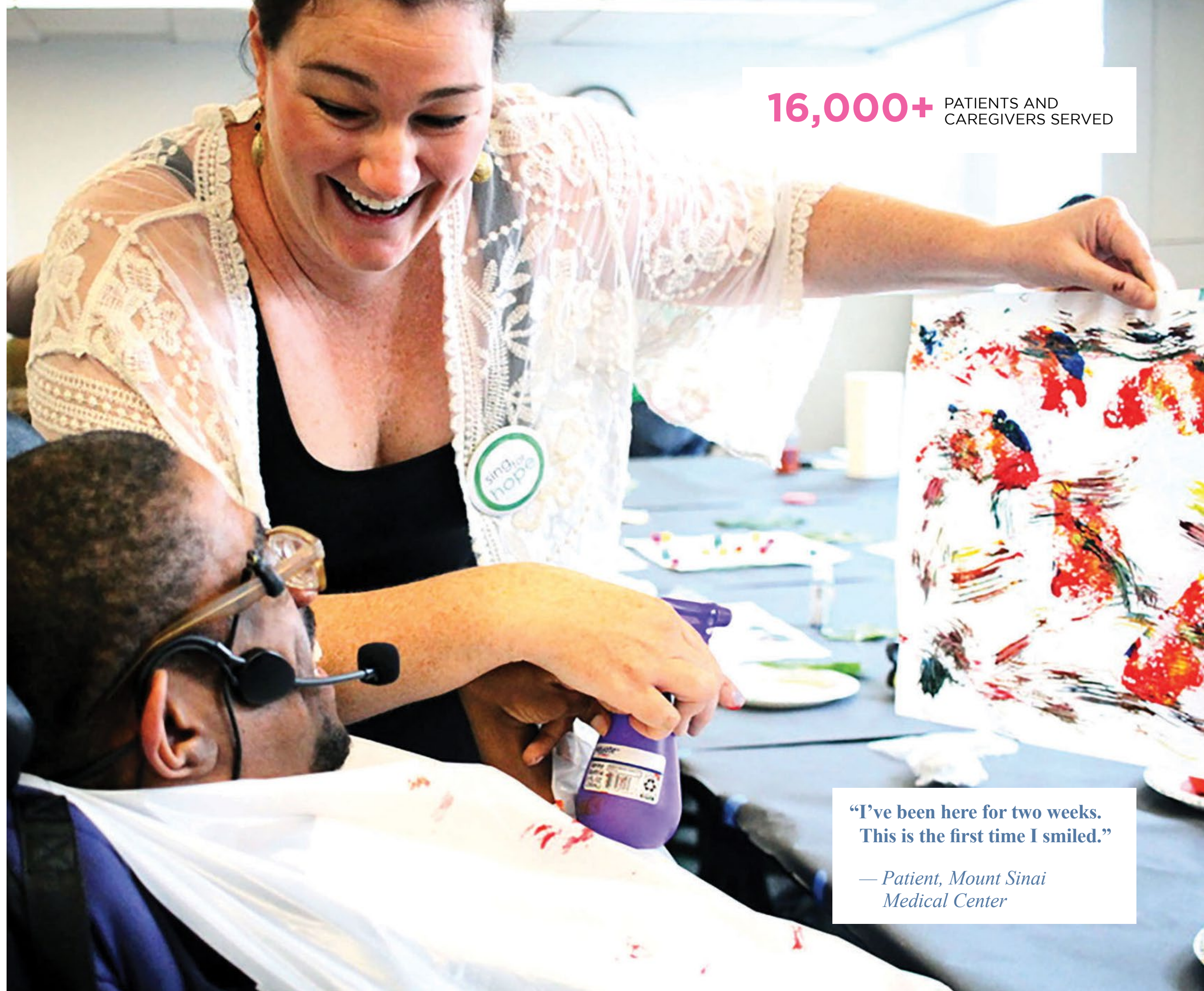


## HEALING ARTS

Sing for Hope's Healing Arts programs bring dynamic arts experiences to hospital patients, persons with disabilities, seniors, and veterans. Each week, SFH Artist Partners share the uplifting spirit of the arts in hospitals, nursing homes, hospices, disability networks, and treatment centers. With programming specially tailored to each healthcare community, Sing for Hope's Healing Arts programs provide a consistent source of joy and inspiration for patients and caregivers.

**Mike is a lifelong musician but is now hospital-bound and unable to play. At Mike's request, SFH Artist Partners sang Simon & Garfunkel in his hospital room. They created harmony on the spot, then harmonized with Mike and his wife Linda. The whole room was in tears by the end. "This is the first time I've felt like myself since I got to the hospital," said Mike. "It's the first time I've felt real."**

**16,000+** PATIENTS AND CAREGIVERS SERVED



**"I've been here for two weeks.  
This is the first time I smiled."**

*— Patient, Mount Sinai  
Medical Center*

Sing for Hope's Healing Arts programs reached 16,000+ patients and caregivers in FY2018, — a 33% increase over the 12,000+ individuals reached the previous year. Through a new partnership with the Acacia Network — dedicated to preserving and reinvesting in Latino community organizations — Sing for Hope brought art and healing to six new sites around the five boroughs. With these six Spanish-language program sites, we expanded our multilingual programming significantly. Sing for Hope also now includes songs in Chinese in our Coler Hospital programs, where the staff reiterates that it is deeply meaningful for residents to hear music performed in their native language.



Much of this expansion is made possible by Sing for Hope's growing roster of Project Leaders, the "super volunteers" mobilized since 2017 through the SFH "ladder of leadership" to help run programs at our healthcare sites.

**OUR HEALTHCARE PARTNER SITES:**

Acacia Network:

- Betances Senior Center
- Carver Senior Center
- Casa Promesa
- Corona Senior Center
- Elmhurst Senior Center
- The Loisaida Center

ADAPT Community Network:

- ADAPT: Elmwood
- ADAPT: Flushing Avenue
- ADAPT: Inwood
- ADAPT: Lawrence Avenue

AHRC Dickson-Goodman

Bailey-Holt House

The Bridge

Coler Hospital

Euclid Hall (West Side Foundation for Senior and Supportive Housing)

Henry J. Carter Specialty Hospital

James J. Peters VA Medical Center

Mount Sinai:

- Mount Sinai Hospital
- Mount Sinai Hess Center

New York City Children's Center

NYU Hospital:

- NYU Hospital for Joint Diseases
- NYU Center for Children

New York Memory Center

SAGE Midtown



Sing for Hope Artist Partner Erica Senat sings at Coler Hospital.

# CULTURAL PARTNERS

It takes a village, and our village grew ever stronger in 2018 through new and deepened Community & Cultural Partnerships.

**Sing for Hope's 2018 Cultural Partners include:**

- Playbill
- Avenue Q
- Spongebob The Musical
- Waitress
- The Rodgers & Hammerstein Organization
- Dear Evan Hansen
- Wicked
- Kinky Boots
- The Juilliard School
- Vy Higginsen's "Sing Harlem Choir"
- Harlem School of the Arts
- Harambee Dance Company
- Sesame Street / Sesame Workshop
- 20th Century Fox: *The Greatest Showman*
- BroadwayCon
- TEDx
- Serino Coyne
- Central Park's 50th Anniversary of Public Art in the Parks
- AmeriCorps
- The Asian Art Museum of San Francisco
- TimeOut New York
- ... & more!





In October of 2017, Sing for Hope teamed up with our longtime partners at the **NYC Department of Parks & Recreation** for their celebration of 50 years of public art in the parks, offering a special day-long Sing for Hope Pianos installation. The Sing for Hope booth also gave attendees the chance to try their hand at the piano design process.



"Pedregal," the Sing for Hope Piano created by Jordy Lievers-Eaton.



We built a particularly robust partnership with 2018 SFH Piano Artist and theater media giant **Playbill**. Their Sing for Hope Piano featured decoupage playbills from a host of Broadway shows, including many of our cast partners from previous years. Playbill magnified our reach both in person and online by hosting a curated Broadway concert series at their SFH Piano.



A host of popular Broadway shows, including **Kinky Boots** and **Wicked**, created SFH Pianos of their own and led pop-up performances, transforming NYC parks into the East Midlands of England and Oz, respectively.

## DRIVING HOPE

### MINI Piano

The 2018 Sing for Hope Pianos proved to be a rousing success due in part to a partnership with **MINI USA**. Motivated by both organizations' shared passion for serving communities in need with creativity and compassion, MINI USA added invaluable support.



The cornerstone of the partnership? **A custom MINI Piano** built inside a MINI Countryman, featuring the artwork of SFH Artist Partner Christopher Spinelli. The MINI Piano allowed for specially curated pop-up performances that “connected the dots” of the Sing for Hope Pianos.



British Prime Minister Tony Blair joins MINI Head of Urban Growth and Transformation Lee Nadler with the MINI Piano.



The #MINIPiano featured popular performers Vanessa Carlton and J Mascis, plus a pop-up block party in the Bronx. The MINI Piano also presented new opportunities for active artistic participation. We pulled the custom MINI right into the schoolyards of our brand-new partner schools to **teach students their first piano lessons**.



## ARTIST PARTNERS

Sing for Hope's Artist Partners are the engines that power our broad range of arts outreach programs, inspiring and fostering positive change for those in need. Our Artist Partner roster lies at the core of our mission and features artist volunteers from almost every artistic discipline — actors, opera singers, musical theatre performers, classical and jazz instrumentalists, dancers, choreographers, composers, designers, directors, photographers, and more. Working in tandem with our dedicated staff, our roster of artists donates time and talent to give back to local communities.

**“When I sing, I blossom into the best version of myself. The connection that forms between performer and patient is unlike anything I’ve ever experienced, and I am grateful to Sing for Hope for this platform to use my voice in such a powerful way. Serving as a vehicle for this force for good is one of the greatest joys of my life.”**

— Erica Senat, Sing for Hope Artist Partner



**1,000+** ARTISTS IN SERVICE IN FY2018, BRINGING US TO **5,000+** ARTIST PARTNERS ENGAGED SINCE 2006.

## FOSUN AND 28 LIBERTY

An icon of Lower Manhattan, 28 Liberty, a **Fosun Property Holdings** building, provided a full 34,000-square-foot floor this year which served as a communal studio for Sing for Hope Piano artists. We are grateful to Fosun and 28 Liberty for making Sing for Hope Pianos possible for three years running with this generous donation of space.

“It is an honor to support Sing for Hope for a third year, as it fulfills its mission to provide arts resources and programming to underserved neighborhoods in New York City,” said **Bo Wei, Chief Executive Representative of Fosun Group in the U.S.** and **Vice President of Fosun Property Holdings.**

**Americans for the Arts honored Fosun with the prestigious BCA 10 award** in recognition of Fosun’s commitment to using the arts to change lives.



## GIVING HOPE

### Ensuring our future

We gratefully acknowledge these generous individuals and foundations for their commitment of multi-year support to ensure the future of Sing for Hope's arts outreach programs. On behalf of the communities we serve, we thank these donors for their philanthropic leadership and for believing, as we do, in the power of the arts to create a better world.

### FOUNDERS' CIRCLE

**\$500,000+**

**(\$100,000+ annually for 5 years)**

The Arnhold Foundation in loving memory of Sissy and Henry Arnhold  
The Thea Petschek Iervolino Foundation  
The Anna-Maria and Stephen Kellen Foundation  
Ann Ziff

### VISIONARIES' CIRCLE

**\$250,000+**

**(\$50,000+ annually for 5 years)**

The Lulu & Leo Fund

### COMMUNITY CIRCLE

**\$25,000+**

**(\$5,000+ annually for 5 years)**

The Paul Foundation  
The SOAR Foundation



"Signal," the Sing for Hope Piano created by George Bates.

## OUR DONORS (FY2018)

### \$150,000+

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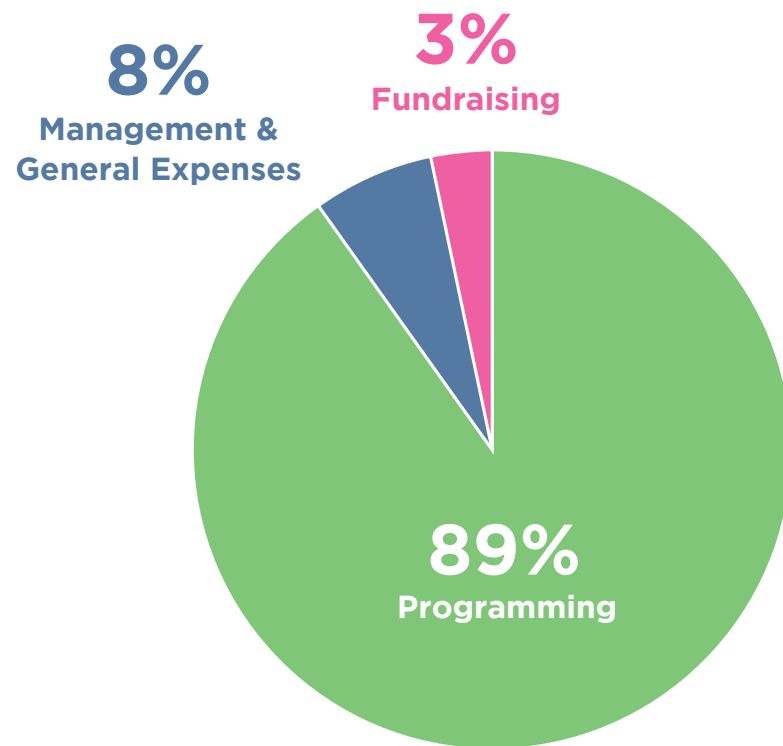
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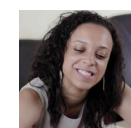
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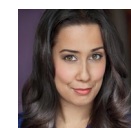
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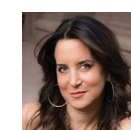
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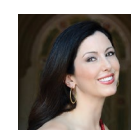
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