Creating a Better World through the Arts

ANNUAL REPORT FY18
August 1, 2017 – July 31, 2018
MISSION

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

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.
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

OUR PROGRAMS AND IMPACT

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.

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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.

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.

"Sounds of Nature," the Sing for Hope Piano created by Nupur Karim, on the set of CBS Sunday Morning.

2,000,000+ NEW YORKERS AND VISITORS REACHED

(CEMUSA/PVBLIC Foundation estimate)
THE LIFE OF A PIANO

1. An ordinary instrument
2. Is brought to life by adjudicated artists from around the world
3. And placed in a New York City park for 3 weeks
4. For anyone and everyone to play
5. And then permanently placed in an underserved school, healthcare facility, or community center
6. Where it is activated year-round by visiting Artist Partners.

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.
“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)

“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

“80,000+ STUDENTS AND COMMUNITY MEMBERS REACHED BY OUR IN-SCHOOL PROGRAMS"
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. Angderson, 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:

- 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 81K 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/JS 187 The Benjamin Franklin Magnet 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.

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.

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.
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.”

“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.
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.

We built a particularly robust partnership with 2018 SFH Piano Artist and theater media giant Playbill. Their Sing for Hope Piano featured decoupaged 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.

“Pedregal,” the Sing for Hope Piano created by Jordy Livers Eaton
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.

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.

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

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