Creatives Care



2022

ANNUAL REPORT

“I am so incredibly happy with the therapist I chose and this all wouldn’t have been possible without the help of Creatives Care’s amazing team. Thank you for making treatment for creatives in NYC a priority.”

NEW YORK CREATIVE

“I had an amazing experience working with you, and the assistance you provided was invaluable to finding a therapist that was the right fit.”

JAZZ MUSICIAN

“I sincerely hope that the mental healthcare system in this country can be made more transparent and easier to navigate, but for now thank goodness Creatives Care exists as an invaluable resource to creative people in New York City.”

MANAGER OF ARTIST CLIENT IN ACUTE CRISIS

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> *"There is no future for the arts without artists' mental health addressed."*
>
> DR. ALANA MENDELSOHN

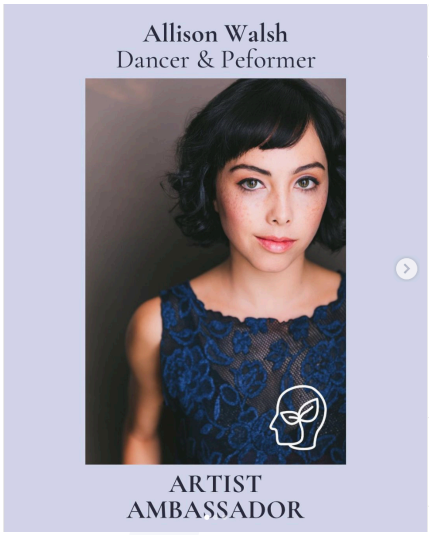
Introduction

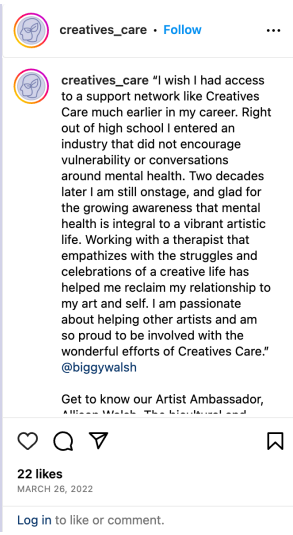
OUR MISSION

2022 marked Creatives Care Network, Inc.'s ("CCN", "Creatives Care") first year as a New York-registered 501(c)(3) non-profit organization. Our mission is to ensure the future of the arts by providing access to affordable mental health care for artists. Creatives Care built a referral network of mental health providers who have a personal connection to the arts and are willing to see artists and musicians at significantly reduced fees. Our staff provides free consultations to artists on navigating the mental health system. It helps connect artists to affordable treatment options using our referral network and other low-free treatment options. In addition, the organization aims to build a treatment access fund to bridge the gap between a provider's reduced fees and what an artist in need may be able to afford. Creatives Care increases awareness of the role of mental health in the arts by organizing concerts and events, building relationships with artist communities, and creating educational programming.

According to a 2016 study by Help Music UK, 71% of classical musicians reported issues with anxiety and panic attacks and 61% reported symptoms of depression, a rate up to three times higher than that of the general public. These difficulties are compounded for artists from underrepresented or underprivileged backgrounds and those who additionally contend with the ongoing stigma around mental illness and treatment. Artists also face significant barriers to accessing treatment because many lack adequate health insurance. Protecting the future of the arts requires not only supporting arts institutions but individual artists themselves. Creatives Care achieves this by bringing the mental health, artist, and supporter communities together to invest in artist well-being and development, finally addressing a crisis that has persisted for too long.

-Artist Ambassadors



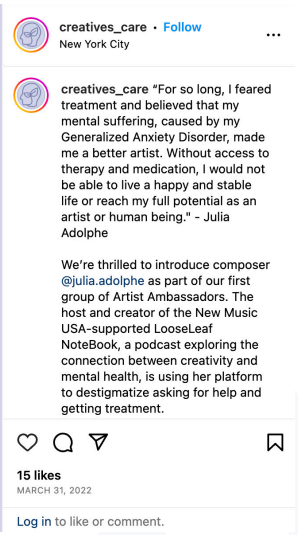


Allison Walsh

Multi-Disciplinary

Performer





Julia Adolphe

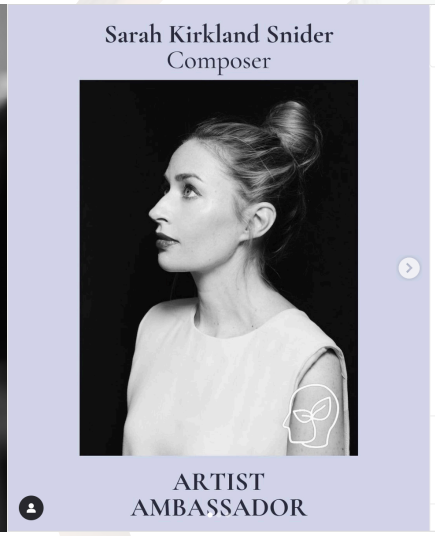
Composer

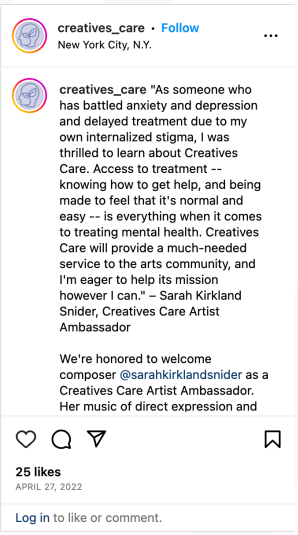


Michael Stephen Brown

Pianist-Composer

(2023)





Julia Adolphe

Composer

As an organization that puts artists first, collaborating directly with artists is essential to our mission. We are honored to be building an artist ambassador program with creatives who feel especially passionate about the role of mental health in the arts. Creatives Care is grateful to our Artist Ambassadors for lending their voices to speak about our mission to the artist community through their presence on social media and in their daily work.

Services

Update



Amy M. Rosenthal, LCSW
Creatives Care Services Director

SERVICES UPDATE

Consultation workflow:

In 2022, the services team launched referral services, hired and trained its first paid staff member, implemented a standardized workflow for providing consultations and migrated communication operations to Hubspot for improved data tracking and security. The clinical team is currently comprised of Dr. Alana Mendelsohn, who oversees operations and provides supervision on each consultation request, and Amy Rosenthal LCSW, who performs most consultations, care coordination and outreach with providers.

After requesting treatment through Creatives Care's online form, artists are contacted within several business days to schedule a 20 minute phone consultation during which the artist provides basic information about their treatment goals, history and insurance and financial resources. Cases are discussed at weekly team meetings to determine the appropriate course of action, which may include providing psycho-education about mental health or health insurance, referring the artist to existing clinical resources in the city or finding individual referral suggestions through Creatives Care's provider network. Artists are then provided with an individually curated list of referral suggestions as appropriate, as well as educational materials about navigating starting mental health treatment and the financials of health insurance. The Creatives Care team then follows up with the artist several months after the consultation to provide guidance as needed and receive feedback about the consultation outcome.

Consultation data and outcomes:

In 2022, 66 eligible artists requested consultations, of which 47 completed consultations. In all but 2 cases, Creatives Care was able to provide appropriate referral suggestions when requested. In the first 3 months of 2023, 19 eligible artists requested consultations, of which 17 completed consultations. Creatives Care has provided referral suggestions for each case thus far.

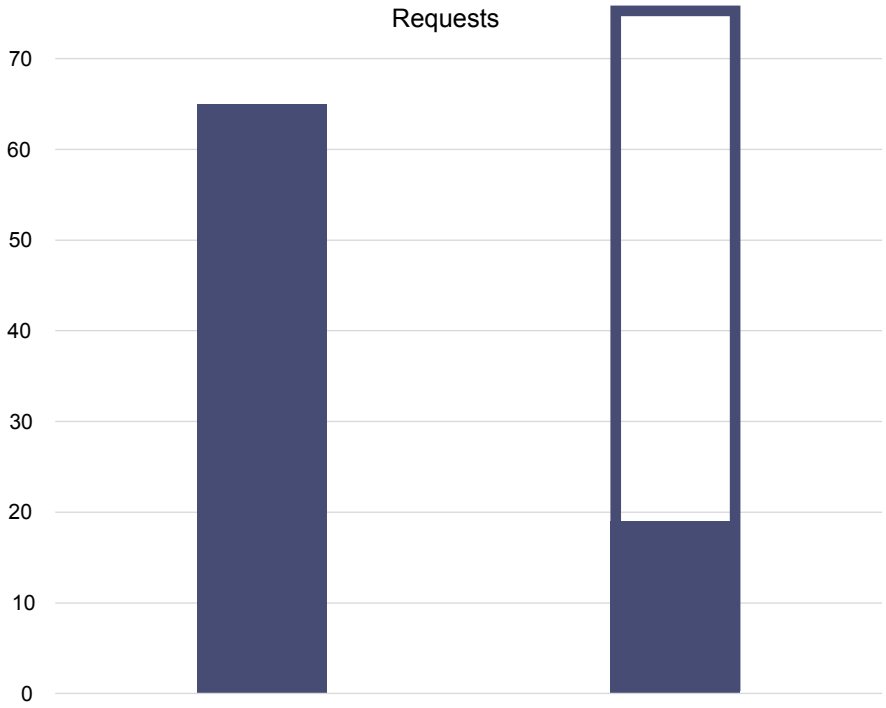
Barriers to providing appropriate consultations include the following factors:

- Artist disengagement. Since launching services, approximately 20% of artists fail to schedule a phone consultation after filling out the treatment request form. This proportion is consistent with disengagement rates reported by another artist mental health non-profit, the SIMS Foundation, based in Austin, Texas.
- Limited artist education about insurance. During phone consultations, many artists have revealed that they do not know what insurance they have or what their benefits are, limiting Creatives Care's ability to provide personalized suggestions. A few have then subsequently disengaged when asked to source this information. In addition to counseling artists about insurance during the phone screen, we have created a Financial Guide to Treatment to serve as a resource to artists before their phone consultations.
- Insurance, financial and other logistical barriers. Creatives Care currently struggles to find appropriate referrals for about 5-10% of artists who seek consultations, typically due to significant financial limitations or more specialized clinical needs. These artists would be candidates for receiving subsidized treatment through the treatment access fund once established. An additional barrier is that some artists contact Creatives Care at moments of uncertainty or transition in their living circumstances or insurance status, limiting the team's ability to provide the best possible referral suggestions. In these situations, the clinical team provides suggestions to the best of their ability, provides education as appropriate and encourages the artist to recontact the team when they obtain greater clarity about their path forward.

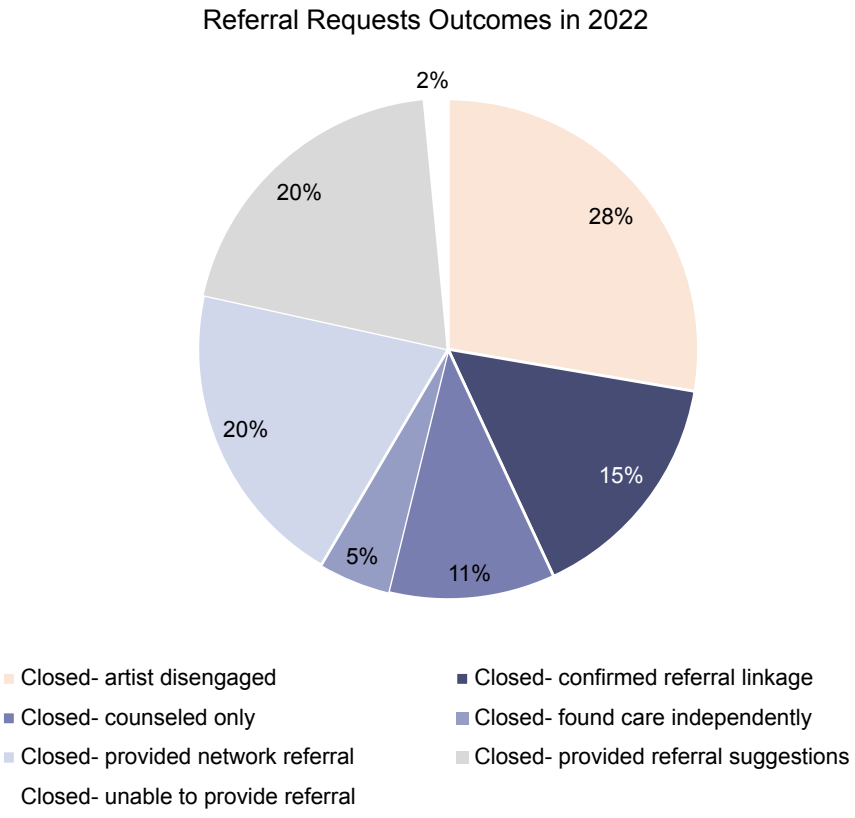
The primary barrier to collecting data on consultation outcomes is poor artist response with follow up. While some artists confirm with Creatives Care when they have started treatment with a provider, many fail to respond to follow up messages after receiving referral suggestions. Some artists later confirm with us that they have decided not to pursue treatment, have decided to delay starting treatment or have found a provider elsewhere. Those who respond to follow up messages have expressed gratitude to Creatives Care for providing critical guidance and encouragement and to helping them connect to much needed care.

Provider network:

Since launching services, Creatives Care has doubled its provider network to now over a hundred providers. Providers are required to fill out a detailed questionnaire before joining the network and are provided with guidelines for membership in the network. In 2023, the clinical team aims to schedule brief interviews with as many members of the provider network as possible to improve the quality of personalized referral suggestions and to build a greater sense of provider engagement.



We are thrilled to report that our organization's impact continues to grow. As of Q1 2023, we are already projecting more service requests for 2022. We expect our 2023 target to grow significantly as we move out of the phas of testing our model and into scaling up services with active outreach.



Events Update



Creatives Care "Inaugural House Concert" Event in May 2022.

From left: Aaron Hegelson, Will Liverman, Sarah Kirkland Snyder, Nico Muhly, Adam Tendler.

To create awareness of and promote artists' mental health needs, Creatives Care hosts a regular house concerts series.

In May 2022,

Creatives Care hosted its first event at a private residence, featuring performances from leading classical figures Nico Muhly, Will Liverman and Adam Tendler. The performances were followed by a panel discussion about the intersection of the arts and mental health between Muhly and Creatives Care artist ambassador Sarah Kirkland-Synder and Allison Walsh, moderated by composer Aaron Helgelson. The event was attended by 38 guests and raised $385 in pledges, since the organization didn't receive nonprofit status yet and had no accounts to process donations at the time as a result.



– House Concert Series

In September 2022,

Creatives Care hosted a second event at the Ned Nomad, featuring a performance by Avery Fisher prize winning pianist Michael Steven Brown. The performance was followed by a panel discussion about performance and injury between Brown, physical therapist Karen Litzy and Creatives Care co-founder Dr. Alana Mendelsohn, moderated by trombonist Dan Dunford. The event was attended by 35 guests and raised $593.55 in funds.



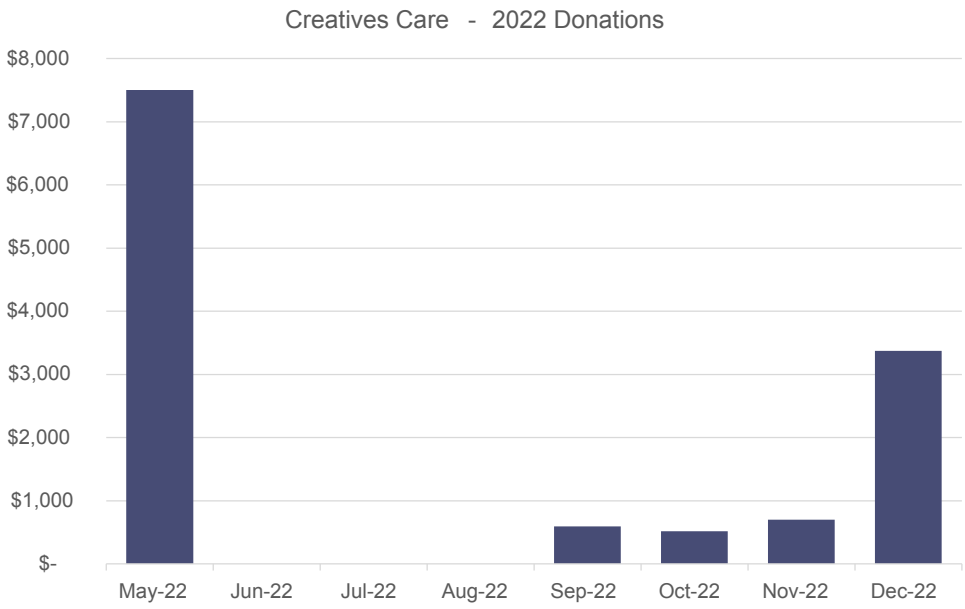
In December 2022,

Creatives Care hosted an informal holiday party which was attended by team members, artists and network providers.



Financials

FY 2022



Creatives Care formally started processing donations after the IRS determines its status as a registered 501(c)(3) nonprofit organization on August 5th, 2022, which registered retroactively to the effective date of April 5th, 2022.

Through an early supporter of the organization and its mission, Creatives Care received a gift over $7,500, which set the foundations for its operations. Over the following months of its first year of operations, CCN raised money through intimate events and small social media campaigns, gradually raising its profile as a new nonprofit organization in New York. As its social media presence continues to grow, we are implementing a strategy to reach new audiences, grow our followership and generate additional income through our channels on Facebook, Instagram and Linked-In. Over the subsequent pages Creatives Care presents its unaudited pro-forma financial statements.

Balance Sheet

	Total		Notes
ASSETS			
Bank Accounts			
First Republic Bank, N.A. Account	$	6,118.18	1
PayPal Bank	$	97.77	1
Total Bank Accounts	**$**	**6,215.95**	
TOTAL ASSETS	**$**	**6,215.95**	
LIABILITIES AND EQUITY			
Liabilities			
Prepaid Expenses by Founders	$	4,754.29	2
Total Liabilities	**$**	**4,754.29**	
Equity			
Retained Earnings	$	(379.41)	3
Net Income	**$**	**1,841.07**	
Total Equity	**$**	**1,461.66**	
TOTAL LIABILITIES AND EQUITY	**$**	**6,215.95**	

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Notes

1) CCN held one bank account with First Republic Bank, N.A. at the end of 2022, as well as a PayPal account to receive donations.

2) In its startup phase, before the organisation was incorporated and had bank accounts, its founders Alana Mendelsohn, Eric Kohlmann and Catherine Hancock paid for certain organisational expenses out of pocket that were still recorded in the company's books. These outlays don't necessarily have to be reimbursed but may get converted into donations to the organisation after it was granted 501(c)(3) status by the IRS.

3) In 2021, CCN incurred $379.41 in web hosting and Google Workspace charges through SquareSpace. No other activity was recorded in 2021.

Income Statement

		Total	Notes
Revenue			
Donations directed by individuals	$	12,510.72	1
Services	$	1.00	2
Total Revenue	**$**	**12,511.72**	
Expenditures			
Advertising & marketing	$	36.78	3
Meals & Entertainment	$	1,212.31	4
Artist Professional Fees	$	1,500.00	5
Legal fees	$	1,205.06	6
Office expenses	$	166.88	
Bank fees & service charges	$	(0.07)	
Merchant account fees	$	99.76	7
Printing & photocopying	$	161.12	
Shipping & postage	$	34.10	
Software & apps	$	1,951.00	8
Contractor Payments	$	3,575.00	9
Taxis or shared rides	$	28.71	
Taxes and Dues	$	25.00	
Internship Stipend	$	675.00	10
Total Expenditures	**$**	**10,670.65**	
Net Operating Revenue	**$**	**1,841.07**	

Notes

1) These are donations made to the organisation, recorded since its incorporation as a 501(c)(3) non-profit organisation.

2) At CCN's house concert event at the Ned Club in September of 2022, the organization was required to charge a service fee of $1 for invoicing purposes to host its event.

3) These charges were by Paperless Post for sending out guest invitations for its house concert series in 2022.

4) Includes restaurant and similar charges for meetings with artists, prospective supporters and similar efforts to develop the organisation.

5) Across its house concert series in 2022, CCN has paid 4 artists a flat fee of $500 for their services performing at events. One such charge has been reimbursed by the hosting venue.

6) Legal and professional fees were paid to Lawyers Alliance of New York as well as CT Corporation for their incorporation services. Lawyers Alliance has referred CCN to Weil, Gotshal & Manges LLP who acted as counsel to CCN for its incorporation as pro-bono work.

7) Merchant account fees are charged by Donorbox, Paypal, and Stripe for donations made through payment processors.

- Discounted Stripe processing fees for nonprofits (as of October 8th, 2022) for Creatives Care are 2.2% + $0.30 for non-Amex card transactions and 3.5% for Amex card transactions. For ACH donations, Stripe charges 0.8%, with a cap of $5.

- Donorbox charges a platform fee of 1.75% per transaction. For ACH (direct bank donation), Donorbox fees are capped at $25, no matter how high the donation amount.

- Paypal charges CCN a discounted processing rate of 1.99% + $0.49 on online transactions.

8) $1,194.77 or 61% of Software & apps expenses are for CCN's website and Google Workspace services, $210.48 or 11% for Trello and $174.24 or 9% for Hubspot CRM.

9) Contractor payments in 2022 were made to CCN's clinical director Amy Rosenthal.

10) In 2022, CCN reimbursed a summer intern for out of pocket expenses in the form of a stipend.

Cash Flows

	Total
OPERATING ACTIVITIES	
Net Revenue	1,841.07
Adjustments to reconcile Net Revenue to Net Cash provided by operations:	
Prepaid Expenses by Founders	$4,374.88
Cash at end of period	**$6,215.95**

Team

We would like to take this opportunity to extend our heartfelt gratitude to our dedicated team members and volunteers who have tirelessly worked towards supporting the nonprofit organization. Their unwavering commitment and selfless contributions have made our organization's mission possible.

Board of Directors

Arden A. Hegele, PhD (2023)

Julian Gregory (2023)

Alana Mendelsohn, MD, PhD

Eric Kohlmann

Artist Ambassadors

Julia Adolphe

Michael Stephen Brown

Sarah Kirkland Snyder

Allison Walsh

Founders

Catherine Hancock

Eric Kohlmann

Alana Mendelsohn MD, PhD

Legal & Professional

Manatt, Phelps & Phillips, LLP

Weil, Gotshal & Manges LLP

Volunteers

Katya Gruzglina

Vicky Ma

Hong Kiu Mak (2023)

Claire Park (2023)

Jordan Rubenstein

Kamala Schelling

Ariana Sidman

Macy Sullivan (2023)

Services Team

Alana Mendelsohn MD, PhD

Amy M. Rosenthal, LCSW

Supporters

We would also like to express our sincere thanks to the donors who supported our nonprofit organization in its early days. Their generosity and belief in our mission helped us to get off the ground and begin making a difference in the lives of those we serve. We will always be grateful for your support and will continue to work hard to ensure that your contributions are used effectively to make a positive impact in our community.

Over $7,500

Lauren Veronis

Over $2,000

Anonymous

Over $500

Jane Halperin

Lori and Howard Sidman

Over $250

Alana Mendelsohn & Eric Kohlmann

Michael Stephen Brown

Paul Wolf

Over $100

Dennis Kiefer

Cindy Norovich

Jonathan Slawson

Up to $100

Sally Baerman

Ruth Baerman

Jane Haney

Alan Mendelsohn

Lansing Moore

Anders Nelson

Amy Norovich

Kamala Schelling

Christophe Van

Gadi Winter

Lukas Wolters Freiheyt

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Board of Directors

Arden A. Hegele, PhD (2023)

Julian Gregory (2023)

Alana Mendelsohn, MD, PhD

Eric Kohlmann

Social Media

Instagram instagram.com/creatives_care

Facebook facebook.com/CreativesCareNetwork

Address linkedin.com/company/creatives-care

Donate

Online

creativescare.org/donate

Venmo

Creatives Care Network, Inc.

@creativescare

venmo