

Creatives Care

Keeping Artist In Mind

2023

ANNUAL REPORT

Overview

2023 NUMBERS

Creatives Care's mission is to secure the future of the arts by helping artists access affordable, high-quality mental healthcare.

155

curated resources on Creatives Care's Website

$98,162

contributed donations in 2023 by individuals and foundations

5,340

website visits on CreativesCare.org

130

guests at community building events

496

community members receiving Creatives Care's newsletters

147

artists received services to find high quality care

145

mental health providers in our community network

> *I grew up as a singer and participated competitively in music throughout college, so I understand the relationships, dynamics, and stressors that go along with pursuing a career in the arts. I believe artists have a special ability to use their creativity as a strength during the therapeutic process and work to ensure my clients are in touch with their emotions, setting appropriate boundaries, and in active pursuit of living well.*

CREATIVES CARE -
PROVIDER COMMUNITY MEMBER

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Introduction

OUR MISSION

It is with great pleasure that we present to you the annual report for Creatives Care Network, Inc. ("Creatives Care") for the transformative year of 2023. As we reflect on the achievements and milestones of 2023, it is clear that our mission to secure the future of the arts by providing accessible, high-quality mental healthcare for artists comes at the right time. Throughout the year, Creatives Care has expanded its reach and services, thanks to the support of our community and the tireless efforts of our dedicated team. One of the most significant accomplishments of the year has been our fundraising efforts, which have surpassed expectations, raising over **$100,000** from generous individuals and national foundations. This substantial financial support not only demonstrates the widespread recognition of the importance of mental healthcare for artists but also provides us with the resources needed to expand and enhance our services.

Central to our mission is the provision of personalized care navigation services, which help artists find affordable and tailored treatment options. Coming out of our pilot phase in 2023, we were proud to have assisted over **150 artists** in accessing vital, high-quality, affordable mental healthcare to ensure their well-being and unleash their creativity. Additionally, we have built a diverse community of over **150 mental health professionals** who share our commitment to supporting artists. These professionals, with backgrounds or interests in the arts, ensure that artists receive the specialized care and support they deserve. Creatives Care has also made significant strides in fostering a wider community of artists through our multi-disciplined artist ambassador program. This initiative not only raises awareness about the importance of mental health and well-being but also helps to destigmatize the need for artists to seek help when they need it. Furthermore, our educational programs and community-building events, including concerts featuring renowned artists and panel discussions with experts, have provided valuable opportunities for dialogue and collaboration within the artistic community.

Looking ahead, Creatives Care is planning to rapidly roll out services to many more artists and expand geographically. While our services are currently concentrated in New York City, we have received numerous requests to grow nationally, and we are actively exploring opportunities to do so. Additionally, we are in the process of establishing a treatment access fund to bridge the gap between reduced provider fees and artists' financial resources, ensuring that no artist is denied the care they need due to financial constraints.

In conclusion, the progress we have made in 2023 is a testament to the power of collective action and the unwavering commitment of our team, supporters, and partners. As we continue our journey to support artists with mental health care and resources and foster a vibrant artistic community, we do so with confidence and optimism, knowing that together, we can make a difference. Thank you for your continued support and dedication to our mission.

Artist Ambassadors



Creatives Care "An Evening of Franz Schubert & Wilhelm Müller" Event in November 2023.

Featuring Artist Ambassador Michael Stephan Brown.



Allison Walsh
Multi-Disciplinary Performer

Julia Adolphe
Composer

Michael Stephen Brown
Pianist-Composer

Sarah Kirkland Snider
Composer

Annie Nikunen
Sound-Movement Artist

As an artist-centered organization, collaborating directly with artists is essential to our mission. Creatives Care Artist Ambassadors are leading creatives who feel especially strongly about the role of mental health in the arts. They provide critical guidance to the organization and spread the word about Creatives Care and the importance of mental health in the arts.

Services

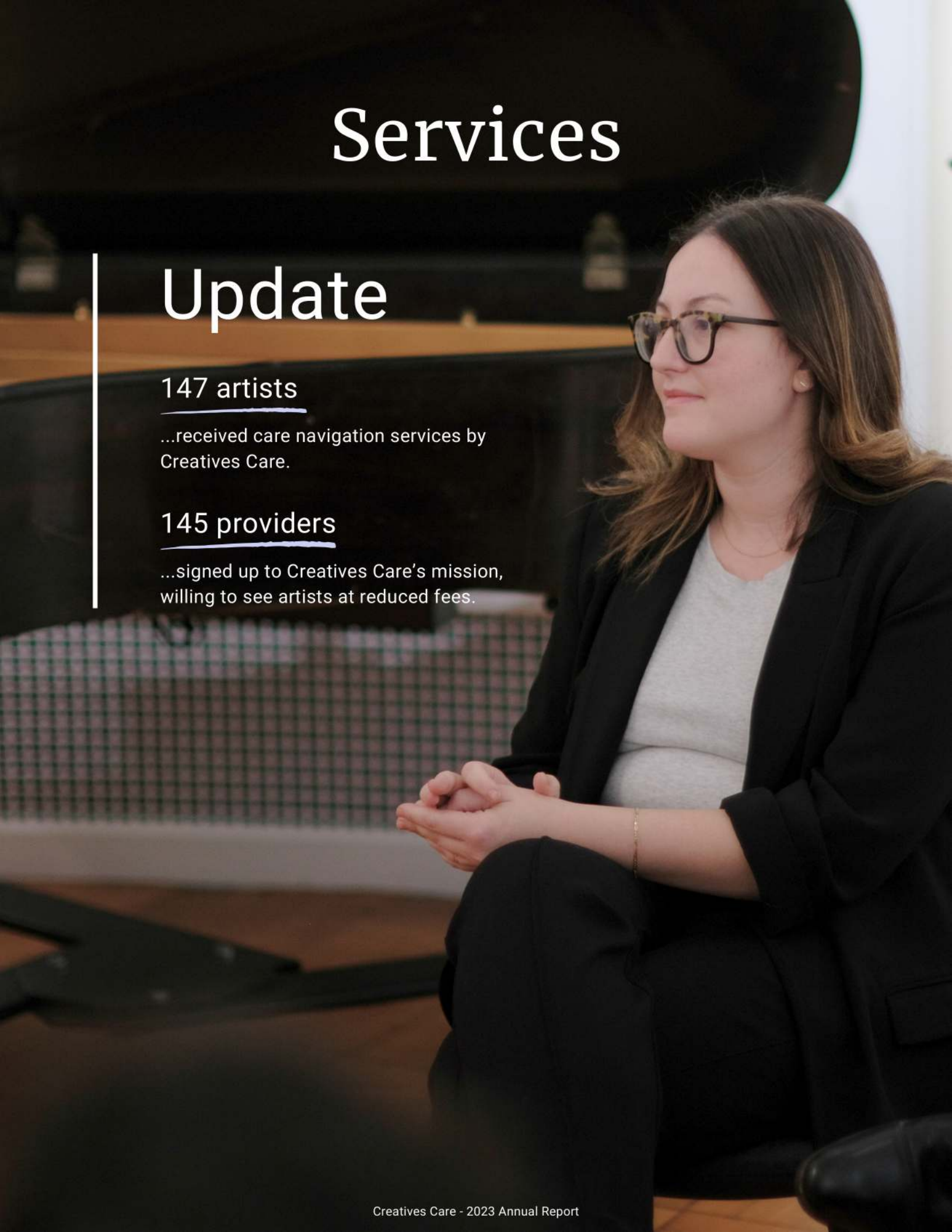
Update

147 artists

...received care navigation services by Creatives Care.

145 providers

...signed up to Creatives Care's mission, willing to see artists at reduced fees.



In 2023, Creatives Care continued its commitment to destigmatizing mental health in the arts and providing support for artists. Notably, the services team **expanded care navigation and referral services to nearly 150 artists**, growing the number of artists served in 2023 by over 16% compared to the previous year. The team expanded its capacity to serve the artistic community effectively by implementing a standardized workflow for consultations ensuring consistency and quality in service delivery. The migration of communication operations to HubSpot enhanced data tracking and security, further reinforcing our commitment to safeguarding sensitive information.

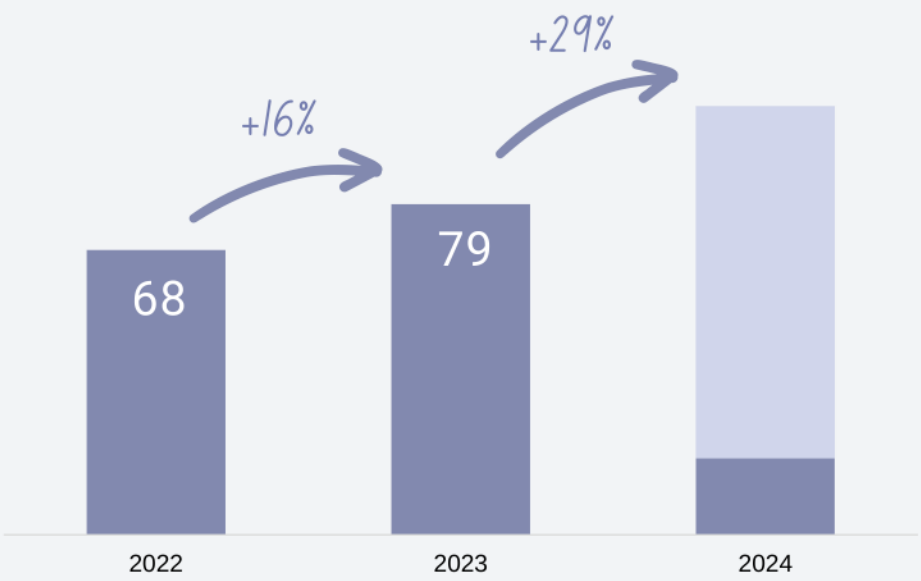
Led by Dr. Alana Mendelsohn and Amy Rosenthal LCSW, the services team continued to demonstrate a deep dedication to their mission. Artists requesting treatment through Creatives Care's online form experienced streamlined communication processes, with prompt contact for scheduling phone consultations. During these care navigation consultations, artists provided essential information about their treatment goals, history, and resources, laying the groundwork for personalized support. Weekly team meetings facilitated collaborative decision-making, ensuring that each artist received tailored care navigation recommendations, whether it be psycho-education, referrals to existing clinical resources, or individualized referral suggestions to Creatives Care's provider community.

Despite these achievements, the team encountered various barriers in their efforts to provide comprehensive consultations. In 2022, over 20% of artists failed to schedule phone consultations or follow up with Creatives Care in the past, reflecting challenges in artist engagement observed across similar non-profits like the SIMS Foundation. In 2023, this number came down to around 15%. However, logistical barriers, such as financial limitations and specialized clinical needs, continued to pose challenges in finding appropriate referrals for 3-5% of artists in 2023, compared to 5-10% of artists in 2022. Creatives Care set the legal groundwork for establishing a treatment access fund and providing ongoing support and education to artists navigating complex healthcare systems.

While it is challenging to collect data on consultation outcomes due to the confidential nature and limited response rates, **about 68% of artists who reach out to Creatives Care find long-term, high-quality mental health care** or are provided such referrals. The organization **doubled its provider community to 145 members**, up from 62 in 2022. Providers now undergo a rigorous screening process and are provided with guidelines to ensure the quality of personalized referral suggestions. In 2024, the services team aims to conduct brief interviews with network members to further enhance the quality of services and foster greater provider engagement.

As we reflect on the achievements and challenges of 2023, Creatives Care remains steadfast in its commitment to supporting artists' mental health and well-being. Through continued innovation, collaboration, and community engagement, we are poised to build upon our successes and further our mission of ensuring a brighter and healthier future for artists everywhere.

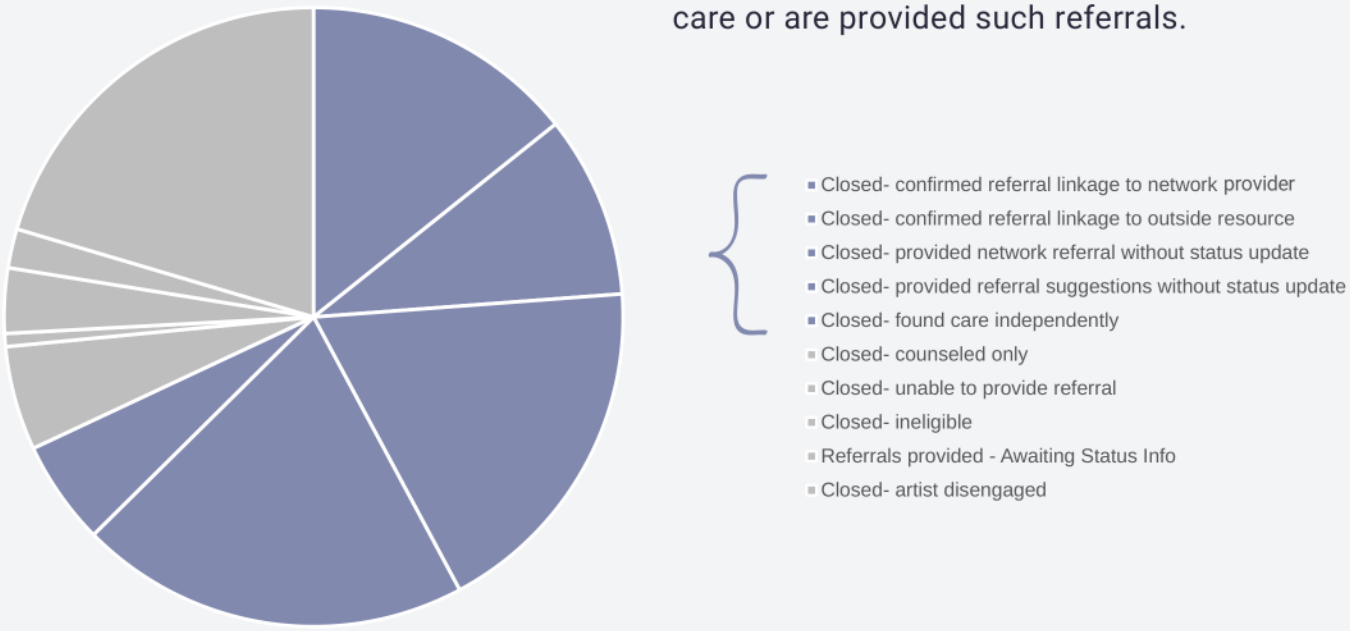
Artists Counseled



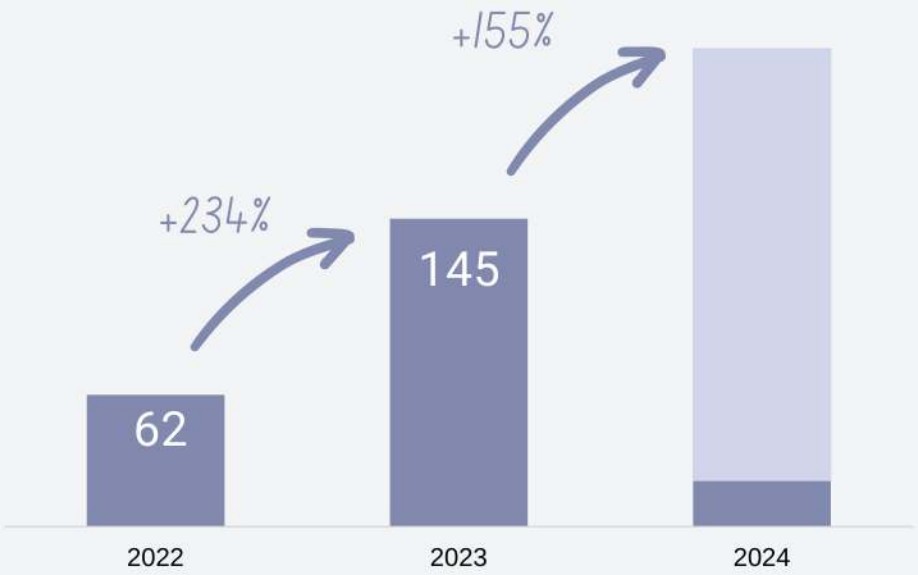
We are thrilled to report that even before significantly expanding our marketing and outreach efforts, our organization's impact continued to grow organically. As of Q1 2024, we are already projecting 29% more service requests for 2024 and that's just after launching a digital campaign in partnership with Google Ads Grants for Nonprofits, giving Creatives Care up to $10,000 in ad credits per month. Creatives Care counseled 68 artists in 2022 and 79 in 2023, mostly part of the initial pilot phase. We are planning to grow significantly faster in 2024 and beyond, subject to budget constraints.

Outcomes

68% ...of artists who reach out to Creatives Care find long-term, high-quality mental health care or are provided such referrals.



Provider Community



Creatives Care's list of providers who signed up to support our mission is comprised of over 150 highly trained mental health professionals. These providers commit to significantly lowering their fees, demonstrating their dedication to supporting the artistic community.



Many have extensive experience as artists and performers themselves and are taking time out of their already busy practices to provide attentive and specialized mental health services to artists. Examples include working with a dancer with a possible career-ending injury to cope with depression and worry, and a songwriter facing retirement struggling with role transition and identity, as well as high levels of anxiety after being abandoned by their psychiatrist during the holidays.



Artists are referred to providers by our care navigation team, who work hard to match individuals with the most suitable providers. Beyond their clinical expertise, our providers are valued members of the Creatives Care community, regularly invited to events and featured on panels where they share their insights and experiences. Their commitment and generosity are indispensable to our work, and we are immensely grateful for their continued dedication to improving the mental well-being of artists everywhere.

Outreach & Partnerships

It takes more than one group's effort to tackle the stigma of mental health in society and provide concrete solutions. That is why Creatives Care is proud to partner with other groups and organizations to learn how we can help each other achieve our missions:

In 2023, Creatives Care connected with over 15 partner organizations from Musicares, the philanthropic arm of the Grammy Awards, to NYC Arts in Education Roundtable, an organization dedicated to supporting teaching artists who lead programming in New York City's schools. These collaborations help us spread the word about Creatives Care's services and offer concrete opportunities to partner on events and seminars. Through such partnerships, Creatives Care has additionally served the city's artists by presenting free educational workshops about navigating the mental health care landscape. In working with other artist-oriented organizations, Creatives Care will also begin to offer in-service sessions for related practitioners, beginning in 2024 with a session for the medical team at Harkness Center for Dance Injuries. In striving to reach a diverse audience of artists from different disciplines and cultural backgrounds, we are eagerly expanding our collaborative efforts across New York's arts communities.

Events

> *"We believe that mental health treatment not only helps artists stay well, but also gives them the support they need to make better and more ambitious art."*
>
> DR. ALANA MENDELSOHN



In January 2023, Philip Stoddard and Dr. Allen Steere generously donated the proceeds from their performance of Schubert's Winterreise in Concord, Massachusetts, to Creatives Care.

Since its inception, Creatives Care has focused on events programming and outreach initiatives aimed at raising awareness for artists' mental health. Recognizing the crucial intersection between artistic expression and mental well-being, Creatives Care curated a diverse array of educational programs, community-building events, and outreach efforts to destigmatize mental health challenges within the artistic community and promote accessible resources for support. Creatives Care brings the mental health, artist, and supporter communities together to address a crisis in the arts that has persisted for too long. From thought-provoking panel discussions featuring renowned artists and psychiatrists to captivating concerts showcasing the overcoming of mental health challenges, Creatives Care's events serve as dynamic platforms for dialogue, collaboration, and empowerment. Through strategic outreach initiatives, including social media campaigns, artist workshops, and partnerships with cultural institutions, Creatives Care amplifies its impact, reaching artists across diverse disciplines and geographic regions. In 2023, Creatives Care's events programming and outreach efforts not only sparked meaningful conversations about artists' mental health but also catalyzed tangible change, by reaching artists in diverse communities that were able to benefit from its services.

In February 2023, Creatives Care hosted a special house concert featuring the King's Singers at the Dakota in New York. We extend our deepest gratitude to the King Singers and their Global Foundation for an unforgettable evening. Joined by over 45 artists, mental health providers and supporters, the King's Singers treated us to a program of William Byrd and Nico Muhly among others. They closed the evening with a moving rendition of the Beatles' Blackbird, reminding us of John Lennon who lived in the building. We're also immensely thankful for the generous contributions received by Creatives Care, including a remarkable $10,000 donation following the event. This enabled us to expand our network and provide vital care to more artists. All contributions directly impact artists' access to essential services, ensuring the future of the arts.



In September 2023, Creatives Care hosted painter & filmmaker Viviane Silvera. Her work explores the intimate nature of memory and the science of remembering in SEE MEMORY, a 15-minute film made out of 30,000 hand-painted stills. Inspired by the science of memory, Silvera has gone inside the neuroscience labs of McGill, Columbia University and Mount Sinai's Icahn School of Medicine to explore how memory hurts and heals. Memory is the building block of our lives linking one action to the next. The links provide continuity and become the story we tell of how we became who we are. SEE MEMORY intends to give voice to the experience of deciphering disrupted memories. The film offers fresh insights into the crucial human experience of memory and empowers us to become creators of our futures rather than being bound by our pasts.

The mission of SEE MEMORY and Creatives Care are closely aligned; they both aspire to cultivate an environment where individuals feel safe to explore their past and tackle adversity firsthand while reimagining a future where the art and the artist can thrive.



In November 2023, Creatives Care hosted a private house concert in a beautiful gallery space at the Roerich Museum with performances by Philip Stoddard and Creatives Care Artist Ambassador Michael Stephen Brown. The evening included selected pieces from Franz Schubert's Winterreise (Winter Journey), Op. 89, a song cycle inspired by the writings of his contemporary, the Prussian poet Wilhelm Müller.

After the concert, there was a panel discussion that featured the artist, Philip Stoddard, who shared his experience in training and performing as a singer. He was joined by Katya Gruzglina, also a Juilliard-trained singer, and licensed therapist. Guests were able to gain valuable insights into the physical and emotional aspects of being a singer and engaged in meaningful conversations with fellow music enthusiasts.





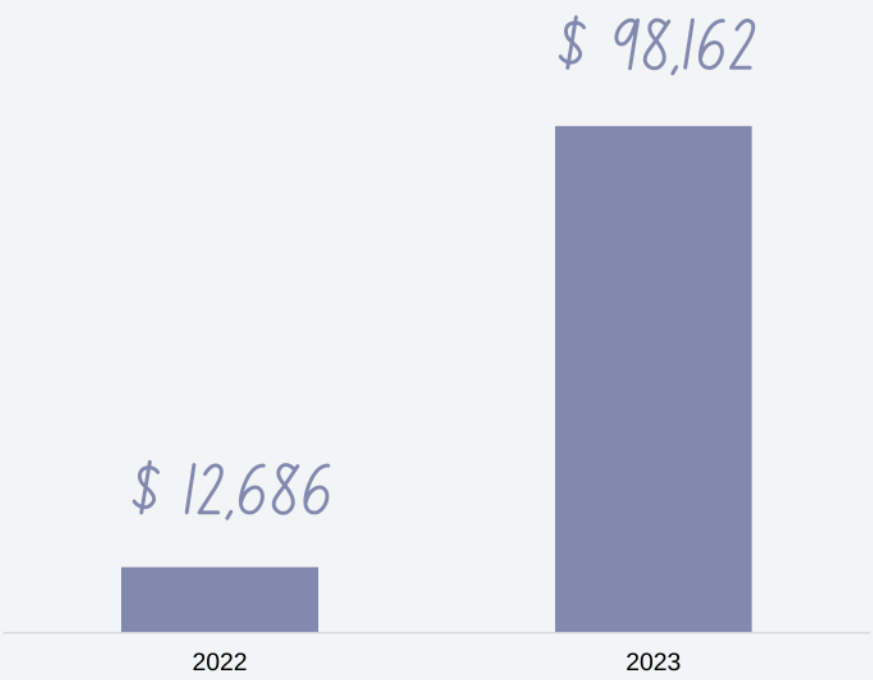
In December 2023, Creatives Care hosted its annual holiday party, closing out the end of the calendar year with the team and our various supporters!



Financials

(All in US$)

Fundraising



In only its second year since the IRS determined Creatives Care's status as a 501(c)(3) nonprofit organization, the organization was able to rapidly grow its charitable contributions by more than 670% in 2023 when compared to 2022.

CCN also expanded its donor base beyond individuals to foundations and corporate giving schemes, such as the Simons Foundation and the JPMorgan Chase Workplace Giving Program. The organization intends to deepen these relationships in 2024 and apply for more corporate and institutional grants.

The fundraising goal for 2024 is to grow gross receipts at a similar multiple rate as in the prior year. As CCN exceeded $50,000 in gross receipts for the first time in 2023, it is required to formally file a nonprofit tax return with the IRS which it will publish as required.

Balance Sheet

(All in US$)

	2023	2022	Notes
ASSETS			
Bank Accounts			
Closed Accounts		6,118.18	1
Chase Bank Accounts	52,645.70		
QuickBooks Checking Account	4,897.97		
PayPal Bank	50.00	97.77	
Interactive Brokers Treasury Account	100.00		
Total Bank Accounts	**57,693.67**	**6,215.95**	
TOTAL ASSETS	**57,693.67**	**6,215.95**	
LIABILITIES AND EQUITY			
Liabilities			
Opening Expenses		4,754.29	
Accounts Payable (A/P)	1,250.00		2
Credit Cards	4,228.55		3
Total Liabilities	**5,478.55**	**4,754.29**	
Equity			
Retained Earnings	1,461.66	(379.41)	
Net Income	**50,753.46**	**1,841.07**	
Total Equity	**52,215.12**	**1,461.66**	
TOTAL LIABILITIES AND EQUITY	**57,693.67**	**6,215.95**	

Notes

1) In 2023, CCN had one bank account with First Republic Bank, N.A., which it closed due to the banks' uncertainty and ultimate takeover by the FDIC. The nonprofit subsequently opened bank accounts with JP Morgan Chase Bank, QuickBooks (Green Dot Bank) and Interactive Brokers for future treasury management.

2) Accounts Payable consist of one SOW ('Statement of Work') filed by Creatives Care contractor Amy Rosenthal that hasn't been paid yet but is still within the net 30 pay period.

3) CCN uses corporate American Express 'cash back' credit cards to optimize for cash rewards on spending.

Income Statement

(All in US$)

	2023	2022	Notes
Revenue			
Donations directed by individuals	76,488.80	12,510.72	1
Corporate & foundation grants	150.00		2
Grants from other nonprofits	21,260.09		3
PayPal Donations	460.21		4
Sales	570.01	1.00	5
Total Revenue	**98,929.11**		
Expenditures			
Advertising & marketing	3,393.00	36.78	6
Meals & Entertainment	1,521.30	1,212.31	7
Artist Professional Fees	1,569.61	1,500.00	8
Legal fees		1,205.06	9
Office Expenses		166.88	10
Bank fees & service charges	100.00	(0.07)	
Merchant account fees	232.70	99.76	11
Printing & photocopying	366.37	161.12	
Shipping & postage	2.20	34.10	
Software & apps	3,685.06	1,951.00	12
PayPal Fees	13.65		
Payroll expenses	191.51		
Stipends		675.00	13
Contractor Payments	17,960.00	3,575.00	14
FICA tax	1,119.06		
Salaries & wages	16,678.22		15
Workers' compensation insurance	1,370.27		
Taxis or shared rides	148.74	28.71	
Taxes and Dues		25.00	
Total Expenditures	**48,351.69**	**10,670.65**	
Interest Earned	**176.04**		
Net Operating Revenue	**50,753.46**	**1,841.07**	

Notes

1) These are donations directed to CCN by individuals and organizations.

2) In 2023, $150 was directed to CCN by the JPMorgan Chase Workplace Giving Program.

3) Grants from other nonprofits include donations from Amazon Smile, the Synàkos Foundation, The Blackbaud Giving Fund (directed by the Simons Foundation with participation from Amy Norovich) and the New York City Arts in Education Roundtable.

4) Paypal Donations are such donations directed to CCN via Paypal payment processing or its affiliate payment app Venmo.

5) Sales relate to Eventbrite tickets purchased by guests of CCN's community-building concert series in 2023.

Notes *(continued)*

6) Advertising and marketing expenses related to charges for professional services for improving and optimizing CCN's website, SEO ('Search Engine Optimization') and SEM ('Search Engine Marketing'). CCN benefits from a $10,000 per month Google Ads grant for marketing its services on the internet. It further includes charges by Paperless Post for sending out digital invitations to events, web hosting services and web designer fees.

7) Meals and entertainment expenses include food and drinks-related charges for team meetings, events and meetings with certain artists and donors.

8) Across its house concert series CCN pays artists a flat fee of $500 for their services performing at events as well as certain expenses. This has since been booked together under Contractor Payments. See footnote 14.

9) CCN partners with Lawyers Alliance of New York to refer pro-bono counsel on legal matters to the organization. While CCN has worked with multiple prominent law firms on legal matters from employment to healthcare, the organization was able to receive these services on a pro-bono basis in 2023.

10) Office expenses have been broken up into more detailed line items in 2023.

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

- Discounted Stripe processing fees for nonprofits (as of March 22nd, 2024) 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.

12) To run its operations efficiently, CCN uses several software services. In 2023, this mostly included (in ascending order): Gusto ($851.65), Squarespace ($653.47), Notion ($565.20), QuickBooks ($359.26), 1Password ($317.60), HubSpot ($261.36). CCN received substantial nonprofit discounts on several of these services.

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

14) Contractor payments in 2023 were predominantly made to professional providers of care navigation services ($14,500). The remainder was largely paid to artists for professional fees at events ($1,650), photographers ($1,550) and piano tuners ($260).

15) Salaries & wages include contractor payments and salaries paid to permanent staff.

Cash Flows

(All in US$)

	2023	2022	Notes
OPERATING ACTIVITIES			
Net Revenue	50,753.46	1,841.07	
Adjustments to reconcile Net Revenue to Net Cash provided by operations:			
Accounts Payable (A/P)	1,250.00		1
Credit Cards	4,228.55		2
Prepaid Expenses by Founders	(4,754.29)	4,374.88	3
Net cash provided by operating activities	51,477.72		
Net cash increase for period	51,477.72		
Cash at beginning of period	6,215.95		
Cash at end of period	**57,693.67**	**6,215.95**	

Notes

1) Accounts Payable consist of one SOW ('Statement of Work') filed by a Creatives Care contractor that hasn't been paid yet but is still within the net 30 pay period.

2) CCN uses corporate American Express 'cash back' credit cards to optimize for cash rewards on spending.

3) During its startup phase, before the organization was incorporated and had bank accounts, its founders paid certain organizational expenses out of pocket and were later reimbursed.

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. We are also grateful for our legal counsel team who have largely served Creatives Care in a pro-bono capacity.

Board of Directors

Arden A. Hegele, PhD

Julian Gregory

Alana Mendelsohn, MD, PhD

Eric Kohlmann

Artist Ambassadors

Julia Adolphe

Michael Stephen Brown

Sarah Kirkland Snider

Allison Walsh

Annie Nikunen

Services Team

Alana Mendelsohn MD, PhD

Amy Rosenthal, LCSW

Legal & Professional

Manatt, Phelps & Phillips, LLP

Weil, Gotshal & Manges LLP

Linklaters LLP

Polsinelli PC

Volunteers

Vicky Ma

Hong Kiu Mak

Harry Moross

Ariana Sidman

Macy Sullivan

Chengkai Hu

Christa Akerele, Undergraduate Volunteer

Maggie Curole, Communications Intern

Founders

Catherine Hancock

Eric Kohlmann

Alana Mendelsohn MD, PhD

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.

Up to $100,000

Anonymous

$10,000 to $49,999

Synàkos Foundation

Anonymous

$1,000 to $9,999

Henry Hancock

Katherine Matheson

The Simons Foundation (with thanks to Amy Norovich)

$100 to $999

Philip Stoddard

Jeremy Baum

Allen Steere

Korff Family Foundation

Maira Kalman

Howard Sidman

New York Arts in Education Roundtable

Jane Halperin

Nicole Sidman

Lisa Armstrong

Janet Rosen

JPMC Foundation

Vicky Ma

Amanda Dollinger

Mark Seiden

Ariel Trzaskos

Hilary Levine

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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

LinkedIn linkedin.com/company/creatives-care

Donate

Online creativescare.org/donate

Venmo

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@creativescare

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