Creatives Care

Keeping Artists in Mind

2024

Creatives Care Network, Inc.
A New York–registered 501(c)(3) nonprofit · creativescare.org

Contents

Letter from Leadership	03
Our Mission · 2024 at a Glance	04
By the Numbers	05
Our Programs	06
Artists’ Stories	10
2024 Milestones	11
Financials	12
Supporters & Partners	14
Board, Staff & Ambassadors	16
Artist Ambassadors · 2024 in Their Work	17
Looking Ahead to 2025	18
How to Get Involved	19

“We believe that mental health treatment doesn't only help artists stay well — it gives them the support they need to make better and more ambitious art.”

— DR. ALANA MENDELSOHN, CO-FOUNDER

Introduction

If 2023 was the year we proved the pilot worked, 2024 was the year we invested in the operating system that lets us scale. We doubled the size of our team, signed our first office lease, won our first corporate grant, built a multi-year grants pipeline, and announced a 2025 benefit concert at Carnegie Hall. We did all of that while continuing to place artists into long-term, affordable mental health care every week of the year.

We grew from a small clinical-led nonprofit to a twelve-person team across clinical, operations and communications. Lidziya Rubanava, LMSW joined as our Artist Support Clinician, joining Amy Rosenthal, LCSW and Dr. Alana Mendelsohn on the clinical side. Vicky Ma took finance and operations; Ariana Sidman, Marlee Sidor, Christa Akerele, Owen Weller and Michaela Wolfe built out our operations and communications functions. We engaged Allagash LLC's Anne Coates to lead a multi-year grants strategy, and migrated our outreach pipeline into HubSpot to keep pace with growing demand.

On the institutional side, we won our first corporate grant from Starbucks, deepened our partnership with Christie's, and submitted our first applications to NYSCA and the New York City Department of Cultural Affairs (DCLA). We sent our first wire-distributed press release in March via PR Newswire — a national debut. In May, we hosted our In Tune with Mental Health concert at The Bitter End for Mental Health Awareness Month. In the fall, we were invited to present our work at the 2025 American Psychiatric Association conference and publicly announced our partnership with the World Doctors Orchestra to present a benefit concert at Carnegie Hall in fall 2025. We moved our operational address to 3 World Trade Center, on the 38th floor of a building that itself stands as a symbol of resilience.

We ended the year with a planned operating deficit. Total revenue of $42,096 reflects a deliberate transition from one-time large gifts to a multi-year, multi-source institutional model — a transition we knew would compress this year's top line in service of next year's trajectory. Year-end assets of $29,926, with our treasury position at Interactive Brokers, give us the runway to execute on 2025 with confidence.

None of this was possible without the artists who trusted us with their stories, the providers who opened their practices, the donors who backed the mission, and the volunteers and staff who poured themselves into the work. The pages that follow are an attempt to honor what you helped build in 2024, and an invitation into what comes next.

With gratitude and resolve,

Eric Kohlmann

Treasurer & Co-Founder

Dr. Alana Mendelsohn

Co-Founder & Clinical Lead

Securing the future of the arts — by caring for the artists who make it.

Creatives Care is a New York–registered 501(c)(3) nonprofit. We help artists access affordable, high-quality mental health care. We do this by curating a vetted network of providers willing to see artists at significantly reduced fees, by offering free care navigation consultations to help artists find the right match, and by building events and educational programs that bring the arts and mental health communities into the same room.

01

Care Navigation

Free, confidential consultations to help artists find providers who fit their needs and means.

02

Provider Network

A growing community of clinicians who understand the arts and offer sliding-scale fees.

03

Community & Events

House concerts, panels and partnerships that destigmatize mental health in the arts.

2024 AT A GLANCE

A year of building, broadening reach, and laying the groundwork

- Doubled the team to 12 staff and volunteers. Hired Lidziya Rubanava, LMSW as Artist Support Clinician. Won our first corporate grant from Starbucks. Deepened our Christie's partnership.
- Announced a 2025 Carnegie Hall benefit concert with the World Doctors Orchestra.
- First public press release distributed nationally via PR Newswire in March 2024.
- Engaged Allagash LLC for multi-year grants strategy; submitted first NYSCA and DCLA SU-CASA
- Hosted In Tune with Mental Health concert at The Bitter End for Mental Health Awareness Month.

Overview

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

200+

Artists supported with care navigation since inception

200+

Vetted providers in our community network

12

Staff and volunteers across clinical, ops, and communications

$42K

Contributed revenue in 2024 from individuals and foundations

1st

Corporate grant — won from Starbucks in 2024

Three programs.
One mission.

Our work in 2024 ran across three connected programs. Each is designed to lower a different barrier between artists and the mental health care they need — financial, logistical, or cultural. Together they form a single pathway: an artist reaches out, we match them to a provider who gets it, and our community-building work makes asking for help feel a little less alone.

CARE NAVIGATION

Free, confidential care navigation.

Artists complete a short intake form before meeting with a Creatives Care clinician for a free phone consultation. We take time to understand goals, history, identity, insurance and budget — and then offer tailored next steps. Some are referred directly into our provider network. Others receive guidance on outside resources. Every conversation is treated as an act of care in itself.

PROVIDER NETWORK

A vetted community that gets it.

Our referral community is made up of clinicians with a personal connection to the arts who are able to see artists at significantly reduced fees or through insurance. We screen clinicians carefully, publish clear guidelines, and meet with members to keep referrals high-quality. The network grew steadily through 2024, ending the year well past the 145 providers we reported in 2023.

COMMUNITY & EVENTS

Bringing the room together.

We host concerts, salons and panels that put artists, providers and supporters in the same space. In 2024 the centerpiece was our In Tune with Mental Health concert at The Bitter End in May, alongside a year of partnership-building that culminated in the announcement of a 2025 Carnegie Hall benefit concert. The conversations these moments spark are part of the program.

04A · CARE NAVIGATION

Free care navigation, delivered by trained clinicians.

In 2024, our clinical leads — Dr. Alana Mendelsohn and Amy Rosenthal, LCSW — continued to anchor a workflow built around trust. We added Lidziya Rubanava, LMSW as a dedicated Artist Support Clinician to triage growing demand, and migrated our intake and outreach coordination into HubSpot to keep pace as the volume grew. The standardized consultation process — a short intake, a personal phone call, weekly team review, and a tailored set of next steps — stayed at the heart of the program.

1. *Intake*

Artist completes a short, confidential form on creativescare.org/find-care.

2. *Consultation*

Free phone consult with a Creatives Care clinician — typically within a week.

3. *Referral*

Tailored referrals to our provider network and to outside resources, with follow-up.

Across 2024 we continued to lower friction for artists at one of the hardest moments of their lives. We strengthened internal documentation, refined the HubSpot-based intake pipeline, and used the additional clinical capacity to bring response times down. The percentage of artists who couldn't be matched due to logistical barriers continued to fall, and our cumulative count of artists supported with care navigation since inception moved into the hundreds.

> *"About 68% of artists who reach out to Creatives Care find long-term, high-quality mental health care or are provided such referrals."*
>
> — FROM OUR 2023 OUTCOMES, A BENCHMARK WE CONTINUED TO MEET IN 2024

A network that understands the work.

Our provider network is made up of mental health professionals — therapists, psychiatrists, social workers — who have a personal connection to the arts and a willingness to see artists at significantly reduced fees. In 2024 we continued to grow the network, refine the screening process, and gather provider feedback through brief structured interviews.

FROM A NETWORK PROVIDER

"I grew up as a singer and participated competitively in music throughout college. 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."

CREATIVES CARE PROVIDER COMMUNITY MEMBER

WHAT NETWORK MEMBERSHIP MEANS

Built for trust, not transactions.

- A vetted community of clinicians with personal ties to the arts.
- Sliding-scale fee commitments tailored to artists' realities.
- Curated referrals from our care navigation team — never spam.
- Continuing dialogue, peer learning, and structured feedback loops.
- Visibility within an arts community that genuinely needs them.

Why it matters: many artists in NYC simply cannot afford full-fee therapy, and many who can afford it still struggle to find a clinician who understands the rhythms of an artistic life. The provider network exists to close that gap — and to make sure the artists we refer feel seen on the other side of the call.

Bringing the room together.

Our community programming is the front door for so many of the relationships that make Creatives Care work. In 2024 we focused on a smaller number of higher-impact moments: intimate concert salons, a public spotlight event, and a major partnership announcement for 2025.

MAY 2024

In Tune with Mental Health · The Bitter End

A Mental Health Awareness Monthconcertat abeloved Greenwich Village venue. Hosted with our team and partners, designed to introduce new audiences to Creatives Care and spark conversation about artists' wellbeing.

MAR 2024

First public press release · via PR Newswire

Our first wire-distributedpressreleasewent outinMarch,telling the story of the organization to a national audience and laying groundwork for ongoing media attention.

DEC 2024

Carnegie Hall benefit announced for 2025

We announced a partnership withtheWorldDoctors Orchestra (WDO) to present a benefit concert at Carnegie Hall in 2025 — a milestone moment we spent the second half of 2024 lining up sponsors and supporters for.



A NOTE ON HOUSE CONCERTS

Our flagship house concert series paused in 2024 due to a staffing transition. Returning in 2025 around the Carnegie Hall benefit.

These aren't just success stories.

They are lives transformed by access to therapists who understand that being creative isn't just a pastime — it's an identity. Creatives Care connects artists with mental health professionals who get it: the feast-or-famine income cycles, the vulnerability of putting your work into the world, the way creative blocks can feel like existential crises. Here are a few representative, anonymized examples:

Sarah

Sarah was working her way back to performance after a knee injury. The physical recovery was progressing — but depression and anxiety about her future in dance, fears of re-injury, and the mental toll of being sidelined had left her sleepless and unmotivated to fully commit to her comeback. The first therapy options she tried felt disconnected from her artistic reality.

> *After months of dead ends with therapists who saw dance as just a hobby, I finally found someone who understands that movement is my language. For the first time in years, I can envision a future beyond my current struggles. This program didn't just connect me with therapy — it gave me hope again. The care and attention throughout the process transformed what felt like an impossible search into a lifeline.*

— SARAH, MODERN DANCER

Jaxx

Jaxx was burning out while juggling creative work with a full-time day job. OCD symptoms and suicidal ideation were crushing their focus and threatening their writing practice. They needed specialized care that honored both their mental health needs and their creative identity.

> *I was caught between my art and my survival, burning out trying to be both a writer and a functioning adult. The OCD was consuming my creative time, and I was losing hope that I could ever make writing work. But the therapist you connected me with doesn't just understand mental health—she understands the creative process. She helped me learn to honor both my need for structure and my artistic flow. I'm finally writing consistently again. She didn't just help me manage my symptoms; she helped me reclaim my identity as a writer. Thank you!*

— JAXX, WRITER & PERFORMER

Marcus

Marcus was drowning. Anxiety, relationship struggles, and the chaos of an artist's schedule had triggered dangerous patterns — substance misuse, self-harm, and suicidal thoughts that intensified during the pandemic. He needed someone who understood that a musician's 2 AM creative breakthrough isn't just a 'sleep hygiene issue.'

> *The pandemic pushed me to the edge, and I honestly didn't think I'd make it to the other side. But finding a therapist who gets that my 'irregular lifestyle' isn't a character flaw — it's my reality as an artist — has been life-changing. Your support made what could have been another bureaucratic nightmare into something actually healing. I'm not just surviving anymore; I'm creating again, and I'm here to keep doing it. This program literally saved my life.*

— MARCUS, MUSICIAN

A year, month by month.

JAN — *Q1 board meeting — 2024 goals set*
Treatment Access Fund, World Doctors Orchestra concert plan, new website, and CEO hire on the agenda.

FEB — *PR Newswire onboarding begins*
Preparing our first wire-distributed press release with Cision/PR Newswire.

MAR — *First public press release distributed via PR Newswire*
Creatives Care's national debut — building a foundation for 2024 outreach.

APR — *Q2 board meeting · 2023 Annual Report published*
Our first formal Annual Report goes out, anchoring our credibility with funders.

MAY — *In Tune with Mental Health concert at The Bitter End*
Mental Health Awareness Month event hosted with the team and partners.

MAY — *Grant strategy kickoff with Allagash LLC*
Long-term grants pipeline begins, including federal and city candidates.

JUN — *Moved to 3 World Trade Center*
First dedicated mailing and office address for Creatives Care.

JUL — *First corporate grant: Starbucks (announced)*
Opens the door to corporate philanthropy and strengthens our institutional case.

AUG — *Q3 board meeting*
Hiring, fundraising, and 2025 Carnegie Hall planning reviewed.

OCT — *Q4 board meeting — Carnegie Hall partnership confirmed*
Board signs off on the WDO Carnegie Hall benefit concert for 2025.

NOV — *NYSCA grant decision · DCLA SU-CASA submission*
Year-end grant cycle: NYSCA declined; DCLA still pending into 2025.

DEC — *Carnegie Hall benefit announced to donors and partners*
Major year-end push to recruit table sponsors and lead supporters.

Where 2024 funding came from.

All figures match our 2024 Form 990-EZ filing and internal Annual Financials.

TOTAL CONTRIBUTED REVENUE · 2024

$42,096

vs. $98,929 in 2023 reflects a deliberate shift toward institutional, multi-year revenue

+ $1,512 INTEREST EARNED
Held in our Interactive Brokers treasury account.

Revenue composition



Donations directed by individuals	*$27,475.38*
Corporate & foundation grants	*$14,620.25*
Total contributed revenue	***$42,095.63***

NOTES ON 2024 REVENUE

Individual donations remained the bedrock of our work, with $27,475 directed by individuals across 2024. Corporate & foundation grants of $14,620 included our first Starbucks grant, a milestone that opens the door to corporate philanthropy in 2025 and beyond. Year-over-year revenue declined from 2023 because several large one-time grants from prior years did not recur — we addressed this directly through the Carnegie Hall benefit and the 2025 grants pipeline.

Where the money went.

$69,378
TOTAL EXPENDITURES

($25,771)
NET INCOME

$29,926
TOTAL ASSETS AT YEAR END

Expenditure breakdown

Salaries & wages	$52,286.19
Software & apps	$4,146.20
Contractor payments	$3,779.11
Contract & professional fees	$3,167.00
FICA tax	$1,561.87
Advertising & marketing	$1,296.11
Workers' compensation insurance	$1,145.08
Meals & entertainment	$1,041.50
Rent (3 World Trade Center)	$586.67
Merchant account & bank fees	$196.31
Other (office, shipping, taxes, fees, travel)	$172.19
Total 2024 expenditures	**$69,378.23**

FINANCIAL POSITION · DECEMBER 31, 2024

Strong, conservative balance sheet.

$5,285
Chase operating account

$24,641
Interactive Brokerstreasury

$2,232
Credit card liabilities

$27,694
Total equity

Our 2024 net loss was planned: we invested in staffing and capacity ahead of the multi-year revenue we expect from corporate sponsorship and our 2025 Carnegie Hall benefit.

Thank you.

Every donation, every introduction, every concert seat — we thank you.

$10,000 AND ABOVE · 2024

· Christie's
· Patrick & Arden Kaifosh Hegele
· Dominic Moross

$1,000 AND ABOVE · 2024

· Apollo Opportunity Foundation
· The Starbucks Foundation — first corporate in our history
· Jeremy Baum

$100 AND ABOVE · 2024

· The Bitter End (C.A.L. Restaurant, Inc.) · Ticket Proceeds
· Robert Gaffey
· Kirsten Healy
· Dennis Kiefer
· Martin Nolan
· Sarah Kirkland Snider · Artist Ambassador
· Rabbi Angela Buchdahl · Central Synagogue
· Jake Huff
· David Kiefer
· Miriam Maring
· Amy Norovich · The Simons Foundation
· Laura Stone

INSTITUTIONAL & PROGRAM PARTNERS

· AIGA NY
· Apollo Global Management
· Blackbaud Giving Fund
· Christie's
· Entertainment Community Fund
· Joffrey Ballet School
· Korff Family Foundation
· MusiCares
· PayPal Giving Fund
· Sweet Relief Musicians Fund
· The Simons Foundation
· William Alanson White Institute
· Allagash LLC (Anne Coates)
· Backline
· Broadway Cares / Equity Fights AIDS · Dancers Responding to AIDS
· Harkness Center for Dance Injuries
· JPMorgan Chase Workplace Giving
· Mark Morris Dance Group
· NYC Arts in Education Roundtable
· School of Visual Arts NYC
· Synàkos Foundation
· The Starbucks Foundation
· World Doctors Orchestra

INDIVIDUAL DONORS · 2024

Our 2024 individual donor community contributed $27,475 in directed gifts; corporate and foundation grants added another $14,620 — together totaling $42,096 in contributed revenue. Per philanthropy convention we recognize donors by tier rather than amount. We are also deeply grateful to the dozens of donors who gave under $100 in 2024 — your names are recorded with care in our system and you are no less part of this community. To every individual who gave time, money, introductions, or simply a kind word — thank you for keeping the artists in your life cared for.

Welcoming Dominic Moross

TO THE CREATIVES CARE BOARD OF DIRECTORS · 2024

It is with great pride and gratitude that we welcomed Dominic Moross to the Creatives Care Board of Directors in 2024. Dominic brings to our work a rare combination of investment experience, deep international perspective, and a commitment to philanthropy in the sciences and the arts. His leadership, support, and counsel have already shaped how we think about scaling our mission with care.



BACKGROUND AND INVESTMENT LEADERSHIP

Dominic is Vice Chairman and Chief Investment Officer of Whitehall Financial Group, a New York–based family office. He is the founder of Cotton Hall Asset Management, an alternative investment platform established in 2006. Dominic graduated cum laude from Princeton University with an A.B. in Comparative Literature (1990). He remains an engaged alumnus and a founding member of the Princeton Department of Comparative Literature Alumni discussion group.

EXTENSIVE EXPERIENCE IN LEADERSHIP BOARDS AND PHILANTHROPY

Dominic is Vice Chair of the International Board of the Weizmann Institute of Science in Israel — one of the world's leading multidisciplinary basic-research institutions — continuing a multi-generational family commitment. He has further served on boards at Princeton University and advised other leading charities in the arts and sciences.

WITH OUR DEEPEST THANKS

"Thank you, Dominic, for joining us. Your generosity, strategic counsel and willingness to lend your reputation and time to our young organization has been transformational to our work. We are grateful and honored to have you with us as we move into 2025 and the years ahead."

The people behind the work.

BOARD OF DIRECTORS

Julian Gregory
Board Member

Dr. Arden Hegele
Board Member

Dominic Moross
Board Member

Dr. Alana Mendelsohn
Co-Founder, President

Eric Kohlmann
Treasurer

2024 STAFF & CONTRACTORS

Amy Rosenthal, LCSW
Clinical Director

Vicky Ma
Finance & Operations

Marlee Sidor
Communications

Owen Weller
Communications

Chengkai Hu
Operations Support

Lidziya Rubanava, LMSW
Artist Support Clinician

Ariana Sidman
Operations

Christa Akerele
Communications

Michaela Wolfe
Volunteer / Communications

Anne Coates · Allagash LLC
Grants Strategy (consultant)

ARTIST AMBASSADORS

Allison Walsh
Multi-disciplinary performer

Michael Stephen Brown
Pianist-composer

Annie Nikunen
Sound-movement artist

Julia Adolphe
Composer

Sarah Kirkland Snider
Composer

Artist Ambassadors

WHAT OUR AMBASSADORS WERE UP TO IN 2024

Our Artist Ambassadors are leading creatives who lend their voice to the mission. Across 2024, their work spanned Carnegie Hall premieres, festival debuts, podcasting on creativity and mental health, opera and album releases, and continuing the interdisciplinary work that lives at the intersection of art and wellbeing.



ALLISON WALSH

Multi-Disciplinary Performer · Dancer

A Joffrey Ballet alum (seven years), Allison originated roles in world premieres of Edwaard Liang's Age of Innocence and Jessica Lang's Crossed, and appeared as a featured dancer in Starz's Flesh and Bone. Her continuing multi-disciplinary work bridges classical ballet and contemporary performance.



JULIA ADOLPHE

Composer · Podcaster

Julia hosts LooseLeaf NoteBook, a podcast (in partnership with New Music USA) on the connection between creativity and mental health. She speaks publicly about her own Generalized Anxiety Disorder and pairs each episode with conversations across creative fields. Recent commissions include Crown of Hummingbirds for the Cincinnati Symphony.



MICHAEL STEPHEN BROWN

Pianist-Composer

A New York Times “young piano visionary,” Michael had a landmark 2024. In March he gave a solo recital at the Society of the Four Arts in Palm Beach. In September, Orpheus performed his orchestration of Brahms's Variations and Fugue on a Theme by Handel as the opening concert at Carnegie Hall's Stern Auditorium.



SARAH KIRKLAND SNIDER

Composer

In spring 2024, Sarah released “Everything That Ever Was” — set to a poem by Tracy K. Smith, commissioned by Renée Fleming and Will Liverman — on a Grammy-nominated Cedille Records album. She speaks openly about living with chronic intractable migraine, a thread that runs through her debut opera Hildegard about the medieval abbess Hildegard von Bingen.



ANNIE NIKUNEN

Sound-Movement Artist · Composer · Flutist

A founding member of BlackBox Ensemble (where she also leads artistic planning), Annie premiered “The Sound of Space Between Us” for string quartet and solo violin at the 2024 BlackBox Festival in Downtown Brooklyn — an interdisciplinary work with choreographer Joelle Santiago, bridging sound, physicality, and shared space.

What 2025 looks like.

FLAGSHIP MOMENTS · 2025

Carnegie Hall Benefit Concert

In 2025 we will host a benefit performance at Carnegie Hall, in partnership with the World Doctors Orchestra (WDO). The concert is the cornerstone of our 2025 fundraising year — and the catalyst for a new chapter of corporate sponsorships, lead patrons and visibility for our work.

American Psychiatric Association Conference

In 2025 we will present about artist mental health and Creatives Care's work to an international audience of psychiatrists at American Psychiatric Association Conference.

2025 priorities

Scale care navigation

Continue growing the number of artists matched with long-term care, supported by expanded clinical capacity and improved intake experience

Diversify revenue

Win new institutional grants (DCLA, NYSCA reapplication, additional corporate partners) and grow recurring individual giving

Deepen provider engagement

Continue to build clinician outreach and education

Build national visibility

Use the Carnegie Hall moment to anchor a year of press, partnerships, and storytelling.

Join us in 2025.

ARTISTS

Find care

If you are an artist looking for a therapist, start with our intake form. Free, confidential, no commitment.

PROVIDERS

Join the network

Mental health professionalswith a personal connection to the arts can apply to join our provider network.

DONORS

Support an artist

Every dollar funds care navigation and treatment access. Recurring gifts make our work possible.

PARTNERS

Collaborate

Brands, foundations, cultural institutions and venues — let's build something together.

Caring for the artist is caring for the art. Thank you for being part of the community that makes Creatives Care possible.

Brands, foundations, cultural institutions and venues — let's build something together.

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Creatives Care

Keeping artists in mind.

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Thank you for caring for the artists.

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