

Creatives Care

Keeping Artists in Mind

2025

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

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“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 and 2024 was the year we invested in our organizational infrastructure to scale, then 2025 was the year of sharing our work publicly, with our first high profile presentations and benefit event. We grew the cumulative number of artists supported through care navigation to ~300. Our provider network expanded to 286 vetted clinicians. And — for the first time in our history — we ended the year with a budget surplus.

Through our conversations with hundreds of artists, our team has gained specialized insight into the mental health challenges and needs of artists, which we have now started to share with the broader mental health field. In a significant milestone for us, we were invited to chair a session, "Treating the Artist Patient," at the May 2025 American Psychiatric Association Conference in Los Angeles. In the fall, Amy and I presented at the New York Psychoanalytic Society and Institute, the oldest psychoanalytic organization in America. In both cases, our presentations were the first time the topic of artist mental health was covered in either institution.

On November 16, 2025, the World Doctors Orchestra performed a benefit concert for Creatives Care at Carnegie Hall's Stern Auditorium. The evening was the culmination of more than a year of planning, hundreds of personal outreach emails, and the trust of physicians, musicians, donors and friends who believed an organization of our size could pull this off. The concert raised meaningful proceeds for our work and sparked a significant bump in artist requests for consultations in the weeks before and after the performance.

Financially, total contributions of $50,330 went up 19.6% from 2024. Total expenditures of $45,706 were down 34% from 2024 as the staffing, infrastructure and grants pipeline we built last year began to carry its own weight. Net revenue was a positive $5,068, our first budget surplus year. We received institutional support from the World Doctors Orchestra (Carnegie Hall benefit proceeds), individual donors at every level, and continued institutional partners.

None of this was possible without the artists who trust us, the providers who open their practices, the supporter who back the mission, and the volunteers and staff who pour themselves into the work. The pages that follow are an attempt to honor what you helped build in 2025 — and an invitation into a confident 2026.

Dr. Alana Mendelsohn
Co-Founder & Clinical Lead

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

Creatives Care Network 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.

2025 AT A GLANCE

A year of growth and publicly presenting our work

- Two World Doctors Orchestra benefit concerts in our name — Carnegie Hall (Nov 16) + St. Bartholomew's Church
- Presented at the American Psychiatric Association's 2025 Annual Meeting & covered in Psychiatric News.
- Presented "Treating the Artist Patient" at the New York Psychoanalytic Society and Institute.
- Cumulative artists supported through care navigation reached 299 by year-end.
- Provider network grew to 286 vetted clinicians — a 39% expansion in one year.
- First budget surplus: total revenue $50,330 vs. expenses of $45,706.
- Welcomed Jessica Juhl to the team in communications and continued exploring new ED candidates.

Overview

2025 · NUMBERS

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

299

cumulative through Dec 31

286

Dec 31, 2025

$50K

2024

+$5k

Budget surplus in 2025 — first in our history

2

World Doctors Orchestra benefit concerts (Carnegie Hall + St. Bartholomew's)

2

National presentations (APA +NYPSI)

Our mission.

Our work in 2025 ran across three connected efforts. 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 help them connect to the right provider for their needs, and our community-building work makes asking for help feel a little less lonely.

CARE NAVIGATION

Free, confidential care navigation

Artists complete a short in take form and are contacted by 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 network is made up of clinicians with a personal connection to the arts who are willing to see artists at significantly reduced fees. We screen clinicians carefully, publish clear guidelines, and meet with members to stay up to date with the latest resources. The network continued to grow through 2025, ending the year at 286 vetted providers. We added nearly 90 new clinicians to our network in 2025 alone — a 39% year-over-year expansion that kept pace with rising demand.

COMMUNITY & EVENTS

Bringing the room together.

We host lectures, concerts, and panels that put artists, providers and supporters in the same space. In 2025, we hosted several seminars for the broader mental health community and our first large benefit concert at Carnegie Hall, bringing together clinicians, supporters, volunteers and friends of Creatives Care. The conversations these moments spark are at the heart of what we do.

Free care navigation, delivered by trained professionals.

In 2025, our clinical leads —Dr. Alana Mendelsohn and Amy Rosenthal, LCSW — continued to anchor a workflow built around trust. In 2024, we added Lidziya Rubanava, LMSW in as a dedicated Artist Support Clinician to triage growing demand, and optimized our intake and outreach process and data collection. The consultation process — a short intake, a personal phone call, weekly team review, and a tailored set of next steps — has remained 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. Referrals

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

Across 2025, we continued to lower friction for artists at one of the hardest moments of their lives. We strengthened internal documentation for keeping track of artists through the conultation and referral process. The percentage of artists who couldn't be matched due to logistical barriers continued to fall. By December 31, 2025, ~300 artists had moved through our Consultation Pipeline — from initial intake to a closed outcome.

> *Current feedback from artists suggest that at least 70% are able to connect to care after receiving our personalized feedback suggestions*

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 or through insurance. In 2025, 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

Creatives Care meets with every clinician who joins the the network to give artists personalized and curated referral suggestions.

This ongoing dialogue and peer learning also keeps us the team up to date with the latest resources to support artists.

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.

Our work is changing lives and careers

Recent feedback from artists

"Before contacting Creatives Care, I was trying to find a therapist and was overwhelmed with choices that seemed both not a good fit and too expensive to maintain. I was about to give up on finding help."

ANONYMOUS · FROM OUR 2025 ARTIST FEEDBACK SURVEY

"Before starting treatment, I was practically not performing or recording, and most of my projects had been on de facto hold. Since getting help through your referrals, I have started moving on all my projects — and fallen back in love with performing and playing music."

ANONYMOUS · FROM OUR 2025 ARTIST FEEDBACK SURVEY

A year, month by month.

JAN — **Q1 board meeting · 2025 goals set**
The board sets the 2025 agenda: APA in May, the WDO Carnegie Hall benefit in November, and a stretch goal of over $200k that could fund hiring and long-term planning.

APR — **Q2 board meeting · APA + Carnegie locked in**
Final coordination of APA travel and accepted abstract; Carnegie production timeline and PR plan confirmed with the World Doctors Orchestra.

MAY — **APA 2025 Annual Meeting in Los Angeles**
On May 17, Dr. Alana Mendelsohn, Amy Rosenthal, LCSW, and Lidziya Rubanava, LMSW, present "Treating the Artist Patient." Creatives Care reaches a national psychiatric audience and is covered in Psychiatric News.

JUL — **Q3 board meeting · Carnegie PR approved**
Carnegie Hall approves the WDO press release on July 15; nationwide outreach begins.

AUG — **Team grows · Jessica Juhl joins**
Jessica Juhl is on board as a volunteer, leading social and website work.

OCT — **Q3 board meeting · NYPSI presentation**
Board reviews 2026 strategic planning options. On October 28, Amy and Alana present to the New York Psychoanalytic Society and Institute as part of their Horowitz-Sondheim Fellowship.

NOV — **WDO benefit · St. Bartholomew's Church**
The orchestra performs the first of two 2025 benefit concerts in our name at St. Bart's in Midtown Manhattan.

CARNEGIE HALL CONCERT · November 16, 2025
The World Doctors Orchestra makes its NYC debut at Stern Auditorium with Joseph Alessi conducting. Dr. Mendelsohn delivers remarks. Together with the St. Bart's concert, the season raises tens of thousands for artists' mental health — and triggers a measurable increase in artist requests.

DEC — **Year-end appeal + new partnership runway**
Year-end fundraising email sent through the network; Goldsmiths research with Dr. George Musgrave is underway; MusiCares collaboration in motion.

DEC — **First budget surplus year**
Total revenue: $50,330 (+19.6% YoY) · Expenses: $45,706 · Net surplus: +$5,068 — The first year Creatives Care closes with a slight surplus.

AMERICAN PSYCHIATRIC ASSOCIATION ANNUAL MEETING

Treating the Artist Patient.

Presenters:
Alana Mendelsohn, MD, PhD
Amy Rosenthal, LCSW
Lida Rubanava, LMSW

Artist panel
Aaron Helgeson, moderator (composer)
Kellie Gillespie (sculptor)
Dale Trumbore (composer)
Olivia Cuartero-Briggs (writer)
T. Tara Turk-Haynes (playwright)



Although artists face mental health challenges at significantly higher rates than the general population, they have not been extensively studied or approached as a patient population with distinct risk factors or needs. This session represented the first time APA hosted a session specifically addressing the mental health needs of artists.

In this session, we introduced providers to the mental health challenges artists face, covering epidemiologic data and the many risk factors they face. We also discussed and how mental health treatment can support not only their personal health and wellbeing, but their creative needs as well. After the formal presentation, we hosted a panel discussion of professional artists who shared their lived experiences and perspectives on the intersection of creativity and mental health.

COVERED IN THE PRESS

The work was profiled in Psychiatric News, the APA's official publication.

FALL 2025 · NEW YORK CITY

The New York Psychoanalytic Society and Institute.

"Treating the Artist Patient · CC x NYPSI"

On October 28, 2025, Amy and Alana presented again at the New York Psychoanalytic Society and Institute, one of the country's oldest and most respected psychoanalytic training institutions — invited as the inaugural lecture for NYPSI's new Horowitz-Sondheim Fellowship program. The Horowitz-Sondheim Fellowship, endowed by composer and lyricist Stephen Sondheim, aims to support the training of psychoanalysts in working with theater artists.

Where the APA presentation introduced our framework to the broad psychiatric community, the NYPSI presentation went deeper into the analytic and clinical practice of working with artist patients — the transferences, the creative blocks, the singular mental health stresses of a working life in the arts.

"Around 100 people attended in person and via zoom. The event was a resounding success, including a lively and engaging discussion with the attendees following the presentation. Several participants wrote asking for a video of the presentation; some individuals, who had not been able to attend the event, heard about how excellent it was and wrote me asking to see the video.

I could not be more grateful to Alana and Amy for tackling this important topic, which could not have been more relevant to a budding clinic. In fact, the video is required content for all incoming fellows!"

Tehela Nimroody, NYPSI

CREATIVES CARE PRESENTS

Carnegie Hall.

A benefit for artists' mental health.

Two benefit concerts · with the World Doctors Orchestra

Stern Auditorium at Carnegie Hall · St. Bartholomew's Church

Tens of thousands of dollars

In 2025, the World Doctors Orchestra dedicated not one but two benefit concerts in our name. On November 16 the orchestra took the stage at Stern Auditorium at Carnegie Hall; earlier in the season they performed a second benefit at St. Bartholomew's Church in New York. Dr. Alana Mendelsohn delivered remarks from the stage at both events. Together the two evenings raised tens of thousands of dollars for artists' mental health — and sparked a noticeable bump in artist requests in the weeks before and after each performance.







World Doctors Orchestra · St. Bartholomew's Church, New York · 2025

ON THE CARNEGIE PROGRAM · NOV 16, 2025

Conducted by Joseph Alessi, Principal Trombone of the New York Philharmonic
with soloists Charlie Siem, violin · Dr. Richard Kogan, piano

Rimsky-Korsakov · Capriccioespagnol Korngold · ViolinConcerto inD
Gershwin · Rhapsody in Blue Bernstein · Symphonic Dances from West Side Story

A programme that maps onto the lives we serve. Korngold — a refugee composer rebuilding a creative life in Hollywood. Gershwin — a New Yorker whose Rhapsody fused concert hall and jazz club, here played by Dr. Richard Kogan, Weill Cornell psychiatrist and pianist. Bernstein — whose West Side Story turned the city's outsiders into our most enduring score, and who spent his life championing the inner lives of artists. The very story Creatives Care exists to support.

WITH OUR DEEPEST THANKS · TO THE WORLD DOCTORS ORCHESTRA

To the World Doctors Orchestra — the international ensemble of physicians who, since 2008, have dedicated their music to medical and health causes worldwide — thank you. To Dr. Diego Gonzalez Tucker, Dr. Celine Thum, Dr. Richard Tucker, Jonathan deVare, the conductors and soloists, the musicians, and everyone behind the scenes: these two concerts would not have happened without your generosity. The proceeds will fund care navigation for many artists, and the collaboration has set a tone we hope to carry forward for years to come.

Where 2025 funding came from.

Audited against our 2025 Statement of Activity and 2025 Form 990-EZ filing.

TOTAL CONTRIBUTED REVENUE · 2025

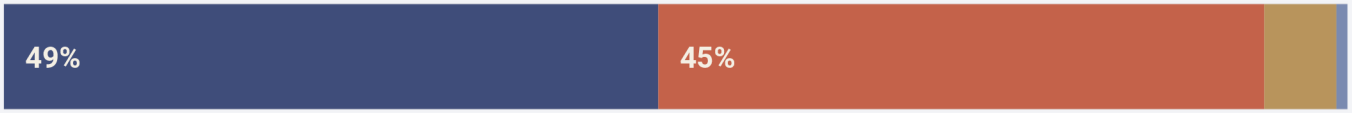
$50,330

+ $444 OTHER INCOME

Cash rewards $284 · interest $20
Investment income $140

In 2024, the value is $42,096, reflecting a 19.6% increase year-over-year, anchored by the WDO benefit.

Revenue composition



	2024	2025
Donations directed by individuals	$27,475	**$24,515.10**
Grants from other nonprofits (WDO benefit)	—	**$22,700.00**
Corporate & foundation grants	$14,620	**$2,700.00**
PayPal donations	—	**$414.75**
Total contributed revenue	$42,096	**$50,329.85**

NOTES ON 2025 REVENUE

2025 revenue was anchored by a remarkable December: $33,647 in a single month, including $22,700 in grants from other nonprofits (the World Doctors Orchestra Carnegie Hall benefit proceeds) and $10,460 in directed individual giving. Across the full year, individual donations totaled $24,515 (vs. $27,475 in 2024), corporate & foundation grants reached $2,700 (vs. $14,620 in 2024 — a deliberate de-emphasis as foundation prospects shifted), grants from other nonprofits delivered $22,700 (new line, all WDO), and PayPal donations added $415. With $444 of other income (cash rewards, interest, and unrealized investment income), total revenue was $50,330 — a 19.6% year-over-year increase over the $42,096 raised in 2024.

Where the money went.

Sourced from our 2025 Statement of Activity, Financial Position, and Cash Flows.

$45,706
TOTAL EXPENDITURES · −34.1% YOY

+$5,068

↑ 19.6%

Expenditure breakdown

	2024	2025
Salaries & wages	$52,286	$35,554.76
Software & apps (Gusto, HubSpot, Intuit, Squarespace, Notion, etc.)	$4,146	$3,562.81
Travel — Airfare + Hotels (March 2025 outreach)	$18	$2,340.25
Contract & professional fees (TrimnerBeckham PLLC, tax prep)	$3,167	$1,459.00
Rent + utilities (3 World Trade Center)	$587	$1,205.41
Workers' compensation insurance	$1,145	$801.28
Meals & entertainment	$1,042	$422.73
Bank fees + merchant account fees	$196	$291.70
Other (fees, taxes & dues)	$117	$55.00
PayPal fees	—	$13.40
FICA tax (no employees in 2025)	$1,562	—
Contractor payments (none in 2025)	$3,779	—
Advertising & marketing (none in 2025)	$1,296	—
Office supplies + shipping (none in 2025)	$37	—
Total expenditures	***$69,378***	***$45,706.34***

FINANCIAL POSITION · AS OF DECEMBER 31, 2025

$36,391
Cash at year-end
(vs. $29,926)

$34,494
Total equity
(vs.$27,694)

+$6,465
Net operating cash inflow

+$5,068
Net surplus
(vs.−$25,771)

2025 was a lean year financially. We trimmed payroll by $16,700, held software essentially flat, and absorbed $2,340 of new APA travel — and closed the year with a $5,068 surplus and $6,465 in net operating cash. Total equity rose 25% to $34,494; cash on hand grew 22% to $36,391.

SUPPORTERS & PARTNERS

Thank you.

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

$10,000 AND ABOVE · 2025

· World Doctors Orchestra · Carnegie Hall benefit concert proceeds
· Dominic Moross

$1,000 AND ABOVE · 2025

· Eric Kohlmann & Alana Mendelsohn
· Vicky Ma & Ray Joyce
· Jake Huff
· Chengkai Hu (with Morgan Stanley matching gift)
· Hong Kiu Mak (with Apollo matching gift)
· Thomas Sear

$100 AND ABOVE · 2025

· Ariana Sidman · In Tune with Mental Health
· Joseph Korff
· Serdar Tasiran
· Lisa Schlinkmann
· Vsevolod Malishev

INDIVIDUAL DONORS

· Rita Charon
· The O'Brien Family Fund
· David Kiefer
· Natanel Benisti
· Thomas Carey

INSTITUTIONAL & PROGRAM PARTNERS · 2025

· AIGA NY
· Backline
· Broadway Cares / Equity Fights AIDS
· Christie's
· Dancers Responding to AIDS
· Harkness Center for Dance Injuries
· JPMorgan Chase Workplace Giving
· Morgan Stanley (matching gifts)
· NYC Arts in Education Roundtable
· PayPal Giving Fund
· Sweet Relief Musicians Fund
· The American Psychiatric Association (APA)
· World Doctors Orchestra
· Apollo Global Management (matching gifts)
· Blackbaud Giving Fund
· Carnegie Hall · venue partner
· Cotton Hall Asset Management
· Entertainment Community Fund
· Joffrey Ballet School
· Mark Morris Dance Group
· MusiCares
· New York Psychoanalytic Society and Institute (NYPSI)
· School of Visual Arts NYC
· Synàkos Foundation
· William Alanson White Institute

Our 2025 contributed revenue of $50,330 — up 19.6% year-over-year—came from individuals at every level, our institutional supporters, and the historic Carnegie Hall benefit concert with the World Doctors Orchestra. Per philanthropy convention, we recognize donors by tier rather than amount. We are deeply grateful to the dozens of donors who gave under $100 in 2025; your names are recorded with care in our system, and you are no less part of this community. To everyone who came to Carnegie Hall, made a gift, opened a door, or simply spread the word—thank you for supporting this community.

PEOPLE

The people behind the work.

CO-FOUNDERS

Dr. Alana Mendelsohn
Co-Founder & Clinical Lead

Eric Kohlmann
Co-Founder & Treasurer

BOARD OF DIRECTORS

Dr. Alana Mendelsohn
Co-Founder, Board Member

Eric Kohlmann
Treasurer, Board Member

Dr. Arden Hegele
Board Member

Dominic Moross
Board Member

Julian Gregory
Board Member

2025 STAFF & CONTRACTORS

Amy Rosenthal,LCSW
Clinical Director

Vicky Ma
Finance & Operations

Jessica Juhl
Communications (joined 2025)

Ariana Sidman
Special Projects · In Tune with Mental Health

Lidziya Rubanava,LMSW
Artist Support Clinician

Gianni deFalco
Provider Outreach & Engagement (joined 2025)

Chengkai Hu
Operations Support

ARTIST AMBASSADORS

Allison Walsh
Multi-disciplinary performer

Michael Stephen Brown
Pianist-composer

Annie Nikunen
Sound-movement artist

Julia Adolphe
Composer

Sarah Kirkland Snider
Composer

LOOKING AHEAD

What 2026 looks like.

From arrival to acceleration

Our first years focused on implementing our service model and expanding our reach. With our growing track record and recognition, our goal in 2026 will be to secure the organization's future, laying the groundwork for national expansion

2026 priorities

- Reach 400 counseled artists since launch
- Perform a retrospective survey of counseled artists
- Launch a clinician listserve, meetup and supervision series
- Revitalize the artist ambassador program as an artist advisory board
- Plan a follow up session for APA 2027 in coordination with Musicares
- **Secure funding to hire an executive director and plan for expansion**

HOW TO GET INVOLVED

Join us in 2026.

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

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Thank you for caring for the artists.

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