

2020

Annual Report
FY2020



Murals are oftentimes the end product of months, even years, of community engagement, of gathering in groups, of getting to know neighborhoods and learning the stories of those who live there.

With the onset of the pandemic, Mural Arts' staff quickly pivoted to continue programming and projects. In this past fiscal year Mural Arts organized the first District Attorney Artist-in-Residence program of its kind with inaugural artist James "Yaya" Hough, to create images of justice-involved individuals and bring to light critical issues regarding the justice system in this country. The Restorative Justice Guild program continued its programming virtually and noted an increase in engagement from participants who were thankful for the learning and sharing opportunities. The recidivism rate from Guild participants in 2020 was the lowest it has ever been at 8%.

The Art Education program reached over 950 children through the forty-two digital access centers set up by the City of Philadelphia, providing art in spaces designed for students to continue their education online when schools were closed. And the Porch Light program *Color Me Back* continued reaching individuals facing housing and economic insecurity through a unique same day work and pay model; the program has paid nearly 1,000 individuals \$143,000 in wages since its inception.

The pandemic has only further brought to light the importance of art and community engagement in our lives. Art brings us together and gives us respite. It is my honor and privilege to be the Chair of Mural Arts Philadelphia which is helping create jobs and job training for individuals facing hardship, beautifying the city and its public spaces, employing artists, and uplifting communities through intentional, space-led work.

As I look back on this fiscal year, we have learned about patience, intentionality, and perseverance. We are thankful to all our supporters, from individuals to the region's foundations, and to the City of Philadelphia. We are grateful to our participants who, with us, believe in art and social justice. And we are excited about what the future holds.

Milton (Tony) Schneider

Chair of the Board
Mural Arts Philadelphia

While I always look forward to sharing our annual report, the 2019–2020 fiscal year is particularly meaningful.

We were full steam ahead in 2019, but 2020 was a year like no other. A global pandemic, a nationwide uprising against systemic racism, and a contentious election derailed business as usual for all of us. But, with the usual Mural Arts gusto, we used art as a tool for organization, comfort, and connection—a way to capture the moment and the movement, and push for change.

With each challenge, Mural Arts found innovative ways to put art to work for our city. Our programming pivoted immediately to acknowledge this global moment of change and focused on supporting and uplifting our communities.

The work began in earnest: we employed artists to create thousands of colorful Space Pads encouraging social distancing; we partnered with women from immigrant communities at our Southeast by Southeast hub to sew

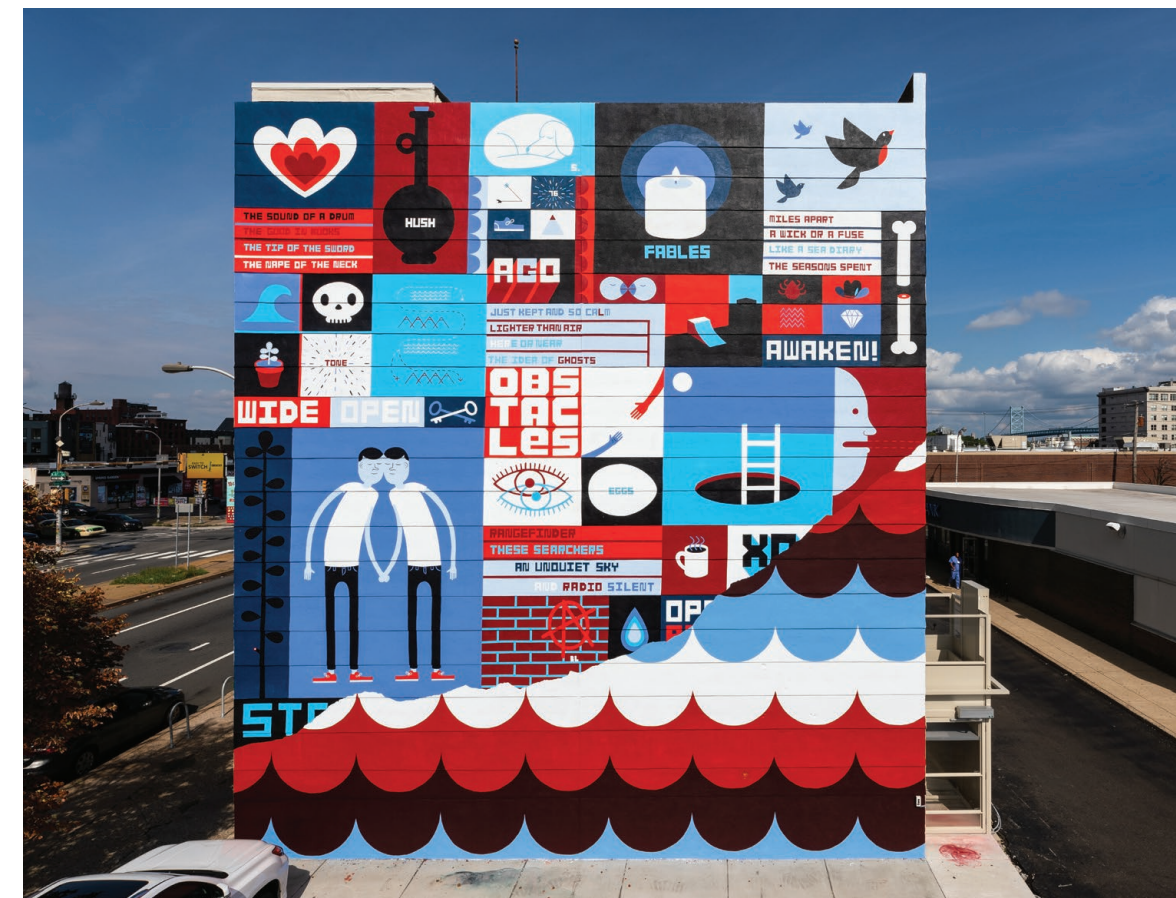
hundreds of face masks for essential workers; members of The Guild, our re-entry program, wrote and recorded creative PSAs encouraging city youth to follow public health guidelines; and our Art Education team provided both free online art classes and a summer of outdoor artmaking, encouraging creativity and fun for kids of all ages. We even launched a new program: the Philadelphia Fellowship for Black Artists, addressing inequity and designed to fund, foster, and elevate the important work of Black artists.

We did all this while continuing the critical work of our core program areas: Art Education, Environmental Justice, the Institute, Porch Light, Public Art and Civic Engagement, and Restorative Justice. I'm proud of the work we've done, together.

2020 is behind us, but it is still teaching us about our society and ourselves. In a year of extreme change, art became a key component of navigating this new normal. One thing we learned is that art doesn't just ignite change—change ignites art!

Jane Golden

Executive Director
Mural Arts Philadelphia



Left: *Sanctuary of Love* mural dedication and community celebration, September 20, 2019.

Right: *Wide Open* © 2019 City of Philadelphia Mural Arts Program / Jim Houser, 600 Spring Garden Street.

143

new public art projects

131 18

artists employed

major mural restorations

24K 6.1K

program participants from across the City

participants with sustained engagement



Top: Persistence © 2019 City of Philadelphia Mural Arts Program / Jason Andrew Turner, 1412 Frankford Avenue.

Bottom: The Promise Mural © 2019 City of Philadelphia Mural Arts Program / Nile Livingston & Gabe Tiberino, 33rd and Wallace Street.

Art unlocks potential



Over 24,000 people in the Philadelphia area engage with our programs each year, exploring creativity through participatory public art in ways that offer new perspectives and ways of being.

Individuals facing housing and economic insecurity contribute to stunning works of art in Center City through *Color Me Back*, earning a fair wage and access to essential services. Members of immigrant and refugee communities in Southeast and Northeast Philadelphia use hub spaces to connect with neighbors while transforming their neighborhood with vivid art and activity. The Reimagining Reentry Fellowship funds artists impacted by the justice system to examine the problems posed by mass incarceration on both a personal and a systemic level, illuminating the human cost and potential solutions. And through our Art Education initiatives, 2,000 students at sites across the city unlock their creative capacities, share their experiences, and illustrate the world as they see it. We believe in the transformative power of artmaking—we see it every day through the stories of our participants.



Left: Murals on the Move at Playstreets, 2700 North Judson Street, August 18, 2020.

Right: Tacony LAB Community Arts Center open session, August 6, 2019.

“My kid is very fidgety, he likes to run around a lot, and it’s hard to keep his attention long. What I’ve taken from Mural Arts is that now, at home, we pull out our paint brushes and sketch paper and we draw while we talk, and I actually get his attention. This is one of the greatest programs.”

Restorative Justice Guild Member

We believe that hands-on artmaking provides a strong pathway for individual and community healing.

Our [Porch Light](#) program, a joint collaboration with the City of Philadelphia's Department of Behavioral Health and Intellectual disAbility Services, focuses on achieving universal health and wellness among Philadelphians, especially those dealing with mental health issues or trauma.

We do this by providing opportunities in our storefront workshops and other programs to contribute to meaningful works of public art. A finished Porch Light artwork shines a light on the people who helped bring the project to life and challenges social stigmas around mental and behavioral health, offering a fresh window of opportunity for continued progress and community growth.



Art is the thread that connects all Restorative Justice projects and programs, uniting neighbors who have been affected by crime or violence through shared creative expression.

The program facilitates the forging and growth of lasting, positive bonds between incarcerated and formerly incarcerated individuals, young adults on probation, and their respective communities.

We place a strong emphasis on job readiness with our Guild program and give creative voice to people who have consistently felt disconnected from society. Participants in the Restorative Justice program often feel empowered by their accomplishments, and their finished artworks provide everyone with significant reminders of how far they have come, highlighting a hopeful path forward.

Top, left: Artist Amberella installs her work with Southeast by Southeast in Mifflin Square Park, November 26, 2019.

Bottom, left: Hanging artwork in the Color Me Back studio space in Suburban Station, March 5, 2020.

Right: Guild carpentry workshop at the former Shooter Shop in Kensington/Harrowgate.



Through the bonds we form with communities every day, and in the hopes of honoring the unique histories and people of our city, Mural Arts is changing the urban landscape.

From public parks to towering walls, basketball courts to SEPTA stations, we are imagining creative and unique ways to use the places that are part of our daily lives. And we're working with Philadelphians to make it happen.

The Community Murals initiative is deeply rooted in Mural Arts' beginnings as a grassroots platform for the voices of citizens. We collaborate with community members to imagine and lead projects that build social capital, develop a sense of communal ownership over space, represent diversity, and empower people to make change in their city. Each year our Restorations initiative cares for 10-15 beloved murals, ensuring that the neighborhoods and communities we've engaged can go on admiring the impact of public art for many more years to come. And each year, with your support, we innovate and extend public art into new places. Philadelphians are the inspiration for, and creators of, our most treasured artworks; and Philadelphia is our incredible canvas, a museum for all.



Art shapes our city

Left: *Ritmo Urbano* © 2019 City of Philadelphia Mural Arts Program / Calo Rosa, Towey Playground, 1832 North Howard Street. Photo by Rocco Avallone.

Right: *Convergence* © 2019 City of Philadelphia Mural Arts Program / Rebecca Rutstein, 27th and South Street.

People
Place
Practice

“I feel extremely good knowing that I can beautify some place that I used to live at. It gives me motivation to come down here every morning [and] feel like I’m doing something positive.”

Thomas Barrios, Color Me Back participant describing his experience working on the program's latest mural at Walnut-Locust SEPTA Station



Thank you to
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IGNITES
CHANGE

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Photo by Susan Scovill.

Julia & David Fleischner

Almost immediately after their move to Philadelphia twelve years ago, Julia and David Fleischner became enthusiastic supporters of Mural Arts Philadelphia.

This civic-minded and creatively-inclined couple embody the true ideals and actions of philanthropy: they give thoughtfully and with care and consideration to each organization's missions and needs. They have become trusted partners and advocates for Mural Arts, and we are so appreciative of their tremendous commitment.

Julia and David were first introduced to Mural Arts Philadelphia the way many are: through our annual gala, Wall Ball. Their relationship with us grew over the years as they became deeply involved with the Restorative Justice program. Julia served as

a volunteer, helping to conduct mock interviews, edit resumes and lead art tours throughout the city of Philadelphia for our Guild participants. She subsequently joined the Advisory Council, championing Mural Arts to her extensive local networks. In 2018, Julia joined the Board of Directors and quickly embraced her role as a leader and advocate for Mural Arts.

Julia and David are just beginning their legacy throughout Philadelphia. We are honored to be among the organizations that they believe will bring about positive change to our city and communities.

LEGACY SOCIETY

OUR NEWEST GIVING CIRCLE, the Legacy Society, is a special group of Mural Arts community members who will make a lasting impact on the organization through their generosity. We are honored by their dedication to our mission, and humbled by what these supporters have enabled us to do in communities across Philadelphia.



Migrant Imaginary dedication, October 29, 2019.

Pearl Carpel

In 2020, we received a generous bequest from the estate of Pearl Carpel, a Philadelphia icon in the arts nonprofit landscape, and a dedicated volunteer and friend to Mural Arts.

The following is a tribute to Pearl's indomitable spirit shared by former Mural Arts staffer Rob Smith:

The late Pearl Carpel loved all Mural Arts Philadelphia events, but she especially loved visiting the Lincoln Financial Mural Arts Center at the Thomas Eakins House for community celebrations. You could set your watch to Pearl. She'd arrive in a tweed overcoat, and her handshakes (or hugs) would be accompanied with a vise-like grip of someone

ten times her size. Which makes sense, as Pearl contained enough drive and power and grit to light up an energy grid. PECO's loss, however, was Philadelphia's gain, as Pearl instead chose a third act solely focused on volunteerism. In the Mural Arts community, it was clear that Pearl found artists worth celebrating, projects worth supporting, and voices worth amplifying. We were honored by Pearl's decision to give so generously.

PLANNED GIVING

PLANNED GIVING IS A WONDERFUL WAY to ensure that your relationship with Mural Arts will carry on for future generations. By including Mural Arts Philadelphia in your estate plans you are making a gift that supports Mural Arts' mission to ignite positive change in our communities through artmaking. We would be delighted to speak with you further about various bequest options.

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Funds raised through the Hope & Healing Campaign helped sustain our programs during the early onset of the COVID-19 pandemic and were a catalyst for new projects and ideas that would not have been possible without our valued donors' investment.

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Left: Hope Medallions
© 2020 City of
Philadelphia Mural
Arts Program /
Kala Hagopian,
990 Spring Garden
Street.

Right: Step Up To
The Plate Space Pad
Project, City Hall.
Design by Lauren
Cat West. Photo
by Michael E. Reali.



Nicholas Masters

Nicholas Masters, the Manager of Institutional Advancement for a local arts nonprofit, knows a thing or two about fundraising.

When he had the opportunity to join Spark, Mural Arts' monthly giving program, he leaped at the opportunity and became one of our first members. "The idea that the little donations, the support of an everyday person, can be just as important as those million dollar gifts," he told us, "is enticing."

Nicholas moved to Philadelphia in 2008 and has always admired the city's murals. "I think what the organization has done so successfully is make murals a part of the fabric of Philadelphia. Everywhere I've lived I've been within a block of a mural." That ubiquity even extended to his

growing family: when his youngest child was born, he looked out at Amy Sherald's giant "Untitled" mural from Jefferson Hospital. "It's just fantastic," he mused.

Now living in the suburbs, Nicholas looks forward to commuting back into the city for work and passing by some of his favorite murals. "It's interesting to have lived in a city like this, and then visit others that don't have the same level of public art access," he said. That realization helped fuel his desire to give back. By joining Spark, Nicholas proves that a small donation, given monthly, is special—and makes a very real impact on Philadelphia's communities.

MONTHLY SUPPORT

DONATIONS OF ANY SIZE MAKE AN IMPACT AT MURAL ARTS. By committing to just \$10–\$20 per month, members of our new Spark monthly giving program support impactful programming and public art projects year-round! Be a spark and ignite change across Philadelphia's diverse communities.

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Providence Center,
5th and Huntingdon.

The Art Education program helps students across the city unlock their creative capacities, inviting them to take risks, share their experiences, and illustrate the world as they see it.

Art becomes a platform for discovery, launching the types of personal and communal experiences that can shape a student's path for years to come. Working with children ages 10 to 18, we provide both in-school and after-school arts-based programming for over 2,000 students at 25 sites across Philadelphia each year, studying everything from art fundamentals to environmental stewardship through an artistic lens.

Unique programs like Artpreneurs allow students to envision and launch their own small businesses and micro-enterprises featuring artistic services or products, while our Apprenticeship encourages Art Education students to continue on their journey, offering a paid opportunity to engage in mural-making, art education, and business development lessons with Mural Arts staff.



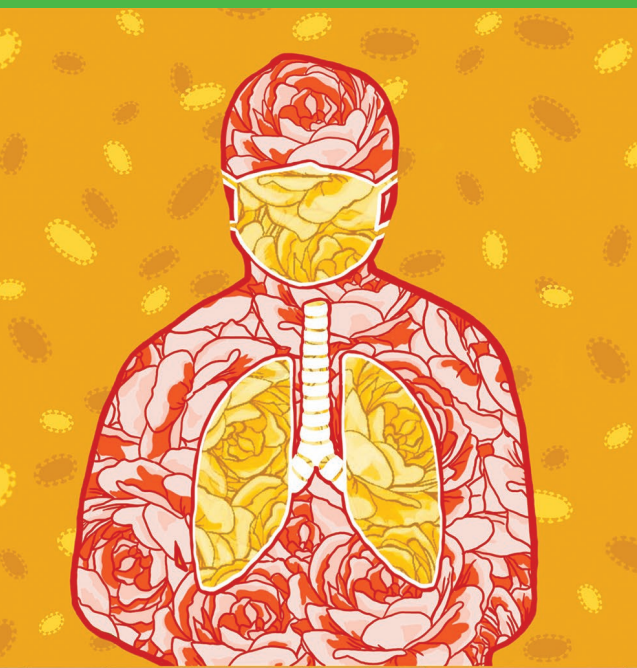
Environmental hazards disproportionately affect marginalized communities, especially communities of color.

In an effort to rectify and activate around these issues, the Environmental Justice department facilitates two types of projects: first, projects that come directly from communities, centering their visions, expertise, and knowledge, and second, projects that directly support the environmental and climate justice movement. Among other strategies, the Environmental Justice team provides technical expertise for creative interventions to support movement building, and use public art as the vehicle for narrative framing.

To imagine and practice a more just future, all Environmental Justice projects prioritize dismantling the systems that maintain these disparities and build relational networks, both in their goals and in their practice. Environmental Justice's work begins in school classrooms and community meetings, expanding outward to become public artworks, including murals and billboards.

Left: Students from Northeast and Fels High Schools install their work with artist Symone Salib at 444 North 3rd Street, February 26, 2020.

Right: *Uprooted/reRooted* © 2019 City of Philadelphia Mural Arts Program / Eurhi Jones, Cramp Elementary School, 3449 N Mascher Street.



Art

People
Place
Practice

inspires change

Mural Arts is a thought-leader as well as a practitioner. Through decades of community involvement in our many public art projects, we have innovated best practices that we are eager to share with cities around the country—and even the world.

The Mural Arts Institute is dedicated to advancing research on and development of socially-engaged public art practices. We bring the Mural Arts model to other change-oriented cities across the country to help build their capacity to sustain community-driven public art projects. We work

with artists, arts organizations, cultural institutions, and municipal governments with the goal of igniting change through public art. In Philadelphia, the Climate Justice Initiative of Mural Arts' Environmental Justice department is working with over 26 different movement builders and activated community members with a priority on frontline communities in order to move towards inclusive solutions to the climate crisis and shift the systems that perpetuate environmental injustices.

In all our practice, Mural Arts looks at the disproportionate negative impact of climate hazards, the justice system, law enforcement, and other factors on marginalized communities, especially communities of color, and seeks to meaningfully engage these communities in the creation of meaningful public art.



Top: Expression Session with The Kensington Voice, March 6, 2020.

Bottom: Murals on the Move at Playstreets, 2700 North Judson Street, August 18, 2020.

The Mural Arts Institute is dedicated to advancing research on and development of socially-engaged public art practices.

Established in 2017, Mural Arts Institute's approach is centered around connection: building networks, developing partnerships, and convening artists, community and partners to collaborate around participatory public art practices.

Our work is in service to a larger movement that values equity, fairness and progress across all of society. We bring the Mural Arts model to other change-oriented cities across the country to help build their capacity to sustain community-driven public art projects. We work with artists, arts organizations, cultural institutions, municipal governments and more with the goal of igniting change with public art.



PUBLIC ART & CIVIC ENGAGEMENT

Mural Arts was founded on the concept of sharing and amplifying the creative, dynamic voices of Philadelphians.

As our work has grown, so too have the ways in which we achieve our mission. Our Public Art and Civic Engagement projects create a visual autobiography of our city and a map for our future through creativity, innovation, and the inclusion of many partners across the city.

Within this program area, we create artworks that are responsive to community histories and current needs; connect artists who are interested in the social practice aspect of our work with neighborhoods that are ready for introspection and action; preserve our collection of iconic murals for future generations; and build bridges between past projects and future innovations, with a continued focus on telling the incredible stories of our city through profound public art.

Top, left: Executive Director Jane Golden at Site/Sound muraLAB event with Lucas Cowan, Melissa Kim, Miranda Kyle, October 11, 2019. Photo by Allison Gates.

Bottom, left: Art of Sustainability Symposium, Day 2, September 7, 2019. Photo by Allison Gates.

Right: *History of Philadelphia Fire Department* © 2019 City of Philadelphia Mural Arts Program / Eric Okdeh, 323 Arch Street.

STATEMENTS
OF FINANCIAL
POSITION

Assets	2020	2019
Cash & Cash Equivalents	5,963,515	5,132,340
Grants, Program & Contribution Receivables	6,818,320	6,904,985
Inventory	78,406	124,713
Prepaid Expenses	54,123	129,199
Other Assets	30,697	37,266
Property & Equipment, Net	773,899	854,641
Intangibles, Net	170,073	193,774
Total Assets	\$13,889,033	\$13,376,918

Liabilities and Net Assets

Liabilities:

Accounts Payable & Accrued Expenses	756,574	714,578
Accrued Payroll & Related Liabilities	366,975	271,590
Refundable Advances	682,743	73,906
Total Liabilities	\$1,806,292	\$1,060,074

Net Assets:

Undesignated	2,262,920	2,946,768
Temporarily Restricted	9,819,821	9,370,076
Total Net Assets	\$12,082,741	\$12,316,844
Total Liabilities & Net Assets	\$13,889,033	\$13,376,918



STATEMENTS OF
ACTIVITIES AND
CHANGES IN NET
ASSETS

Revenue & Support	2020	2019
Institutional Support	5,502,672	7,001,608
Contracted Services:		
– Government	4,755,493	5,468,546
– Other	598,170	1,580,835
Contributions - Individuals	477,595	538,224
Tour Income	200,499	274,887
Other Income	26,469	38,921
Total Revenue & Support	\$11,560,898	\$14,903,021

Expenses

Programs	9,462,397	8,626,039
Support Services	2,332,604	2,373,351
Total Expenses	\$11,795,001	\$10,999,390
Change in Net Assets	(234,103)	3,903,631
Net Assets Beginning of Year	12,316,844	8,413,213
Net Assets End of Year	\$12,082,741	\$12,316,844



Top & Bottom: *History in The Present Moment (I AM), Procession, Portals of Progress & Play* © 2020 City of Philadelphia Mural Arts Program / Patrick Dougher & Josh Sarantitis, 1000 block of Norris Streets.



OUR MISSION

Through participatory public art, Mural Arts Philadelphia inspires change in people, place, and practice, creating opportunity for a more just and equitable Philadelphia.

OUR VALUES

We value the essential humanity, dignity, and potential of all people.

We respect the knowledge and experience of all individuals and embrace diversity, equity, and inclusion.

We are committed to inquiry-based learning, respectful communication, and mindful collaboration.

We believe in the transformative power of creativity.

OUR VISION

Mural Arts Philadelphia envisions a world where all people have a say in the future of their lives and communities; where art and creative practice are respected as critical to sense of self and place; and where cultural vibrancy reflects and honors all human identities and experiences.



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Photos by Steve Weinik
unless stated otherwise.