

INSIDE



Every year, I eagerly anticipate presenting our annual report. This document highlights the vital role our programs play in furthering Mural Arts Philadelphia's mission to **Beautify, Inspire, and Empower.**

Through our participatory public art, we not only enhance the visual landscape of Philadelphia but also spark progressive conversations and stimulate economic growth. Our initiatives include advocacy efforts that motivate and educate and employment opportunities that enable personal and community growth. Ultimately, art's true power lies not in its visual appeal but in its capacity to open eyes and minds, fueling social transformation. As the late great Keith Haring once said, "Art should be something that liberates your soul, provokes the imagination, and encourages people to go further." And oh, how far we've gone!

One of our most inspiring programs, The Rec Crew, comprised of Restorative Justice program Guild graduates, empowers formerly incarcerated individuals through community revitalization projects. Focusing on neighborhoods heavily impacted by violence, the crew has completed over 19 projects this past year. This initiative offers participants transformative opportunities for personal growth, stability, and artistic expression, significantly altering their life trajectories. As Rec Crew participant Donny Lopez explains, "Mural Arts really changed my life and way of thinking. It made me believe in myself and gave me more confidence. I'm inspired by the everyday work I do, the artists that we work with, and the different techniques they use. I strive to keep going and learning."



Murals on the Move
© 2023 City of Philadelphia
Mural Arts Program /
Carolina Gomez.
Photo by Steve Weinik.

Murals on the Move, a collaborative effort between Mural Arts Philadelphia and Philadelphia Parks & Recreation, activates the artistic potential of young people citywide. This initiative, led by Mural Arts Teaching Artists Paige Colditz and Santi Castro, delivers art classes via a mobile van during summer, fall, and spring two-month semesters. The program, which reaches hundreds of students at 30 participating recreation centers, aims to foster community unity, enhance public spaces, and nurture creativity. As teaching artist Santi Castro explains, "The power of the future lies in our youngest artists and students, and it is especially important for youth from marginalized communities to understand from a young age that they are not outsiders to the art world and understand the power of community and diversity."

The Porch Light program's Asian American Pacific Islander mural series not only beautifies neighborhoods but also celebrates the vital presence and contributions of our AAPI communities. These stunning murals spark crucial dialogues on trust and understanding. Committed to impactful engagement, Porch Light actively involves the community in sharing their diverse stories of migration, adaptation, and aspirations. A key initiative is the Southeast by Southeast storefront at the Bok building, which has been a community staple for over a decade. Additionally, in collaboration with the Mayor's Commission on Asian Pacific American

Unity in Diversity dedication,
November 14, 2021. Photo by
Steve Weinik.

Affairs and the Managing Director's Office, Porch Light is advancing a series of five murals focused on Philadelphia's AAPI communities. The latest, *Black and Gold*, will be unveiled in summer 2024.

We are grateful for your steadfast support and inspired by the profound impact we have achieved together. Looking ahead, the road is rich with potential, and your ongoing involvement is crucial as we continue to drive transformative change through art. We invite you to deepen your engagement with us, helping to shape more years of innovation, community building, and artistic expression. Your support not only sustains our current initiatives but also fuels our future endeavors, ensuring that Mural Arts remains a beacon of hope and creativity in our beloved city. Let's keep moving the needle together, making a lasting change for generations to come.

Warmly,

Jane Golden
Founder and Executive Director

143

public art projects

18K

program and tour participants

\$14.7M

annual budget

250+

artists employed

80

projects dedicated



Emerald Street underpass mural in-process, July 8, 2022. Photo by Steve Weinik.

557M

press impressions

14

large-scale restorations completed

Cloud in Your Teacup © 2022 City of Philadelphia Mural Arts Program / Adriana Amador-Chacon, Daniel Lipschutz, Monica Mathieu, Joshua Sarantitis, 2100 block of Cuthbert Street. Photo by Steve Weinik.

This past year, Mural Arts proudly celebrated the Asian American Pacific Islander communities by spotlighting our Porch Light program’s intentional, impactful and ongoing work.

The AAPI communities in Philadelphia are large and diverse. Seeing an opportunity to use art to strengthen connections, Mural Arts reached out to community members and encouraged them to share their stories of migration, adaptation and hope for their futures.

Porch Light’s Southeast by Southeast storefront is a great example of unity around art and shared experiences. The storefront, located at the Bok building has been in the community for over ten years. In the hub space, volunteers, neighbors, and artists teach classes on various subjects, ranging from sewing and weaving to English as a Second Language. Entrepreneurship and highly skilled craft-making are culturally significant to many of the immigrant and refugee families, and providing a warm, inviting hub space with familiar activities has opened doors for other social services. Southeast by Southeast makes a new place into a home, connecting neighbors to services and each other while transforming the neighborhood through vivid art and activity.

Public Art

Beautifulies

We dreamt an orchard this way © 2023 City of Philadelphia Mural Arts Program / Gina Kim, Vietnam Restaurant, 221 North 11th Street. Photo by Steve Weinik.



“It has truly been a privilege and such a beautiful experience to work on murals and to listen to the stories of the community, young and old. There are many stories still to tell and I hope a mural can serve as a reminder of the value of these histories.”

Winnie Sidharta Ambron, Mural Artist, “The Stories of Olney”



Beautify
Inspire
Empower



In addition to our work at the Storefront, Porch Light is facilitating a series of five murals focusing on Philadelphia's AAPI communities, which began in partnership with the Mayor's Commission on Asian Pacific American Affairs and the Managing Director's Office. The series intends to highlight the presence and contributions of AAPI communities and to reduce stigma toward the populations due to the fear of the novel coronavirus.

The first mural in the series is *Unity in Diversity* by Winnie Sidharta, located at Hardena restaurant at 1754 S. Hicks Street. The mural focuses on Indonesian, Cambodian, and Vietnamese populations. It tells the story of the Southeast Asian immigrant experience, showcasing traditional design and art along with depictions of life in Philadelphia.

We Dreamt an Orchard This Way is the second mural in this series, designed by artist Gina Kim. Kim's mural focuses on the Chinatown neighborhood, a hub and symbol of Asian American culture. Partner organizations for this mural facilitated community engagement and provided insight into the history of the Chinatown neighborhood. They include

Philadelphia Chinatown Development Corporation (PCDC), a non-profit whose mission is to preserve, protect, and promote Chinatown as a viable ethnic, residential, and business community, and Asian Arts Initiative, a multidisciplinary arts center connecting cultural expression and social change. The mural is located on the second story at Vietnam Restaurant in Chinatown at 221 N. 11th Street.

Porch Light is now planning the third mural, which will be in the Olney neighborhood at Fern Rock Hardware Store at 5957 N. 5th Street. This project will focus on solidarity between the neighborhood's Asian and Black communities, and is being shaped by a mural advisory council composed of eight civic leaders from the Olney neighborhood. The lead artist for this project is Winnie Sidharta Ambron. The other two murals will be completed in 2024.

Through the AAPI mural series and their deeply impactful work at Southeast By Southeast, Porch Light is committed to amplifying the voices of AAPI communities. These ongoing projects will help these communities to fully engage Philadelphia and make it truly feel like home.



Left: *We dreamt an orchard this way* dedication, May 10, 2023. Photo by Steve Weinik.



Top left: *Making Home Movies* screening and 10-year Anniversary Retrospective, November 10, 2022. Photo by Troy Bynum.

Left: *Unity in Diversity* © 2021 City of Philadelphia Mural Arts Program / Winnie Sidharta Ambron, Hardena, 1754 South Hicks Street. Photo by Steve Weinik.

Statistics

400+

activities

7,500

participants engaged

3

storefronts in operation



Kobe and Gianna Bryant
 © City of Philadelphia Mural Arts Program / Ernel Martinez, Tustin Recreation Center, 5901 Columbia Avenue. Photo by Steve Weinik.



Legendary Performances
 © 2023 City of Philadelphia Mural Arts Program / Alloyius McIlwaine, The Fire, 412 West Girard Avenue. Photo by Steve Weinik.



The People's Harvest
 © 2022 City of Philadelphia Mural Arts Program / Ernel Martinez, 100 North 23rd Street. Photo by Steve Weinik.



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Just Like Music © 2023 City of Philadelphia Mural Arts Program / Faysal Adger, The Fillmore, 29 East Allen Street. Photo by Steve Weinik.

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In Search of the Mustard Seed, Combating Gun Violence © 2022 City of Philadelphia Mural Arts Program / Parris Stancell, 2601 South 58th Street. Photo by Steve Weinik.

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my art gives me a voice
© 2022 City of Philadelphia
Mural Arts Program /
Lisa Kelley, Suburban Station.
Photo by Steve Weinik.

REC CREW

Sponsored by the City of Philadelphia’s Anti-Violence Community Expansion Grant and in partnership with Philadelphia Parks & Recreation, we have created a significant growth opportunity in the Rec Crew.

This group of Guild and Women’s Reentry Program graduates works at Rec Centers around the city, revitalizing community spaces and assisting with mural installations in zip codes heavily impacted by violence. All participants are 18+ years old and make \$15.00 per hour for 20 hours of work per week, paid biweekly.

The Rec Crew builds upon techniques and skills learned in The Guild program to create a welcoming interior and exterior to Rec Centers by modernizing and revitalizing outdated looks. Many Rec Centers have their original murals restored and others have seen the creation of new murals. The Rec Crew works with the Rec Leader and community to assess the needs of the neighborhood and provide services and materials to update their spaces, including new furniture or equipment.



“If I can inspire one of these youngsters to develop the talent I know they possess, then my monument will be in their work.”

Priscilla “Ruby” Rodriguez, Rec Crew Coordinator on working with the Rec Crew

Advocacy Inspires

Scanlon Recreation Center (Aerial View) © 2022 City of Philadelphia Mural Arts Program / Felix St. Fort, Scanlon Recreation Center, J & Tioga Streets. Photo by Steve Weinik.

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Top: *The Garden* (restoration) © 2013 City of Philadelphia Mural Arts Program / Delia King, 12th & Cambria Recreation Center. Photo by Steve Weinik.

Right: *Family Interrupted* restoration in-process, October 17, 2024. Photo by Steve Weinik.

The original goal was to restore ten sites throughout the city over the first six months, a goal The Rec Crew quickly surpassed. One of the first projects was the renovation of the East Poplar Rec Center on 8th and Poplar in North Philadelphia, which was overdue for a makeover. Since then, our hard-working Rec Crew has completed over 19 projects this year in high violence zip codes.

On top of completing projects around the city, Rec Crew members, Rec Crew leaders, staff, and teaching artists participate in a calendar of trainings, activities, field trips, and presentations. Rec Crew members also participate in several development areas, which include mediation and conflict resolution, with a specific focus on project management, as a transferable expertise that is highly relevant to the Rec Crew's field-based training on the rec center projects.

Rec Crew members are also integrated into monthly activities to build their networks and showcase their work at career fairs, art events, and public speaking engagements.



Statistics

42

total justice-impacted participants



19

completed Rec Centers

- Christy Rec Center
- 48th and Woodland, a.k.a. "Johnson's Playground"
- Guerin Rec Center
- McCreesh Rec Center
- Tustin Rec Center
- 10 SwimPhilly sites including Christy Pool, Feltonville Pool, J. Finnegan Pool, Heitzman Pool, Hunting Park Pool, MLK Pool, Penrose Pool, Pleasant Playground Pool, Scanlon Pool, and Tustin Pool
- The entire interior of the new Juvenile Assessment Center in less than one month, which was formerly the station of the Philadelphia Police Department 9th District at 401 N. 21st Street.

Left top: *Alley Oop* © City of Philadelphia Mural Arts Program / Brad Carney, Cione Playground, 2600 Aramingo Ave. Photo by Steve Weinik.

Left bottom: *Hank Gathers: The Legacy Continues* © 2022 City of Philadelphia Mural Arts Program / Erel Martinez, 2501 West Diamond Street. Photo by Steve Weinik.

Right: *Swimphilly: Scanlon Recreation Center* © 2023 City of Philadelphia Mural Arts Program / Serena Saunders, Scanlon Recreation Center, J & Tioga Streets. Photo by Steve Weinik.

10

Rec Crew members placed into new jobs

- Two at Mural Arts Philadelphia
- Streets Dept
- Sanitation
- Allied Universal
- Amazon
- Domus Construction



\$15

per hour

Murals on the Move is a partnership of Mural Arts and Philadelphia Parks & Recreation to expand art classes around the city, unite communities, and transform public space.

This year, we were thrilled to share a new mural wrap for this dynamic vehicle that brings art education to students throughout the city. Artist Carolina Gomez worked with teaching artists, Paige Colditz and Santi Castro, and their students to reimagine the van wrap with a brand-new look. Inside, the van is outfitted with supplies for a range of art-making activities.

Murals on the Move seeks to deepen connections between young people and their communities/rec centers, foster positive relationships among youth and between youth and adults, instill pride among young people who see their work displayed in public, provide basic art-making skills, and inspire students to pursue more in-depth art education.

Murals on the Move dedication, November 16, 2023. Photo by Steve Weinik.

Programs that Empower

“I believe that the power of the future lies in our youngest artists and students, and it is important for— especially— youth from marginalized communities to understand from a young age that they are not outsiders to the art world and understand the power of community and diversity.”

Santi Castro, Co-Teaching Artist for Murals on the Move



Beautify
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Above: Kah Yangni visits students at Tilden Middle School, February 6, 2023. Photo by Steve Weinik.

Top left: Visiting artist Suldano Abdiruhman with Artpreneurs students, April 18, 2023. Photo by Steve Weinik.

Top right: Murals on the Move dedication, November 16, 2023. Photo by Steve Weinik.

Led by Mural Arts Teaching Artists Paige Colditz and Santi Castro, the van operates Monday through Thursday during three two-month semesters (summer, fall, and spring). Over the course of three semesters, each of the 30 participating recreation centers receives three visits. Each visit serves 15-30 students. This colorful van is seen all throughout the city, fully stocked with art supplies. Students look forward to creating fun, vibrant art that represents them and their community.

Summer Recreation Center and Playground Sites included: Fisher Park, Simons, Feltonville, Eastwick Regional, C.B. Moore, East Passyunk, 12th & Cambria, Picariello, Amos, Samuel, Torresdale Playground, American Legion, Michael Palmer, Waterloo, Sturgis, Capitolo, 8th & Diamond, Hawthorne Cultural Center, Waterview, Marian Anderson, Piccoli, and Markward. Every recreation center receives final artwork created by the artist, community, and youth so that they can put the art on display for the public.

Our 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 personal and communal experiences that can shape a student's path for years to come. Alongside Murals on the Move, our Art Education program provides in-school and after-school arts-based programming for over 2,000 students at over 50 sites across Philadelphia annually, studying everything from entrepreneurship to environmental stewardship through an artistic lens.

Statistics

2,200
student reached

53
sites, 16 of those being schools

94.5%
students of color



Above: Visiting artist Rosie Morales with students at Disston Elementary School, June 5, 2023. Photo by Troy Bynum.

Left: Visiting artist Isabella Akhtarshenas at Edmunds Middle School, February 16, 2023. Photo by Steve Weinik.

STATEMENTS
OF FINANCIAL
POSITION

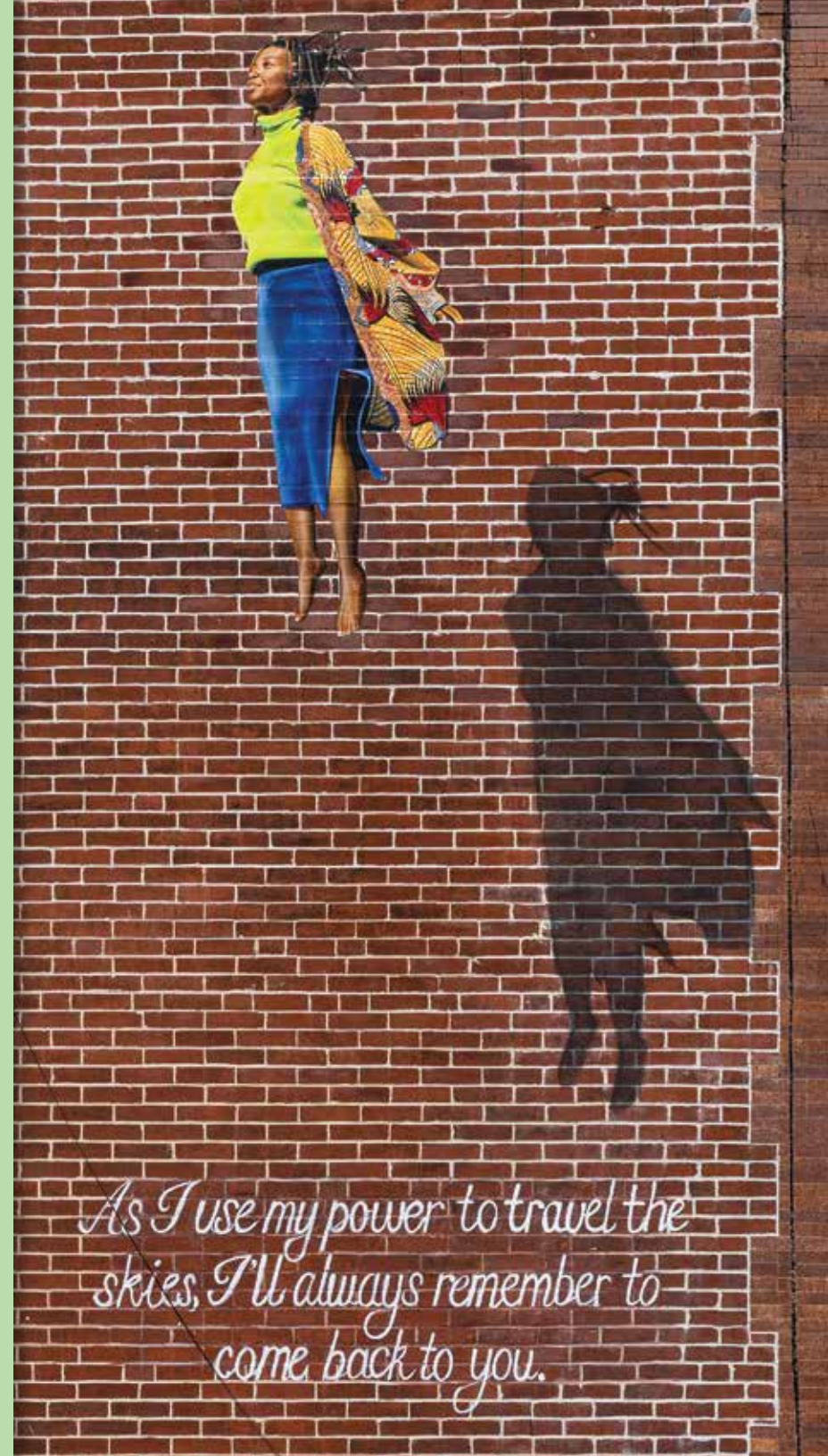
Assets	2023	2022
Cash & Cash Equivalents	9,252,961	6,579,620
Grants, Program & Contribution Receivables	5,981,949	4,948,642
Inventory	153,757	107,120
Prepaid Expenses	67,758	12,730
Other Assets	2,469	2,369
Property & Equipment, Net	494,395	611,168
Intangibles, Net	99,338	122,671
Total Assets	\$16,132,994	\$12,384,320

Liabilities and Net Assets

Liabilities		
Accounts Payable & Accrued Expenses	804,896	409,219
Accrued Payroll & Related Liabilities	350,198	343,562
Operating lease liabilities	91,064	
Refundable Advances	107,948	110,014
Total Liabilities	\$1,354,106	\$862,795

Net Assets

Without donor restrictions	2,793,198	4,939,203
With donor restrictions	11,985,690	6,582,322
Total Net Assets	\$14,778,888	\$11,521,525
Total Liabilities & Net Assets	\$16,132,994	\$12,384,320



STATEMENTS OF
ACTIVITIES AND
CHANGES IN NET
ASSETS

Revenue & Support	2023	2022
Foundations and Corporate grants	7,390,669	6,782,671
Contracted Services:		
– Government and other grants	6,340,015	6,035,075
Contributions - Individuals	3,288,873	245,172
– In-kind contributions	1,147,863	685,496
Tour Income	198,219	185,222
Other Income	78,292	102,673
Total Revenue & Support	\$18,443,931	\$14,036,309

Expenses

Programs	13,142,047	10,492,387
Management and general	1,159,760	1,992,678
Fundraising	884,761	978,690
Total Expenses	\$15,186,568	\$13,463,755
Change in Net Assets	\$3,257,363	\$572,554
Net Assets Beginning of Year	11,521,525	10,948,971
Net Assets End of Year	\$14,778,888	\$11,521,525

Left: *Flight* © 2023 City of Philadelphia Mural Arts Program / Philadelphia Student Union, 501 South 52nd Street. Photo by Steve Weinik.

STAFF

Leadership

Jane Golden
Executive Director

Lisa Murch
Chief Operating Officer

Carolyn Nagy
Senior Director of Development

Netanel Portier
Senior Director of Learning and Practice

Chad Eric Smith
Senior Director of Communications & Brand Management

Don Veon
Senior Director of Finance

Directors

Phil Asbury
Director of Community Murals

Ellie Clark
Director of Project Management

Ellissa Collier
Director of Restorative Justice

Judy Hellman
Director of Special Projects

Emilio Maldonado
Director of Artist Relations

Nadia Malik
Director of Porch Light Program

David McShane
Director of Resident Artists

Michelle Nugent
Interim Director of Art Education

Ellen Soloff
Director of Tours and Merchandise

Lisa Turner
Director of Mural Operations

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Board & Donor Engagement Associate

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Communications and Marketing Manager

Bryant Girsch
Manager of Development Operations

Sean Hughes
Manager of Institutional Relations

Katerina Lydon
Senior Manager of Institutional Relations

Miranda Lopez
Event Coordinator

Medina Oyefusi
Events Manager

Darnell Schoolfield
Social Media and Marketing Manager

Rachel Spause
Senior Manager of Individual Giving

Steve Weinik
Senior Staff Photographer

OUR MISSION

Through participatory public art,
Mural Arts Philadelphia inspires
change in people, places, and practices,
creating opportunities for a more just
and equitable Philadelphia.

Cover: *The Past Supporting
the Future* © 2022 City of
Philadelphia Mural Arts
Program / Eurhi Jones,
Chenlin Cai and Yvonne
Lung, The Crane Building,
1000 Vine Street. Photo by
Steve Weinik.

Right: *Flight* © 2022
City of Philadelphia Mural
Arts Program / Tatyana
Fazlalizadeh, 1228 Spruce
Street. Photo by
Steve Weinik.



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