



2013 | 2014

Annual Report

Dear Friends,



What an incredible year! The staff and board of Creative Action worked tirelessly to make our dream of a community arts center come to life and in December we opened the doors to our incredible new home. The support we received from Central Texas and beyond has been nothing short of amazing. I was so touched to see our new neighbors, our After School and Summer Camp families, our community partners and leaders, our grantors and donors, our past and present board members, and the community at large join us for our grand opening celebration.

With the opening of our new building, we are deepening relationships with our community and providing programming to a new population of youth who will become 4C students - Creative Artists, Courageous Allies, Critical Thinkers, and Confident Leaders. Our Teen Programs now have a place of their own to practice, perform, exhibit, and create. Teaching Artists have dedicated space for planning and preparing lesson plans and activities. This new home allows us to open up our doors to Austin and host events with our community partners. Thank you for your support in making this dream become a reality.

Last year was a banner year at Creative Action as we continued to grow and deepen our impact in the community. In addition to running our core programs, we added 15 additional After School locations where youth engaged in high-quality, project-based learning, expanded our In the Classroom program to teach 11,000 youth social and emotional skills and concepts, launched a new Teen Program for young visual artists to create public art, extended our restorative work with youth in the juvenile justice system, and trained hundreds of local school teachers on the power of arts integration in the classroom. We were honored to receive a prestigious Our Town grant from the National Endowment for the Arts to engage residents through extensive community outreach, free and affordable multidisciplinary arts programming; and annual community events that celebrate local history and provide opportunities for interaction between neighborhood residents and the city at-large.

At Creative Action we know that through creative youth development, our students become Creative Artists, Courageous Allies, Critical Thinkers, and Confident Leaders. By discovering their own voice, gaining confidence in sharing their perspectives, wrestling with big ideas, and deeply engaging in the world around them, they become better prepared to work through social, emotional and academic challenges to become the next great thinkers, doers, and makers in our world.

Thank you for joining us on this journey and we can't wait to see what amazing things our students do in the next year!

With love and gratitude,

Karen LaShelle
Executive Director



creative
ACTION

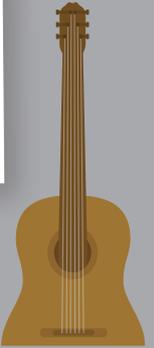


OUR IMPACT

The goal of Creative Action is to help young people discover themselves as creative artists, courageous allies, critical thinkers and confident leaders—“4C students”—while working in a safe, engaging and respectful learning environment. We view the arts as a vehicle for social engagement; through the practice of art, a young person can discover her own voice, gain confidence in sharing his own perspectives, wrestle with big ideas, and deeply engage in the world around her through the act of thoughtful creation.

For us, gaining skills in the arts is only the starting place for our students. We go beyond the traditional arts assessment model by assessing student growth as “4C Students.” We use an original “4C” Spectrum assessment tool that measures student ability along a spectrum of change from “beginning” to “excelling.” Our goal is that every Creative Action participant shows growth along this spectrum.

In order to assess our success in meeting these outcomes, we incorporate external and internal Youth Program Quality assessments, surveys from campus-based program staff, student pre- and post-test self-assessments, and Teaching Artist observational assessments. The following are responses after students participated in Creative Action’s programs.



CONFIDENT LEADERS



89% of youth could handle challenges and obstacles in order to succeed when they set a goal



84% of students had the communication skills to find peaceful solutions to problems



79% of youth felt comfortable being the leader of the group



90% EXPRESS THEMSELVES
said they feel they can use art to

COURAGEOUS ALLIES



93% reported that they can tell when someone else is being treated unfairly

88% said they offer support to others who are being treated unfairly, even when it is not easy

84% agreed that it's good to listen to other peoples' opinions that are different from your own

CRITICAL THINKERS



93% of students could assess when someone is being treated unfairly



81% of youth were able to analyze images, movies, TV, books and/or other media for deeper messages and meaning

750 TEACHERS TRAINED
BY CREATIVE ACTION

105 LOCATIONS ACROSS
CENTRAL TX

17,750+ STUDENTS &
FAMILIES SERVED

25,000 HOURS OF
PROGRAMMING

72% OF YOUTH WERE FROM
UNDERSERVED COMMUNITIES

475 CLASSROOMS IN 7 AREA
SCHOOL DISTRICTS

I learned that I am
AWESOME
in every way

I learned to be
STRONG

It's not all about doing things
BY YOURSELF
it's also about
COLLABORATING

WHEN ASKED
WHAT HAVE YOU LEARNED



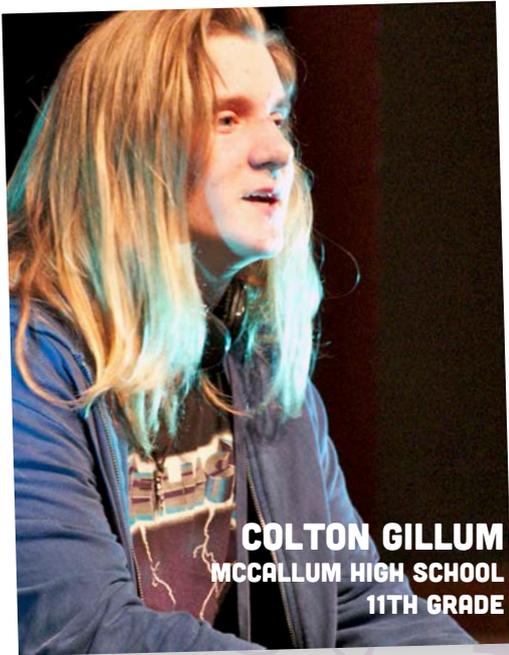
ABOUT YOURSELF?

That it is
**OK TO
BE ME**

I have a
**CREATIVE
MIND**

That I have
**COLORFUL
IMAGINATION**





One member in his 3rd year with The Changing Lives Youth Theatre Ensemble, Colton, joined the program after seeing the troupe perform for his 8th grade class. He approached the director, and although very introverted and shy, asked how he could get involved. Colton didn't talk much in middle school, in part because every week he was bullied by other kids at school. He would come home bruised from getting beaten up for being "different." In his whole time in middle school, Colton says he had about four real friends.

Now, Colton will tell you, he's a different person. Not only did Changing Lives give Colton an outlet for exploring theatre, something he had always wanted to do, it gave him self-confidence and new friends. "I've become much more extroverted because of Changing Lives. I do improv and theatre and get to express myself creatively on stage. I'm more comfortable talking about what's going on in my life and saying what I need to say. I don't feel like I'm being judged when I express my ideas, even outside of Changing Lives." Colton also says the program has changed the way he thinks about social issues and has opened his eyes up to problems in the community.

Ultimately, the best thing about Changing Lives, says Colton, is that it helps kids branch out, be themselves, and not get stuck inside a box. He says,

"Changing Lives is like a second family, where I can have fun and get away from the problems I'm dealing with and feel good. And," he says, "it lets me take action, be creative, and really help other people."

Changing Lives helped me learn how to see a problem, pick it apart, and really understand what's going on. Now I notice when people are using derogatory terms. Before, I didn't really think about it. But I notice when people are using harmful words, and I can stand up to them and tell them that's not okay.



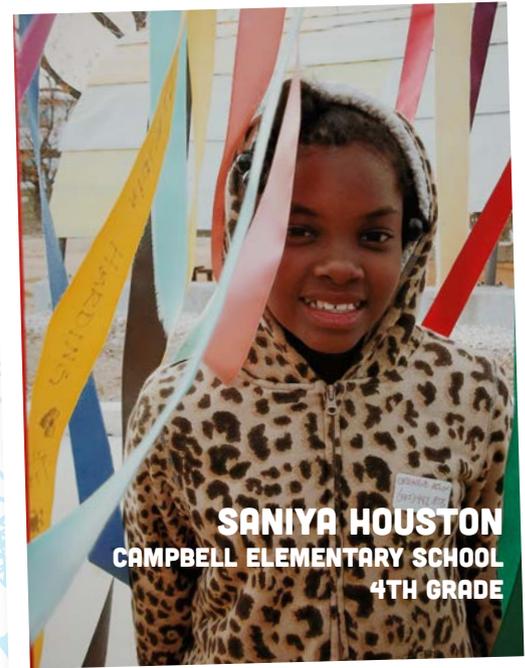
During the week, Saniya attends After School at the Center for Creative Action. Each day, there is a specific theme and students from Campbell, Blanton, and UT Elementary Schools work together in groups to create films, plays, collages and crafts that express larger themes like friendship, the environment, and respect for other cultures.

Saniya attends Creative Action After School while her mother pursues her degree in Criminal Justice. The program gives her family a great option for out of school time care and enrichment. Creative Action After School means a lot to Saniya and each month she takes out \$25 from her backpack to pay for the program herself. "Creative Action is fun but you learn things, too. You also have homework time and get help with it from our teachers. If you come to Creative Action, it can help your family have more time before they pick you up," said Saniya.

Before starting the After School program at Creative Action, Saniya described herself as shy. Creative Action gives her a space to "let it all come out." She's now confident about expressing herself and feels it is important for all kids to have a place like Creative Action. "Everyday our class learns something new and we have fun."

One of Saniya's favorite projects involved making a stop motion movie. With the help of their Teaching Artist, Justin Humphrey, the students incorporated ideas into a script. "We all worked together to come up with it," says Saniya. The students made the characters out of popsicle sticks, and a dinosaur from popcorn kernels to use in the film. In the movie, sunlight hits the dinosaur, popping the kernels and bringing him to life. The characters work together to stop him from eating all of the town's ice cream.

Saniya was surprised by how easy it is to make art out of anything. She says, "In art class, we made collages and I learned you can use old papers or even a towel to make art!" In theatre class, Saniya enjoys acting and learning from Teaching Artist, Michael Joplin. She says, "My theatre class with Mr. Michael is my favorite thing we do. I can come out of my shell! We pretend a lot and sing songs from other places in the world."



SANIYA HOUSTON
CAMPBELL ELEMENTARY SCHOOL
4TH GRADE

Creative Action is not just a place to have fun. It is also a place to learn about other cultures, the world, and get ready for the life ahead of you.

2014 FINANCIALS

REVENUES

Programs	\$1,088,758
Grants	\$677,492
Capital Campaign	\$1,042,188
Donations	\$39,148
Special Events	\$212,805
Total Revenues	\$3,060,391

EXPENSES

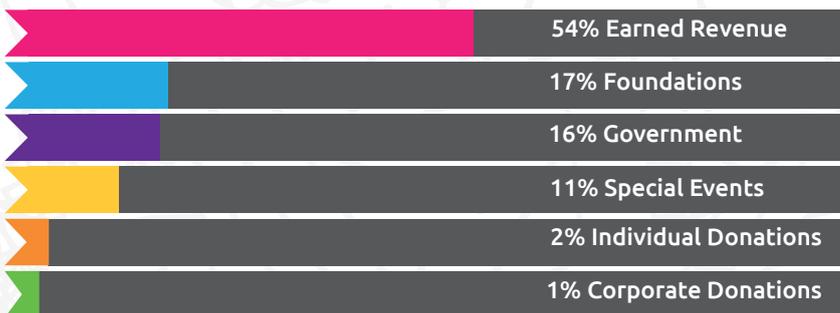
Programming	\$1,491,098
Fundraising	\$323,021
Management and General	\$105,254
Total Expenses	\$1,919,373

NET ASSETS

Beginning of Year	\$1,332,054
End of Year	\$2,473,072

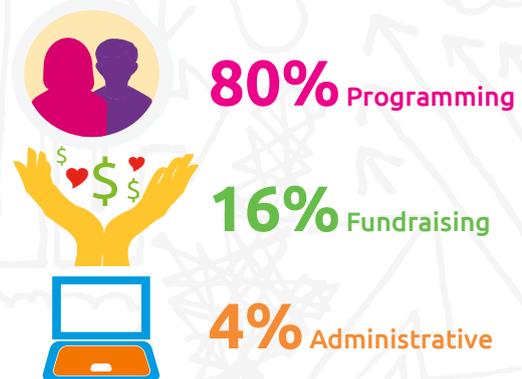


2014 FUNDING SOURCES



Totals exclude 2014 Capital Campaign contributions of \$1,042,188.

2014 OPERATIONAL EXPENSES



At Creative Action, we work diligently to make certain your donation goes far to ensure all children have access to arts education in our community. In addition to a strong base of support, our programs operate on a highly sustainable funding model that utilizes earned revenue from school district contracts and a small number of fee-based programs to provide no-cost programming to youth in low-income communities throughout Central Texas.

OUR DONORS

3M

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The mission of Creative Action is to spark and support the academic, social and emotional development of young people.

Through interactive classroom performances, after school arts residencies and community-based programs, Creative Action's team of professional Teaching Artists inspire youth to be creative artists, courageous allies, critical thinkers, and confident leaders in their community.

By discovering their own voice, gaining confidence in sharing their perspectives, wrestling with big ideas, and deeply engaging in the world around them, youth become better prepared to work through social, emotional and academic challenges to become the next great thinkers, doers, and makers in our world.



2921 E 17th St Bldg B, Box 7 | Austin, TX 78702
phone: 512-442-8773 | fax: 512-386-8994
creativeaction.org | info@creativeaction.org