2017 IMPACT REPORT

kids & art

healing pediatric cancer through the arts

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A Letter From Our Founder & Executive Director

Kids & Art Foundation started with one parent's need to make sense of all the noise and chaos in the upturned life as a cancer family. With our life a constant waiting in the oncology outpatient room or ER or various other clinics, the whole cancer journey wasn't making any sense. We were making family inside the waiting room while outside, nobody could really understand what we were going through.

We signed away many protocols, side effect disclosures, and such but there was no talk or protocol on how to parent a child who was going through cancer. We have cancer, now what? This is when I decided to bring my art background into our new life. I started doing art with my patient son and his brother. Then extended it to the kids and siblings we got to know in the waiting room. Fifteen artists created with our families for the very first workshop and they told others and little by little I was asked, 'when is the next art workshop?'.

Fast forward to 2017, this is our very first official impact report and we are very excited about it. You support, volunteer hours, and dollars have helped us get to this point. We want to share a few firsts:

- We are the first healing through art service offered in two major pediatric cancer hospitals in the Bay Area. Stanford Children's Hospital and UCSF Benioff Children's Hospital. Both are nationally ranked as Best Hospitals by US News.
- 2017 is the first year we awarded the Amaeyzing Spirit Scholarship. The $500 scholarship was used towards creating 200 art kits which were distributed to four hospital in the SF Bay Area.
- We are the first in the Bay Area to provide a referral based service to bereaved families where an artist is sent to a bereaved family's house to help facilitate a piece of art as a lasting legacy in memory of the pediatric patient.

In 2018 we are looking to sustain this growth and work ever so closely with our hospital partners and create a platform that will help measure the impact of healing through the arts and its effect in the overall waiting room lifecycle.

Purvi Shah | Founder & Executive Director

OUR MISSION

The Kids & Art Foundation promotes an integrated model of healing by teaming up children and families touched by cancer with local artists to empower, encourage and create memorable experiences.

OUR APPROACH

Our free workshops provide opportunities for connection, enrichment, self-expression and companionship for families touched by cancer.

WHO WE SERVE

Currently we provide healing art workshops to Bay Area children, teens and young adults with cancer, their siblings, families and support teams.

OUR PROGRAMS

Treatment Center Programs: The Kids & Art Foundation holds weekly and bi-weekly programs at UCSF Benioff Children's Hospital and Lucile Packard Children's Hospital. These hour and a half long sessions are lead by artists and take place in the cancer center waiting rooms.

Destination Workshops: The Kids & Art Foundation holds monthly art experiences at unique facilities around the Bay Area. These two hour workshops are lead by celebrated artists and are attended by families touched by cancer.

Critical Care Patients: Based on the recommendations of social workers, The Kids & Art Foundation is sometimes called upon to bring artist workshops to individual children's homes. These personalized sessions take place bedside and allow patients and their caregivers the opportunity to create special pieces of art with one-on-one support.

WHAT SETS US APART

Emotional & Social Challenges Faced By Children with Cancer

ANXIETY
DEPRESSION
BOREDOM
SOCIAL ISOLATION
LONELINESS
LOW SELF-ESTEEM

Acute Lymphoblastic Leukemia (ALL)	20%
Brain and Central Nervous System	18%
Hodgkin Disease	8%
Non-Hodgkin Lymphoma	7%
Acute Myeloid Leukemia (AML)	5%
Neuroblastoma	5%
Bone Tumors*	5%
Thyroid Carcinoma	4%
Wilms/Kidney	3%
Germ Cell Tumors	3%
Rhabdomyosarcoma	2%
Retinoblastoma	2%
Melanoma	2%
Other	16%

WORLDWIDE, A CHILD IS DIAGNOSED WITH CANCER EVERY

2 MINUTES

THE AVERAGE AGE OF CHILDHOOD CANCER DIAGNOSIS IS **6**

BEFORE THEY TURN 20,

1 IN 285

CHILDREN IN THE U.S. WILL HAVE CANCER

IN 2017, APPROXIMATELY

5,780

CHILDREN & ADOLESCENTS WILL BE DIAGNOSED WITH CANCER

IN 2017, APPROXIMATELY

1,790

CHILDREN & ADOLESCENTS WILL DIE OF CHILDHOOD CANCER

2/3

OF CHILDHOOD CANCER PATIENTS WILL EXPERIENCE LONG LASTING CHRONIC CONDITIONS FROM TREATMENT

CHILDHOOD CANCER IS THE LEADING CAUSE OF DEATH BY DISEASE IN KIDS UNDER THE AGE OF 15 IN THE US.

Source: American Cancer Society, Cancer Facts and Figures (2014)
* Includes osteosarcoma and Ewing sarcoma

KIDS & ART SOLUTION

RECOGNITION OF THE WHOLE FAMILY

- We offer art experiences and workshops to pediatric cancer patients, siblings, and caregivers touched by cancer
- We empower and create memories by celebrating their art at exhibitions, events, and through merchandising.
- We provide workshops tailored to children in the pediatric cancer lifecycle using first-hand knowledge of how to work with this fragile population.
- We train our volunteers and artists to be present and focused on one child at a time and design projects that tackle anxiety, depression, and boredom.

A FLEXIBLE EXPERIENCE

- We present the opportunity for art experiences but never regulate if or how patients participate because we recognize that so much of the cancer journey is about schedules and requirements.
- We encourage multiple versions of projects and believe there is no right or wrong way to create.
- We are a turnkey system that facilities can integrate as a flexible extension of their creative arts therapy program.
- We make art available as a journey that moves them to a safe space without pain or fear.

MAKING CONNECTIONS

- We create opportunities for patients and siblings to meet others who are going through the same experiences so they can talk and share and create with each other.
- We help alleviate loneliness and isolation by encouraging cooperation and collaborative thinking through group art projects.
- We allow children to explore new experiences together outside of the hospital grounds at our destination workshops.
- We connect the magical with the unreal by sending an artist to bereaved families homes to help create a piece of art as a lasting legacy.

KIDS & ART BY THE NUMBERS

IN 2017...

224 CHILDREN AND CAREGIVERS PARTICIPATED IN 8 DESTINATION WORKSHOPS

807 CHILDREN AND CAREGIVERS PARTICIPATED IN TREATMENT CENTER PROGRAMS

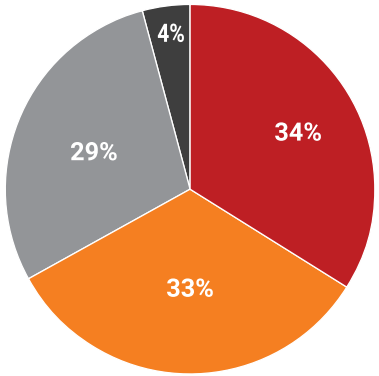
895 VOLUNTEER HOURS WERE DONATED TO KIDS & ART FOUNDATION PROGRAMS

71 ARTISTS WORKED WITH CHILDREN ON ART EXPERIENCES PROGRAMS

Testimonial From a Parent

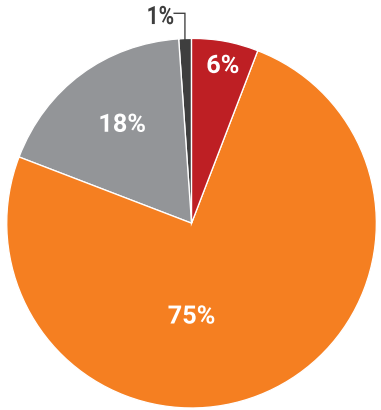
"Kids & Art presents wonderful programs for children affected by cancer. There's a way that cancer attacks the whole family. Our children suffered through cancer: one got the treatments, the other became isolated. At workshops they were able to work with artists to express themselves wordlessly and respond from their hearts. Thank you so much for creating this place for kids affected by cancer to shape their world."

2016 WORKSHOP SEASON PARTICIPATION



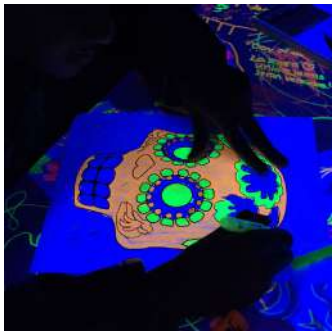
- DESTINATION WORKSHOPS
- HOME AWAY FROM HOME WORKSHOPS
- STANFORD CHILDREN'S HOSPITAL
- BEREAVED FAMILIES WORKSHOPS/ 1:1 WORKSHOPS

2017 WORKSHOP SEASON PARTICIPATION



- DESTINATION WORKSHOPS
- UCSF BENIOFF CHILDREN'S HOSPITAL
- STANFORD CHILDREN'S HOSPITAL
- 1:1 CRITICAL CARE PROGRAM

SCENES FROM OUR WORKSHOPS



JEFFERSON AWARDS

Amaeyzing Spirit

We would like to send out a warm thank you to all of our Amaeyzing volunteers. Your creativity, talent and support energize The Kids & Art Foundation.

A special shout-out to all of the wonderful organizations that have partnered with us on weekend destination workshops and art exhibitions in 2017:
Art on the Square, ArtSpan, CATA, Crucible, Eric Zener and the SFArtsEd, Google, Pacific Arts League, Public Glass SF, San Mateo Public Library, Scrap SF, SF Center for the Book, and San Francisco Women Artists Gallery.

We would like to thank the following companies for supporting us:
1st Impressions Dentistry, Adobe, Art on the Square Redwood City, Banana Republic, Blue Illusion Los Gatos, Capital One, Fortune Management, Glassybaby Palo Alto, Heritage Realty San Mateo, Nothing Bundt Cake in Millbrae, Sheppard, Mullin, Richter & Hampton LLP, Sixto's Cantina Burlingame, Whamix Inc., and Wolff Olins.

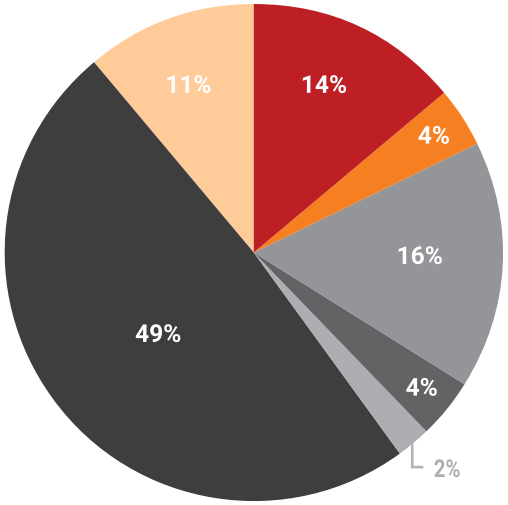
In 2017 The Kids & Art Foundation awarded our first scholarship to local pediatric cancer survivor Zoe Wilson.

Purvi Shah was awarded the Jefferson Award in February 2017 in honor of her commitment to providing art therapy for kids with cancer and their siblings. This award is given in honor of outstanding public service and is intended to inspire others to take action in their own communities.

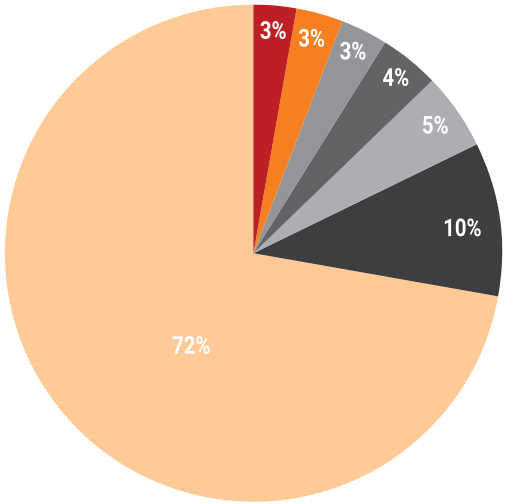
In November 2017 The Kids & Art Foundation will honor our Amaeyzing Spirit Award winner Aria Chimala.

2017 Financials

SOURCES OF REVENUE FOR 2016

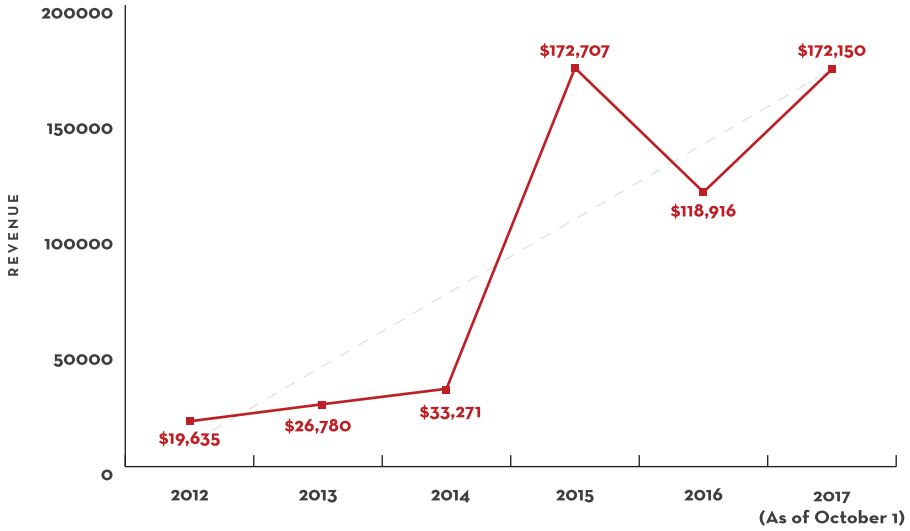


SOURCES OF REVENUE AS OF OCTOBER 1, 2017



CORPORATE
BENEVITY
EVENTS/PRODUCTS
GOVERNMENT
SERVICES
INDIVIDUALS
GRANTS

REVENUE STABILITY



OUR TEAM

PURVI SHAH | Executive Director

CELINA PAUL | Program Manager

RACHEL HANDSMAN | Program Manager

CAROLINE ROBINS | Special Programs

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