

FLEISHER ART MEMORIAL 2020 IMPACT REPORT

"I AM SO VERY GLAD THAT YOU WILL BE CONTINUING WITH THESE CLASSES! A LIFE SAVER FOR ME. THE INSTRUCTORS I HAVE HAD ARE WELL PREPARED AND SERIOUS ABOUT TEACHING." - Adult Student

Fleisher continued to engage Spanish-speaking older adults in our nationally recognized creative aging program. Art supply kits were delivered to each student, and teaching artists Kukuli Velarde and Alicia Mino kept participants engaged through online conversations. This program is proven to help reduce isolation and improve well-being. The compelling artwork created by students in the program, including the images below by Obed San Martin, was compiled in a book celebrating the creative achievements of Philadelphia artists ages 55 and better.



"I AM ESPECIALLY LUCKY BECAUSE FLEISHER HELPED ME FINANCIALLY TO TAKE THIS CLASS. WITHOUT THE FINANCIAL ASSISTANCE OF FLEISHER, I WOULD NOT HAVE BEEN ABLE TO AFFORD THIS CLASS." - Adult Student

REIMAGINING A COMMUNITY TRADITION FOR HEALING AND HOPE



"I WISH I COULD BE THERE. PHILADELPHIA IS ALWAYS IN MY HEART AND MIND." - Online Participant

PROVIDING NEW ARTS EDUCATION PLATFORMS TO KEEP OUR COMMUNITY CONNECTED

Thanks to the creativity and resourcefulness of our talented faculty members, Fleisher was able to quickly pivot to online learning. For adults, 111 online and outdoor classes were offered, including Screenprint from Home, Jewelry Design, Figure Drawing, Digital Photography, and Botanical Illustration. More than 1,500 adults have taken the creative leap to learn with Fleisher. We continued to provide robust tuition assistance to alleviate economic means as a barrier to participation in enriching arts education opportunities.

To provide additional opportunities to learn and create together, we introduced Fleisher From A Distance, a series of weekly art technique demonstrations, cultural conversations, and studio tours with artists. Fleisher has presented more than 60 sessions in 2020, welcoming 2,500 people from throughout the United States and beyond. Many participants shared that they were reconnecting with Fleisher after having left the Philadelphia area.

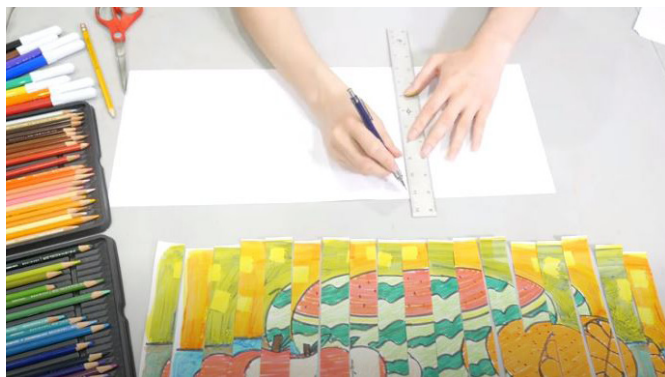
"FLEISHER DID A VERY GOOD JOB OFFERING CLASSES SO WE CAN GET A FEEL FOR ONLINE LEARNING. IT WAS WELL ORGANIZED AND I LEARNED EXACTLY WHAT I HOPED I WOULD." - Adult Student



La Calaca Flaca, a committee of artists and activists who plan and present Día de los Muertos at Fleisher, reimagined this year's program to provide a source of connection and community for all those who suffered loss this year, including due to the pandemic. Free online art-making workshops engaged people in creating paper flowers, paper lanterns, and skull sculptures, as well as a special cooking lessons to make Calabaza en Tacha, a traditional treat of pumpkin covered in sweet syrup.

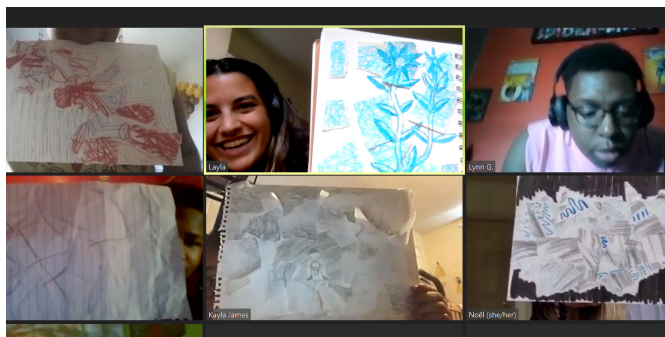
On November 7, guest artist José Ortiz-Pagán led a small procession with El Vinculo, the incredible creation pictured left. Broadcast online by PhillyCAM, the procession visited four community altars created by Bahay215, Ivonne Pinto-García, Priscilla Bell, and Cesar Viveros. The altars were hosted in partnership with Juntos, Puentes de Salud, Brandywine Workshop, and César Andreu Iglesias Community Garden where community members could view them at a distance.

CREATING PATHWAYS FOR YOUNG ARTISTS TO ENGAGE IN FUN AND JOYFUL LEARNING



"THANK YOU FOR PROVIDING SUCH WONDERFUL ART OPPORTUNITIES FOR MY CHILDREN. THEY ARE EXCITED FOR THE ONLINE SESSIONS!" - Caregiver

RESPONDING TO THE UNIQUE NEEDS AND INTERESTS OF TEENS



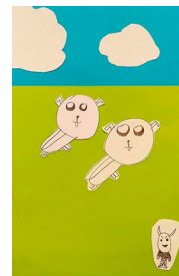
Fleisher's award-winning after-school program Teen Lounge continued uninterrupted during the pandemic. Students met online, engaging in workshops led by artists selected through a collaborative proposal review process. Workshops including Art & Social Change, Memes & Infographics, Window Art, and Surviving 2020. Three young artists were commissioned to create posters for Art Action to Fund Black Futures, a protest fighting for equitable arts funding in Philadelphia. Teen Lounge students received art care kits, and had the opportunity to participate in paid summer internships to increase their creative skills to help advance arts education in our community.

Fleisher is also partnering with the City of Philadelphia and United Communities to provide a learning access center for high school students who lack access to internet, are children of essential workers, and/or are registered with social services. In our studios, students can connect and collaborate safely.

"MY FAVORITE PART OF TEEN LOUNGE IS HOW WE CAME TOGETHER WITH GREAT IDEAS AND CONVERSATIONS." - Teen Lounge Student

"COVID HAS RUINED SO MUCH, BUT NOT FLEISHER. THANK YOU SO MUCH!" - Student

Our beloved Saturday Young Artists Program moved online to provide students in grades K-12 with live art lessons that encouraged fun, imaginative, and creative projects to engage in safely at home. Classes include Art Activism, Building an Altar, Pop Art, Animal Masks, Art Journaling, and Sculpture. Fleisher welcomed 150 new young artists to the program, which engaged more than 750 children in affordable art-making experiences on Saturdays this year.

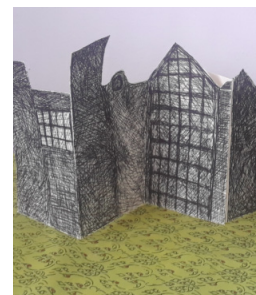


DEVELOPING NEW PARTNERSHIPS TO DELIVER ARTS EDUCATION TO PHILADELPHIA STUDENTS

Fleisher partnered with more than 70 community organizations in Philadelphia, including Juntos, SEAMAAC, and Puentes de Salud, to connect students to hands-on art-making. During the summer, six weeks of online Art Adventures helped to fill a gap in creative resources for children in neighborhoods throughout Philadelphia. Fleisher volunteers assembled 4,000 art care kits to distribute to students, ensuring that each child had the supplies.

A new partnership with Play on Philly! built on the intersection of music and visual arts. With Fleisher, students created paper violins to use in their after-school learning. In the months ahead, Fleisher will deepen our partnership with Sunrise of Philadelphia to present Our Stories, an arts-integrated learning program for families in South Philadelphia who are learning English as a second language.

CREATING NEW WAYS FOR COMMUNITY MEMBERS TO ACCESS ART



Even Fleisher's mobile art studio ColorWheels found ways to continue its mission to make art accessible during this challenging time. Teaching artists created online projects that families can access on fleisher.community, with simple, fun instructions for artwork that can be made at home with easily accessible supplies.