ARTSFUND

Making the Case for the Social Impact of the Arts
December 7, 2018

Thanks to the sponsors of today’s event:

BOEING

SOUND
The forefront of healthcare
We define “arts” as programs, activities, and events offered by regional nonprofits including visual, literary or performing arts, films, heritage and folklore, festivals, and art learning through classes or lessons, both in and outside of traditional “arts” venues.
Funding support for the 2018 Social Impact Study was provided by:

- Boeing
- Seattle Foundation
- Culture
- Glenn H. Kawasaki Foundation
- King County
- A&
- Swedish
- Anonymous
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- Peter A. Horvitz
- Nesholm Family Foundation
- Carlo and Lalie Scanduzzi
- Starbucks
- Tagney Jones Family Fund

Thanks to the community conversation sponsors:
In 2014, nonprofit arts, cultural, and scientific organizations in King County created:

- **$2 billion** impact in Washington
- **30,721** jobs
- **$859 million** in labor income
- **$87 million** in sales, B&O, and hotel-motel tax revenue

*(An Economic Impact Study of Arts, Cultural, and Scientific Organizations in the Central Puget Sound Region, ArtsFund, 2015)*
The (Mis)perceived Value of Arts & Culture

79% of people believe arts benefit their personal wellbeing,
and
60% cite the arts as a key factor in their decision to locate in the area
but only
28% think arts and culture promote social change at a community-level.

According to a 2018 survey of King County residents.
How does art & culture affect your life?

- Makes me happy / brings me joy: 56%
- Helps me understand different perspectives and cultures / understand other cultures better: 54%
- Expands my imagination: 49%
- Makes me feel connected to my community: 43%
- Relaxes me: 40%
- Makes me feel creative: 37%
- Has a positive impact on how I feel: 36%
- Simulates my personal growth: 36%
- Benefits children: 29%
- Promotes social change: 28%
- Gives me insight into political and social ideas: 25%
- Makes me feel less isolated: 21%

Legend:
- Impacts Individuals
- Impacts individual connection to community
- Impacts to community
THE STATE OF THE REGION
Defining “social impact”

In this study, we define social impact as the ability to advance these three community priorities.

We selected these themes for three reasons:
1. They are specific and timely to the challenges facing King County today
2. They boast the strongest national evidence of impact
3. They offer the most opportunity for local leaders, organizations, and businesses to join in the work

THEME 1: YOUTH DEVELOPMENT AND EDUCATION

THEME 2: HEALTH AND WELLNESS

THEME 3: NEIGHBORHOOD VITALITY
THEME 1

Youth Development & Education
Involvement in arts can improve academic and social outcomes for youth across socioeconomic status.

“At-risk” students involved in arts are 23 percentage points more likely to attend college than peers with low arts involvement.

Source: The Arts and Achievement in At-Risk Youth, 2012

Low-income students with access to cultural resources score higher in English and Math. Low-income students with a high level of arts experience in school are more likely to attend college, vote, and volunteer in their community.

ARTS CORPS
Integrating the arts for school success

JET CITY IMPROV
Supporting youth resilience through improv

SEATTLE ARTS & LECTURES’ WRITERS IN THE SCHOOLS (WITS)
Spreading the power of being heard

URBAN ARTWORKS
Creating an offramp from the school-to-prison pipeline
STRATEGY TIP

Highlight your data and compare it to the community need.

Arts Corps, Youth Speaks Wild Card Slam Event 2018, Photo by Amy Pinon
Title: Headspace
Artist: Joanna Ngai
Community-wide artistic interventions are opportunities to advance a ‘culture of health,’ and address inequities in the social determinants of health.

Arts can improve individual and community health.

67% of music therapy participants with dementia felt less anxious and reduced their use of medication.

Source: Creative Health: The Arts for Health and Wellbeing, 2017

45% of medical institutions nationwide offer some sort of arts program, with 8 out of 10 of these stating they do so to benefit patient recovery.

Source: Participatory Arts for Older Adults: A Review of Benefits and Challenges. Gerontologist, 2018

Path with Art, Dance Class. Photo courtesy of Path with Art
THEME 2, CASE STUDIES

Health & Wellness

PATH WITH ART
Transforming trauma through art

SEATTLE ARTS & LECTURES’ WRITERS IN THE SCHOOLS (WITS)
Spreading the power of being heard

SEATTLE THEATRE GROUP—DANCE FOR PARKINSON’S AND AILEYCAMPA
Advancing whole-person wellness through dance

Seattle Arts & Lectures, Writers in the Schools (WITS) Anthology Launch. Photo by Libby Lewis.
STRATEGY TIP

Define the context of where you are doing your work. What happens if you stop?
THEME 3

Neighborhood Vitality

Title: Seattle Artist’s Magic
Artist: Taylor Hammes
The presence of arts is linked to increased neighborhood livability, community identity, and social wellbeing.

Research ties the benefits of arts and cultural participation to the informal education and empowerment of the community, and to a sense of pride and community ownership.
THEME 3, CASE STUDIES

Neighborhood Vitality

ANANDAMELA FESTIVAL/VEDIC CULTURAL CENTER
Bridging cultures with joy

DELRIDGE NEIGHBORHOODS DEVELOPMENT ASSOCIATION & YOUNGSTOWN CULTURAL ARTS CENTER
Bringing arts, nature, & neighborhood under one roof

DUWAMISH ALIVE! COALITION
Saying it with art

WASHINGTON HALL + ANCHOR PARTNERS: 206ZULU, HIDMO, VOICESRISING
Fostering neighborhood vitality in a building with a mission

Seattle Art Museum, Summer at SAM, photo courtesy of Seattle Art Museum
STRATEGY TIP

Tell the story of how impact is evolving alongside community evolution.
Creative thinking is fundamental to our growing economy. Today nearly 40 million Americans hold jobs in the creative sector.

The highly mobile creative class chooses to be physically close to other knowledge workers, where the density of creative networks can accelerate their work, and city infrastructure and cultural amenities match their lifestyle preferences.

Art is a medium for engaging with our environment, be it natural or built. Artists are addressing environmental challenges through their work using it as a tool for action.

“Creativity, Education, and Work in the 21st Century,” by Keynote Speaker Steven J. Tepper

www.artsfund.org/events/2017luncheon
Our **landscape scan** reveals the Puget Sound region is rich with arts programs with a sustained record of social impact, many of them long-running.

<table>
<thead>
<tr>
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<th>Organizations Offering</th>
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<tbody>
<tr>
<td>Education and Youth Development</td>
<td>142 (77%)</td>
</tr>
<tr>
<td>Health and Wellness</td>
<td>37 (20%)</td>
</tr>
<tr>
<td>Neighborhood Vitality</td>
<td>106 (58%)</td>
</tr>
</tbody>
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Source: ArtsFund Landscape Scan 2018; BERK, 2018.
The scan also reveals that arts organizations and programs are not doing this work in isolation—\textbf{84\% reported some type of partnership.}

The power of two or more organizations committing across sectors to an arts-based approach complements traditional approaches to social issues.

\textbf{Path with Art, The Trimpin Wagon. Photo courtesy of Path with Art}
CROSS CASE FINDINGS

**ART** makes other interventions more relevant and effective is a universal language

**PARTNERSHIPS** are at the root of success experiences greatest lasting impacts when the beneficiaries are the creators and leaders deciding needs

**COMMUNITY** building and long-term civic engagement are essential for successful organizations, rather than one-off program experiences

The beginnings of these arts and social impact endeavors often came out of individual

**RELATIONSHIPS** and near-chance circumstances
CHALLENGES

FUNDING  including total available funding and the structure of the grantmaking environment

LOCATION,  space, and transportation are interlinked challenges affecting both populations served and teaching artists

PRESSURE  on teaching artists including income, rising rent, and affordability, are threats to these programs

PUBLIC PERCEPTION

MEASUREMENT  of social impact is a constant tension
WHAT'S NEXT?
AMPLIFYING SOCIAL IMPACT

1. Invest in arts organizations, supporting both “on” and “off-stage” programming.

2. Seek out ways to support, scale, and grow partnerships that cut across sectors to create interdisciplinary solutions.

3. Add your voice and amplify this conversation. Accelerate the impact by integrating these ideas into your work and advancing awareness of arts’ social impact.
Media Coverage:

"Take heart—you are now armed and ready to go forth and preach: A major new study demonstrates that the positive, transformative nature of art is more than a feeling. It’s a fact." – Jonathan Zwickel, CityArts

"For me this study is a confirmation of what I’ve seen, that the arts groups are increasingly focused not only on making art, but informing long term partnerships and programs that really meets the community where it is.” – Marcie Sillman, KUOW

"This study proves the arts can help solve serious problems facing this region in particular, including homelessness, inequitable and inadequate education, and general divisiveness.” – Rich Smith, The Stranger

"Moreover, the report offers statistics from various studies about the arts’ potential impacts on youth development and education, health and wellness, and neighborhood vitality—a kind of Greatest Hits of data points on the arts and social impact.” – Sunil Iyengar, NEA
#ArtsSocialImpact
Additional Materials

Brochure
Case Study Interview Guide
Comprehensive Lit Review Bibliography
Cultural Partners Landscape Scan Participants (Report Appendix)
Cultural Partners Landscape Scan Survey Questions
Executive Summary
Full Inventory of Potential Case Studies
Full Report
GMA Poll Survey Questions
Online Gallery
Parameters for Case Study Inclusion

www.artsfund.org/socialimpact