



ANNUAL REPORT FY2021
August 1, 2020 – July 31, 2021

Creating a Better World through the Arts

Sing for Hope harnesses the power of the arts to create a better world.





Sing for Hope Artist Partner, the composer/pianist Harold O'Neal, plays the Sing for Hope Piano entitled "Love is Love" by Christopher Wong for vaccine recipients, medical staff, and National Guard at Javits Center Vaccination Site—part of Sing for Hope's Healing Arts program in partnership with New York State Department of Health. (Photo: Kathy Willens, The Associated Press)

“Over the past year, Sing for Hope has become a vital piece of recovery infrastructure for communities...”

IN A YEAR OF ISOLATION, SING FOR HOPE FOUND NEW WAYS TO CONNECT AND DELIVER HOPE.



Left: SFH Co-Founder Monica Yunus shares how Sing for Hope is reaching seniors and creating work for artists through virtual SingforHopeGrams (image courtesy of CBS News).



Right: SFH Co-Founder Camille Zamora visits eight public Sing for Hope Pianos piloted with rigorous COVID-19 safety protocols developed with Mount Sinai Health System at Hudson Yards (Sing for Hope Piano entitled “Underwater Tune” created by SFH Artist Partner Danielle M. Chery).

DEAR FRIENDS,

We hope this finds you and yours healthy, safe, and well.

We are pleased to share our FY2021 Annual Report, which covers a year of profound and, yes, unprecedented (that word again!) change.

So much has shifted for us individually, organizationally, locally, globally. But what has remained clear and constant is that **Sing for Hope's creative programs continue to bring hope, healing, and connection** to millions of people in healthcare facilities, vaccination centers, schools, refugee camps, transit hubs, and community spaces worldwide.

We continue to partner with community-based organizations, mobilize artists in service, and produce artist-designed Sing for Hope Pianos that are embraced in ways we never could have anticipated a decade ago—as incremental stages, in all senses of the term, between quarantine isolation and a fully recovered arts industry. **Over the past year, Sing for Hope has become a vital piece of recovery infrastructure for communities**, empowering culture-makers to return (safely and with rigorously designed COVID-19 protocols) to sharing, connecting, and building back better.

In the pages ahead, you will see highlights of Sing for Hope's time-tested (and, at this point, we'll say *stress*-tested) programs. **While staying true to our original goals, we have responded to the COVID-19 pandemic with a range of powerful, far-reaching programs.** Furthermore, in response to the reported **90% unemployment/underemployment** rate in our creative arts sector (*COVID-19 Pandemic's Impact on The Arts, Americans for the Arts, 2021*), Sing for Hope has pivoted our model from arts volunteerism to a **100% fee-paying model** for the artists who power our programs.

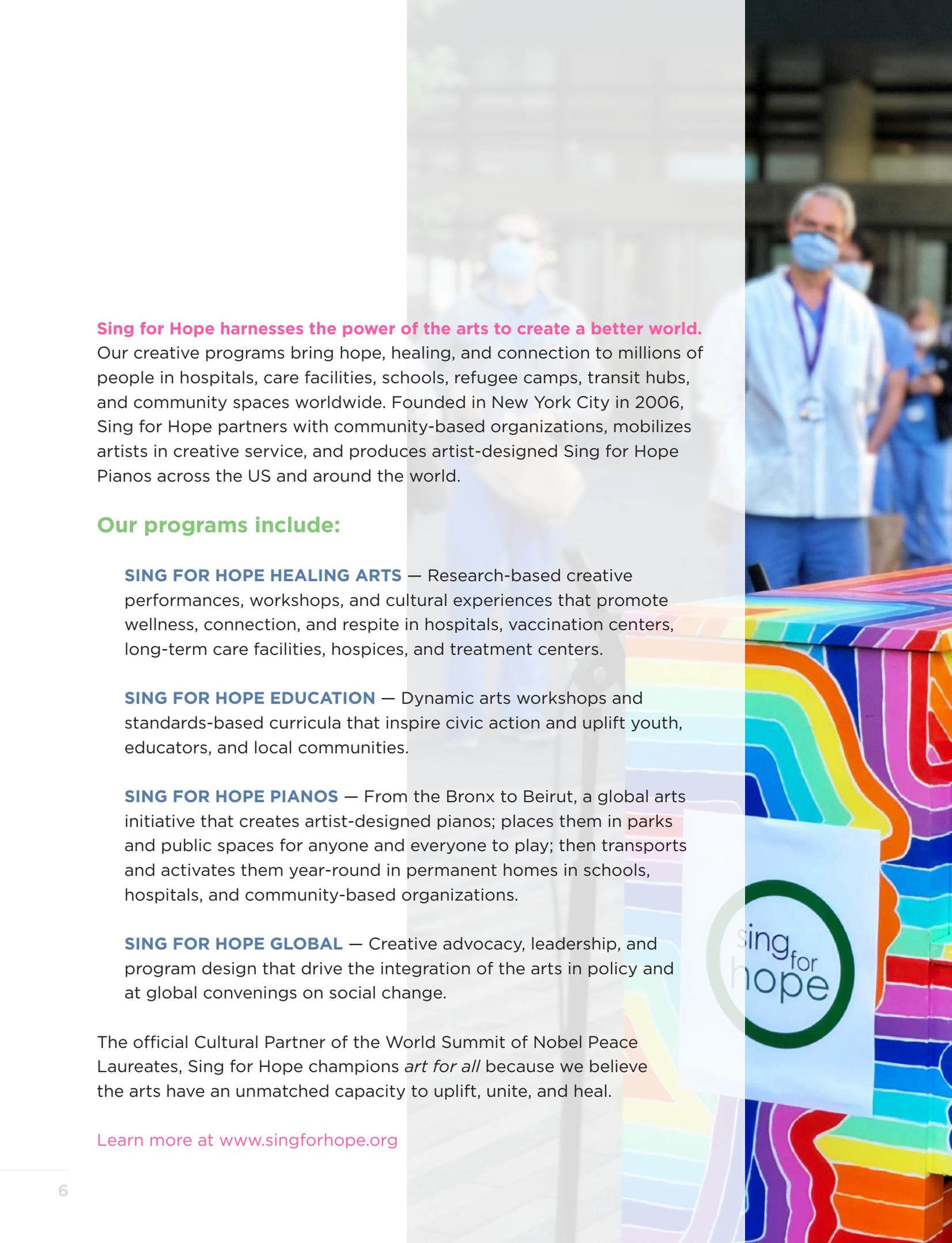
We continue to champion *art for all* because we believe the arts have an unmatched capacity to uplift, unite, and heal. **While we never envisioned the current moment, we find that we are uniquely equipped to meet it.** The vulnerable communities we serve have suffered incalculable trauma and loss, and heightening the pain of the COVID-19 pandemic is an epidemic of loneliness and isolation to which no one is immune. Our programs act as a delivery system for hope, especially in times of crisis. **Sing for Hope brings the power of the arts to those who need it most, and today, that is all of us.**

We hope this report will inspire you to further support our work. **This year, more than ever before, your donation is life-changing for our communities.** Please make a donation today, however large or small. Your generosity means the world to Sing for Hope and the communities we serve.

With gratitude and determined hope,



Monica Yunus and Camille Zamora
Co-Founders and Co-Executive Directors



Sing for Hope harnesses the power of the arts to create a better world.

Our creative programs bring hope, healing, and connection to millions of people in hospitals, care facilities, schools, refugee camps, transit hubs, and community spaces worldwide. Founded in New York City in 2006, Sing for Hope partners with community-based organizations, mobilizes artists in creative service, and produces artist-designed Sing for Hope Pianos across the US and around the world.

Our programs include:

SING FOR HOPE HEALING ARTS — Research-based creative performances, workshops, and cultural experiences that promote wellness, connection, and respite in hospitals, vaccination centers, long-term care facilities, hospices, and treatment centers.

SING FOR HOPE EDUCATION — Dynamic arts workshops and standards-based curricula that inspire civic action and uplift youth, educators, and local communities.

SING FOR HOPE PIANOS — From the Bronx to Beirut, a global arts initiative that creates artist-designed pianos; places them in parks and public spaces for anyone and everyone to play; then transports and activates them year-round in permanent homes in schools, hospitals, and community-based organizations.

SING FOR HOPE GLOBAL — Creative advocacy, leadership, and program design that drive the integration of the arts in policy and at global convenings on social change.

The official Cultural Partner of the World Summit of Nobel Peace Laureates, Sing for Hope champions *art for all* because we believe the arts have an unmatched capacity to uplift, unite, and heal.

Learn more at www.singforhope.org

Sing for Hope Board Member Jon Batiste shares a Healing Arts concert for frontline healthcare workers at NYU Langone Medical Center (SFH Piano by George Bates).



FY2021 PROGRAMMING AT A GLANCE

In **FY2021**, Sing for Hope's programs delivered a **double impact**: bringing the **transformative power of the arts to communities in need** while providing **employment for artists in a year when over 90% of artists were experiencing full or partial unemployment** due to COVID-19 pandemic closures (*COVID-19 Pandemic's Impact on The Arts, Americans for the Arts, 2021*).

SING FOR HOPE HEALING ARTS

Javits Vaccination Center

Sing for Hope became one of the most significant employers of freelance musicians in New York City during the pandemic, with daily concerts featuring Sing for Hope Artist Partners at the largest vaccination center in the world.

Open Arts

A virtual extension of Sing for Hope's mission of "art for all," Open Arts offers live interactive arts programming for isolated seniors and healthcare populations—a COVID-19 initiative that supports communities combating loneliness and isolation while employing artists nationwide.

ReStart NY

Leading the safe return to in-person performing at elder care facilities across New York State, Sing for Hope's ReSTART NY concerts prioritize the elder care communities that have been hardest hit by the COVID-19 pandemic.

SING FOR HOPE EDUCATION

HandaHarmony at UN HLPF

For the third consecutive year in partnership with UNICEF and the International Foundation for Arts and Culture, HandaHarmony students shared performance and conversation with world leaders at the United Nations High-Level Political Forum, highlighting the key role of youth creativity in driving the Sustainable Development Goals.

Careers in the Arts

Launched in response to the needs of high school students sheltering-at-home, Sing for Hope's Careers in the Arts series is an online resource that brings students from across the country directly into conversation with arts leaders via Zoom.

The Sing for Hope Young At Arts Lab

Sing for Hope Young at Arts Lab serves middle and high school students in The Bronx and Southern Westchester County in a neighborhood that was among the hardest hit in the U.S. by COVID-19, acting as an incubator and co-creation space for our Global Citizen Artist curriculum.

SING FOR HOPE PIANOS

NEW YORK CITY

Entering the 11th year of the program in New York City, Sing for Hope Pianos were brought to the public in partnership with Hudson Yards, Little Island, Westfield, and Port Authority Bus Terminal, with COVID-19 safety protocols created in partnership with Mount Sinai Health System.

BEVERLY HILLS & GREATER LOS ANGELES AREA

Sing for Hope Pianos were presented for the first time on the West Coast, with cornerstone support provided by The Wallis Annenberg Center for the Performing Arts and the City of Beverly Hills.

SING FOR HOPE GLOBAL

Advocacy & Thought-Leadership

Sing for Hope's creative advocacy, leadership, and program design continued to drive the integration of the arts in policy and at global convenings on social change, in addition to continuing in our role as the *Official Cultural Partner of The World Summit of Nobel Peace Laureates*.

AFTA Legislative Planning Committees

With historic legislation for the arts sector under consideration, Sing for Hope was proud to serve alongside arts advocates from across the nation for Americans for the Arts' annual National Arts Action Summit and on the AFTA Legislative Planning Committee.

Sing for Hope Pianos Around the World

Sing for Hope Pianos were activated in Skaramagas Refugee Camp and around Athens via our ongoing program partners El Sistema Greece, in Beirut via our ongoing program partners at American University of Beirut Medical Center, in Miami via FIU's Early Voting Site, and more.

PRODUCTS WITH PURPOSE

SingforHopeGrams/Moments/Catalog

Our SingforHopeGrams, Sing for Hope Moments, and Holiday Gift Catalog bring moments of creative connection directly to people's lives, while providing employment for artists from Broadway, opera, and more as the world's stages seek to recover from the COVID-19 pandemic.

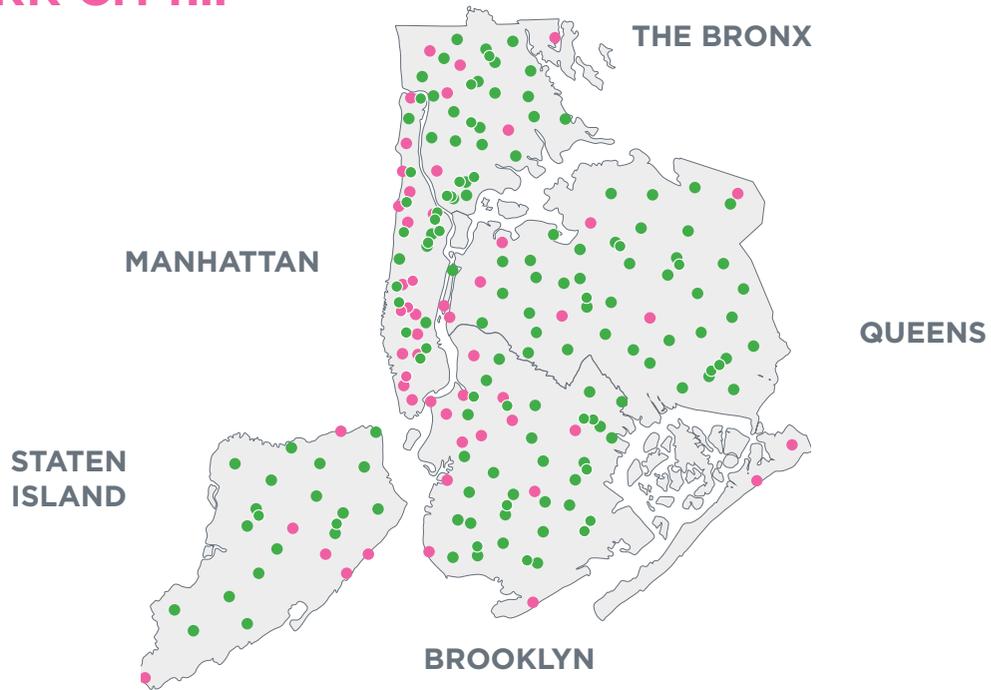
VocalEase Mask

Sing for Hope is proud to be the exclusive charitable partner of the VocalEase Mask, designed during the pandemic in response to the particular needs of singers, actors, and teachers, and offering superior aerosol protection with maximized clarity of projection.

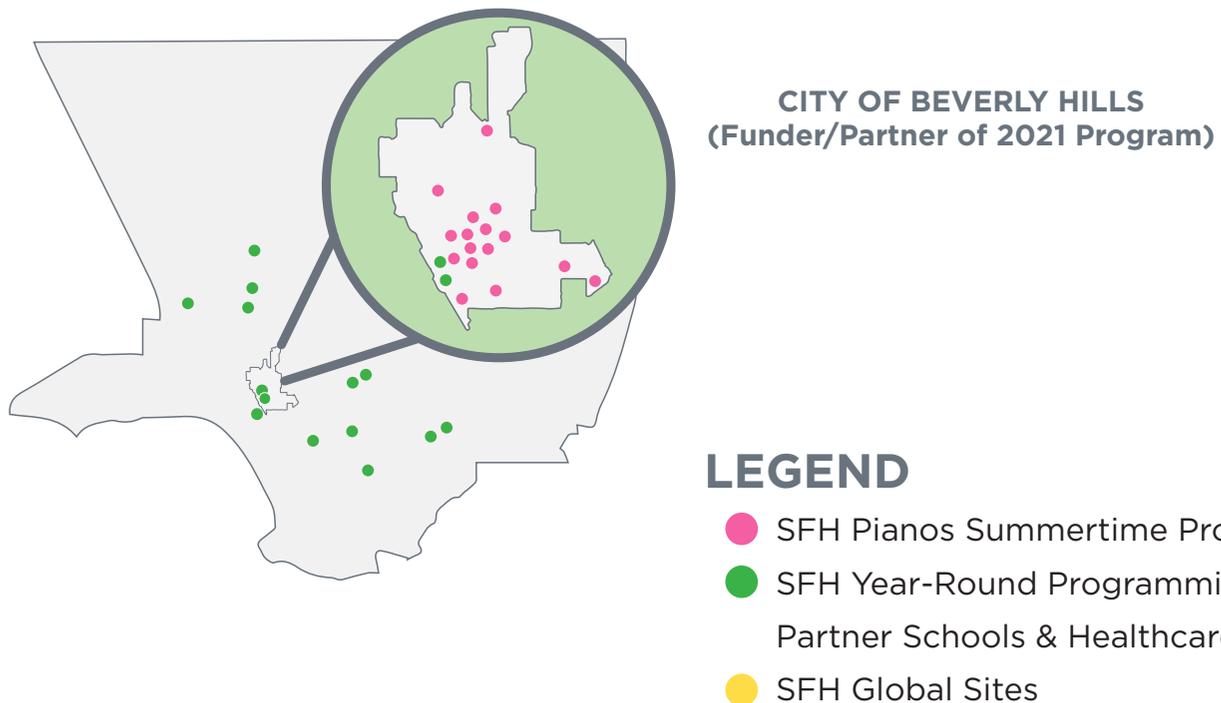
WHERE WE WORK

With the Sing for Hope Pianos as the “hardware” for the “software” of our dynamic community arts work, Sing for Hope’s programming is at once global and hyperlocal.

NEW YORK CITY...



GREATER LOS ANGELES AREA...



...AROUND THE WORLD...



**Elephant West Arts Space
LONDON, UNITED KINGDOM**



**Global Social Business Summit
WOLFSBURG, GERMANY**



**AUB Medical Center
BEIRUT, LEBANON**



**Duke Children's Hospital
DURHAM, NORTH CAROLINA**



**The Kennedy Center
WASHINGTON, D.C.**



**5 Sites Serving Refugee Populations
ATHENS, GREECE**



...AND ANYWHERE PEOPLE ARE, VIA OUR OPEN ARTS VIRTUAL PLATFORM

LEFT: Sing for Hope Artist Partners, the Broadway stars Telly Leung and Heather Manley (*Aladdin* on Broadway), share an Open Arts performance with frontline workers at Hackensack Meridian Health Medical Center.

OUR MODEL



SITE IDENTIFICATION

We identify settings where the arts can help facilitate healing, hope, and social cohesion.



COMMUNITY TRANSFORMATION

Community develops, relationships strengthen, leaders emerge, healing happens, voices are heard.



NEED/ASSET ASSESSMENT

We work closely with our community partners to determine the unique needs, untapped potential, and assets of the population.



PROGRAM DESIGN

We craft dynamic arts programming that engages and amplifies the voices and stories of all involved.



TEAM CREATION

We build a team of Artists and Community Partners whose creativity and communication styles best serve people and place.



Right: Students and faculty at BTECH High School in Queens welcome their new Sing for Hope Piano (SFH Piano by Danielle M. Chery, sponsored by Hudson Yards and SAP).

OUR VALUES

1. **The creative arts are a powerful conduit for hope.** We believe that the creative arts have unique power to heal, unite, educate, and transform.
2. **Creativity is a fundamental human right.** We believe that access to the arts is a right, not a privilege.
3. **Access to creative resources is not equitable today, but grassroots, artist-led action helps to level the field.** We believe that through Sing for Hope's network of support, artists can act as powerful resource re-allocators for creativity, sharing the arts and their byproduct—hope—where they are needed most.
4. **Sharing creativity in communities enriches artists in tandem with those they serve.** Sing for Hope Artist Partners serve in every Sing for Hope program as our most vital asset, leveraging their creative service to transform individuals and communities in need. Through their sharing of time and talent, Sing for Hope Artist Partners are enriched alongside the communities they serve, as creativity is an endlessly renewable resource that increases with use.



5. **Sing for Hope programs are designed for and with our community institutional partners based on the needs of the individuals and communities served.** Our community institutional partners are co-investors in, and beneficiaries of, our programming.
6. **We measure our transformation of individuals and communities** through careful tracking of our impact and outcomes, demonstrating the power of the arts to generate joy, determination, renewed optimism, and connection/unity in each community we serve.
7. **Sing for Hope values integrity, excellence, passion, and positivity as key attributes of our organization and our work.** We are program-driven, impact/results-oriented, and artist- and community-sensitive.

Top: Sing for Hope Piano created by Paul Motisi.

EMPLOYING ARTISTS IN AN UNPRECEDENTED TIME

“The COVID-19 pandemic has had a devastating impact on America’s arts sector. Even as arts organizations return to in-person programming and employment conditions improve for artists and creative workers, the arts are recovering slower than other industries.”

— *COVID-19 Pandemic’s Impact on The Arts: Research Update, Americans for the Arts, October 12, 2021*

In response to the reported **90% unemployment/underemployment rate in our creative arts sector during the pandemic** (*COVID-19 Pandemic’s Impact on The Arts, Americans for the Arts, 2021*), Sing for Hope pivoted our model from arts volunteerism to a **100% fee-paying model for the artists who power our programs.**



In FY21, Sing for Hope became one of the most robust, broad-scale employers of professional freelance artists during the pandemic. **We provided meaningful arts work for 382 professional freelance artists (with an average of 6 repeat hires each)** who shared their artistry in our virtual and in-person programs, bringing joy and connection to individuals and communities.

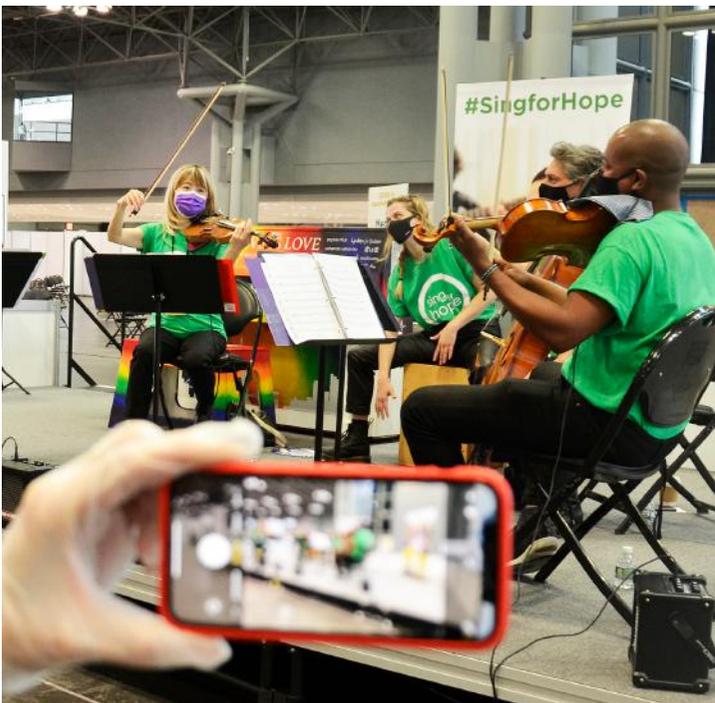
- **382** professional freelance artists employed
- An average of **6** repeat hires per artist

Top: Sing for Hope Artist Partner Jieun Yang at work in the SFH Piano Studio at 28 Liberty in New York City (space generously underwritten by Fosun International).

Sing for Hope Artist Partner Gooley at work in the SFH Piano Studio in Beverly Hills (space generously underwritten by Shawn Farr).

ARTIST PARTNER SPOTLIGHT: VIOLINIST PHILIP PAYTON

“When the pandemic hit, I went from playing several shows a week in *Frozen* on Broadway and running around town playing other gigs to no work literally overnight. It felt like someone flipped the switch on my creative life, and with it, my ability to earn a living.



With the Sing for Hope program at Javits, I’ve been able to make music with my incredible colleagues once again, and to earn some income performing in front of actual people and not a screen—plus, we get to feel these seismic waves of gratitude and emotion from the vaccine recipients, medical staff, and National Guard. It has provided real and tangible feelings of hope.”

— *SFH Artist Partner Philip Payton, Violinist (Broadway’s Frozen, American Symphony Orchestra, American Modern Ensemble)*



Top right: String quartet players from, left to right, Peter Sachon, Clara Warnaar, Victoria Paterson, Hiroko Taguchi, and Philip Payton.

HEALING ARTS

JAVITS VACCINATION CENTER

“We’ve noticed that there’s a direct correlation between decreased levels of anxiety and calming people’s nerves when the music is present. And as soon as the musicians leave, we’re getting more and more calls to come and evaluate different people... Yesterday, for example, I found myself telling the other doctors, ‘I wish the musicians were still here,’ because as soon as they leave we get a lot of different calls—whether it’s anxiety, or nervousness, or just people who received the vaccine and aren’t feeling as good as they normally would... It’s a highly stressful environment right now, with people coming for the vaccine, but it also needs to be filled with hope... We’re very thankful to Sing for Hope for allowing this to happen and facilitating this harmonious atmosphere for people to get their vaccine.”

— *Dr. Azmatullah Husseini, Presiding Physician, Javits Center Vaccination Site*

Beginning in the first week of March 2021, Sing for Hope produced **125 consecutive daily concerts** at Javits Vaccination Center reaching an estimated **270,000 community members composed of vaccination recipients, medical staff, Javits staff, and National Guard**. The program employed New York City’s finest musicians from **Broadway, The Metropolitan Opera Orchestra, American Symphony Orchestra**, and more, many in their first musical engagements since the shut-down started a year earlier.

In addition to providing profound **comfort and connection at one of the world’s largest vaccination sites**, the initiative has shifted the landscape for artist employment during the pandemic, highlighting the new field of arts-in-vaccine-confidence at an unprecedented scale. Notably, **physicians and medical staff reported a marked reduction in patients’ anxiety-related complaints during the live music each day**. This has provided the basis for Sing for Hope’s potentially game-changing arts-in-health impact measurement reporting currently in process with the New York State Department of Health.

- **125 consecutive daily live concerts** since March 1 until the final day of vaccinations
- **5 musicians hired per day**, on average
- **5 paid performances per musician**, on average
- **600** paid services

Cornerstone funding for Sing for Hope’s Healing Arts program at Javits Center was provided by Chinh Chu and CC Capital, Eva Haller, and Kara Unterberg.

Top: People waiting in a COVID-19 post-vaccination observation area applaud as they listen to a string quartet perform at the Javits Convention Center vaccination site.

Bottom: Sing for Hope Project Leader Victoria Paterson, center, waves as recently vaccinated people and health care workers applaud the music of a string quartet at the Javits Convention Center.

Images and text from Photojournalist Kathy Willens' Associated Press Feature on SFH's Healing Arts program at Javits Center



“For people on the road to immunity from the coronavirus, experiencing live music in the same space that served as a field hospital at the height of the pandemic was a fitting accompaniment on a day of hope...

‘We’ve all experienced so much loss in the last year,’ said Janet Heit, who encountered the musicians after getting her shot. “It’s very emotional coming here to get vaccinated for something that wasn’t available when my father had COVID. Not only is it a great thing for the arts to have musicians, but it’s soothing and uplifting...’

‘There were months where I didn’t play the piano because I felt hopeless,’ said pianist and CUNY professor Barbara Podgurski. ‘The reaction... I haven’t heard in a year. You realize how much people need music in their lives, to feel beauty and magic. It gives them hope.’”



HEALING ARTS

JAVITS VACCINATION CENTER (continued)



Top: Frederick Rivera applauds as he and his cousin Joe Rivera listen to musicians play at the Javits Convention Center, where Frederick Rivera had just been vaccinated against COVID-19. “I love it,” said Rivera, “especially the strings. It’s very soothing.”

Right: A string quartet led by Sing for Hope Healing Arts Project Leader Victoria Paterson performs at the Javits Convention Center vaccination site.





Left: Pianist and CUNY music professor Barbara Podgurski reacts to an audience of recently vaccinated members of the public while playing with Sing for Hope at the Javits Convention Center.

Below: A member of the New York National Guard sprays a chair with disinfectant between arrivals of groups waiting during the post-vaccination observation period.



Left: Sylvia Harrison wipes away tears as she listens to live music from a string quartet after receiving a COVID-19 vaccine.



Right: Gravity, the Queen of Love and Hope performer and music artist from Brooklyn, plays a Sing For Hope piano while waiting during the observation period after getting her first dose of a COVID-19 vaccination.



HEALING ARTS



OPEN ARTS (VIRTUAL PROGRAMMING)

An extension of Sing for Hope’s mission of “art for all,” **Open Arts offers live interactive arts programming for isolated seniors and healthcare populations.** With over 100 live programs per month ranging from movement classes to chamber music concerts to painting workshops, Open Arts employs artists from the world’s leading stages and is free of charge for all participants.

- **715 live interactive events** in FY21, including performances, classes, and workshops
- **135 artists employed**, including singers, instrumentalists, actors, dancers, painters, and composers, with an average of **6 repeat hires** per artist
- More than a passive video performance, Open Arts allows elders to **interact with the artists** and ask questions in real-time through a live host.
- **19 healthcare facilities** onboarded as pilot participants (including healthcare settings, senior care communities, and service organizations) across **seven (7) states (NY, NJ, VT, OH, FL, WI, TX)**
- **In New Jersey**, Open Arts continued to develop our partnerships and offerings with the **Office of Aging/Senior Services in four (4) New Jersey Townships:** Maplewood, South Orange, West Orange and Livingston.
- **In New York City**, Open Arts serves six **(6) Residential Nursing & Rehabilitation Facilities**, with **2,281 residents**, as well as **Maimonides Medical Center**. These sites are beneficiaries of Sing for Hope’s hybrid model, offering our in-person programming along with Open Arts virtual programs
- **Unitex**, the largest family-owned medical uniform rental industry in the country, **signed on as founding sponsor** of Open Arts’s programming, providing funding as well as advocacy within its extensive network of healthcare facilities.
- Cornerstone support for Sing for Hope’s Open Arts program was provided by Jacqueline Novogratz and Chris Anderson.



Top to Bottom: Movement for Mobility class with SFH Artist Partner Lexi Marceron; residents at John Knox Village enjoy an Open Arts performance.

RESTART NY (IN-PERSON PROGRAMMING)

Leading the **safe return to in-person performing at elder care facilities** across New York State, Sing for Hope's **ReSTART NY** concerts, supported by **Unitex**, prioritize elder care communities that have been hardest hit by the COVID-19 pandemic. The series features leading musicians in a range of styles (from jazz to classical to Broadway to R&B) in outdoor performances for residents, patients, caregivers, and staff at healthcare and long-term care facilities.



All concerts adhere to current health guidelines, and take place at facilities including **East Haven Nursing Home in The Bronx, King David Center for Nursing and Rehabilitation in Brooklyn, and Wartburg Nursing Home in Mount Vernon**. The roster of artists have included Bobby Harden, Veronica Stern, Larry Siegel, Emily Surtees, and many more. The series gives **older adults in long-term care the opportunity to enjoy the healing power and social connectedness offered by in-person musical experiences**.



Top to Bottom: Veronica Stern shares a ReStart NY performance at Wartburg Adult Care in Mount Vernon, NY; Bobby Hart shares a ReStart NY performance at St. Patrick's Home Rehabilitation and Health Care in the Bronx.

EDUCATION

HANDAHARMONY AT THE UNITED NATIONS

Sing for Hope's **HandaHarmony Global Youth initiative** leverages the power of youth creativity and the arts as drivers of the Sustainable Development Goals.



For the third consecutive year, in partnership with UNICEF and the International Foundation for Arts and Culture, HandaHarmony students shared performance and conversation with world leaders at the **United Nations High-Level Political Forum**, demonstrating the key role of global youth in the UN Decade of Action. This year's High-Level Political Forum was held virtually, with an expected return to in-person convening in 2022.



The International Foundation for Arts and Culture

CAREERS IN THE ARTS

Launched in response to the needs of high school students sheltering-at-home, **Sing for Hope's Careers in the Arts** series is an online resource that **brings students directly into conversation with arts leaders via Zoom.**

Focusing on a variety of career paths as well as the many ways in which the arts transform lives, Careers in the Arts guests have included *Hadestown* star Kimberly Marable, mezzo-soprano/producer/writer/composer Alicia Hall Moran, stage manager Glynn David Turner, and SFH Co-Founders Monica Yunus and Camille Zamora, among others. In FY21, the program served an estimated 500 students from school districts including the **NYC Department of Education, Peekskill City School District, Mount Vernon City School District, and the Detroit Public Schools Community District**, homebase of the program's sponsor, The Beatrice and Reymont Paul Foundation.

Left to Right: Alicia Hall Moran and Kimberly Marable.





THE SING FOR HOPE YOUNG AT ARTS LAB

Sing for Hope Young at Arts Lab serves middle and high school students in The Bronx and Southern Westchester County in a **neighborhood that was among the hardest hit in the U.S. by COVID-19.**

In partnership with Amani Public Charter School, SFH's daily in-school and after-school classes for middle and high school students include African Drumming, Rising Star Musical Theater, voice, acting, and dance modules, all within a framework of rigorous health and safety measures.

Under rigorous COVID-19 precaution protocols in Winter/Spring 2021, SFH YAA Lab served a total of **70 youth** with in-person daily classes. That has grown to a current number of **400 youth** participating daily.

“This program has given me a safe place to go every day where I am free to express myself emotionally, mentally, and physically. Without this, I wouldn’t be who I am today, a leader in my community with my eyes set on college.”

– Jhaydan DeVaughn, student, Sing for Hope Young At Arts Lab, age 17



SING FOR HOPE PIANOS

A YEAR-ROUND CONTINUUM OF CREATIVE COMMUNITY

Sing for Hope accepts piano artist proposals from around the globe.



The Sing for Hope Pianos are placed in their “forever homes” in schools, hospitals, and communities where SFH provides year-round programming.





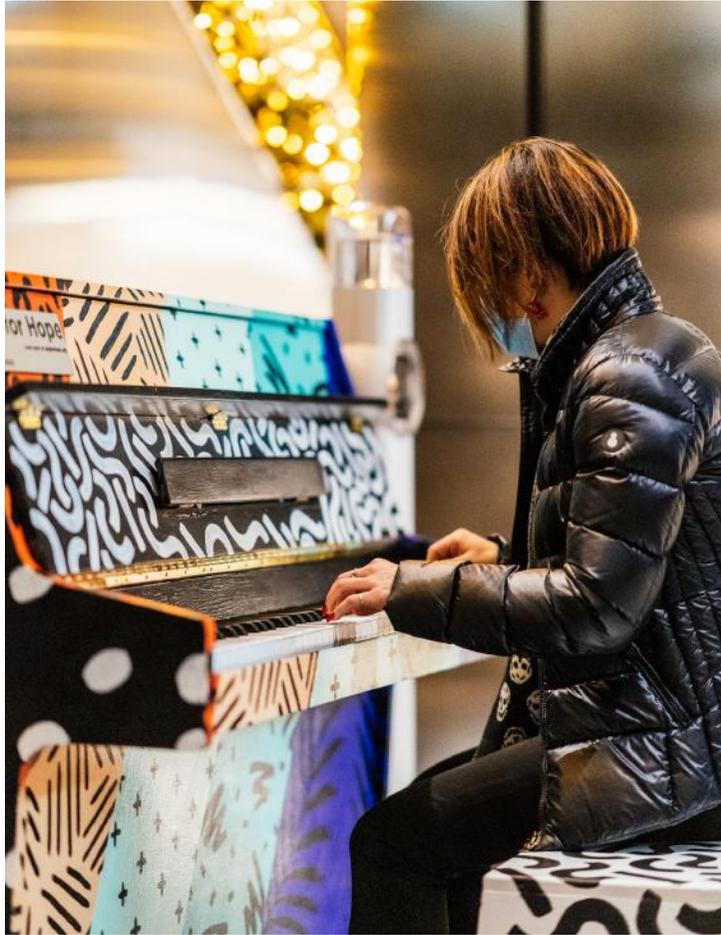
Renowned and emerging artists, celebrities, school groups, and community members bring their diverse visions to life.



The Sing for Hope Pianos hit the parks and public spaces for anyone and everyone to enjoy. With over 500 unique SFH Pianos placed to date, we've made NYC host to more public pianos than any other city in the world.



SING FOR HOPE PIANOS



NEW YORK CITY

“The Sing for Hope Pianos are the flowers of New York City. To create art on the piano, and then just give it to everyone, that is an amazing way to process the trauma that we’ve been living through over these past many months... If painting a piano and leaving it on the streets isn’t addressing our hearts—our love and our pain and our need to connect—then I don’t know what is.”

— *Daphne Rubin-Vega, In the Heights film star, Broadway icon, and 2021 Sing for Hope Art for All Awardee*

Entering the **11th year of the program in New York City**, Sing for Hope Pianos were brought to the public in partnership with **Hudson Yards, Little Island, Westfield, Javits Center, and Port Authority Bus Terminal.**

Top to bottom: Sing for Hope Pianos created by Dirty Bandits and Jieun Yang.





BEVERLY HILLS & GREATER LOS ANGELES AREA

“Sing for Hope joined up with The Wallis Annenberg Center for the Performing Arts to make this a reality. This is an opportunity for our community to come together once again, to play piano, to enliven our streets... And then the pianos go on to their forever homes in schools.”

— Beverly Hills Mayor Robert Wunderlich

Sing for Hope Pianos were presented for **the first time on the West Coast**, with cornerstone support provided by **The Wallis Annenberg Center for the Performing Arts and the City of Beverly Hills**. The SFH Pianos’ summertime locations were in open-air spaces and parks of **Beverly Hills**, followed by permanent year-round homes in under-resourced schools throughout the **Greater Los Angeles area**.

Total number of Sing for Hope Pianos placed in public in FY21..... 34

Beverly Hills / Los Angeles:.....	17
Hudson Yards, NYC:	8
Little Island, NYC:.....	2
Westfield, NYC:	2
Javits Center NYC:.....	2
Port Authority Bus Terminal, NYC:	2
Voter Registration Sites, Miami:.....	1
Number of visual artists employed to create Sing for Hope Pianos in FY21	26
(59% BIPOC artists)	

Top to bottom: Sing for Hope Pianos created by Laishan Mui Ito and Marisabel Bazan.



SING FOR HOPE PIANOS FOR CIVIC ENGAGEMENT & VOTER REGISTRATION



In the summer of 2020, Grammy, Emmy, and Oscar-winning musician and Sing for Hope board member **Jon Batiste** performed a series of outdoor **Voter Registration Recitals** on Sing for Hope Pianos in support of Black Lives Matter and in partnership with the non-partisan voter registration non-profit HeadCount. The free events, held on the steps of Brooklyn Public Library's Central Library at Grand Army Plaza and at Barclays Center's plaza, were deeply moving and highly successful in terms of registering and empowering voters (especially first-time voters) to engage in the democratic process.

Building upon the success of these events, Sing for Hope received support in the fall of 2020 to place a Sing for Hope Piano in **Miami-Dade County near an early voting center** to inspire voter engagement and create community through the arts. In partnership with Florida International University Music School, student performers and faculty artists shared pop-up performances as thousands of students, faculty, staff, and community members patiently waited in line to cast their ballots during the final week of early voting.

Like voting itself, the Sing for Hope Pianos speak to our belief that everyone has a voice and every voice should be heard. Music helps us mobilize, powering social movements, and that's why it feels vital right now. Music is big enough to connect us across division, and to hold both our struggle and our hope.

This Sing for Hope Piano was created by acclaimed Cuban-American artist Alexis Mendoza, in representation of his richly colored, multifaceted heritage. It was enjoyed by an estimated 13,500 people during its public residency, after which it was placed in its permanent home in Florida International University Music School.

Top to bottom: Sing for Hope Pianos created by George Bates and Alexis Mendoza.



CREATIVE HOPE FOR REFUGEES

Sing for Hope continues to serve displaced populations through **five Sing for Hope Pianos in refugee camps and public areas in Athens, Greece**. This unique partnership, funded by a six-figure, multi-year grant from an anonymous Europe-based foundation, is supported on the ground by El Sistema Greece, an intensive community music program.

Athens-based program director Anis Barnat reports that people are visibly moved by the Sing for Hope Piano artwork and the “illuminating effect” it has on the communal rooms. Reports also attest to the refugee children’s excitement when they see and play the SFH Pianos, spending longer in the communal rooms as a result.



The Sing for Hope Pianos in Greece benefit an estimated **90,000 refugees and community members** annually, in partnership with El Sistema Greece.

“When I come here, I don’t feel like I’m in the refugee camp. It’s a totally different place that only belongs to music, to life, to comfort.”

— Ana, age 12, Skaramagas Refugee Camp (one of five Sing for Hope partner sites serving refugee populations in partnership with El Sistema Greece)

Top to bottom: Sing for Hope Pianos created by Christopher Spinelli and Jordy Lievers-Eaton.

CREATIVE RESILIENCE

SING FOR HOPE AT AMERICAN UNIVERSITY OF BEIRUT MEDICAL CENTER

“Thanks to our Sing for Hope Piano, the whole atmosphere within the hospital has turned more magical. Hearing tunes played by passers-by and regulars fills my heart and the hospital’s with immeasurable joy—notes of hope, played over and over, with a power to heal.”

— *Hala Dahdah Abou Jaber, President of the Cancer Support Fund*

On August 4th, 2020 (the fourth day of our Fiscal Year 2021), our Sing for Hope team joined the world in collective shock at the news of the devastating explosion in Beirut. Occuring in the middle of the pandemic, our hearts ached for our dear programming partners in the region.



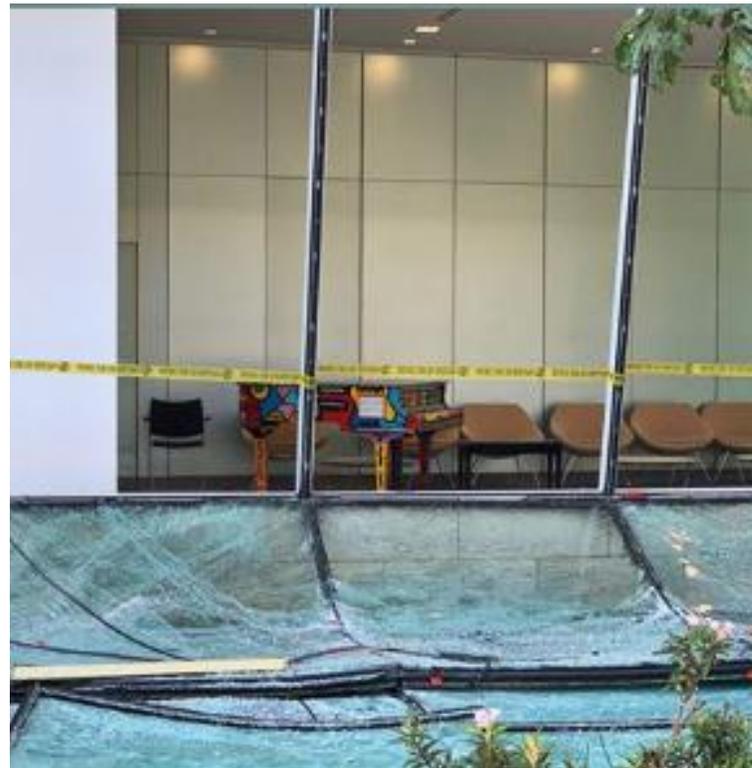
February 2020: Launch event for the Sing for Hope Piano at American University of Beirut Medical Center.

Just six months previously, in February of 2020, Sing for Hope had dedicated a spectacular new Sing for Hope Piano created by SFH Artist Partner Billy the Artist in the American University of Beirut Medical Center, the region’s leading cancer treatment center. Collaborating with the Cancer Support Fund and Al Bustan International Festival, our partnership was launched with an inaugural AUBMC Cancer Support Fund Concert presented in partnership with Mrs. Laura Lahoud of the Al Bustan Festival, President of the Cancer Support Fund Hala Dahdah Abou Jaber, and Salim Abou-Samra, Cancer Support Fund board member.

Made possible in part by a grant from The International Foundation for Arts and Culture (Dr. Haruhisa Handa, Chairman, Sing for Hope Global Patron), the Sing for Hope Piano was brought to life in the hospital for the first time by acclaimed pianist Gloria Campaner in a performance entitled *Beethoven: Where Hope Grows*. The event drew over a hundred doctors, patients, families, and visitors. Midori Miyazaki, International Executive Director of IFAC and SFH board member, summed up the importance of the piano in its new hospital home, “There has never been a more important time for us collectively, as global citizens, to bring hope and healing to those individuals and communities who are too often left behind.”

The morning after the August 4th blast, hospital staff shared images of the devastation on social media. Among the photos was an image of the Sing for Hope Piano miraculously intact next to a shattered glass hospital wall, along with the caption:

“The Sing for Hope Piano makes us feel that there is hope. It is by art that we bypass destruction and move forward.”



August 2020: After the explosion, the instrument is surrounded by shattered windows but miraculously intact.



July 2021: In the reopened hospital, a medical worker takes a break and shares harmonies.

NEW SING FOR PIANOS CREATED IN FY2021

In FY2021, new Sing for Hope Pianos were created through our programming partnerships with Hudson River Park, The City of Beverly Hills (with one piano going to Beverly Hills High School and fifteen pianos going to



"Notes of Afrofuturism"

Public Location: Roxbury Park
Permanent Home: Debbie Allen Dance Academy



Adam Rodgers



"Sing It Loud"

Public Location: Beverly Gardens Park, Lily Pond
Permanent Home: Beverly Hills High School



Alexandra Nechita



"BUFFALO WARRIOR"

Public Location: Beverly Gardens Park: Art Block
Permanent Home: Imagined Life Building



Chaz Guest



"Holidays with Heatherwick"

Public Location: Hudson Yards
Permanent home: NYC DOE School TBD



Christopher Spinelli



"In the Wild"

Public Location: Hudson Yards
Permanent Home: Covenant House - Bronx



Dirty Bandits



"Fabric of New York"

Public Location: Hudson Yards
Permanent home: NYC DOE School TBD



Gilly Gil-Lugo



"Togetherness"

Public Location: Reeves Mini Park
Permanent Home: Jordan High School



Helena Faitelson & Mireille Fournier



"Vibrantly Colored"

Public Location: Hudson Yards
Permanent Home: Amani Public Charter School



Imani Shanklin Roberts

n Yards, Little Island, Westfield, and The Wallis Annenberg Center for the Performing Arts/
 under-resourced schools throughout the Greater Los Angeles Area).



"Sing for Hope"

Public Location: Fosun Plaza
 Permanent home: NYC DOE School TBD



Alyson Fraser Diaz



"Inside/Outside"

Public Location: Crescent Drive Mini Park
 Permanent Home: Good Shepherd Catholic School



Bendow



"Çiçekli Piyano"

Public Location: Reeves Mini Park
 Permanent Home: Chase Early Education Center



Çiğdem Akbay



"Underwater Tune"

Public Location: Hudson Yards
 Permanent Home: Business Technology Early College High School



Danielle M. Chery



"In My Feelings"

Public Location: Beverly Cañon Gardens
 Permanent Home: George Washington Carver Middle School



Goey



"Music is Blooming!"

Public Location: Greystone Mansion & Gardens
 Permanent Home: San Fernando Middle School



Helena Faitelson



"Hudson River Birds, Dawn"

Public Location: Hudson Yards
 Permanent Home: P.S. 33 - Chelsea Prep



Irina Sheynfeld



"Reflections"

Public Location: Little Island
 Permanent home: NYC DOE School TBD



Jieun Yang

FY21 NEW SING FOR PIANOS CREATED (continued)



"Reflections"

Public Location: Little Island
Permanent home: NYC DOE School TBD



Jieun Yang



"Succulent Garden"

Public Location: Beverly Hills City Hall
Permanent Home: Dorris Place Elementary



Laishan Mui Ito



"Nonlinear Happiness"

Public Location: Rexford Mini Park
Permanent Home: CHAMPS Charter High School



Laurie Tsou



"Butterfly Harmony"

Public Location: Will Rogers Park
Permanent Home: View Park Preparatory High School



Marisabel Bazan



"Between the Moon and New York City"

Public Location: Hudson Yards
Permanent Home: Leadership Prep Brownsville Middle Academy



Nick Stavrides



"Melody for the Moon"

Public Location: Two Rodeo
Permanent Home: Greenwood Elementary School



Punk Me Tender



"Practice"

Public Location: The Wallis Annenberg Center for the Performing Arts
Permanent Home: The Wallis Annenberg Center for the Performing Arts



The Miracle Project
with GRoW @
The Wallis



"The Common Loon"

Public Location: Hamel Mini Park
Permanent Home: Alliance College-Ready Middle Academy 8



Yalda Sepahpour



"Electric Blues"

Public location: Westfield Century City
Permanent home: Greater LA Area School TBD



Lance Johnson



"Evolve"

Public location: Westfield World Trade Center
Permanent home: NYC DOE School TBD



Lance Johnson



"Spread Your Wings"

Public Location: Wells Fargo Plaza
Permanent Home: Montebello Gardens Elementary



Mireille Fournier



"Fly Birdies"

Public Location: La Cienega Park
Permanent Home: Gabriella Charter School



Ms. Yellow



"The Rainbow Phoenix"

Public Location: Hudson Yards
Permanent home: NYC DOE School TBD



Richela Morgan Fabian



"The Universe Within"

Public Location: Beverly Hills Conference and Visitors Bureau
Permanent Home: Lokrantz Special Education Center



Sheila Darcey



Liquitex is the official paint sponsor of the Sing for Hope Pianos.

SING FOR HOPE GLOBAL

ADVOCACY & THOUGHT-LEADERSHIP

In FY21, Sing for Hope's creative advocacy, leadership, and program design continued to drive the integration of the arts in policy and at global convenings on social change. In addition to continuing in our role as the **Official Cultural Partner of The World Summit of Nobel Peace Laureates**, Sing for Hope guided and produced the following summits and convenings:



Artivism: The Power of Art for Social Transformation

Sing for Hope partnered with Adelphi University and Gottesman Libraries / Teachers College of Columbia University to produce this weekly series of multi-modal events in which presenters share how the arts, research, and outreach programs transform society. The 2021 Sing for Hope Artivism Award was given to presenter Cynthia Tobar for her work on reframing the Hall of Fame at Bronx Community College.

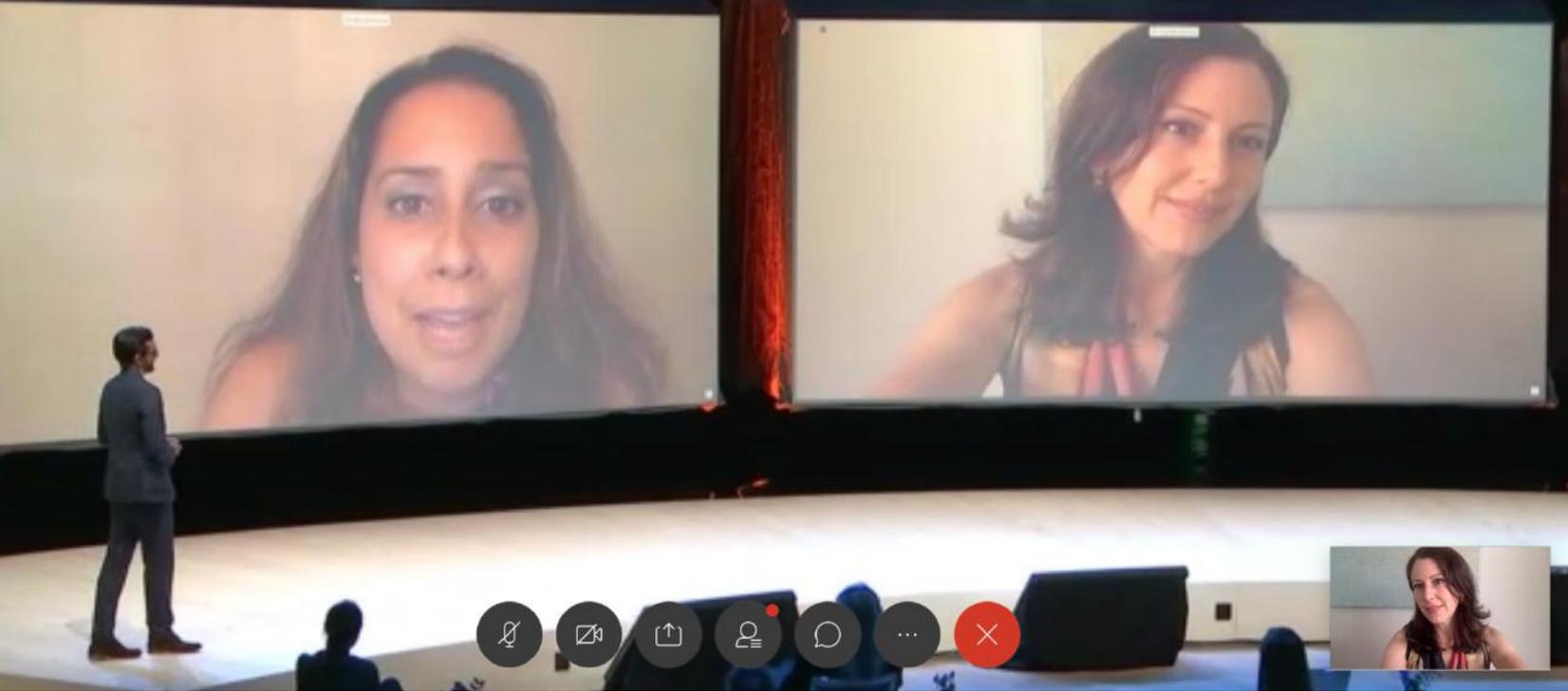
Sing for Hope at CreativeMornings

With chapters in 220+ cities across 67 countries around the world, CreativeMornings is one of the world's largest creative convenings. In FY1, Sing for Hope musicians opened CreativeMornings/NYC's virtual gatherings with specially curated musical sections, highlighting the mission of Sing for Hope for an engaged audience.

Sing for Hope at University of Arkansas Reflexions Music Series

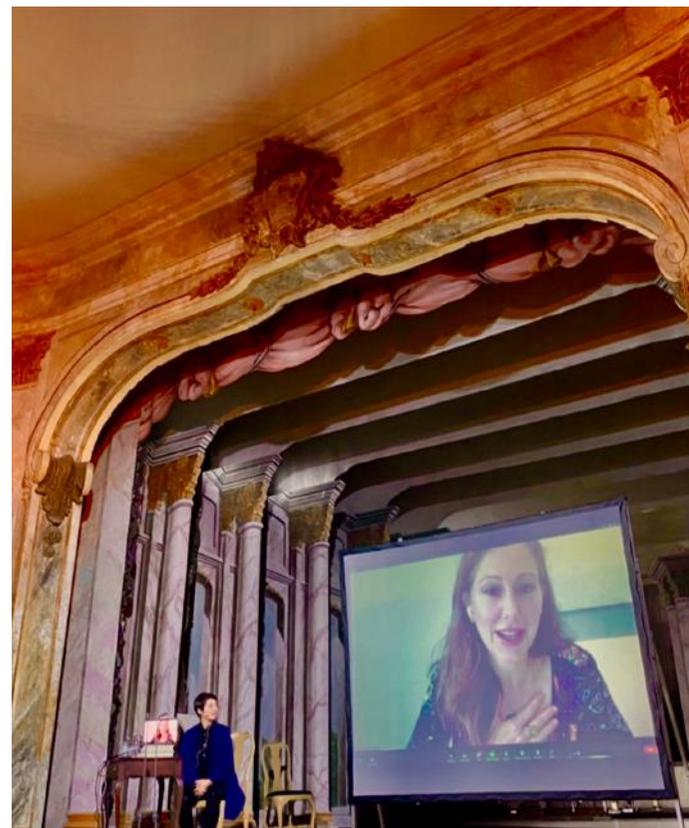
University of Arkansas Reflexions Music Series was conceived as a celebration of music, musicians, advocates, and audiences, and as a series of events that foster creative justice and diversity through opportunities to reflect, learn, grow, change and teach. Sing for Hope Co-Founders Yunus and Zamora were named the inaugural artists for the premiere events held virtually in 2021.





ADDITIONAL UNIVERSITY / EDUCATIONAL INSTITUTION MASTERCLASSES & VISITING LECTURES IN FY21:

- The Juilliard School
- Carnegie Mellon University
- Claremont Graduate University
- Harvard University
- Nord Anglia Education Global Campus
- Den Andra Operan Stockholm
- Music Academy of the West
- Yunus Social Business Centre
- Tecnológico de Monterrey (ITESM)



Top to bottom, left to right: World Summit of Nobel Peace Laureates, Skoll World Forum for Social Entrepreneurship, Global Social Business Summit, and Den Andra Operan Stockholm.

PRODUCTS WITH PURPOSE

SINGFORHOPEGRAMS, EVENTS, & CATALOG

SingforHopeGrams, Sing for Hope Moments, and the Sing for Hope Gift Catalog bring music and creative connection directly to people's lives while providing employment for artists from Broadway, opera, and more as the world's stages seek to recover from the COVID-19 pandemic.

SingforHopeGram artists include Grammy Award winners, Broadway stars, and acclaimed classical artists from the world's leading stages. SingforHopeGrams can be tailored to special occasions like birthdays, anniversaries, graduation celebrations, or Mother's Day. They can also be sent anytime as a "thinking of you" to a loved one.



In FY21, SFH delivered **489 SingforHopeGrams and events** to recipients across the United States, as well as in **Mexico, Canada, Brazil, England, France, Switzerland, Asia, and the Middle East**. Recipients ranged in **age from 10 to 102**, and included individuals sheltering at home alone to groups of hundreds of executives.

“Receiving this SingforHopeGram touched me deeply and made me tear up, in a good way... I felt so loved. The singer even knew where Abilene was!”

— 96-year-old SingforHopeGram recipient, Abilene, Texas

“On a day shrouded by the pandemic, the gift of this glorious singing breaks through social isolation like sun breaking through clouds, like love!”

— Dr. Elaine Pagels, Harrington Spear Paine Professor of Religion at Princeton University



Sing for Hope Artists pictured: Ria Alexander Kiss, Peter Dugan, John Brancy, Kara Dugan.

“Sing for Hope brings inspiration and joy into any setting! As the artists beamed out opera across 10 offices to 300 people around the world, we felt a shared connection and a sense of hope in a very trying time.”

— *Michael Brandmeyer, Co-Head of Private Equity Strategies, Goldman Sachs*



VOCALEASE MASK

Sing for Hope is proud to be the charitable partner of the VocalEase Mask, designed during the pandemic in response to the particular needs of singers, actors, and teachers, and offering superior aerosol protection with maximized clarity of projection. A portion of proceeds from the purchase of each acoustically transparent protective mask goes directly to Sing for Hope, which has acted as a primary testing partner and advocate in the field.



Product developer Stephanie Tennill, an esteemed professor of voice at St. Louis University and longtime supporter of Sing for Hope, worked with biomedical engineers and a professional costume designer to develop VocalEase in response to the specialized needs and care of the professional voice during the pandemic.

“We help singers and speakers who have been separated from community reclaim the beauty of full vocal relationship with a mask that’s built for protection, comfort, and professional clarity.”

— *Stephanie Tennill, CEO & Founder, VocalEase Mask*

Left: Sing for Hope Co-Founders in the VocalEase Mask at the launch of the Sing for Hope Pianos at the Wallis Annenberg Center for the Performing Arts in Beverly Hills.

GLOBAL STORYTELLING

Sing for Hope is visible on a global scale, with over 6 billion media impressions to date. The Sing for Hope Pianos specifically have received more media impressions than any other public arts initiative in the country in the last decade.

FY2021 MEDIA IMPRESSIONS

Initiative	Media Impressions
SingforHopeGrams/events:.....	307,343,865
SFH Pianos at Hudson Yards:.....	17,344,959
SFH Young At Arts Lab:.....	2,609,858
SFH Healing Arts at Javits Center:.....	618,565,639
SFH Open Arts:.....	3,002,474
SFH Pianos in Beverly Hills & Los Angeles:.....	62,354,503

Total Media Impressions in FY21: 680,920,142





“This is an improv, just four chords I hear in my head... I actually was practicing in rehab, and I said that when I get out of here, I’m going to play on a Sing for Hope Piano. (I played my first one years ago in Port Authority...) Music is the best therapy. It’s communication, expression, it brings people together, it brings you out of your shell. For me, it’s part of my healing. And when people listen to my playing, it helps them. But it helps me the most.”

— Jason “Sincere King” Williams

OUR VILLAGE

Help from our friends

Sing for Hope increasingly receives invaluable support from major organizations in NYC, nationally, and globally. In FY2021, we were honored to receive crucial new support from foundations of all sizes, ranging from family foundations to corporate giving arms to statewide and national arts agencies. Notable support included grants from the National Endowment for the Arts, the New York State Council on the Arts, the New York City Department of Cultural Affairs, and the Fan Fox and Leslie R. Samuels Foundation.



In FY21, in response to our powerfully effective programs that provided employment for artists, Sing for Hope received more first-time donations than in any previous year of our 15-year history. We are deeply grateful to all of our donors.

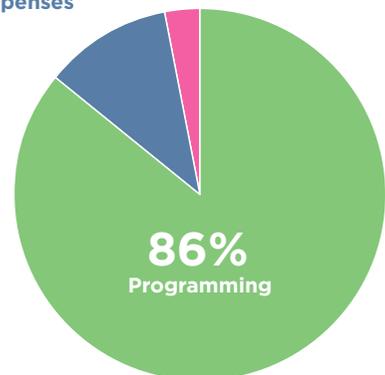
Community members and frontline medical staff applaud a Sing for Hope performance outside of NYU Langone Medical Center, one of the nation's busiest COVID-19 treatment hospitals.

SING FOR HOPE FY2021 EXPENSE BREAKDOWN

Sing for Hope operates with a budget of approximately \$2-3 million dollars. For complete audited financials, please contact our office at 212.966.5955.

11%
Management & General Expenses

3%
Fundraising



Sing for Hope Board of Directors



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Billy Weisman
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Monica Yunus
Soprano; Co-Founder, Sing for Hope



Muhammad Yunus
2006 Nobel Peace Prize Laureate; Founder, Grameen Bank



Camille Zamora
Soprano; Co-Founder, Sing for Hope



Ann Ziff
Philanthropist; Chair, The Metropolitan Opera

OUR VILLAGE

Our supporters

FOUNDERS' CIRCLE

\$500,000+

(\$100,000+ annually for 5 years)

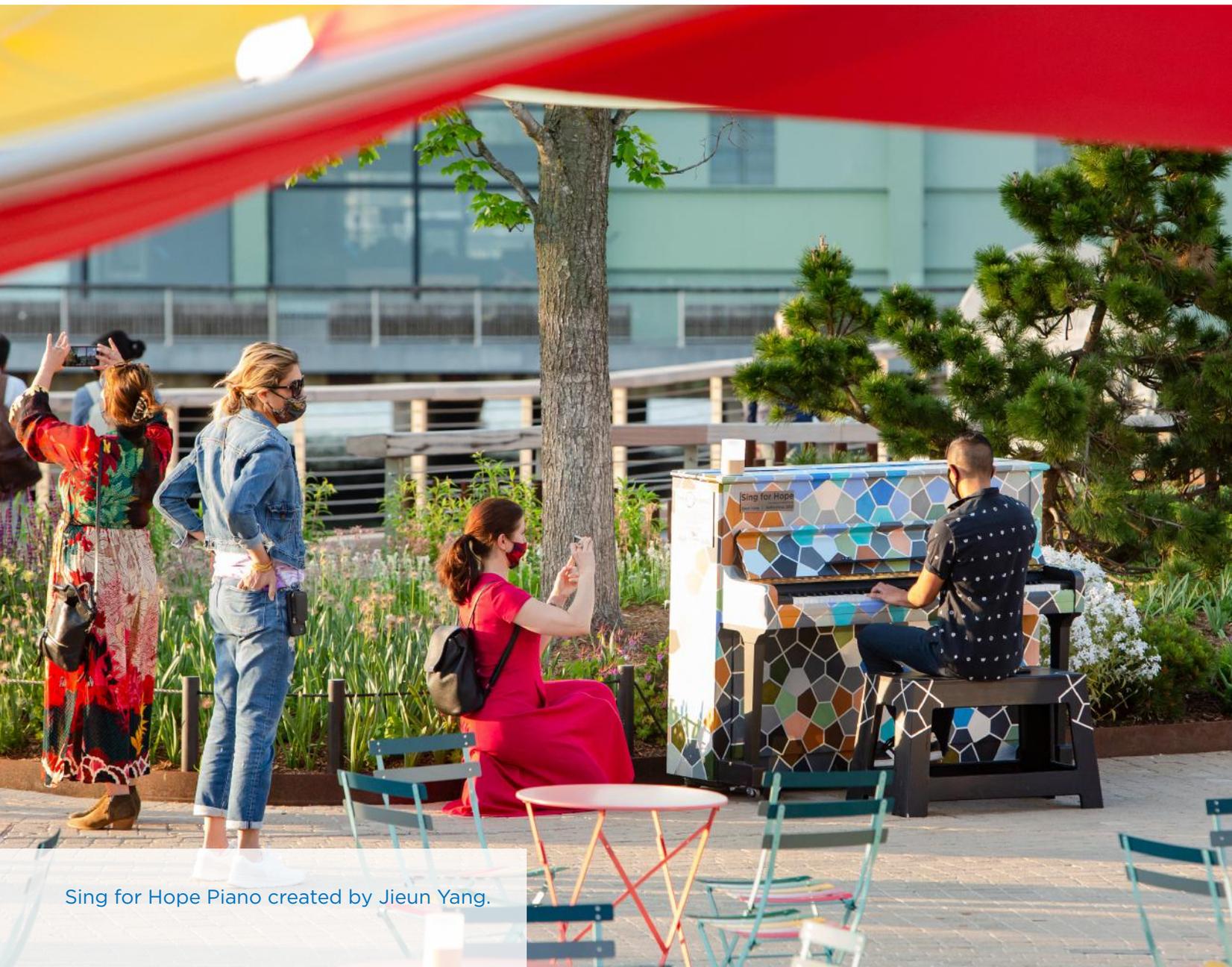
The International Foundation for Arts and Culture (Dr. Haruhisa Handa, Chairman, Sing for Hope Global Patron)
The Arnhold Foundation in loving memory of Sissy and Henry Arnhold
The Thea Petschek Iervolino Foundation
The Anna-Maria and Stephen Kellen Foundation
Ann Ziff

COMMUNITY CIRCLE

\$50,000+

(\$10,000+ annually for 5 years)

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Linda E. Johnson
Andrea Jung
The Loeb Family
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Sing for Hope Piano created by Jieun Yang.

\$150,000+

Fosun International*
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and Chris Anderson
Ann Ziff

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has always loved violin
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Ariel Downs
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Carol Dwyer
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Jennifer Eich
Claudette Einhorn

Mohamed Elwakil
Alan Engle
Demberel Erdenebileg
Matthew Ernest
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“In our daily lives we can become so mechanical, so robotic. We forget the inner human being inside us. And music is the one thing which brings that out. I’m so happy that Sing for Hope isn’t letting the world forget the human part.”

— Dr. Muhammad Yunus, 2006 Nobel Peace Prize Laureate & Sing for Hope Founding Board Member

OUR VILLAGE

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Co-Founder and
Co-Executive Director



Camille Zamora
Co-Founder and
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Sing for Hope Pianos



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Studio Manager,
Sing for Hope Pianos



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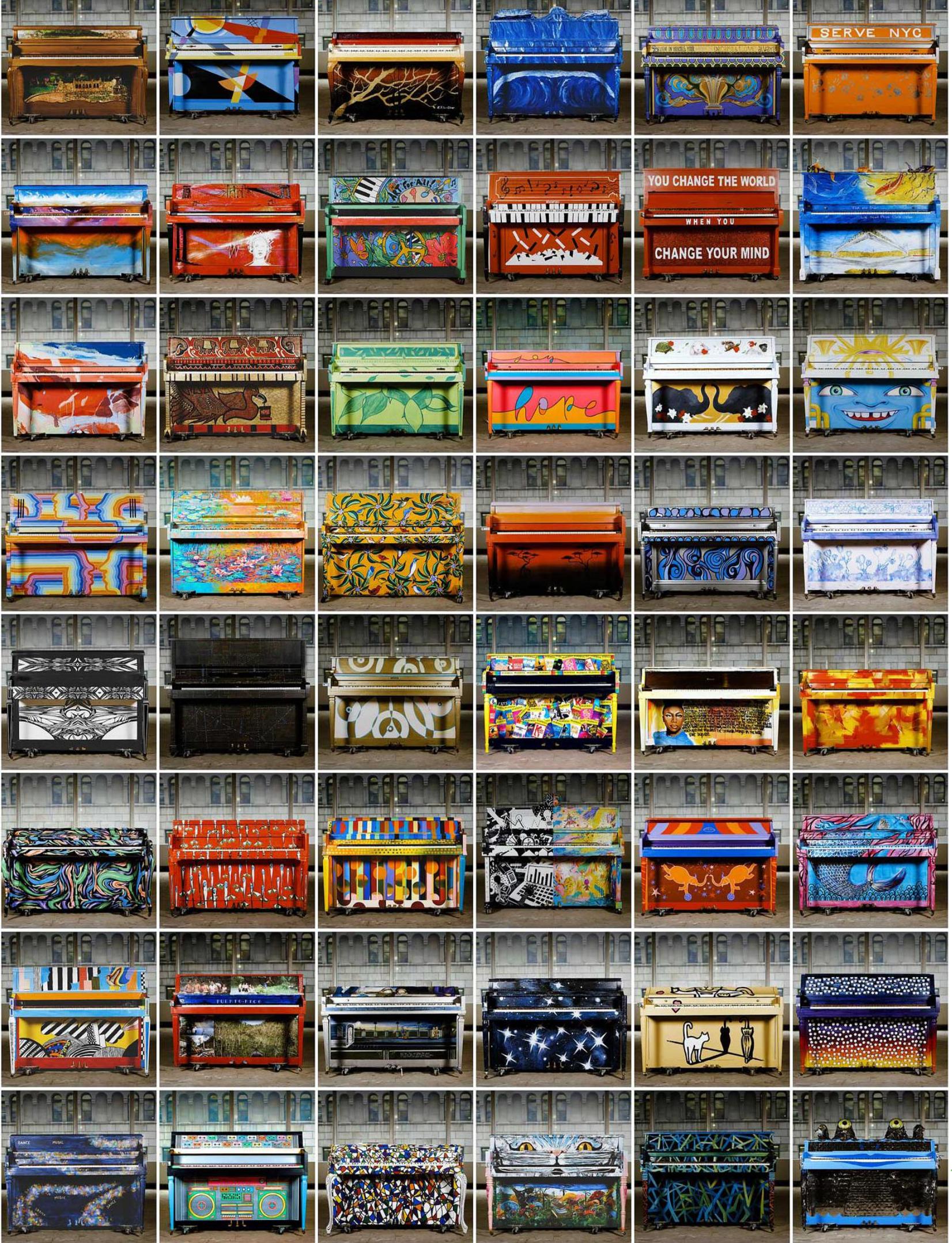
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Sing for Hope Piano created by Laishan Mui Ito.



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Front cover photos, left to right, from top row to bottom row: Sing for Hope at Javits Center COVID-19 Vaccination Site; students from Greater Los Angeles area schools play a Sing for Hope Piano by Alexandra Nechita; strangers become friends at 28 Liberty Plaza in Lower Manhattan (SFH Pianos pictured by Julia Cocuzza, Alyson Fraser Diaz, and Imani Shaklin Roberts); Sing for Hope Young At Arts Lab students in hip-hop dance class; vaccine recipients applaud a Sing for Hope performance at Javits; Sing for Hope Artist Partner Britney Coleman in an Open Arts virtual concert; a patient enjoys a live virtual Open Arts concert.