WE ARE THE EXPERTS
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Dear Friends,

Over the past year, we have found ourselves reflecting on the word “Yes!” Yes! is possibility. Yes! is the power of locally-driven and creatively-fueled change. Yes! is community. These are the things The Laundromat Project pursues by engaging over 6,000 New Yorkers each year. We work to nourish creativity as a renewable community resource throughout NYC but especially in the neighborhoods of Bed-Stuy, Harlem, and Hunts Point/Longwood. Yes!

In 2014, LP artists said Yes! to local collaborations that celebrate the city we want to live in. They ranged from producing a homegrown beauty magazine in Woodside, Queens to a community trading hub in the Bronx to neighborhood story circles across all five boroughs. Together with their neighbors and community partners, LP artists once again activated the vibrancy of three communities of color through Field Day— an annual, three-borough festival that featured neighborhood walks, community garden tours, open studios, and a collaborative art-making project for the historic People’s Climate March.

To further deepen our work, we asked ourselves what is the Yes! for our art education programs? One answer was publishing our first Community & Neighborhood Mapping toolkit as well as the Power of Perception media action curriculum piloted with Brooklyn Community Arts & Media High School. We also launched Print Change, a new afterschool printmaking academy, empowering middle and high school students to create their own narratives in a post-Ferguson world. Our participants, artists, and neighbors sought affirmation that #BlackLivesMatter, and answered with a resounding Yes!

Yes! is what exponentially grew our staff and board over the last three years. Yes! is how we successfully re-launched SOAPBOX, our signature benefit party last spring. Yes! is what we heard from 525 donors from 28 states and 5 countries who generously gave $28,000 in just 10 days to our People-Powered Challenge last fall.

And Yes! is why we look forward to the launch of a major new program called the Kelly Street Initiative in 2015, leveraging local artists and residents to transform an empty apartment in Hunts Point/Longwood into a creative community hub. We say Yes! to an amazing and growing community of individuals and partners who believe in our vision of a world created through the collective imagination of empowered neighborhoods. It is possible. On behalf of The LP staff and board, thank you for believing in Yes!

Onward,

Risë Wilson
Founder & Board Chair

Kemi Ilesanmi
Executive Director
MISSION & VISION

We amplify the creativity that already exists within communities by using arts and culture to build community networks, solve problems, and enhance our sense of ownership in the places where we live, work, and grow.

We envision a world in which artists are understood as valuable assets in every community and everyday people know the power of their own creative capacity to transform their lives, their relationships, and their surroundings.

We achieve our mission by bringing socially relevant and socially engaged arts programming to laundromats and other everyday community spaces in order to reach as many of our neighbors as possible. We are particularly committed to long-term and sustained investment in communities of color as well as those living on modest incomes.

OUR VALUES

CREATIVE CATALYSTS
COMMUNITY-CENTERED
NEIGHBORLY
PEOPLE POWERED
ACTIVE LISTENERS AND LEARNERS
COLLABORATIVE AND CROSS-POLLINATING BY DESIGN
PROPELLED BY LOVE

STUDENT SPOTLIGHT: DORYSAURA

Dorysaura is a high school student and part of The Brotherhood/Sister Sol’s Liberation Program. She graduated from our Print Change printmaking academy in February of 2015. Here's what she had to say about her experience:

“Police brutality is a huge issue in the United States, and one of the ways we decided to fight against it is by screen printing. Not only is this a creative way to get people to listen about this topic, it is also a way to get people engaged in the fight against police brutality.

The screen-printing process is new to me, but I was very eager to learn about it because it’s so interesting. Screen-printing is great to do—the process is fun, but once it is complete the message behind it cannot be ignored. As the saying goes, ‘a picture is worth a thousand words.’”
In a sea of arts organizations, The LP has really shown their commitment to neighborhoods, to artists of color, and to building community dialogue and empowerment.

– Commissioned artist

Overall, my experience in the Print Change class has opened my mind in a more creative way…. It made me realize how huge art can be to a person and to a community.

– Print Change student

The Create Change Residency has rekindled the fire in my belly in regards to being an artist committed to community engagement and social change.

– Create Change Artist-in-Residence

I had great time painting, writing about my thoughts and dreams, learning about farming and eating healthy foods.

– Community Arts Education program participant

We love working with The Laundromat Project. The programs we’ve done in partnership together have brought to our students really, really relevant programming that they feel is connected to their lives and values them as young men and women.

– Community Partner

I met amazing people and showed them my amazing community!

– Volunteer
ARTIST DEVELOPMENT

In 2014, we supported five public artist projects through our flagship artist development program, Create Change, engaging New Yorkers across all five boroughs. The residency, now entering its tenth year, supports artists of color in our anchor neighborhoods developing community-responsive public art projects at local laundromats.

ARTISTS-IN-RESIDENCE

CHLOE BASS, BEDFORD-STUYVESANT: THE DEPARTMENT OF LOCAL AFFAIRS
Chloe created a social hub for Bed-Stuy residents and workers to create maps, pamphlets, reviews, and advice about neighborhood life, culminating in a “reverse tourism” guide based on neighbors’ everyday experiences and memories of Bed-Stuy.

DENNIS REDMOON DARKEEM, HUNTS POINT / LONGWOOD: GOOD TRADE
Dennis re-created the Native American custom of trade in a laundromat setting, inviting participants to rethink notions of value. He documented the exchange of stories and items through photo and video, and shared his residency process via a concurrent exhibition at Casita Maria.

beluvid ola-jendai, HARLEM: HARLEM ON MY MIND, TOO
beluvid set up a mobile recording booth where he collected community members’ stories about Harlem, generating a compilation CD shared with the public at a listening party at Countee Cullen Library.

Our commissions program offers longer-term support to alumni fellows producing outstanding socially-engaged work within the five boroughs.

COMMISSIONED ARTISTS

BRIDGET BARTOLINI, CITYWIDE: NEIGHBORHOOD PORTRAIT SERIES
Bridget organized community events in all five boroughs featuring neighborhood stories and showcasing poetry, music, dance inspired by neighborhood life. She continues to organize storytelling events across the city, building on partnerships she developed during her commission.

SUKJONG HONG, WOODSIDE: BEAUTY IN HER OWN WORDS: SALON STORIES FROM QUEENS
Sukjong offered visual art and writing workshops in Woodside, Queens, working with local women to create a beauty magazine that celebrates immigrant women’s stories and questions common standards of beauty.
Our Create Change fellowship supports 15 socially-engaged artists through a comprehensive series of workshops, expert consultations, mentorship, and experiential learning. The program culminated with neighborhood-based public programs organized by Fellows and presented during our annual Field Day festival.

2014 FELLOWS:

Sara Abdullah, Seyi Adebanjo, Suzanne Broughel, Ro Garrido, Denae Hannah, Leon James, Rich Johnson, Alison Kibbe, Taja Lindley, Nadia Mohamed, Sasha Phyars-Burgess, Sarah Rowe, Priscilla Stadler, Katherine Toukhy, Nehemoyia Young
ARTIST SPOTLIGHT: SONIA LOUISE DAVIS

Sonia is a Harlem-based artist and photographer. She was a Create Change Fellow in 2011 and has since worked with The LP as a teaching artist, at The Laundry Room on 116th Street and at The Studio Museum in Harlem.

“I found out about the Create Change Fellowship at a crucial time—I’d been making images outside in my neighborhood and wanted to engage neighbors in a meaningful way as collaborators, not simply as passers-by or witnesses to my practice. The program informed how I imagined my work, and gave me confidence to take risks and challenge myself.

Art that connects people, that happens where we live and work, involves regular folks as participants / actors / subjects / authors, as central pieces in the artistic puzzle.

I think the ‘why’ is more important than the ‘how.’ Know yourself. Surround your work and practice with others who fuel you, who have different specialties, and lend support whenever you can, especially to other artists. These are things I am constantly telling myself. It’s all part of the process.”

PUBLIC ART POTLUCK

We held our largest ever annual public art potluck, a dinner party to celebrate our 2014 Create Change artists, with over 120 guests attending, hosted by our friends the Sadie Nash Leadership Project.
COMMUNITY ARTS EDUCATION

Our programming meets New Yorkers where they are: in laundromats, libraries, parks, schools, and other everyday spaces. In 2014, our community arts education programs engaged 4,585 New Yorkers.

COMMUNITY ARTS WORKSHOPS

In 2014, we offered over 50 free drop-in art workshops at partner laundromats in Bed-Stuy, Harlem, and Hunts Point and other community spaces, inviting participants to respond to locally relevant topics, such as police-community relations, the neighborhood cultural and historical preservation, and environmental activism.

GREENING THE CITY FESTIVAL

Greening the City is an annual festival focused on environmental awareness, urban beautification, and wellness, presented in collaboration with the Hunts Point Fish Parade and Summer Festival at Barretto Point Park in Hunts Point, The Bronx. Activities included Zumba classes, environmentally themed art workshops, a cooking demo, and a workshop on the nuts and bolts of launching community gardens.

Our partners included The BLK Projek, Grow Green Ambassadors, Harlem Grown, Harlem Wellness Center, Kelly Street Garden, and The Point CDC.
COMMUNITY ARTS EDUCATION

PRINT CHANGE
In April 2014, we piloted Print Change, an intensive after-school course for youth to illustrate their perspectives on pressing issues in their neighborhood by studying the history and practice of printmaking. We offered the course in partnership with The Brotherhood/Sister Sol's Liberation Program and the Brooklyn Community Arts & Media High School.

SUSTAINING NEIGHBORHOODS
In partnership with La Casa Azul Bookstore, we presented a symposium and workshop on the impact of rapid neighborhood change on artists in New York City, addressing how artists and arts organizations can be stabilizing forces in their own neighborhoods. This two-part event featured a panel discussion, and a hands-on workshop offering tangible resources for artists seeking housing sustainability.
FIELD DAY FESTIVAL

Our annual Field Day festival highlights the full range of our programs, celebrating neighborhood arts and culture in our anchor neighborhoods: Bedford-Stuyvesant, Harlem, and Hunts Point.

In each neighborhood, we offered community art workshops at our partner laundromats, studio visits with our artists-in-residence, and creative walks highlighting neighborhood culture and history, and public art programs organized by our Create Change Fellows.
FIELD DAY FESTIVAL

Public Programs organized by 2014 Create Change Fellows:

DEPARTMENT OF LOCAL AFFAIRS
A social hub for community members to share information and engage with each other and the stories left behind by previous participants.

GROW LOVE
A day of art making and yoga workshops, including community sculpture, pinata making, garden tours, healthy cooking demos, a pop-up living room and story circle, and a multimedia installation on the history of Kelly Street.

HARLEM ROOTED
An art making party for the People's Climate March featuring a community sound collage and climate change solution tree.

Lead Partners:
Banana Kelly Community Improvement Association, Boogie Down Rides, Casita Maria Center for Arts and Education, Kelly Street Garden, The Brotherhood/Sister Sol, WE ACT for Environmental Justice, and Workforce Housing Group.
COMMUNITY MAPPING WORKBOOK
We published a Community Mapping Workbook available for download on our website to offers tools and strategies for engaging neighbors to generate responsive, interactive art experiences.
laundromatproject.org/community-mapping

POWER OF PERCEPTION
In January, we completed Power of Perception, a media action curriculum with 25 students at Brooklyn Community Arts & Media High School. Youth participants explore perception and bias and activate their power of self-expression. The curriculum is now available on our website.
laundromatproject.org/power-of-perception

COMMUNITY AND NEIGHBORHOOD MAPPING
A Participatory Process for Generating Interactive Arts Experiences
2014 was a year of ambitious growth. We re-launched our SOAPBOX benefit, carried out the People Powered Challenge, our annual grassroots fundraising campaign, and dramatically expanded our donor base. We also appointed three new board members and grew our Catalyst Circle.

SOAPBOX

Our SOAPBOX benefit in May, honoring artists and LP alumni Rachel Falcone and Michael Premo, was an elegant party, expanding our circle of supporters, while raising over $42,000 toward our programs. Our Honorary Co-Chairs were Julie Mehretu, Wangechi Mutu, and Jessica Rankin. Our Co-Chairs were Dr. Erika Faust and Anne Huntington. Featured artist Derrick Adams contributed a special print edition for the occasion.

PEOPLE POWERED CHALLENGE

Our 2014 People Powered Challenge, a ten-day grassroots fundraising campaign, was a massive success! With 51 People Movers (half of them Create Change alumni artists) leading the charge, we raised $27,776 from a total of 525 donors—representing five countries and 26 U.S. states, plus D.C.—and including generous matching gifts from the Theo Westenberger Estate, WestFuller Advisors, and an anonymous donor.
We were honored to receive so much public recognition of our work in 2014: we won an Arts Entrepreneurship Award from Fractured Atlas; our program director, Petrushka Bazin Larsen, was a madrina at El Museo del Barrio’s Three Kings Day Parade; and our alumni won numerous prestigious awards, including an NEA Fellowship in Poetry (LaTasha N. Diggs, 2010); a Jerome Foundation Emerging Artist Fellowship (Kameelah Rasheed, 2013); and Rauschenberg Foundation’s Artist as Activist travel grants (to Shani Peters, 2013 and Tattfoo Tan, 2010).
2014 FINANCIAL SNAPSHOT
JANUARY 1, 2014 - DECEMBER 31, 2014

OPERATING REVENUES
$461,244
- Foundations & Business Grants: 53%
- Government Grants: 16%
- Individual Contributions: 15%
- Earned Revenue: 10%
- Special Events: 6%

OPERATING EXPENDITURES
$388,390
- Programs: 78%
- Management & General: 10%
- Fundraising: 12%

Please note:
- 63% of The LP’s 2014 operating expenditures were covered by restricted funds raised in 2013.
- The LP ended 2014 with $191,308 in temporarily restricted net assets for future use.
- The LP board contributed and/or raised 6.5% of the 2014 operating expenditures.
- The LP has a reserve fund totaling three months of operating expenditures.
WHO WE ARE

BOARD

Naomi Beckwith, MCA Chicago
Dr. LeConté Dill, SUNY Downstate
Stephanie Dinkins, Stony Brook University
Dr. Erika Faust, Elite Orthodontics
Christopher Montgomery, KPMG
Julie Simon (Secretary), NYC Economic Development Corp.
Risë Wilson (Founder & Chair),
    Robert Rauschenberg Foundation
Dexter Wimberly, Independent Curators International

CATALYST CIRCLE

Gonzalo Casals, The High Line
Dudley Del Balso
Ryan Dennis, Project Row Houses
Sherry Dobbin, Times Square Alliance
Richard Flood, New Museum
Ian Fuller, WestFuller Advisors
Catherine Gund, Aubin Pictures
Kathy Halbreich, Museum of Modern Art
Sophie Henderson, Independent Arts Consultant
Daria Ilunga & Mark Reed, Contact Fund
Colleen Keegan, Keegan Fowler Companies
Steve Kest, Service Employees International Union
Thomas Lax, Museum of Modern Art
Ruby Lerner, Creative Capital Foundation
Maureen Mahon & Brian Tate, NYU / Mapp Intl
Dawn McGee, Independent Business Consultant
Annette Mitchell Scott, ABC Television Network
Vanessa Perez Rosario, Brooklyn College
Kavita Rajanna, Foundational Questions Institute
Katy Rogers, Dedalus Foundation
Karen Stults, Maryland Institute College of Art
Emma Taati, Andrew Mellow Foundation
Saundra Thomas & Susan Siegel,
    WABC-TV / Brooklyn Artery
Abigail & Derek van Straaten, Children’s Aid Society /Independent Consultant
Andreas Waldburg-Wolfegg,
    Columbia Wanger Asset Management
Lisa Yancey, Yancey Consulting
Sara Zuiderveen, NYC Dept of Homeless Services

DONOR SPOTLIGHT: DAWN MCGEE

Dawn McGee is an independent business consultant and long-time supporter of The LP. Originally a founding board member, she is now a part of our Catalyst Circle, a group of leaders who make a long-term investment in our mission by contributing their expertise, ideas, and financial support.

“When I joined the board...I understood that the first step to creating change in one's life is having the capacity to envision a different future for oneself. But this was an intellectual understanding until I began to see The LP's programming in action.

I think the thing I love most about my continued close relationship with The LP is how it continues to develop my understanding of art as a tool for individual and social change.

Before The LP, artmaking was something I thought should be reserved for a select group of Artists (note that capital A). My relationship with The LP and Risë taught me that we are all artists. These relationships have also taught me that artmaking nourishes us and can lead to broader perspectives and more richly experienced lives. I've also broadened my definition of art. I now see the potential to turn anything into part of an artmaking practice.”
STAFF

Petrushka Bazin Larsen, Program Director
Kemi Ilesanmi, Executive Director
Yvette Ramirez, Program Associate
Akiva Steinmetz-Silber, Dev. & Comm. Associate

KEY CONSULTANTS

Ashley Browne, Bookkeeping
Ebony Noelle Golden, Cultural Organizing Consultant
Jessica Svenson, Grant Writing

TEACHING ARTISTS

Aeden Keffelew, Aisha Cousins, Alejandra Delfín,
Alice Mizrachi, Frank Hooker, Jasmine Murrell, Joseph
DONJAI Gilmore, ML Kinnel, Raul Ayala, Rosemary
Taylor, Sonia Louise Davis, Rajeeyah Finnie-Myers,
Sydnie Mosley, Shani Peters

INTERNS

Serena Adlerstein, Nina Austin, Kevin Chen, Aliyah
Hakim, Cheyenne Julien, Syeda Millhia, Valeria Luna
Ruiz, Shristi Shrestha, Maat Silin, and Tyler Thomas.

VOLUNTEERS

Sara Abdullah, Serena Adlerstein, Raynier Baez-Guerrero, Emily Baierl, Kim Bailey, Stephanie Barreto,
Mercedes Brown, Adalky Capellan, Arianna Chavez,
Bas Clark, Brittany Crowell, LaShanda Dandrich, Caitlin
Davis, Kamilah Duggins, Florencia Escudero, Ashleigh
Eubanks, Beth Fiedorek, Rajeeyah Finnie-Myers, Zoe
Flood, Nadia Fristensky, Darly Gailliard, Anand Gandhi,
Antolina Garcia, Ro Garrido, Nicole Goodwin, Malayna
Graham, Elena Guzman, Aliyah Hakim, Denae Hannah,
Alexis Harbour, Cindy Huitzil, Duccio Degli Innocenti,
Bronwyn James, Cheyenne Julien, Colleen Kelly, MD
Khan, Nick Kovac, Burroughs Lamar, Aleta Lee, Shirphie
Li, Katrina Lipinsky, Kylie Long, Natalia Lopez, Melissa
Liu, Rachel Manning, Jason Mass, DJ McDonald, Caz
Miles, Nadia Mohamed, Pamela Moore, Stacy Morales,
Blair Murphy, Public Allies New York, Shalidar Nurse,
Anya Opshinsky, Courtney Payne, Leighann Ramirez,
Victoria Rogers, Ingrid Romero, Ciara Ruddock, Miguel
Sanchez, Patricia Savage, Tanaisha Semidey, Maat Silin,
Anthony Snowden, Rachel Soares, Priscilla Stadler,
Abaye Steinmetz-Silber, Jessica Svenson, Alexandra
Tatarsky, Brent Terry, Raldeny Tolentino, Katherine
Toukhy, Huette Touissaint, Lauren Nicole Travis, Gloria
Ventura, Darinka Vlahek, Callie Wile, Bryana Williams,
Kristen Williams, and Nehemoyia Young.

LAUNDROMAT PARTNERS

361 Laundromat (Harlem)
Fulton Street Laundry (Bedford-Stuyvesant)
Marmy Laundromat (Bedford-Stuyvesant)
Mei Tai Laundromat (Bedford-Stuyvesant)
The Laundry Room (Harlem)
Longwood Laundromat (Hunts Point / Longwood)
Lucky Laundromat (Hunts Point / Longwood)

BUSINESS & COMMUNITY PARTNERS

115th Street New York Public Library
Art Matters
Banana Kelly Community Improvement Association
BLK Projek
Boogie Down Rides
Broadway Housing Communities
Bronx Documentary Center
Bronx Family Justice Center
Brooklyn Community Arts & Media High School
The Brotherhood/Sister Sol
Casita Maria Center for Arts and Education
Fordham Road Business Improvement District
Countee Cullen Library
Frank White Memorial Garden
Green Mountain Energy Co.
Groundswell Community Mural Project
The High Line
JadeYoga
Kelly Street Garden
Kim’s Hair Salon
La Casa Azul Bookstore
Lawyers Alliance for New York
Macombs Bridge Library
Macon Library
New Beginnings Charter School
Northern Manhattan Perinatal Partnership
Open Engagement Forum
Pa-paya Seed
Poe Park
The Point CDC
Queens Museum
Queens Pride House
Sadie Nash Leadership Project
St. George’s Library
Sugar Hill Children’s Museum of Art & Storytelling
WE ACT for Environmental Justice
Woodside Public Library
Workforce Housing Group
INSTITUTIONAL SUPPORTERS


INDIVIDUAL SUPPORTERS