



# IMPACT REPORT

2024-2025

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We bring learning to life!

For over 20 years, ArtsNOW has worked to reshape education.

By integrating music, dance, visual arts, theatre, and digital arts across academic content areas, we set the stage for teachers to be more confident and effective in their teaching, leading to deeper student engagement for greater achievement.



The mission of ArtsNOW is to transform lives through customized solutions to meet educational needs utilizing arts integration and innovative strategies.



ArtsNOW is the leading professional learning organization for resourceful and innovative approaches which engage students, equip educators, and grow school communities for meaningful impact on the future.

## Momentum that Matters

In education, progress is rarely linear—but when the right elements come together, momentum takes hold. At ArtsNOW, momentum is a force fueled by creativity, collaboration, and a shared belief that students deserve meaningful learning through the arts.

Over the past year, we've seen momentum come alive in classrooms, communities, and conversations. Teachers who once dipped a toe into arts integration are now leading with confidence. Students who once hesitated are now taking bold, creative risks. Schools that embraced a single workshop are now deeply engaged in ongoing professional learning, igniting school-wide change.

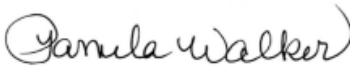
Our momentum is made possible because of you. Donors, partners, educators, and champions of arts-integrated education—you help propel our work forward. Your support enables us to respond with agility, innovate with purpose, and build on the foundation we've laid together.

This year's report reflects how momentum has shaped our journey and signals where it's taking us next. From rural districts to urban centers, our work is accelerating learning, cultivating joy, and building the conditions for lasting impact.

P.S. Watch our video as I share about ArtsNOW in 90 seconds!

We also recognize that momentum sometimes meets resistance. Uncertainty around federal funding, changing national priorities, and shifting educational policies have added complexity to our path. Schools are being asked to do more with less, and educators face difficult choices about how to sustain meaningful professional learning. Still, even in challenging conditions, **we are advancing—with resilience, creativity, and a commitment to the students and teachers we serve.**

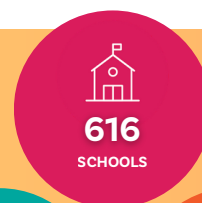
Momentum is not a fleeting burst. It is the result of sustained effort, strategic direction, and a clear vision for what's possible. Thank you for being part of this movement and for helping us carry it forward.



Pamela Walker, President & CEO



Since 2006, ArtsNOW has transformed classrooms, empowered educators, and inspired students through dynamic arts-integrated learning experiences.



## What is arts-integrated learning?

Arts integration is designed to be a joyful, active, and memorable learning experience. Incorporating the five recognized arts disciplines – **visual arts, dance, theatre, music, and digital media** – along with common core standards and fine arts standards, the arts become an approach to teaching, as well as a vehicle for learning.



## Integrated learning is powerful learning.

### Experience ArtsNOW

This year, ArtsNOW hosted six **Demonstration of Learning Days** at Leadership Schools across the region. These half-day events welcomed educators, district leaders, and community members to see arts integration in action.

Visitors observed students deeply engaged in creative, standards-based learning, both in classrooms and through process boards lining the hallways. Each event spotlighted a different model, from STEAM-certified schools to magnet programs and district-wide residencies.

We host Demonstration of Learning Days every year and hope you'll join us to experience the momentum and impact of arts-integrated education firsthand.



**See the impact for yourself.** Scan the QR code to watch highlights from the Demonstration of Learning Day at Mableton Elementary in Cobb County, Georgia.

#### 2024-2025 Demonstration of Learning Days

Powder Springs Elementary School  
Angel Oak Elementary School  
Center for Innovative Teaching Residency Program and Arts & Innovation Magnet Program  
Dowell Elementary School  
Mableton Elementary School  
East Aiken School of the Arts





## Partners in Progress

ArtsNOW's momentum is powered by the strength of our partnerships. We are honored to collaborate with a broad network of leaders who share our commitment for advancing education through the arts. These partnerships expand our reach, strengthen our impact, and help drive meaningful change in classrooms and communities.



Young  
Audiences  
Arts for  
Learning

**SOUTH\***  
**CAROLINA**  
**ARTS**COMMISSION

**Learn4Life**  
\*etro Atlanta Regional Education Partnership

**Georgia**  
COUNCIL  
for the **Arts**™



**ARTS**  
EDUCATION  
PARTNERSHIP

**arts**  
**grow**  
**SC**

**NATIONAL ASSOCIATION OF**  
**Museum Schools**



**Georgia Tech** | **Center for Education**  
**Integrating Science,**  
**Mathematics & Computing**

**GaDOE**  
Georgia Department of Education

**REM**  
Center  
research • evaluation • measurement

## South Carolina Highlights

Our work in South Carolina continues to grow through incredible partnerships and statewide recognition. These highlights reflect how arts integration is expanding opportunities and driving student success.

### Expanding Access Through Arts Grow SC

Since 2022, ArtsNOW has partnered with Arts Grow SC and the South Carolina Arts Commission to bring arts-integrated learning to 22 schools across 12 districts. In total, **11,014 students and 784 educators** have been engaged in creative, meaningful learning experiences that support both academic and personal growth.



### Recognized for What Works in Education

ArtsNOW was named a finalist for the **2025 Dick and Tunky Riley WhatWorksSC Award**, presented by The Riley Institute at Furman University. This prestigious honor highlights programs making a lasting impact on public education in South Carolina.

### Celebrating ArtsNOW Partner School Angel Oak Elementary

Angel Oak Elementary received the **2024 South Carolina School of Excellence in Arts Education Award**. The school has created a dynamic, arts-integrated learning environment that makes the arts essential to every student's education.

# Growth in Georgia

Our work across Georgia continues to grow through strong partnerships and targeted support for schools. These recent developments have expanded our reach and deepened our impact.

## The Zeist Foundation Supports Metro Atlanta Schools

A generous grant from the Zeist Foundation enabled us to partner with four schools in Atlanta Public Schools and DeKalb County, bringing arts-integrated learning to more students and educators across the region.

## SmART Literacy Expansion in Fulton County

Support from the Joseph B. Whitehead Foundation allowed us to expand our SmART Literacy initiative into four additional Fulton County schools, strengthening early literacy through the arts.

## Literacy Leadership with Learn4Life

As an Early Literacy Bright Spot, we continue our strong partnership with Learn4Life. This year, our team completed training in the Science of Reading to better support district literacy goals through arts integration.



## Making Partnership Visible

This year, ArtsNOW introduced **Partner School Kits** to help schools proudly share their commitment to arts integration. The kits were designed to increase awareness across each school community and share that their school is partnering with ArtsNOW to bring creative, engaging learning to students.

Each kit included yard signs, window clings, staff stickers, a social media guide, promotional tools, and more. These kits marked the start of a momentum-building journey, helping schools amplify their role as centers of arts-integrated learning.

*"Collaborating with ArtsNOW has been extremely vital to our school and beneficial for our students. **Sharing our partnership with our school community fosters a sense of belonging and collaboration** as well as highlight our commitment to arts integration."*

- Jenifer Seymour, Principal at Centerville Elementary in Anderson 5



## From Routine to Resonance

Before ArtsNOW, reading time often followed a familiar pattern: students listened, answered questions, and moved on. But when ArtsNOW Music Consultant Dr. Rue Lee-Holmes stepped into a third-grade classroom, everything changed.

Through a powerful lesson blending English Language Arts and music, students discovered how rhythm, melody, and lyrics could bring a story to life. Literature wasn't just read—it was felt.

"Students were engaged from the get-go!" a teacher observed.

"This was so cool—we didn't know music could tell a story like that!" one student shared.

This is a **moment in our momentum**—when learning comes alive, and students step into the story.

**It's not just anecdotal.**

**95%**

**of teachers reported that ArtsNOW significantly impacted students' level of engagement.**

Engaged students think deeper, care more, and stay curious—setting the stage for stronger achievement now and lasting success in the future.



**Our national and international reach continued to grow this year**, reflecting ArtsNOW's leadership in arts-integrated education and the momentum behind our work:

- ArtsNOW partnered in the **global Crayola Creativity Week**, sharing arts integration in classrooms around the world.
- Executives Pamela Walker and Crystal Collins gave **keynote presentations at international education conferences** in London, Hawaii, and Ireland, sharing ArtsNOW's approach with global education leaders.
- ArtsNOW was published in the **Literacy Information and Computer Education Journal** with an article titled "Using Arts Integration to Improve Student Literacy."
- ArtsNOW team members shared our work at **state and national conferences** across the country, including the National Young Audiences Arts for Learning RAISE Conference, Arts Education Partnership Convening, Assistance for Arts in Education Conference, and others, highlighting the impact of arts integration in schools.



## Confidence in Motion

On the first day, she was quiet, watchful, unsure, and staying near the edges of the room. But everything shifted during a dance-integrated lesson.

That same student stepped boldly into the center of the circle when ArtsNOW Dance Consultant Tamara Irving asked for a volunteer to help lead the Brain Dance Warmup. She guided the class with confidence and joy, transforming hesitation into leadership.

“I lit up, too!” Tamara shared. “The day before, she was shy. But the arts gave her a way in.”

This is a **moment in our momentum**—where creativity opens the door to confidence, and one brave step forward becomes the start of something greater.

It's not just one student.

94%

of teachers reported that ArtsNOW impacted students' ability to communicate what they've learned through a variety of avenues.

Arts-integrated learning encourages students to try new ways of thinking and sharing, helping them take risks and express understanding in ways that feel authentic to them.

## Vibrant Communities

ArtsNOW received three Vibrant Communities Grants from the Georgia Council for the Arts to support creative learning experiences in Barrow County, Georgia.



At the Arts & Innovation Magnet, Artful Afternoons provided free after-school arts sessions for students in grades K-5.

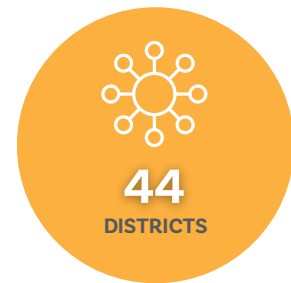
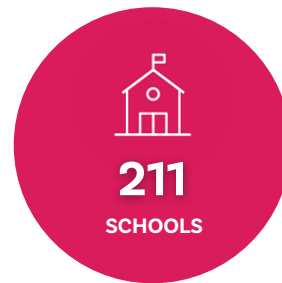


At Yargo Elementary, students integrated visual arts with science and created original artworks to explore key concepts.



Students created a collaborative, sensory-rich art installation now on display at Holsenbeck Elementary.

## In 2024-25, ArtsNOW impacted...



We are proud of the momentum created through this year's partnerships. With every school visit and educator connection, our reach and impact continued to grow.

## Thriving Support from Donors .....

Last year, ArtsNOW piloted two giving campaigns to raise awareness and grow donor support. During National Arts in Education Week, we raised nearly \$10,000 while spotlighting the powerful role of the arts in student learning. Our Sustain Joyful Learning campaign encouraged ongoing support through recurring gifts, resulting in over 60 committed donors in the spring.

We are deeply grateful for every contribution. These campaigns reflect our continued focus on expanding our donor base and diversifying revenue to sustain and grow our impact.



NATIONAL  
**ARTS IN  
EDUCATION WEEK**  
September 9-15, 2024

 **SUSTAIN** Joyful  
Learning  
March 3-9, 2025



By supporting ArtsNOW, you help keep the momentum going and bring arts-integrated learning to more schools and educators across the Southeast.

Text **GIVE to 844-600-3095** to donate today.



## Finding Joy in Fractions

“I never knew fractions could be fun. I actually understand them now.” That was the moment a fifth-grade student lit up during a visual arts lesson.

Led by ArtsNOW Visual Arts Consultant Stephanie Lancaster, the class used Piet Mondrian-inspired artwork to explore math in a way that felt creative, hands-on, and meaningful.

“I have seven students with IEPs, and you’d never know who,” the teacher shared. “Every student was finding success!”

This is a **moment in our momentum**—where creativity transforms confusion into clarity and joy becomes part of the lesson.



It's not just one example.

90%

of educators reported that ArtsNOW has a positive impact on their excitement about teaching.

When teachers feel excited about teaching, that energy carries into the classroom—fueling student engagement, deeper learning, and more joyful experiences for everyone.

## Laying the Groundwork

Each year, the ArtsNOW **Foundational Seminar** brings together K-12 educators to build a strong foundation in arts-integrated instructional strategies. Through hands-on learning and collaboration, participants gain practical tools to engage students and carry momentum back to their classrooms.



332 educators

55 schools

23 school districts

# Federal Grants Fueling Innovation and Impact

ArtsNOW is proud to lead and support several federally funded initiatives that expand access to arts-integrated learning. We are especially grateful that each of these grants has received continuation funding, allowing us to build on early success and carry this momentum forward.



## Educational Advancement for STEM Engagement (EASE)

In January 2025, ArtsNOW was named a lead partner with National Young Audiences Arts for Learning in a federal grant awarded through the U.S. Department of Education's Education Innovation and Research Program.

In this five-year initiative, ArtsNOW and Young Audiences Louisiana will bring arts-integrated STEM learning to schools in Georgia, South Carolina, and Louisiana. ArtsNOW is leading professional learning and curriculum development for this multi-state effort, beginning with two of our own leadership schools.



## REimagining and Accelerating Literacy through Arts Integration (REALAI)

Through the REALAI grant, ArtsNOW supports over 2,700 students and 170 educators across six schools in Georgia and South Carolina with professional learning, book giveaways, and arts-integrated resources to boost literacy.

At J.C. Lynch Elementary, a REALAI partner school, third-grade ELA scores rose by 36% in one year—outperforming the state average and showing the power of literacy through the arts.



## STEM + the Art of Integrated Learning (SAIL)

Through its SAIL grant, ArtsNOW is developing inquiry-based, arts-integrated math and science lessons for grades 3–5. The project serves over 2,200 students and 114 teachers across six elementary schools, combining high-quality instructional units with ongoing professional learning.

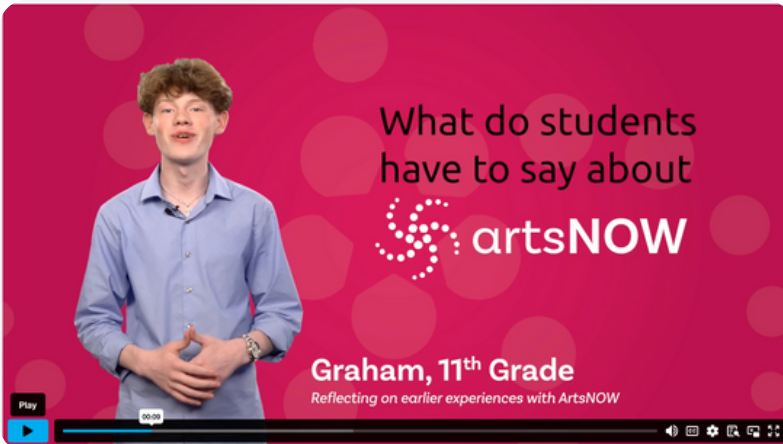
To show one example of the grant's impact, 33.6% of students in SAIL schools demonstrated high growth in math, compared to 29% of the comparison students.

## In Their Own Words

At ArtsNOW, we know the work we're doing matters when we hear it directly from the students we support.

In this video, three students reflect about how arts-integrated learning shaped their educational journey. Now in middle and high school, they credit their early experiences with helping them grow in confidence, creativity, and communication.

"Without arts integration, I wouldn't be where I am today," says Graham.



This is a meaningful **moment in our momentum**, showing how arts-integrated learning continues to shape students long after they leave the classroom.

**It's not just one breakthrough.**

93%

of educators reported that ArtsNOW helped students feel more comfortable experimenting with new ideas.

When students feel safe to try new ideas, they participate more fully, build confidence, and become more open to learning.



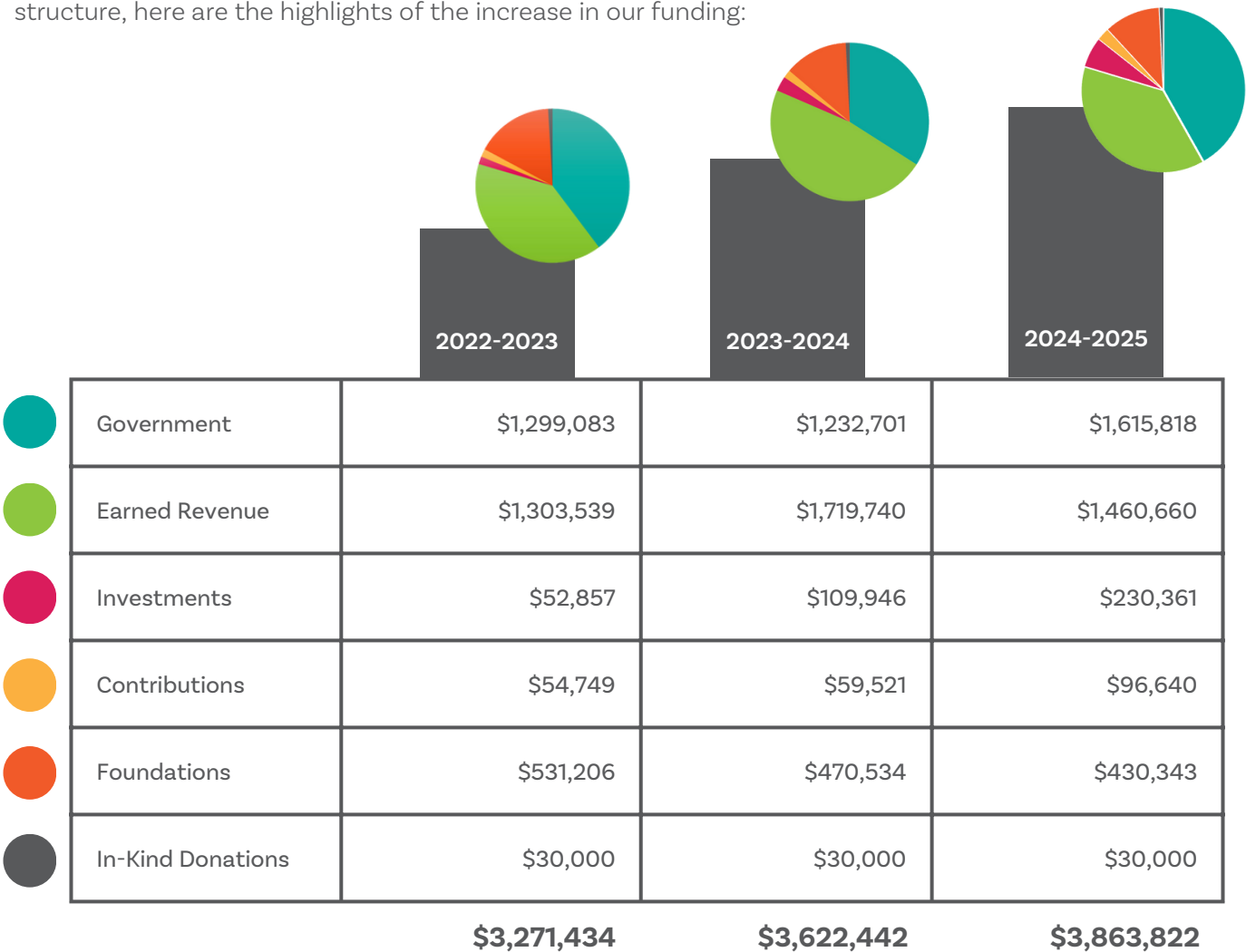
## Leading the Way Forward

In February, ArtsNOW hosted our third annual **Principals' Network Conference**, bringing together over 50 school leaders from Georgia, South Carolina, and Alabama at every stage of their arts integration journey.

The event provided a space for principals to connect with peers, learn from other leaders, and explore strategies that strengthen school culture through the arts. With shared insights and renewed energy, attendees returned to their schools ready to lead with clarity, creativity, and momentum.

# Highlights of Our Funding

With a purposeful focus on strengthening our financial model and organizational structure, here are the highlights of the increase in our funding:



From Dr. Carol McGrevin, ArtsNOW Board Chair

This past year, ArtsNOW continued to build on our momentum to positively impact the lives of children. By helping teachers integrate the arts into their daily instruction, students are actively engaged in learning in new and motivating ways.

Across classrooms, we see ArtsNOW strategies spark creativity, boost engagement, and bring learning to life. We are improving student achievement, attendance, and teacher retention – major challenges in education today.

I am proud to see the commitment of our educators, the dedication of our team, and the generosity of those who make this work possible and impactful. Working together, we are making a difference in the lives of children, teachers, and communities.

Thank you for being a part of it.





## Special Thanks to Our Financial Supporters

Our work would not be possible without the financial support we receive from organizations and corporations throughout our community. ArtsNOW supporters are essential to developing and delivering integrated learning solutions to schools across our network.

Bennett Thrasher  
Georgia Council for the Arts  
McMaster-Carr  
Milliken Foundation

Norfolk Southern  
South Carolina Arts Commission  
U.S. Department of Education  
Young Audiences Arts for Learning

We are especially thankful for the dozens of individuals and families who gave to ArtsNOW this year. Whether it was a recurring monthly gift, an annual contribution, or a one-time donation, your support helped sustain our work and deepen our impact.

Every gift moves us forward and ensures more students benefit from meaningful, arts-integrated learning.



Thanks to the generosity and support of these foundations and grants, ArtsNOW has unlocked new opportunities and built new school partnerships, one meaningful connection at a time.

**CHESTNUT**  
FAMILY FOUNDATION



JOSEPH B. WHITEHEAD  
FOUNDATION



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*Thalia & Michael C*  
**CARLOS FOUNDATION**

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Foundation**







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Regional Director

**Shawn Williams**  
Regional Director

**Shenley Rountree**  
Director of Marketing & Development

**Lane Hall**  
Executive Assistant

**Delores McDaniel**  
Business Manager

**Katy Betts**  
Curriculum & Instruction Specialist

**Kim Mercer**  
Project Manager

**Chris Crabb**  
Project Manager

**April Duffey**  
Project Coordinator

**Kristin Mumford**  
Project Coordinator

**Bo Robinson**  
Development Coordinator

### Artists & Consultants

**Dance**  
Julie Baggenstoss  
Laurin Dunleavy  
Tamara Irving  
Melissa Joy  
Simone Liberty

**Theatre**  
Keighly Brown  
Susie Purcell  
Barry Stewart Mann

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Dr. Maribeth Yoder-White  
Lyn Koonce

**Visual Arts**  
Shannon Green  
Stephanie Lancaster  
Debi West

**Consultant Support**  
Lisa Hill

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**Bradley Wingate**  
Director of Visual & Performing Arts, Greenville County School District



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Integrated learning solutions



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