



## AIR Builds Resilience and Saves Lives

“AIR magnifies *visibility* across the Greater Seacoast and beyond.”

- 2 AIR Vans**-----Travel to Portsmouth, Kittery, Elliot, Newington, Dover, Rollinsford, Rochester, the Berwicks Somersworth, Barrington, Nottingham, Lee, Epping, Kingston, Exeter, Seabrook, Hampton, No. Hampton, Stratham, Newfields, Newmarket, and Durham, etc.
- Local Press**-----6-7 feature articles per year in print and online newspapers—**See pg.3**
- Event Invitations**----- Physical & virtual invitations to 1,500+ & event bags to \$2,500+ donors
- Monthly E-Newsletters**-----3,000+ email list: 1,420 donors, 900 AIR alumnae & family, 950 corporate & community partners
- Social Media**-----1,750 Facebook & 1,000 Instagram followers
- Website**-----1,000 unique views/month & an average of 70% new viewership/month

“AIR accelerates *impact* as COVID amplifies teens’ needs.”

- Adapt creative develop opportunities to online community since March 27, 2020
- Deliver food and art supplies to teens’ homes with AIR vans
- Provide technology and internet connection to teens in need
- Lead 1:1 orientations with teens and families to discuss accessibility and other needs
- Expand variety and number of programs, doubling creative develop opportunities to over 400  
**New 2020-2021 programs include:**
  1. ***Creative Co-working***—monthly collaborative community time for teens online
  2. ***In-person workshops***—with health and safety protocols in place and free transportation
  3. ***Artventures***—virtual after school program for 6th and 7th graders
  4. ***February and April Vacation Programs for 6th and 7th graders***—online theatre and visual arts
  5. ***Workshop Series***—bi-monthly online Theater Series, Artist Outpost, Writers Workshop
  6. ***Community Programs***—online for teens, alumnae, and community members to create work across generations, including an online resource list of free virtual creative opportunities
  7. ***AIR In Focus***—a virtual film project creating a short film about teens’ experiences during COVID
  8. ***Spring at Mud City***—an after-school in-person program for Somersworth Middle School students
- Enlarge service area across southeastern New Hampshire and Maine
- **Prioritize mission and refocus goals to emphasis social and emotional development, resilience, essential skill building, and community connection**

# Arts In Reach makes a difference for teen girls

Portsmouth Herald—November 16, 2020—Pg 3  
Seacoastonline—November 13, 2020

**PORTSMOUTH** — Arts in Reach released “Making A Difference,” a new report detailing the long-term impact of its arts-based programming and mentoring on teen girls from New Hampshire’s Greater Seacoast.

The report showcases key findings from the second comprehensive survey of AIR alumnae, following the first in 2015.

“Making A Difference tells an important story about the powerful and lasting influence of AIR on the teens we serve,” said Executive Director Debra Holloway. “Researchers talk about the gap in opportunities available to vulnerable teens who confront inequalities based on income, gender, health issues, race and sexual orientation. This report shows how AIR has closed these opportunity gaps for teenage girls and inspires them to thrive.”

Making A Difference describes AIR’s positive impact on teens’ social and emotional growth during a crucial time in their development. It shows how AIR helps teens cope with adversity and gain resilience through self-confidence and positive relationships. It also details the extent to which AIR prevents common teenage risk behaviors, like self-harm, substance use and suicidality. Participation in AIR enables 83% of its alumnae to find and create social support systems.

Many alumnae share stories about coping with adversity and managing mental health challenges. One alumna reports, “AIR informed me that I was capable of a lot more than I ever thought and helped me cope through some of the roughest, most painful years of my life.”

Another alumna says, “In many ways, AIR saved my life.”

The report also illustrates how AIR provides pathways to possibilities and influences teens’ future success in education and careers. Alumnae gain leadership and essential skills that empower 98% of respondents to graduate from high school and 75% to pursue post-secondary education.

AIR alumnae not only pursue education but also become engaged citizens. They vote at a rate of 75%, more than double the national average for 18- to 24-year-old women. Further, 55% of alumnae continue to volunteer in their communities after AIR, significantly higher than the national average for 20- to 24-year-old women (17%) and a rate of volunteerism 90% higher than for New Hampshire residents (29%).

As one AIR alumna describes, “AIR gave me the confidence to stand up for myself and my beliefs, to not only advocate for myself but for people whose voice might not be heard otherwise.”

Arts In Reach is a 501(c)(3) nonprofit organization in the Greater Seacoast of New Hampshire. Since 1997, AIR has provided arts-based programs with mentoring by professional artists for teenage girls. AIR offers girls age 11 to 22 in-person and virtual out-of-school programs that are inclusive and accessible free-of-charge, including free transportation and technology assistance. To read the full report and learn more about AIR, visit [www.artsinreach.org](http://www.artsinreach.org).



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