

# FUNDING APPLICATION

## GENERAL INFORMATION

### Organization Information

<b>Legal Name:</b> Hearts Need Art	<b>Federal Tax ID#:</b> 81-4724690	<b>Are you a 501(3)(c) charity?</b> Yes	
<b>Address:</b> PO Box 86	<b>City:</b> Helotes	<b>State:</b> Texas	<b>Zip Code:</b> 78023
<b>Website:</b> www.heartsneedart.org	<b>Fax:</b> (210) 885-9730		

### Head Of Organization

<b>Name:</b> Constanza Roeder	<b>Title:</b> CEO and Founder
<b>E-Mail Address:</b> Constanza@heartsneedart.org	<b>Phone:</b> (417) 827-6553

### Application Contact

<b>Name:</b> Izzy Anderson	<b>Title:</b> Director of Donor Experiences	<b>E-Mail Address:</b> izzy@heartsneedart.org	<b>Phone:</b> (417) 827-6553
-------------------------------	--	--	---------------------------------

**Has the organization applied to the Gordon Hartman Family Foundation in the past and been declined?**

Yes  
2017

<b>Grant Amount Requested \$:</b>	<b>Total Project Budget \$:</b>	<b>Organization's Annual budget \$:</b>
\$17,500	\$51,560	\$253,400

**Mission Statement:**

Our mission is to create moments of joy, self-expression, and connection for those facing life-altering health challenges through arts engagement, advocacy, and innovation.

**PROJECT INFORMATION**

**Program / Project Title:**

COVID-19 Response

**PROJECT TIMELINE**

<b>Start Date</b>	<b>End Date</b>
04/01/2020	12/31/2021

**Program / Project Description:**

Hearts Need Art (HNA), founded in 2016, provides Arts in Health (AIH) services/materials at no cost to clients with life-altering health challenges in San Antonio. As the only local organizational member of the National Organization for Arts in Health, we provide evidence-based programs that decrease clients' pain and increase social bonds. HNA provides AIH services at Methodist Hospital's (Methodist) cancer units, University Hospital's Adolescent and Young Adult Oncology Unit, and online.

The diagnosis of a life-altering illness is a psychological burden that at times overshadows the physical strain of the illness for patients and their caregivers. Life-altering illnesses such as cancer and heart disease account for 75% of deaths in Texas (Texas Department of Health). These illnesses often lead to long hospital stays (i.e., up to 90 consecutive days in the hospital) for treatment. At Methodist and University Hospitals in San Antonio, patients with long hospital stays face social isolation, increased anxiety, increased likelihood of depression, increased pain levels, and other psychosocial barriers that adversely affect recovery and can lead to post-traumatic stress (Bessette 2018).

Adolescent and Young Adult (AYA) patients, ages 18-39, are an especially vulnerable population. This population experiences higher rates of social isolation and other psychosocial issues. Due to the aggressive nature of their cancers, a disproportionate number of AYA patients experience long hospital stays cutting them off from arts education and participation in which they would normally engage. Research shows that healing arts programs provide powerful coping tools for cancer patients. But, unlike pediatric wards, few expressive outlets are available for the vulnerable AYA and the larger adult population to cope with the trauma of cancer.

During normal times we combat anxiety, isolation, and perceived pain levels by providing activities to patients and caregivers in San Antonio hospitals. HNA's programs empower clients to choose their preferred art form(s). We identify and train local musicians, visual artists, and writers to provide clients accessible activities and creative support in healthcare settings. We believe in a patient directed artistic experience, so we recruit artists based on temperament and versatility.

In March, 2020 the threat of COVID-19 caused area hospitals to limited and/or halted all visitors and outside support programs like ours, increasing patient isolation and anxiety. In order to continue to empower our patients and caregivers with the healing benefits of the arts, we launched our COVID-19 Response Project to convert our AIH programs to a virtual platform. The speed and effectiveness of our response garnered national attention and is currently a featured program model for The National COVID-19 Arts Response.

We provide anyone facing a life-altering health challenge with opportunities to schedule one-on-one Zoom sessions with our artists. Participants often invite family and friends to join their sessions to improve social connectivity. The platform also empowers us to provide group sessions for medical care teams and patient support groups. We have already partnered with dementia caregiver support groups, breast cancer support groups, Young Adult Oncology support groups, and other medical teams on the frontlines.

Our 10 contracted musicians, artists and writers provide the following online programs:

- o One-on-one Music: Clients feel honored and special requesting songs that are performed by HNA musicians
- o One-on-one Music Lessons: clients with little or no prior musical experience receive accessible music lessons from HNA musicians in their choice of ukulele, piano, and guitar. Clients' self-esteem is boosted when they jam along with the instruction by the end of the lesson.
- o Livestream Concerts: Client enjoy world class musical performances in an exclusive concert reaching an average of 300 people.
- o Group Art Classes: Clients' creativity soars with a variety of projects in group class. Clients often invite friends and family to join them. They also have a unique opportunity to create social bonds with others facing the same life-altering health challenge. Each class reaches 6-30+ people.
- o One-on-one Art: Clients get to choose the art project with the help of an HNA artist and proudly hang their art in their rooms
- o One-on-one Writing Activities: Clients' get their voice back to express gratitude to caregivers and loved ones while writing thank you cards.

We also provide art kits for the patients in our partner hospitals so they have all the supplies they need to fully participate in our online programs.

Even as healthy people slowly return to normal life, vulnerable populations such as cancer patients must continue to self-isolate for months to come due to the threat of COVID-19. Our new online platform empowers them to access interactive arts sessions during a time when in-person supportive services are limited. Once we return to healthcare settings to serve in-person, many patients and caregivers we serve will no longer be able to access our virtual services unless we can find additional funders to help us sustain the virtual arm of our program.

We believe the Gordon Hartman Family Foundation would be a perfect fit to help provide this valuable resource to vulnerable patient and caregiver populations in San Antonio.

The cost to continue to provide virtual arts sessions seven days a week once we resume in-person programming in 2021 is \$51,560.

We are requesting \$17,500 from the Gordon Hartman Family Foundation to fund three of the seven days a week of virtual programming as well as 350 art kits for patients in our partner hospitals.

---

**Evaluation Plan:**

Our goal for each objective are as follows

- a. 90%+ of participants will self-report an improved mood
- b. 90%+ of participants will self-report improved social connectivity.
- c. 90%+ of participants will self-report the activity provided enjoyment.

During a 2019 Quality Improvement study conducted in partnership with The University of the Incarnate Word Nursing Program, pre and post survey data from patients in the Methodist Blood Cancer Clinic indicated an average 39% decrease in perceived anxiety and 30% reduction in perceived pain levels after visual art and music interventions.

Our findings are consistent with other research that indicate AIH programs improve social connectivity, decrease pain, anxiety, and depression in cancer patients (Martin, 2018) (Poscia, 2018) (Cuypers, 2011). Young adults (18-39 years old) experience a much higher rate of psychosocial issues (Barnett, 2016). So, we design age appropriate activities and provide them in accessible and evidence-based ways to patients and caregivers.

We administer a survey after participants complete an activity. In the survey they can indicate the degree they agree or disagree with each statement. A response of "agree or strongly agree" indicates success to the following:

- a. "This activity improved my mood."
- b. "This activity made me feel less isolated."
- c. "The activity was entertaining."

Post surveys are collected after every virtual interaction. We evaluate every program quarterly to ensure each program under our new virtual platform is performing successfully. If we identify an underperforming program we investigate, test, and re-evaluate. With both Methodist Hospital and University Hospital, we work in close collaboration with the medical and psychosocial support staff to make sure the programs are effective.

**Plans to sustain project beyond the term of this request:**

Adopt an Artist Program:

We are ramping up our monthly donor base in anticipation of this additional need in funding. Donors can "adopt" one of our artists to support his or her virtual art sessions. Support from the Gordon Hartman Family Foundation will help us bridge the funding gap as we build sustainable support for the virtual program.

Pay it Forward:

We do not charge patients and caregivers for individual sessions. However, the session registration form contains an option to "pay it forward." Those that can afford it can pay it forward to others by making a donation to support the program.

Pay what you can:

We partner with many support groups to offer arts sessions virtually. Some have a budget to pay for activities like ours and some do not. We offer a sliding scale of cost based on the organization's ability to pay. Those that can pay for their group to have an art session help to offset the burden on philanthropic giving.

**Line item Budget:**

Line Item Description	Total Project Funds Allocation	Gordon Hartman Funds Allocation
Musician for two hours of interactive, virtual sessions three days a week for 50 weeks	\$7,500	\$2,500
Artist for two hours of interactive, virtual sessions three days a week for 50 weeks	\$7,500	\$2,500
Writer for two hours of interactive, virtual sessions once a week for 50 weeks	\$2,500	\$2,500

400 Large art kits for patients experiencing long hospital stays	\$20,800	\$5,000
750 Small Art Kits for hospitalized patients participating in virtual group sessions	\$3,900	\$1,250
FTE for the Director of Programs	\$9,360	\$3,750
<b>TOTAL:</b>	<b>\$51,560</b>	<b>\$17,500</b>

## **BOARD OF DIRECTORS**

### **LIST OF BOARD DIRECTORS**

<b>Name &amp; Office Held</b>	<b>Corporate Affiliation</b>
Bob Wilhelm, Board President	Retired Army Colonel (Patient/Survivor)
Stephanie Martinez, Board Treasurer	Martinez Satterfield PC
Lisa Kiehne, Board Member	Methodist Hospital (Medical Professional/Administrator)
Cyndi Roberts, Board Member	Blinded by Delight (Friend Caregiver)
John Nix, Board Member	UTSA (Family Caregiver)
Ashley Hillyer, Board Member	Jadestone Realty (Family Caregiver)
Adriana Wilson, Board Member	Community Member (Family Caregiver)
Jovette Muniz	United States Marine Corp Veteran (Patient/Survivor)