



**2018
Impact
Report**

VISION MISSION VALUES

Doodles Academy is a powerful art curriculum for grades 1-5

Our program is designed to minimize teacher prep, and to prepare educators of all backgrounds to offer their students an impactful art experience.

THE VISION

Our vision is that every child receives an art education that inspires and rewards creativity, growth and problem solving.

THE MISSION

Our mission is to expand children's access to a high quality art education.

1

EASE OF USE

We work towards closing the opportunity gap by making sure that our curriculum is easy to implement whether or not educators have a background in the arts. We do this through videos with demos, and comprehensive lessons that include prompts for discussion & suggestions for early finishers.

2

IMPACTFUL CONTENT

Our comprehensive collection of projects are designed to build skills through unique and individual art projects rather than step-by-step tutorials. We deepen engagement and build knowledge around classroom subjects by aligning our content with Open Education Resources (OER), as well as commonly used classroom themes and subjects. All our projects are connected to the Common Core & National Art Standards.

3

EQUITY OF ACCESS

We offer our constantly expanding selection of projects for free online under a Creative-Commons license (CC BY-NC-SA 4.0).

WHY ART?



Low income students who are highly engaged in the arts are more than **twice as likely to graduate college** as their peers with no arts education



Nationwide, nearly **a quarter of elementary schools do not offer any visual art program**, a problem that disproportionately affects students of color.



72% of business leaders say that **when hiring, creativity is the number one skill** they seek.



In the last two decades alone, students of color experienced **an almost 50% decrease in access to art education**

WHAT WE WORKED ON IN 2018



ART AND LITERACY PROJECTS

We worked with English Language Arts specialists OpenUp Resources to design an art curriculum topically aligned to EL Education & Bookworms; popular, free, literacy curricula; this art curriculum is specifically designed to support literacy learning outcomes. **In 2018 we completed development of 4 (out of an eventual 7) literacy aligned projects**



ARTIST, EXPLORER, SCIENTIST

Students learn about John Audubon, who was an Artist & Explorer. Students choose an animal to study, and draw the animal from observation using scientific models. They research their animal's habitat and use reference material to help fill in the background, then finish by creating a print from their drawing.

EMBRACING CHALLENGES

Throughout this project, students are introduced to a range of artists who faced mental & physical challenges and persevered through them. Throughout, students experiment with the idea of limitations. They create a sculpture from limited (recycled) materials, and finish by working with (a limited palette of) paint.

DESIGNING THE ZODIAC

In this project, student artists are introduced to constellations and their stories from different cultures. Student artists brainstorm their own, original, constellations, create an origin myth, redraw their brainstorms into a thought out composition of the night sky, and finish using liquid watercolor and oil pastels.

RAINFOREST CREATURE MARIONETTES

Students look at different defense mechanisms animals have developed to protect themselves, specifically focusing on rainforest creatures. They brainstorm the ideal creature to live in the rainforest, then create marionette puppets of their creatures; using cardboard tubes as their base and coating the surface with layered tissue paper.

WHAT WE RELEASED IN 2018



In 2018 we introduced new curricular support options for teachers through **Curriculum Sets**. These curated sets of elementary-level visual art projects support sequential, cross-curricular art learning

THE BEST OF DOODLES CURRICULAR SET

A selection of six of our most popular art projects (30 lessons total). This complete art curriculum is ideal for the teacher who wants to teach art throughout the school year, and guides them in building their student's artistic knowledge and skills without overwhelming.

THE CULTURE & IDENTITY CURRICULAR SET

A selection of five projects (25 lessons total) introducing diverse cultures and identities. This art curriculum is ideal for the classroom or art teacher who wants to deepen student understanding and engagement around diverse cultures & identities. The art lessons are organized so that educators can easily choose to teach each project during national heritage or history months, or to authentically integrate diverse artists into their curriculum at any point during the school year.

All projects are workshopped in partner classrooms before being released on our website. **In 2018 we workshopped and released two new projects.**



Mrs. Leckie, Kew Beach P.S. in Toronto, Ontario taught Artist, Scientist, Explorer, with her 1st/2nd grade class. She said,

"This lesson tied in perfectly with our Science curriculum [...] We researched the animal's habitats and found information to support the details in our drawings."

Mr. Grossman, at Roy Gomm Elementary in Reno, Nevada taught our project 'Enchanted Lands' with his 5th grade class. He said,

"The students valued and were really engaged with the images that started each lesson. They used key vocabulary to help support the claims they would make. Moreover, it gave them great ideas for their own art."



OUR USERS IN 2018

"My students love Doodles Academy. It is well-aligned to my state standards, based on the Common Core, and I feel confident that my children are learning important art and literacy skills."

-Mr. Grossman, 5th Grade Teacher, Reno, NV

"Art education at the elementary school level is priceless. It broadens student's base knowledge and historical and social knowledge by exposing them to artists and their works. It creates and strengthens global awareness. **Doodles Academy adds value by providing inspiration and creative new ways to teach art to young children."**

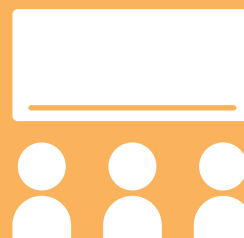
-Mrs. S. Robertson, K-5 Art teacher, Warrenton, N.C.

"Art gives children a chance to explore their creativity and a chance to express themselves. **I love the lessons and the way the lessons are put together to give children access to high level finished products and exposure to famous artists."**

-Ms. Mousel 2nd grade teacher, Reno, Nevada



We averaged 6000 visits to our website every month



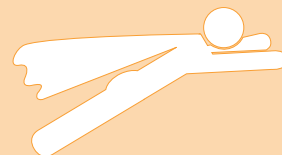
We have nearly 1300 registered educators using Doodles lessons, reaching approximately 29,000 students.



Our video lessons were played over 2,900 times



Teachers in Nevada taught our video lessons the most frequently: 456 times!



Our Superhero lesson was our most popular project, with 584 visits

Coming soon:

Training modules for teachers

Supply Kits to accompany Curriculum Sets

More Art & Literacy curriculum content

OUR TEAM

Over the past three years we have had the support of an amazing community who has helped grow Doodles Academy from a kernel of an idea into an organization that now offers free, impactful, high quality art lessons to nearly 1,300 educators. Whether through donations, advocacy, or volunteer work, our community of supporters has impacted the lives of thousands of students and helped support our mission of expanding children's access to high quality arts education.

Thank you to the community members who worked with us in 2018:

Board members:

- Cathy Price (Board Chair)
- Carey Swanson (Board President)
- Joana Ngo (Treasurer)
- Tempest NeuCollins (Founder & Executive Director)
- Patrick Comstock (secretary)
- Jason Overby
- Christian Simamora
- Jordan Huller (Board member until October 2018)
- Alessandra Mosenifar (Board member until February 2018)

Advice & Guidance:

- Patrick Leonard: ongoing support with planning and SEO strategy
- Claire Rivero: strategizing marketing and digital growth
- Jessica Sliwerski: helped us develop our business plan & strategy
- Holli Fears: Helped us identify common topics and themes in EL Education and Bookworm Curricula

Volunteers:

- Atsushi Toda: runs our GoogleAd campaign
- Alex Hunley: website building and support
- Board member Jason Overby: hands-on development of the website, outside of his purview as a board member
- Becca Deitch: marketing intern through June 2019

Donors:

A special 'Thank you' to all of the individuals who have donated to Doodles Academy and supported our mission to expand children's access to high-quality art education. Everything that you have seen in this impact report was made possible by those donations.

Give today, impact forever.

<https://doodles-academy.org/donate>