2021 has been an overwhelming year of widespread sickness, hatred, and misinformation throughout the globe. The pandemic has heightened the inequities and lack of mental health access that have always existed in our communities. We also witnessed these inequities directly impact our black and brown communities we serve on Chicago’s west and south sides.

Today we continue to find nationally, fewer than 1 in 3 youth in need of mental health care receive the proper support. Because of this, there has been a huge public awakening to the transformative power of the arts and Social-Emotional Learning to support the mental health of our youth. This has led to a huge demand for TSG Art Residency Programs to be facilitated across Chicago and beyond. Over the past two years, we have stepped up to meet the urgent call to support the mental health of our youth to improve attitudes about self and others while decreasing emotional distress and at-risk behaviors - resulting in reaching 4,500+ youth since the start of the pandemic.

Our youth need these critical tools to grow. The Simple Good also entered a significant period of growth. Since starting the organization 10 years ago, we have grown from a team of one (ME!) to a team of six TSG Staff dedicated to spreading the simple good to more youth than ever before.

All of our artist residency programs are provided directly to the students at no cost to the families and I am grateful to see how The Simple Good community has galvanized and grown to help meet this critical need resulting in our largest year yet.

Since I founded TSG, I have been dedicated to providing inspirational community art programming that encourages compassion, reason, and transformation towards a better future - and the first step towards that is investing in our future leaders. It is truly only through our incredible community, we have been able to make the impact we are so honored to be able to make today.

We all have a responsibility to fully create and enhance each other’s possibilities. This starts with each of us identifying small meanings of ‘good’ in our lives that we can amplify into something larger to benefit all of society - ‘Simple goods’ that continue to exist that can bring goodness into the world, creating a domino effect of positive impact.

I am humbled to reflect on 2021 and see that despite the hardships, we achieved our largest year yet in both growth and impact for The Simple Good! I look forward to a year of amplifying our growth and hope as we enter 2022 and beyond.

To Your Simple Good,

Priya Shah
Founder & Executive Director of The Simple Good
The need for diversity in the arts as well as locally and globally in order to enrich perspective. Empowering youth, artists, and audiences for the betterment of communities and to aid in making future generations more socially conscious.

Creating opportunities for more of the community to participate in art and increasing creative energy in order to meet challenges facing our local communities as well as globally.

Understanding strengthening communities is how we uphold a better global society.

Always conducting ourselves in an ethical manner which takes our values into account.

Connecting the arts to inspire positivity in communities around the world.

Empowering youth, artists, and audiences for the betterment of communities and to aid in making future generations more socially conscious.

Practicing integrity within the voice of our youth, our programming and within everything we create in order to positively impact the world.
2021 has been a year of exponential growth for The Simple Good Team. To meet the increasing demand for Arts, Social Emotional Learning and Mindfulness Programming during the Pandemic, TSG expanded its team by adding a Marketing Coordinator, an Executive Assistant, Development Consultant and two Teaching Artists!

Priya Shah  
*Founder & Executive Director*

Ollie Tousius  
*Program Coordinator & Lead Teaching Artist*

Kitty Kenyon  
*Marketing Coordinator & Teaching Artist*

Jessica Garner  
*Executive Assistant*

Sarah Pietlicki  
*Teaching Artist*

Kate Ziebart  
*Teaching Artist*
TSG provides Social Emotional Learning based youth art programs both in-school and after-school centered around developing an understanding of ‘the simple good’ in their lives.

The 10-week to full year programs challenges students to explore positivity within themselves and around the world in order to fuel positive activism in their communities. The program ends with a Final Youth Showcase where students publicly present their artwork publicly and speak on their meaning of ‘the simple good’ and how they will use it to change the world.

**OUR PROGRAM PILLARS**

**SOCIAL EMOTIONAL LEARNING (SEL)**

SEL is the process through which all young people and adults acquire and apply the knowledge, skills, and attitudes to develop healthy identities, manage emotions and achieve personal and collective goals, feel and show empathy for others, establish and maintain supportive relationships, and make responsible and caring decisions.

**EXPERIENTIAL LEARNING**

A creative method of expression used as a therapeutic technique.

**MINDFULNESS**

A non-judgmental methodology of paying attention to the present moment.

**GLOBAL COMPETENCY**

The interrelated set of dispositions, knowledge, and skills needed to foster in students the attributes that they will need to thrive in this diverse, interconnected world.
From 2020 to 2021 TSG more than doubled our reach from 6 to 13 programs including a combination of both returning and new community based organization and school partnerships serving 609 students. We also continued our growth beyond Chicago with our longstanding program partnership in Westbury, New York and a new partnership this year in Waukegan, IL.

Across all program sites, TSG was able to attain measurable growth in Social Emotional Learning competencies with our youth. We define success by measurable improvement in the positive mindset of self and the world around our students. Impact is tracked by pre and post assessments for students participating in the program.

This measures qualitative and quantitative impact on the students’ perspective of positivity they see within themselves, their community and the world. Assessment questions are tied to SEL Standards, NAEA Visual Arts Standards and researched outcomes on positive thinking. See our 2021 outcomes below!

Our assessments measure the following SEL capacity and goals based on CASEL standards; self management, social awareness, and decision making skills.

**GOAL 1**
Develop self-awareness and self-management skills to achieve school and life success

**GOAL 2**
Use social-awareness and interpersonal skills to establish and maintain positive relationships.

**GOAL 3**
Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts.

Students exposed to SEL and Art are proven to show improved positive social behaviors and attitudes, practice empathy and teamwork, and have fewer conduct problems, less emotional distress, lower drug use, are 3x more likely to earn a bachelor’s degree and 10% more likely to gain employment.

54% of students showed improved Decision Making Skills

54% of students showed improved Social Awareness

45% of students showed improved Self-Management Skills
**TSG PROGRAM PARTNERS IN 2021**

**PROGRAM PARTNERS**
- Madero Middle School - Little Village
- Moos Elementary - Humboldt Park
- Intrinsic High School - Downtown
- BUILD Chicago - Austin
- After School Matters - Chicago City Wide
- Corliss High School - Pullman
- Gunsaulus Scholastic Academy - Brighton Park
- Eugene Field Elementary School - Rogers Park

**Outside of Chicago:**
- Westbury Arts Camp - Westbury, NY
- A Bigger World - Waukegan, IL

**WORKSHOP PARTNERS**
- Chicago Peace | Englewood & Brighton Park
- New Communities - Bronzeville

**PROGRAM PARTNERS SUMMARY**

- NGO's 41.7%
- Schools 58.3%
The Simple Good Youth Art Residency Program has made an impact on over 5,500 youth, across Chicagoland area and the world, in predominantly low-income and underserved communities. In 2021, we have been able to serve 609 students from 13 different communities both locally and nationally. We believe that every student should be able to benefit from being a part of our programming, regardless of where they're from.

Data from city-data.com
2021 PROGRAMMING

2021 was the second year of the TSG navigating the COVID-19 pandemic and supporting the return to in-person programming for the first time. TSG diligently worked with students, program partners and TSG Teaching Artists to make the transition to in person programming smooth and supportive to ensure the safety of our program participants and successful program implementation.

In addition to program delivery, we provided art supply kits, TSG SEL Activity Books and any additional resources needed to create meaningful works of art during our programs. In addition, we invited influential creative guest speakers from across the country to speak to our youth both virtually and in-person.

This year was a testament to the adaptability and mission driven work of the organization in rising to the occasion to continue to bring SEL programming to students across the country both in person and virtually.

TSG YOUTH ART SHOWCASES

Our vision is that people everywhere will use art to create cross-cultural understanding, break societal barriers and foster empathy in order to cultivate peaceful and just communities around the world. TSG Youth Art Showcases give the opportunity for our students to do just that by allowing their voices to be lifted and connected to communities across the country. For every showcase, we invite guest speakers to share their practice as well as provide feedback on students’ artwork on how they plan to express their meaning of the simple good. This exposure to creative professionals provided enriching opportunities to not only learn about professional creative careers but also a validation that our students are seen and supported by the larger creative community as well. This year we were able to engage artists from across the country to speak to our youth and encourage them to always find their meaning of ‘the simple good’ during a challenging time in society due to the pandemic. We are grateful for the overwhelming support the TSG Creative Community has shown to our youth this past year.
In response to COVID-19 lock downs in 2020, we developed our first ever Art Activity Book publication which we continued to use as an important resource and learning tool in the classroom and for the general public to engage the practice of the arts and Social Emotional Learning during the pandemic. During 2021, we were able to distribute over 1,000 books through programs and through sales in our TSG Shop.

TSG Social Emotional Learning (SEL) Art Activity Book synthesizes our Social Emotional Learning-based Art Curriculum into a printed Activity & Coloring Book to develop student’s understanding of what the ‘simple good’ means to them through influences of artists from all around the world. Students are taken on a journey to identify positivity in their lives and an understanding of how they can use it to change the world through art and expression.

Each program has been able to benefit from the book supporting students in their growing journey of mindfulness practices from meditation, journaling to serving as a TSG art portfolio that houses such art projects that challenges the artist to explore the simple good within themselves and within their community to increase self-awareness and social awareness - key areas of development in Social Emotional Learning.

In addition, students enjoy the Simple Good Artwork Coloring Pages by renown local and international artists featured in the book. They are able to learn about different perspectives on the meaning of the simple good through these artists in addition to learning about diverse forms of artwork all around the world. The TSG Art Activity Book continues to be a powerful tool to fuel resilience and support mental health throughout the pandemic.
During Winter 2020, amidst the COVID-19 pandemic that still dictated our realities, there was no certainty on what life would continue to look like. It was during this time when Chicago non-profits, The Simple Good and BUILD Chicago, came together to reflect on the challenges of the past year and how we can work together to create light amidst the chaos.

It did not take long for the youth to become the highlight of the discussion, being inspired by the resilience they always show. It was important for us to celebrate their continued strengths, leadership, and acts of simple good that they take part in every day in order to show the world that these are acts that truly impact others.

Our students were inspired by our children’s book, ‘Sheroes of COVID-19,’ co-authored in 2020 by our Founder, Priya Shah and Founder of CEDA International, Rehmah Kasule, which shared stories about female sheroes from across the globe who stepped up their leadership to spread the simple good during the pandemic.

This led to our students creating their own ideas of sheroes in their community of Austin which was translated into our first published comic book written by our BUILDing Girls 2 Women youth! The inspiring book is titled, ‘Sheroes of COVID-19 - Chicago Edition’ shares how they are Sheroes in their Chicago communities and depicting the ways they have used their meaning of the simple good to change their world.

We celebrating the book launch through a beautiful book signing event at Guild Row this summer where our young authors, families and larger Chicago community were able to buy a book, hear the stories of the simple good from our youth in person and get their book signed by the student. It was a powerful night of celebrating our young sheroes of Chicago!
TSG ANTI-RACISM INITIATIVES

Through our Social Emotional Learning arts based approach, we offer highly interactive workshops focusing on developing self-awareness, social awareness, self-management, relationship skills and responsible decision making within each workshop. Through this approach, we believe we can build a truly thoughtful and inclusive environment for everyone. In 2021, we facilitated workshops for large nonprofits and corporations in Chicago to advance the understanding that empathy towards the other begins with understanding ourselves first and using our SEL Art methodologies to explore this skillset. Our goal is to continue to provide our unique workshops to more partners to have a deeper understanding of Diversity & Inclusion in the work place.

D&I PROFESSIONAL DEVELOPMENT WORKSHOPS

TSG leads anti-racism dialogue by using our SEL based arts methodology through public forums throughout the year. Our goal to transcend cross-cultural barriers through intentional dialogue and gatherings has made a ripple effect to advance race relations across Chicago.

SOUTH ASIAN SOLIDARITY PROJECT

November 2021, The Simple Good was a part of a panel focusing on developing solidarity between South Asian and Black communities within the city of Chicago. Leaders, Creators, and Entrepreneurs from across the city came together to have a conversation that attracted over 100 attendees. The initiative was brought together by our Fearless Founder and CEO, Priya Shah, DEI / Antiracism Practitioner, Cindu Thomas-George, and Creative, Shereene Manimala. It is an ongoing project to desegregate Chicago with future events in 2022.
TSG is honored to be hosting its' very own retail and coffee pop-up shop in Chicago's South Loop for the very first time, in partnership with Contextos and Chicago French Press, both woman-owned businesses. Since its' official opening in November 2021, TSG has been able to promote and sell our youth-inspired merchandise to generate revenue to support our TSG Art Residency Programs across Chicago and amplify awareness of our work.

The Simple Good Pop Up is also a gathering place for the community where we welcome organizations, artists and community members to host events, panels or meet ups at the shop! We are truly excited for what 2022 entails for this space, and are looking forward to more opportunities to share our space with our TSG Family to further spread the simple good in Chicago.

Store Address: 2240 S. Michigan Ave
Store Hours: 11am-6pm, Wednesday-Saturday
Our TSG Merchandise is inspired by the artwork and ‘simple good’ of our students. Each year, selected student artist statements are voted on by TSG supporters to decide each year’s Limited Edition line of TSG Quote Tees. Each tee includes the quote, name and neighborhood of the student to extend their powerful stories of the simple good to the world. Our tees are sold at the TSG Shop and at Chicago’s iconic store, The Silver Room, which has allowed us to spread our students’ message of ‘the simple good’ across the globe.

When the Quote Tees are selected and printed, we reveal our new tee shirt to the student who inspired the design in front of the larger community! Check out Alex, 6th grade, rocking his TSG Tee inspired tee below. Proceeds help subsidize the cost of TSG’s Social Emotional Learning and Mindfulness-based Arts Residency Programs.

"PEACE & JOY" UNISEX TEE
INSPIRED BY
Alex L., 6th Grade - Little Village
In addition to our student inspired quote tees our merchandise line also includes pieces made in collaboration with local artists and organizations. This year we have partnered with renowned Chicago artists Langston Allston and Sam Kirk and community partners The Chicago Bulls, The Silver Room, and Chicago French Press to bring you socially conscious merchandise that gives back to our youth.

SHOP.THESIMPLEGOOD.ORG

2021 MERCH SALES: $14K
2022 GOAL: $30K
Our 6th Annual Hunt for Good Urban Art Scavenger Hunt race made history as being our first in-person event since the beginning of the pandemic. This is one of our favorite events of the year where teams of 2-4 came together to find works of art in their community, solve challenges centered around positivity and complete random acts of kindness in a race to be Hunt for Good Champions 2021!

Despite the obstacles presented in 2021, we were excited to come together and celebrate the good within our communities. The success of this event was all made possible with support from our incredible hunters who came from all around the city to participate, our host Guild Row, our corporate supporters, Tito’s Vodka and Red Bull, as well as our incredible artist community.

Thanks to our attendees who came out to be a part of this movement. Because of our amazing Simple Good family, we were able to make a positive impact in the lives of over 150 students involved in summer programming.
TSG celebrated its 8th annual City of Big Dreams Fundraiser at The Chop Shop with over 200 members of the Chicago community. Throughout the evening, we celebrate not only the talented local artists Chicago holds but also the rebirth and transformation of the city which encompasses the good that surrounds us by uniting different mediums of art under a single inspiration - “The Simple Good of Chicago.”

Through a collaborative showcase full of curated selection of street artists, poets, musicians, and dancers, we demonstrate the strength and inspiration that has begun to transform “The City of Big Shoulders” to a "City with Big Dreams."

We were extremely excited to see everyone in-person again and to commemorate the year we had overcome. Thanks to our awesome community partners, sponsors and attendees we were able to raise $60,000 make this our biggest fundraiser to date! This allowed us to fund our art programming in neighborhoods across Chicago and make a bigger impact than ever before.
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TSG PARTNERS & FRIENDS
The Revenue by Year shows TSG’s Significant growth over the past 6 years. 2021 was a record year yet where we achieved a 33% growth in revenue Year Over Year. TSG closed the year at $264k for the first time. Projected revenue for 2022 reflecting our expected growth in the upcoming year is $330k.

In 2021, our Revenue Mix was heavily weighted toward TSG programming due to the large demand for critical Social Emotional Learning services for youth during the pandemic. Service Revenue grew 81% year-over-year contributing to the overall revenue.

As expected with significant program volume, 80% of expenses are related to supporting those services. Due to the return of increased in-person events in 2021, we saw a large increase in Fundraising Expenses. TSG also brought on additional staff support to support the increasing growth of the organization including an Executive Assistant, Marketing Coordinator, part-time teaching artists and a fundraising consultant increasing YOY Payroll Expenses by 37%. We expect these additional roles to support our planned expansion of services into 2022.
At the beginning of 2021, we dove into a new strategic planning process with OnCenter Consulting to help TSG pave the road map for growth for the next 5 years. We are proud to already have made strong headway towards achieving the tasks outlined for 2021 and looking forward to dive into our 2022 focuses which include the following:

**Operational Foundations**

We must continue to strengthen our operations and infrastructure to support new growth.

**Human Capital Strategy**

As we grow, we will recruit, hire, and develop new team members at both the board and staff level to make a larger impact on our students.

**Sales Strategy**

We will develop a sales strategy that is clear to customers (e.g. CBOs & schools), deepens existing relationships, drives new growth, and results in better sustainability.

**Fundraising Strategy**

We will develop a fundraising strategy that provides a clear call-to-action for partners (e.g. artists & global community) and is aligned with future growth opportunities that will inspire large gifts to support subsidized programs.

**Expand Art SEL Programs**

We will expand our Art SEL programs by growing year long programs and long-term relationships with schools and non-profit partners. Social & Emotional Learning is not just a gap for students in under-resourced areas. As a result, we will begin targeting a new segment of Schools & CBOs who are fully-resourced.
MEET OUR BOARD

GOVERNING BOARD

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DAVE VAN SAUN
Great Wolf Lodge

JASON PIROCK
Aparium Hotels

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Guild Row

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Community in the Schools Chicago

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Bluestar Silicone
“DO YOUR LITTLE BIT OF GOOD WHERE YOU ARE. IT’S THOSE LITTLE BITS OF GOOD PUT TOGETHER THAT OVERWHELM THE WORLD.”

- DESMOND TUTU
(10/7/31 - 12/26/21)
We can’t wait to bring more ‘good’ to the world with you and impact even more of our youth for a better future. Get involved and stay in touch with us below for a Simply Good 2022!

EMAIL: HI@THESIMPLEGOOD.ORG
FOLLOW: @THESIMPLEGOOD

MEET & PARTNER WITH US:
PRIYA@THESIMPLEGOOD.ORG

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OLLIE@THESIMPLEGOOD.ORG

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FOR ADDITIONAL INQUIRIES:
JESSICA@THESIMPLEGOOD.ORG