



Founded in 2011 and becoming a nonprofit organization in 2018, the No Evil Project uses **art** and **humour** to **challenge stereotypes** and help people find **commonality and understanding** despite cultural, socio-economic, religious, racial, gender, physical and mental health, occupational, political, and ethnic **differences**.

Read what we've done in our **second year!**

LETTER FROM THE PRESIDENT OF THE BOARD

As I reflect on this year of The No Evil Project's activities, I stare into your faces in our online gallery and smile broadly!! Many of us have crossed paths on a Zoom and have shared precious moments while we have stepped into our world that we've never lived before. I have heard myself ask this question a lot in the past 5 months: "Did you ever think?" I sure as heck didn't! I didn't think that we'd have:



Over 650 individuals have published their own photoset this year, at our events and on their own, to declare their goodness and share with the world their good deed;

Individual contributions that have risen almost 150% in just one year.

We are a movement! Together. We are a consistent source of strength and ensuring that the foundation for good remains firmly alive! In 2020 we took a big step forward. We are all managing a massive shift in life, existence, and how we relate to others. We all responded to new daily routines, and some of us began living a completely new life. New work environments, jobs, family scenarios and a new awareness of the value of life.

In the face of the pandemic, we stood up, shifted, moved things around, changed and opened new doors of opportunity for all of us. The Breathe No Evil Campaign brought together our members into our community and created the platform for each of us to share why we wear our masks. The responses that I see show the LOVE, deep love that each of you has for humanity! I am touched by all of your thoughtful purpose statements.

Welcome to those of you who joined us at our new events this year - LIFT Self Care Fair, Tower Hill Botanic Garden Pride, Worcester Caribbean American Carnival, and the Northshore Mall. Additionally, THANK YOU to all of the coordinators of these amazing events for having us and spreading the goodness of their event-goers, members and community.

Best wish to you,

A handwritten signature in black ink, appearing to read "D. F. Felt", with a long horizontal line extending to the right.



LETTER FROM THE FOUNDER & EXECUTIVE DIRECTOR

A lot has happened since my last letter a year ago. I would expect the second year of running a nonprofit would go a little smoother, but 2020 had other plans. Luckily, our organization is about finding the good in people and this year was no exception. Thank you to everyone that participated in photo shoots or took photos themselves while quarantined and sent them in. Thank you to the festivals and organizations that have welcomed us before, those that are new this year, as well as the ones who had to cancel their events this year - we miss you and we'll be back next time. While we weren't able to have as many events this year, personal donations were up substantially to compensate, and I thank you for believing in our mission even if you couldn't see us in action this year.

The year started off with even more photo shoots than we normally do. In August, my foolishly optimistic brain scheduled four events in seven days! My shutter finger almost fell off. We were also invited to do a workshop at the Massachusetts Teachers Association Summer Conference to introduce the curriculum activities we'd been working on to teachers from around the state.

We started lining up spring photo shoots and working with schools who were interested in bringing our activities to their students. In Salem we were meeting organizations of all kinds to prepare for our largest project yet - a year long series of photo shoots around the city. We even had an exhibit venue for the culmination. Then on March 12th, I was meeting with the Chief of Police in Salem in the morning and my afternoon meetings there were being canceled as offices were closing because of COVID-19.

We're an organization where the main activity is getting large groups of people together at festivals, companies, colleges, and schools; and then taking pictures of them touching their faces, which obviously doesn't work well during this pandemic. Within weeks, all of our upcoming events were canceled, and schools were virtual and struggling to teach the basics, much less our supplemental activities.

But we're also a nimble organization, and we started Breathe No Evil which is a simplified DIY version of the project where you just do one photo: covering your mouth... with a mask. We wanted to normalize wearing face coverings to help slow the spread of the coronavirus while showing that everyone is affected, no matter their labels, and the good deeds show the community working together and looking out for their neighbors.

And then George Floyd was killed. I'm originally from Minnesota, my wife is black, our daughter is biracial, and I founded an organization for equity. This has hit my family pretty hard. Despite this horrible event and the events since then, I'm seeing more people speaking out against racism, and I hope this will help bring about change.

Between conflicts around race and politics during a pandemic, these past few months have been emotionally draining but I see the need more than ever to press on with our mission of helping people find commonality despite their differences and to learn about each other. This upcoming year, we'll be working to encourage more interactions and conversations to build community online, while we wait to do big events and touch our faces again.

Thank you again for being a part of this project. Let's see what we can do!



No Evil Project Events

Since 2011, we've been photographing people of all kinds posing as the three wise monkeys: See No Evil, Hear No Evil, and Speak No Evil, then having them choose three labels that describe themselves, and writing a good deed to challenge stereotypes and help people find commonality with other participants.

Festivals & Program Photo Shoots

- Cathedral Church of St. Paul Ministry of the Steps, August 15, 2019
- Green Hill Neighborhood Association Cookout / Block Party, August 2, 2019
- LIFT Self Care Fair, October 19, 2019
- Northshore Mall Summer Entertainment Series at The Promenade, August 8, 2019
- stART on the Street Photo Booth, September 15, 2019
- Tower Hill Botanic Garden Pride, August 29, 2019
- Worcester Caribbean American Carnival, August 25, 2019
- Worcester Pride, September 7, 2019

School Photo Shoots

- Blackstone-Millville Regional High School, August 23 & 27, 2019

Curriculum Events

- MTA Summer Conference 2019 Workshop, August 6, 2019
- Raymond E. Shaw Elementary School, February 14, 2020
- Teach No Evil Project Demo Workshop, July 23, 2019



No Evil Project Exhibits

- Worcester City Hall Worcester, MA, November 20th 2018 to Present (40 People)
- Townsend Public Library Townsend, MA, July 25th 2018 to Present (32 People)
- Worcester Senior Center Worcester, MA, June 26th 2018 to Present (120 People)
- Nichols College, Dudley, MA, February 2013 to Present (60 People)
- Dean College, Franklin, MA, June 2014 to Present (140 People)
- Friendly House 2015, Worcester, MA, June 2015 to Present (19 People)
- Cogswell College, San Jose, CA, May 2017 to Present (48 People)

OUR TEAM

Board of Directors & Staff



AJ Leto
President,
Board of Directors



Ali Kane
Vice President,
Board of Directors



Heather N. Kurtz
Treasurer,
Board of Directors



Tamisha Thompson
Secretary,
Board of Directors



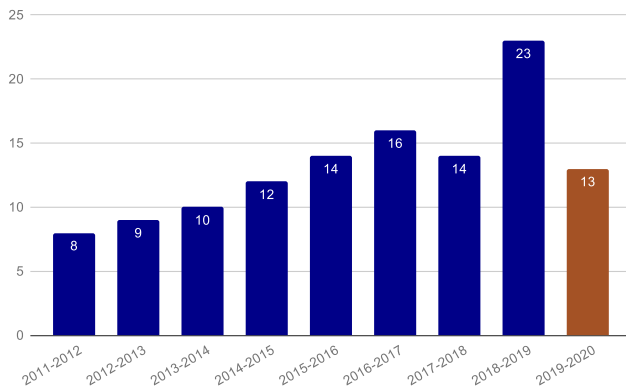
Troy B. Thompson
Founder
& Executive Director

Volunteers

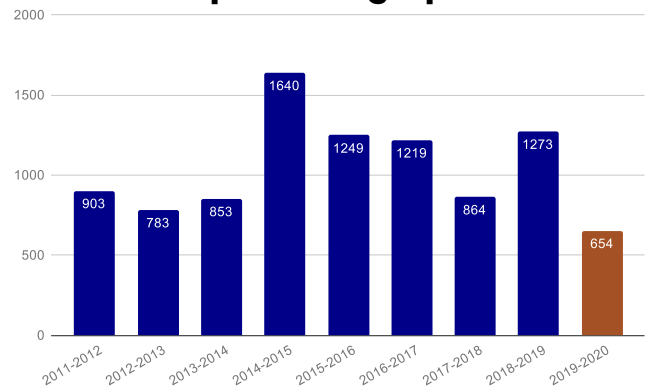
- Carol M. Conti
- Amy Ebbeson
- Katharine Fee
- Nora Keil
- Sandy Lashin-Curewitz
- Carol Manning
- Miriam Sas
- Drew Thibeault
- Naomi Thompson
- Sharyn Tomasso

PARTICIPANT STATS

Events



People Photographed



ONLINE STATS

- Facebook: 1,332 Page Likes
230 Breathe No Evil Page Likes
- Twitter: 145 Followers
- Tumblr: 112 Followers
- Instagram: 214 Followers
- Pinterest: 869 Followers
- E-mail Newsletter: 1,482 Subscribers
- Website: 18,716 Users,
43,169 Page Views from 124 countries

EXPANDING THE PROJECT THROUGH CURRICULUM ACTIVITIES

Over 9,000 people have been photographed for the project and that's been a great way to get people to think about their labels and biases, and to see people that are different from them doing good things. Often, when we talk to schools, though, they ask if we have more ways the project can help with these topics.



So we assembled a team of teachers and youth program workers, and they have created a variety of activities that focus on social-emotional learning and social justice with the same approach as the original photo shoot activity: to encourage introspection and discussion rather than confrontation. The goals of these activities include identity exploration, positive relationships, anti-bullying, analyzing influences, interpersonal communication skills, active advocacy for self, and empathy for others.

Activities range from mini versions of the photo shoots, to drawing activities about your labels, to researching labels of historical figures, to matching games, to the story behind their name. Several have already been used in schools and youth organizations, with teachers impressed by the openness of their students in these kinds of discussions.



In July, we ran a public workshop at the JMAC in downtown Worcester, MA for educators to test out some of the activities and give feedback. Then in August, we were honored to host a three hour workshop at the Massachusetts Teachers Association (MTA) Summer Conference. This allowed Massachusetts teachers from around the state to learn about and participate in some of the activities themselves. Some even had their photos taken for the project. The feedback was very positive both on the workshop and the activities, and talk of bringing the project to their schools.

Although designed for middle and high school students, many are universal and we've run these activities with multiple groups of adults as well. This expands what we offer to colleges and businesses looking for different kinds of community building activities to go along with our original photo shoot exercise.

Our list of curriculum activities continues to grow and if you are an educator interested in using the programs with your students or are interested in joining the team and help build more modules, we look forward to hearing from you!

LEARN MORE AT NOEVIL.CO/ACTIVITIES

WORKING WITH STUDENTS AT RAYMOND E. SHAW ELEMENTARY SCHOOL

We've photographed whole schools, but our other activities have only been with small groups. That changed in a big way in February. As part of their Color Team Day, we ran two of our curriculum activities at Raymond E. Shaw Elementary School with 12 separate groups totaling over 400 students!



At one station, we took our matching exercise normally done by physically walking around a room trying to match a list of labels with photos from the project posted on the walls, and went digital. We created a Kahoot! computer game version so larger groups could play together. Each team had their own networked laptop and could vote on what they thought was the correct group of labels in a game show format. This format also makes it possible for classes to do the activity with remote learning from home.

With so many students participating, it created some amazingly insightful conversations about differences and the people featured in the game. Several students even opened up about how they could relate to some of the labels being used, and you could see that they were getting to know each other better, correcting negative stereotypes that came up, and were supporting each other as well.

For the second station, instead of photographing the students and having them pick three labels, they created art that let them open up about who they were. The students chose from a variety of printed silhouettes to represent themselves, and then using a variety of crayons and markers, filled them with as many labels as they could think of to describe themselves.

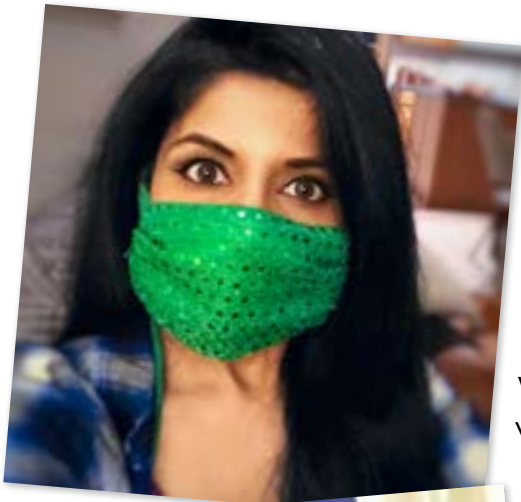
Some of the labels the students used in their drawings were very personal, and it was a great way for their teachers to get to know them better on a deeper level. In some cases, it was also an opportunity for the school counselors to check in and offer help and resources if necessary.

The No Evil Project graced us with their presence at RE Shaw Elementary School in Millbury, MA in February 2020 — before the world changed as we knew it. During that day of team building, our students in grades 4-6 and staff, participated in two activities: Matching Kahoot and Labels Self-Portrait. Through this exploration of diversity, stereotyping, and dialogue of our sense of

belonging, I'd like to believe we were preparing ourselves for the unrealness that would indeed become our reality in the months ahead, as the world was plagued with two deadly pandemics: COVID-19 and racial injustice. This PROJECT allowed peers to SEE each other in their own light; to HEAR each other's truths; and SPEAK up about the importance of recognizing and embracing differences and the uniqueness of one another. These life lessons allowed us to expose the biases that consistently attempt to keep us all from uniting — and truly living with No Evil.



—Coleen Thomas-DeBari
Black Educator, Millbury Public Schools



USING ART FOR PUBLIC HEALTH WITH BREATHE NO EVIL

When the pandemic hit, our events were canceled. Unfortunately, taking photographs of people isn't one of those things you can do well through video chat. At the same time, new stereotypes were popping up such as fear around people with Asian heritage because of the origins of the virus. Wearing a face covering helps slow the spread of the coronavirus, but while it's more common in other cultures, in the United States, it made others uncomfortable both to see and wear. It was especially uncomfortable for many people of color to wear masks in public spaces because it exacerbated existing stereotypes and racial profiling. So while we couldn't do photo shoots, we felt the need to still find a way to push on with our mission to challenge stereotypes and bring people together, as well as normalizing face coverings to help from a public health perspective.



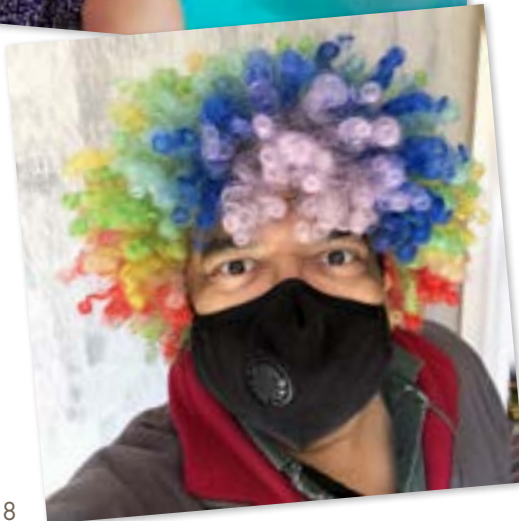
The City of Salem stepped up, and since we had planned to photograph Salem this year, they offered us an artist grant to instead create the system that powers what became the Breathe No Evil project.



People have always been able to upload their own photographs to the No Evil Project site, but it's difficult to take the three photos on your own and have them look like a set. So we created a DIY version of the project focused on just one photo and an easy to take pose: covering your mouth (and nose) - this time with a face mask. You still choose three labels, but this time it also shows that everyone is being affected by the pandemic in some way, regardless of their labels. Many of the good deeds also involve how people are helping others in their community during this time, as well as words of hope. As a collection it shows people in your community coming together and protecting each other.

As we fulfill our mission combating bigotry & discrimination through outreach & education, working with Breathe No Evil is a creative, fun way to bridge divides. We look forward to continued collaboration with the No Evil Project in Salem.

*—Fara Wolfson & Jeff Cohen, Co-Chairs,
Salem No Place for Hate Committee*



The Salem Public Art Commission and the City of Salem were excited to participate in the No Evil Project and felt that the development of Breathe No Evil would create a safe, engaging, and fun way to help normalize the wearing of masks in our community and show that we are all in this together, regardless of where we come from or who we are.

—Julie Barry, Senior Planner, Arts & Culture, City of Salem

SEE IT & PARTICIPATE AT BREATHENOEVIL.ORG

THANK YOU TO OUR CONTRIBUTORS

Donors

- Valerie Alfeo
- Tauheedah Ali
- Tyasheen Anderson
- Edward Armstrong
- Teresa Arnold
- Jodi Bahl
- Kristine Barker
- Sydney Bialo
- Gerald Blevins
- Cindi Bourque
- Cat Cam
- April Campbell
- Sally Anne Carroll
- Carol Conti
- Jeffrey Cohen
- Christina Cook
- Marc Cryan
- Laurie Dahse
- Jennifer Dostal
- Patricia Dostal
- Maureen Doyle
- James Dubois Jr.
- John Dunkelberg
- Amy Ebbeson
- Daelynn Elizabeth
- Elizabeth Falk-Thompson
- Maryanne Galvin
- Lorilee Gesch
- Mary Goodnetter
- Lucy Harris
- Trevis Herrmann
- Benjamin Higgins
- Sara Hubbard
- Peggy Isaacson
- Timiarah James
- Sarah Jay
- Vanessa Joga
- Laura Johnson Vittum
- Tom Kane
- Michael Keating
- Bob Knittle
- Heather Kurtz
- AJ Leto
- David Lima
- Jason Macierowski
- Debbi Malone
- Carol Manning
- Amy Marr
- Nancy McBride
- Evan McDermott
- Shirley Miller
- Edward Moynihan
- Jessie Olson
- Jeanine Perduta
- Jennifer Potts
- Phil Robakiewicz
- Mary Robbins
- Kate Schiavi Melioris
- Stacy Schuttler
- Que Sera
- Derek Shute
- Ada Simpson
- Sandra Simpson-Leary
- Kim Stanford
- David Thibeault
- Drew Thibeault
- Andrew Thomas
- Dennis Thompson
- Tamisha Thompson
- Troy Thompson
- Richard Traina
- Tammy Tremblay
- Rosario Ubiera-Minaya
- Bill Wallace
- Carol Ward
- Christina White
- Stacy Worsech

...and many anonymous donors.

Supporters

- Che Anderson
- Peter Bacchiocchi
- Julie Barry
- Nikki Bell
- Stephanie Burgos
- Jeffrey Cohen
- Trisha Danforth
- Kim Driscoll
- Michael Dudek
- Amy Ebbeson
- Nikki Erskine
- Judy Freedman
- Bil Gardiner
- Jennifer Gaskin
- Damien Gaudet
- Gloria D. Hall
- Laura Howick
- Vanessa Joga
- Jeff Lafata-Hernandez
- Dale LePage
- Amy McCreath
- Jennifer Nakhai
- Irene Peterson
- Karen Riley-McNary
- Salem No Place for Hate Committee
- Stacy Schuttler
- Samantha Sorrentino
- Anne Stetson
- Coleen Thomas-DeBari
- Rosario Ubiera-Minaya
- Amy Waters
- Erin Williams
- Fara Wolfson
- Tina Zlody

Sponsors

- City of Salem, MA
- Daedal Creations
- Greater Worcester Community Foundation
- Troy B. Thompson Photography
- Worcester Cultural Coalition





FINANCE REPORT

COVID-19 impacted the No Evil Project programmatically, administratively and financially. Several projects planned for the spring and fall of 2020 were deferred or cancelled entirely resulting in lower than expected income and related

expenses. Quick to respond to the federal CARES Act support, the No Evil Project was a Paycheck Protection Program (PPP) recipient and secured funds to cover a portion of the Executive Director's salary during lockdown. Additional support was received for programs for the Millbury Public Schools and the City of Salem for programming that was eventually deferred.

As with all non-profit institutions at this time, NEP planned the 2020-2021 budget based on the assumptions that COVID-19 will continue to limit programming offerings for the coming year and reduced the operational budget appropriately. Of note, in addition to the CARES Act funding, NEP submitted its first National Endowment for the Humanities grant to support technical upgrades. Notice of the award will be received by December 2020. While NEP looks forward to the time when public events and gatherings are once more scheduled, it will be seeking fundraising support to invest in more operational support and virtual programming.

—H.N. Kurtz, Treasurer

Profit & Loss

July 2019 - June 2020

Income

Government Grants & Contracts	3,700.00
Individual Contributions	4,054.33
Interest Earned	2.96
Program Income	1,739.70
Sales of Product Income	38.00
Total Income	\$9,534.99
GROSS PROFIT	\$9,534.99

Expenses

Advertising & Marketing	355.49
Bank Charges & Fees	5.30
Insurance	624.00
Internet Services	415.38
Job Supplies	651.43
Legal & Professional Services	168.00
Meals - Entertainment	35.79
Meals - Promotional	7.48
Memberships	225.00
Office Operating Expenses	784.02
Office Supplies	330.00
Postage & Delivery	42.40
Staff Salary & Wages	2,000.00
Taxes & Licenses	262.35
Travel	53.50
Total Expenses	\$5,960.14
NET OPERATING INCOME	\$3,574.85
NET INCOME	\$3,574.85

