

VETERAN • REDHEAD • INDIAN • CHRISTIAN



SINGLE MOTHER • ALBINO • FEMINIST • KNITTER
MEXICAN • WAITRESS • HOMELESS • STUTTERER
RICH • SHORT • BISEXUAL • WORK • CHOCOHOLIC
VEGETARIAN • MINISTER • LIBERTARIAN • HIPPIE
ASIAN • SOCIALIST • LEFT-HANDED • IMMIGRANT
FOOTBALL PLAYER • FACTOR • SOCIAL WORKER
UNEMPLOYED • NATURE LOVER • TALL • LAWYER
PACIFIST • OLD • BLIND • DRUG ADDICT • PAGAN
CHEERLEADER • WIDOW • BELLY DANCER • BIKER
SKATEBOARDER • INTROVERTED • PHILOSOPHER
CONSERVATIVE • TRANSGENDER • VOLUNTEER
HUMANIST • PROGRAMMER • BIPOLAR • ATHEIST
DEMOCRAT • BALD • CAPITALIST • DRAG QUEEN
TATTOOED • STRAIGHT • GOTH • DIVORCED • GAY
OVERWEIGHT • BEARDED • REPUBLICAN • NURSE



NO EVIL PROJECT
2018-2019



GUN OWNER • FRECKLED • RETIRED • ALCOHOLIC

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 **first year!**



LETTER FROM THE PRESIDENT OF THE BOARD

As I reflect on this year of The No Evil Project's presence in many communities around the world, I shout with joy acknowledging all of you! Over a thousand individuals have stepped in front of the camera this year, at our events and on their own, to declare their goodness and shared with the world their good deed; banding us together as a consistent source of strength and ensuring that the foundation for good remains firmly alive!

Thank you all! To the members who have joined us this year, to those who have refreshed their photos, updated their labels, shared stories of change and for all the new joys The No Evil Project has introduced to their lives through connection and new friendships. To all of our volunteers, collaborators and partners who introduced us to the good of the seniors, leaders, officials, students, children, families and cultural communities of Blackstone, Boston, Fitchburg, Sturbridge, Townsend, Waltham, Westboro, Worcester, and many other areas of the world where we declare and own our goodness by sharing with others.

When I first learned the concept of our project in 2011, I knew I would participate. The invitation to participate in this role is a marvelous honor and it is my pleasure to represent all of you. I am deeply grateful for the support of Troy and our Board. Each of you is a shining star in your field of work, and your contribution to the project is awe-inspiring.



The triumph of the year, in my opinion, is our exhibit at the Fitchburg Art Museum. This event was the culmination of the efforts of hundreds of individuals taking a stand for goodness and elevated the entire community to a new level of understanding by connecting many marginalized groups as one. At the opening reception, a standing-room-only crowd enjoyed local foods and vital connections with those they may not usually get to enjoy in their genuine authenticity. Last, it was our first official experience showcasing your beautiful faces as art. Remember that you chose to be art and you'll always be the masterpiece of goodness that you labeled yourself. No one gets to decide; you get to be you in all your goodness. Our discussion panelists and community speakers emphasized this in their way, extending open invitations to all of us to actively enjoy membership in their organizations and services.

As we continue into our next year we have challenges ahead of us. Problems in all areas of life, but we will continue to encounter daily opportunities to speak, hear and see no evil in our path. We get to speak up, ask for support, and place our energies all in favor of good.

I hope that each of you takes a look around your life, sees where the project can support your community/organization and contacts us for support - schedule a photo shoot, host an exhibit, or stand up at a significant event. This coming year our education outreach committee is forging new connections with teachers and unique cities and towns are bringing goodness to their homes. Where will you see us next? You get to decide!

As I close, I extend gratitude to all of you for making this year a terrific success and look forward to seeing you all very soon! In all that is good.

Best wish to you,

A handwritten signature in black ink, appearing to read 'Aj Lelo', with a long horizontal line extending to the right.

LETTER FROM THE FOUNDER & EXECUTIVE DIRECTOR

It's amazing to think that we've finished our first year as a nonprofit organization. First and foremost, thank you to everyone that has helped make it happen. Thank you to everyone who was photographed and shared their stories, and to the volunteers that helped them. Thank you to the organizations that welcomed us into their communities for events, and the venues who believed in the message to install temporary or permanent exhibits of the results. And thank you to the donors and sponsors that supported us. Special thanks to my first Board of Directors in using their experience and passion to help turn my personal art project to a successful nonprofit organization in its first year.

We've continued to grow this year with 24 events up from 14 last year. We photographed 1,273 more *people* as well as Trax the railyard dog; Jake the Lion; and a t-rex who had a difficult time reaching their eyes, ears, and mouth but tried really, really hard. The groups we've been able to work with this year and give a voice to has also grown to include more cities, the elder community, police and fire departments, the Muslim community, and people with intellectual and developmental disabilities.

Our biggest accomplishment was six months of photo shoots culminating in our first solo exhibit at an art museum thanks to the Fitchburg Art Museum. Then this spring, the project came to the stage for the first time with *Cierren los ojos*, a play written and performed by The College of the Holy Cross's Uni2ACT troupe.

Although I've worked with nonprofits professionally in web design, print design, and photography for over 28 years now, running one is a completely different story. But with the help of my board and my nonprofit clients I've learned a lot as quickly as possible, and thanks to your support we've finished in the black in our very first year which means we're off to a good start!



In the upcoming year our curriculum team will be rolling out social-emotional learning activities for schools and youth programs around the messages of the project including empathy, comfort with differences, identity exploration, and anti-bullying, something I could have never done on my own. We still have many challenges including expanding into more photo shoots at corporations to support our mission, writing more grants, and increasing our pool of volunteers so we're not as limited in the number of events we can do. However, I'm encouraged that more and more people continue to learn about the project including the world of politics, as evidenced a few months ago when I picked up the phone and when the person told me she was calling from the Mayor's Office, I had to say, "Can you be more specific?" since I was photographing two different mayors for the project that week.

Despite a world where people seem more divided than ever and groups encourage division for their own gain, we will continue to challenge the stereotypes of more people and communities in the coming year by giving them a voice to share their good deeds. We will help people find commonalities and start conversations with others they may think are so different. Remember, see, hear, and speak no evil doesn't mean to ignore negative things that are happening, but to stand up to them rather than letting them become part of you.

Thank you again for believing in our mission and supporting us. Let's see what we can do!

No Evil Project Exhibits

New Exhibits

Since becoming a nonprofit last year, we've installed three permanent exhibits and had a solo exhibit at an art museum!

- No Evil Project at the Worcester Senior Center Worcester, MA, June 26th 2018 to Present (120 People)
- No Evil Project at Townsend Public Library Townsend, MA, July 25th 2018 to Present (32 People)
- No Evil Project at Worcester City Hall Worcester, MA, November 20th 2018 to Present (40 People)
- No Evil Project: Fitchburg, December 2nd 2018 to January 27th 2019 (424 People)

Ongoing Exhibits

- No Evil Project at Nichols College, Dudley, MA, February 2013 to Present (60 People)
- No Evil Project at Dean College, Franklin, MA, June 2014 to Present (140 People)
- No Evil Project at Friendly House 2015, Worcester, MA, June 2015 to Present (19 People)
- No Evil Project at Cogswell College, San Jose, CA, May 2017 to Present (48 People)



PHOTO SHOOTS

Festivals / Programs

- Black Heritage Juneteenth Festival, June 22, 2019
- Blackstone Heritage Corridor Visitor Center at Worcester Grand Opening, October 27, 2018
- Cathedral Church of St. Paul Ministry of the Steps, August 1, 2018
- Fitchburg Art Museum Free Fun Friday, July 27, 2018
- Massachusetts Tattoo and Arts Festival, March 23-24, 2019
- My Care Initiative Back to School Supplies Resource Care Blast, August 24, 2018
- stART on the Street, September 16, 2018
- StoryFest at Mill Pond School, November 4, 2018
- Townsend Public Library Truck-A-Palooza, September 22, 2018
- Watch City Steampunk Festival, May 11, 2019
- Worcester Pride Celebration, September 8, 2018



Colleges / Schools

- Blackstone-Millville Regional High School, September 14, 2018
- College of the Holy Cross / Uni2ACT, February 1 & 11, 2019



Organizations

- Ahmadiyya Muslim Community USA, August 25, 2018
- The Arc of Opportunity in North Central Massachusetts, Inc., November 9, 2018
- Fitchburg City Hall, October 29, 2018
- Fitchburg Fire Department, August 27, 2018
- Fitchburg Police Department, September 21, 2018
- Fitchburg Public Library, July 31, 2018
- Worcester City Hall, August 30, 2018

Non Photo Shoot Events

- Close Your Eyes / Cierren los ojos: a Uni2ACT Play, April 25, 2019
- Fitchburg Art Museum Opening Reception and Panel Discussion, December 8, 2018
- Blackstone-Millville Regional High School, September 14, 2018



OUR TEAM

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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



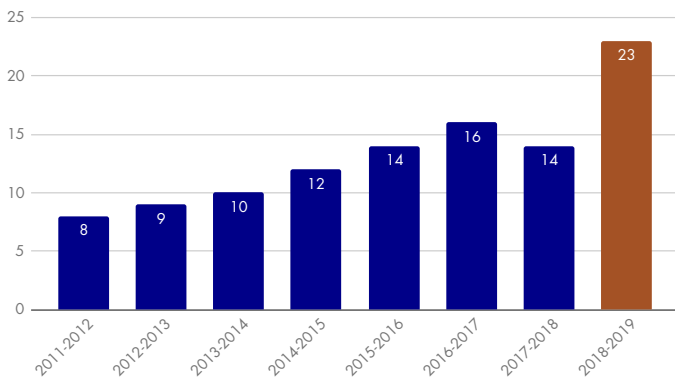
Troy B. Thompson
Founder
& Executive Director

Volunteers

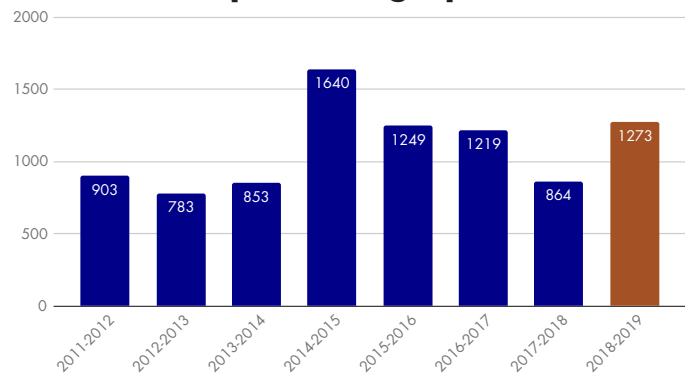
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- Carol M. Conti
- Lynette Fox
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- Sandy Lashin-Curewitz
- Carol Manning
- Matt Mitera
- Sira Naras
- Miriam Sas
- Claudia Snell
- Jason Snell
- Drew Thibeault
- Naomi Thompson
- Sharyn Tomasso

PARTICIPANT STATS

Events



People Photographed



ONLINE STATS

- Facebook: 1,251 Page Likes with 84,679 total daily reach.
- Twitter: 143 Followers with 63,959 impressions
- Tumblr Followers: 94
- Instagram Followers: 162
- Pinterest: 450 Followers with 290,888 impressions
- E-mail Newsletter Subscribers: 1,307
- Website: 20,267 Users, 53,324 Page Views from 130 countries

PHOTOGRAPHING A CITY FOR THE FITCHBURG ART MUSEUM

We've photographed organizations, colleges, and entire high schools, but what if we could show the diversity, commonality, and good deeds of a city with the project? Rather than just using the thousands of photos we already had for our first exhibit at an art museum, we decided to only feature people that live, work, and play in the Fitchburg, MA area. For six months, we photographed and worked with a wide variety of groups, and people were excited to represent their city with their good deeds and challenge any negative stereotypes not only of themselves but about Fitchburg. In the end we covered the walls of the Fitchburg Art Museum's Community Gallery with the photos and stories of 424 people. To improve the accessibility of the exhibit, we also produced two booklets, a large print guide, and a Spanish translation of all of the text in the exhibit.



For the opening reception we wanted to do more than just show the finished product, we wanted to encourage conversation. In addition to keeping the theme of community by having sponsors and food from local businesses, and a silent auction with items from local businesses and artists, we assembled a diverse panel of figures from around the city to discuss labels and stereotypes along with their own personal experiences. There was standing room only for a powerful discussion about race, religion, sexuality, occupation, and physical and mental conditions that included audience members sharing their own stories as well.

"The show seemed to really captivate and engage visitors. Many spent time looking for familiar faces and reading through the labels and good deeds. I think any opportunity for people to question their assumptions, or find some commonality with someone they might not expect, is incredibly important. That's exactly what this show did."

—Barbara Callahan, Education Fellow, Fitchburg Art Museum

WATCH THE PANEL DISCUSSION
AT NOEVIL.CO/FITCHBURG



No Evil Project President, AJ Leto's opening remarks at the reception.



Our panel: Furqan Mehmud, Mary Heafy, Kenisha Coy, Troy B. Thompson, Irene Hernandez, Jeffrey J. Howe, Sam Squailia, & Wil Darcangelo

MULTILINGUAL EXHIBIT TO CHALLENGE AGEISM AT THE WORCESTER SENIOR CENTER

We originally teamed up with the Worcester Senior Center to challenge stereotypes about seniors and how they contribute to the community. As we learned more about their community, one of the things that stood out was the wide variety of languages spoken at the center. For almost half of the 120 seniors we photographed, English wasn't their native language and many didn't speak much English at all. Through the use of the center's translators, we were able to explain the project, walk them through the poses, and translate their labels and good deeds. The resulting permanent exhibit features their labels written first in their native language - Spanish, Arabic, Chinese, Vietnamese, Albanian, and French - with English translations below to capture that aspect of their diversity visually as well.



At the ribbon cutting, speakers included the Director of the Worcester Senior Center Amy Vogel Waters, Chief of Staff for MA Elder Affairs Ms. Robin Lipson, City Councilor Sarai Rivera, City Manager Edward M. Augustus Jr., and Worcester's Director of Human Rights & Disabilities, ADA Coordinator Jayna L. Turcek, Esq. We even had an Elvis impersonator on hand because, well, he's very popular at the center and we like to keep things light.



Ribbon cutting (left to right): Amy Vogel Waters, Sarai Rivera, Edward M. Augustus Jr., Robin Lipson, & Troy B. Thompson

"The banners provide a visual display of our community which generates conversation and awareness of our differences in a positive way. It allows viewers to see that someone who might be stereotyped as "elderly" or an "immigrant" has many other personal qualities, and that everyone contributes goodness to the world. As the display is near my office, I have had the privilege to witness many interesting conversations and smiling faces as people stop to view it. There is no doubt that this project has contributed to the health, confidence and understanding of and between seniors, thus meeting our objective."

—Amy Vogel Waters, Director, Worcester Senior Center/Elder Affairs

"It was really fun working with people and inviting a conversation to talk about their many talents, likes, interests, and to learn what is most important to them. People really had to narrow down how they'd like to define and portray themselves in 3 words. It brought out a sense of pride and accomplishment, especially among the senior populations. Sometimes, despite people having certain achieved credentials, it was interesting to see that what some finally choose revolved around family or recreation. Showing that despite certain degrees, professions, it was the family around them and the things they enjoyed doing/are interested in now as most important. On the same token, it was great to learn what people were proud of about themselves, including their achievements, especially for those who don't get to speak about themselves very often. The picture taking was fun too!"

—Lindita Taka, Senior Services Program Assistant at City of Worcester Elder Affairs Division



Elvis impersonator, Robert Black

EXPANDING TO THE PERFORMING ARTS WITH UNI2ACT

Although we started out as a photography project, our mission is to challenge stereotypes using art in general, so we were excited when we were approached by Uni2ACT, the College of the Holy Cross's bilingual theater troupe to create a play inspired by the project. We had photo shoots at the college as well as



photographed the cast for use in promotional materials and a slideshow projected onto the stage before the show. The play itself, *Cierren los ojos* or *Close Your Eyes*, echoed the themes of the project from the writers' and actors' real life experiences. In one scene, characters made fun of photos of students from the collection before those actual students stood in front of projections of their set to tell their real life labels and good deeds. It was later revealed that the taunts were actual things they and others had heard in real life. Other scenes addressed racism, gender identity, and sexual assault and harassment, but expertly designed so that the victim of one may be the aggressor in another, showing the complexity of these themes.

"Ellen had encountered the No Evil Project at stART on the Street in Worcester and that's when she bought the idea back to Uni2ACT. All students worry about how they define themselves and how others define them, so the whole concept of labeling self and labeling others went hand in hand with previous Uni2ACT performances that had dealt with identity— racial, sexual, religious, ethnic etc. Our collaboration with the No Evil Project added a profound visual and philosophical depth to our performance. The photos and labels of over 120 members of the College community were printed on banners that were displayed around campus in the weeks leading up to the performance and they created a lot of buzz. Then, by building several scenes around labels and labeling directly and using a series of the No Evil Project photos as a visual backdrop to those scenes, our Uni2ACTors were able to bring the whole process of labeling to life on stage.



Classroom gossip, Uni2ACTors

The Uni2ACTors thoroughly enjoyed the collaboration. Seeing how people self-label gave a lot of validity to feelings that are sometimes difficult to articulate publicly. The good deeds labeling was also a very important part of the labeling scenes in the play as the lesson to not judge a book by its cover was clearly and dramatically—pun intended—highlighted. Our mission states in part that we "seek to promote self-discovery, empathy, confidence, and hope." The No Evil Project helped us to achieve all of those goals within the troupe and to project this positive message to our audience."

—Co-Directors, Professors Ellen Lokos and Helen Freear-Papio, College of the Holy Cross

WATCH THE PERFORMANCE AT NOEVIL.CO/UNI2ACT

REPRESENTATION TO THE PUBLIC AT WORCESTER CITY HALL

Another use of the project is showing the diversity of a community visually. Worcester, MA has a wide variety of ethnic populations and wanted to create a friendly and welcoming atmosphere to visitors of City Hall. We photographed 40 people who work in Worcester government to show the variety of people visitors will work with, and the exhibit is one of the first things people see as they enter the building.



Creating a permanent exhibit within a historical building also added a new challenge: we weren't allowed to make holes in the walls. Because of the traffic in the building we also wanted to avoid stands which could pose as trip hazards, so this exhibit was designed to be held up with large compression rods which also allow the exhibit to be framed by the existing alcoves of the hallway.



Suja Chacko,
Chief Diversity Officer

"When I think about the purpose of the No Evil Project, I think about my favorite novelist Chimamanda Adichie and her work "The Danger of a Single Story". She notes that our lives, our cultures, are composed of many overlapping stories. She warns that if we hear only a single story about another person, we risk a critical misunderstanding.

That's what the No Evil Project does for any observer that sees the exhibit on the wall of City Hall. It sends a message that learning a story of someone else helps mitigate stereotypes and misconceptions. Outside of my office where the exhibit hangs on the wall, I often catch employees, community members, or visitors stopping in the middle of the hallway to view and engage in conversation about the exhibit. The exhibit creates a space for dialogue, which is vitally important.

Diversity and Inclusion is a top priority for the City of Worcester, and I love that I can promote this project. A huge focus of my role is to build programming centered on fostering inclusivity among the City workforce and anyone that walks through the doors of City Hall, and the No Evil Project helps achieve this goal."

*—Suja Chacko, Chief Diversity Officer
of the City of Worcester*



Left to right: AJ Leto, Mayor Joseph Petty, Suja Chacko, Sarai Rivera, Troy B. Thompson, & Edward M. Augustus, Jr.

THANK YOU TO OUR CONTRIBUTORS

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- Great Wolf Lodge
- Mass Cultural Council
- Massachusetts Executive Office of Elder Affairs
- Mill City Pub
- Rollstone Bank & Trust
- Troy B. Thompson Photography



FINANCIALS

The goals and the impact of the No Evil Project are by no means defined by the size of its budget. With careful stewardship, the organization maintained a healthy bottom-line and remained in the black, securing a balanced income from private donations and program income.

The organization created this year's budget based on an aspirational income/expense total of \$50,000. The fiscal goal of the institution is to reach this total within the next three years. For this coming year and years to follow, the Board will develop its budget based on the actuals of the prior year(s).

Of note: this first year, the organization reached its goal for individual support, a true testament to the power of the project. Representing the bulk of the income and expense lines, the program budget evidences the mission of the organization. With increased messaging and promotion, the organization looks to build a more robust roster of corporate and institutional supporters to encourage further growth and outreach.

H.N. Kurtz, Treasurer



Performance of "Close Our Eyes", Composed by Teresa Murphy

Profit & Loss

July 2018 - June 2019

Income

Government Grants & Contracts	500.00
Individual Contributions	3,744.80
Interest Earned	1.71
Program Income	4,135.00
Sales of Product Income	745.04
Total Income	\$9,326.55
GROSS PROFIT	\$9,326.55

Expenses

Advertising & Marketing	353.59
Bank Charges & Fees	10.14
Bank Charges - Fundraising	4.20
IT Services	348.39
Job Supplies	914.29
Legal & Professional Services	65.50
Meals - Entertainment	114.93
Meals - Promotional	180.47
Memberships	25.00
Office Supplies & Software	163.27
Postage & Delivery	570.54
Purchases	210.93
Staff Salary & Wages	3,438.43
Supplies & Materials - Exhibits	1,855.95
Supplies & Materials - Other	361.29
Taxes & Licenses	396.83
Travel	40.00
Total Expenses	\$9,253.75

NET OPERATING INCOME \$72.80

NET INCOME \$72.80

