



THE SIMPLE  
GOOD

SHINING THE  
SIMPLE  
GOOD

IMPACT  
REPORT  
2025

Has this world tested you enough yet? Have you had enough? Enough of the headlines? The problems that seem so much bigger than what any one of us could handle?

Have you cried enough in silence? Or screamed enough at the top of your lungs? Have you felt the fear enough about where this is all heading? Have you spoken enough to brick walls and had your words only echoed back to you? Have you given up yet?

I haven't  
And the fact that **we** are in this room together shows me that you haven't  
That we haven't

I don't have all the answers  
And maybe you don't either  
But if there is one thing I know It's that we can never let the pain and trauma of this world allow us to forget  
That simple good exists right here That hope lives right here  
Nestled between love and connection  
It lives in each one of us  
It lives in community

And because of that  
We have to do our very best  
To show up Because we are greater than any one

Let me ask you When do you need a bandaid or stitches? Is it when your skin is flawless and shea buttered up? Or is it when you are cut and hurting and needing to be held

My loves  
The world is cut and bleeding  
The world needs to be held  
People need to be held  
We need to be held

This is the time for healing  
This is the time we double down on love  
This is the time we love those that hate us  
So strongly that even they can't resist our hugs  
This is the time we drop the phones  
And pick up our hearts  
Dusty and bruised but beating  
This is the time that at the very least we show up

I hate to be cliché  
But I believe in my core  
That the night is darkest before the dawn  
And we are sunrise  
We are the little beams of light  
That come together  
To allow the world to see again

You know why I don't fear  
The problems that seem so much bigger than me  
Because this community is bigger than any one

I don't have all the answers  
And maybe you don't either  
But if there is one thing I know  
It's that we can never let the pain and trauma of this world allow us to forget  
That simple good exists right here  
That hope lives right here  
Nestled between love and connection  
It lives in each one of us  
**It lives in community**

And because of that  
We have to do our very best  
To show up  
Because we are greater than any one

*Sunrise*  
By Jordan "Dxtr" Holmes

Performed at City of Big Dreams,  
October 2025

# The ROI of Resilience: An Investment in Our Shared Future

Today's headlines reflect a world that often feels fragmented. For Chicago's youth, this isn't just news—it's a reality defined by shrinking arts access and rising anxiety that forces them to merely "get through" the day. At The Simple Good (TSG), we believe survival isn't enough. Since our Founding, we have worked with thousands of students across Chicago, driven by the conviction that the arts and the understanding of 'the simple good' in our lives, are a fundamental necessity for a connected society. Our arts-based Social-Emotional Learning (SEL) helps students transform survival into self-determination.

## *With you, we are shining the simple good across Chicago.*

We aren't teaching students to endure; we are giving them the tools to own their narratives and flourish into their potential. Through creation, students learn to make choices, find their voice, and assert their identity. This is the real "ROI." Supporting TSG is a direct investment in Chicago's future leaders. When a student defines and shines their own "good," they become an active, empathetic, and civically fluent member of our collective.

Our work thrives because of a unified community working in tandem. You are an essential part of a mission that delivers transformation where it matters most. By aligning our efforts, we ensure that no student has to navigate their journey alone. We see this impact daily: **100% of our participants now report a stronger sense of belonging and voice.**

While the need for this work has never been greater, we look forward with hope. We are pulling a scattered moment in history into a deeply committed collective, where every individual contribution adds to our shared brilliance. Together, we ensure every young person in Chicago has a bridge to self-expression and the power to shape a brighter future.

Thank you for standing with us and for the light you bring to this mission. Let's keep shining our simple good, together.



## TSG TEAM

Priya Shah  
*Founder & CEO*

Jill-Katherine Cannon  
*COO*

Danica Laurisse Camasura  
*Administrative Assistant*

Usman Khan  
*Marketing Director*

Richard Klopp  
*Interim Development Director*

Ollie Tousius  
*Manager of Teaching & Learning*

## 2025 TEACHING ARTISTS

Tanisha Dennis

Shartia Jones

Jesús Oviedo

Ivan Ramos

Angele Thompson

Madison Warnick

Jazmine Warrick

Roland Williams

## CITY OF BIG DREAMS 2025 HOST COMMITTEE

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Rachel Botelho Bastos

Jill Chokshi

Robert Fealy

Stephen Hempel

Monali Shah

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# Through the Shadow of Uncertainty: A Letter from the Founder

Dear TSG Family,

When we began 2025 with the theme "Shining The Simple Good," we dove back into our Founding story to bring back the TSG photography blog that started it all in order to share stories of 'the simple good' weekly in order to bring hope and joy to the world in what we knew would be a challenging year. We didn't realize then how literally that theme would be tested.

Last year brought a series of unexpected budget cuts across all of our funding streams. To say this was a shock would be an understatement; it was a moment of profound uncertainty that forced us to look closely at the foundation of our organization.

However, we soon discovered that shadows have a unique purpose: they allow the light to be seen more clearly. What could have been a year of dimming our reach instead became a **beautiful moment of affirmation**. We realized that while funding streams may fluctuate, the heart of The Simple Good—our community—is unbreakable.

When the stakes were highest, you showed up. The resounding success of Hunt for Good and City of Big Dreams did more than just balance a budget. These events became a bold stand. You weren't just attending a fundraiser; you were actively protecting the good we want to see in the world for our children and ourselves.

Because of your unwavering support:

- **We sustained our critical programs** without compromising on quality serving 700 Chicago youth.
- **We deepened our impact** in the communities that rely on us most.
- We proved that The Simple Good isn't just something we find—it's **something we protect together**.

The "wins" of 2025 have forged a stronger, more resilient TSG. We are entering 2026 not just with gratitude, but with a renewed sense of purpose. The light we shone together this past year has unlocked a new chapter for our organization, and we are ready to step into it with you. Thank you for being our simple good.

With gratitude and hope,



**Priya Shah**  
Founder & CEO, The Simple Good

*What started as a photo blog over a decade ago has transformed into a global movement still rooted in the same thing: sharing The Simple Good.*



TSG Photo Blog



**Chicago on a Summer Night**  
by Jon

TSG Photo Blog



**Embracing the Gift of Solitude**  
by Layla

TSG Photo Blog



**Capturing Chicago's Beauty**  
by Justin

# Inside the TSG Classroom:

Every The Simple Good session is intentionally designed to move students through a journey of introspection, creation, and connection. By integrating mindfulness with high-level technical instruction, we create a "mental pause" that allows youth to transition from daily stressors to deliberate self-authorship. This structured 60-minute framework ensures that every student has the space to define their own "simple good" and the platform to share it with their community.

## Here's what a typical class looks like:

### Intro & Grounding (5 Minutes)

Establishing a safe sanctuary.

### Meditation (5 minutes)

Developing internal focus and self-regulation.

### Discussion (10 minutes)

Identifying individual and community assets.

### Art Creation (20 minutes)

Asserting identity through deliberate creative choices.

### Clean Up (5 minutes)

Practicing respect for the collective environment.

### Art Reflection (5 minutes)

Connecting creative work to personal values.

### Peer Feedback (5 minutes)

Building civic fluency through mutual exchange.

### Closing (5 minutes)

Transitioning discovery into a commitment to lead.

*"It makes me proud when I can look at my neighborhood in a completely different way."*

Tamika, age 15



*"They dont have any art at my school. [TSG's summer programs] gave me a chance to show people things that are important to me."*

Ethan, age 11



*"I didnt know what meditating was...but coloring helps me calm down when I'm stressed."*

Aliska, age 13



*"What's good is simple and it is real. Thats what we need to care about."*

Noelle, age 12



*"I had the chance to do art with my sister and mom, and it was awesome."*

Emily, age 9



# The Bridge Between Discovery and Voice: Teaching Artists as Architects of the Village

At the heart of The Simple Good are our Teaching Artists, the practitioners who create spaces where creativity, reflection, and voice can thrive. For Ivan Ramos and Jesús Oviedo, this work is not simply about making art. It is about helping young people process their experiences, strengthen their sense of identity, and build the resilience needed to move from enduring challenges to actively shaping their futures.

Through their guidance, students learn to slow down, reflect, and discover the “simple good” within themselves and their communities. Art becomes a language for expression, a mirror for self understanding, and a bridge to connection. In this process, students begin to see resilience not only as the ability to overcome obstacles, but as the power to grow, adapt, and contribute.

## From Stressors to Self-Authorship

Ivan Ramos uses the curriculum to help students externalize daily stressors and shift toward meaning making. “This process defines their ‘simple good,’ which transforms their perspective from ‘getting through’ to actively giving back,” Ivan explains. Students explore this shift through exercises like “I can” statements, visually connecting the challenges they face with the strengths they carry to navigate them. These moments help students recognize their own resilience and the role they can play in strengthening their communities.

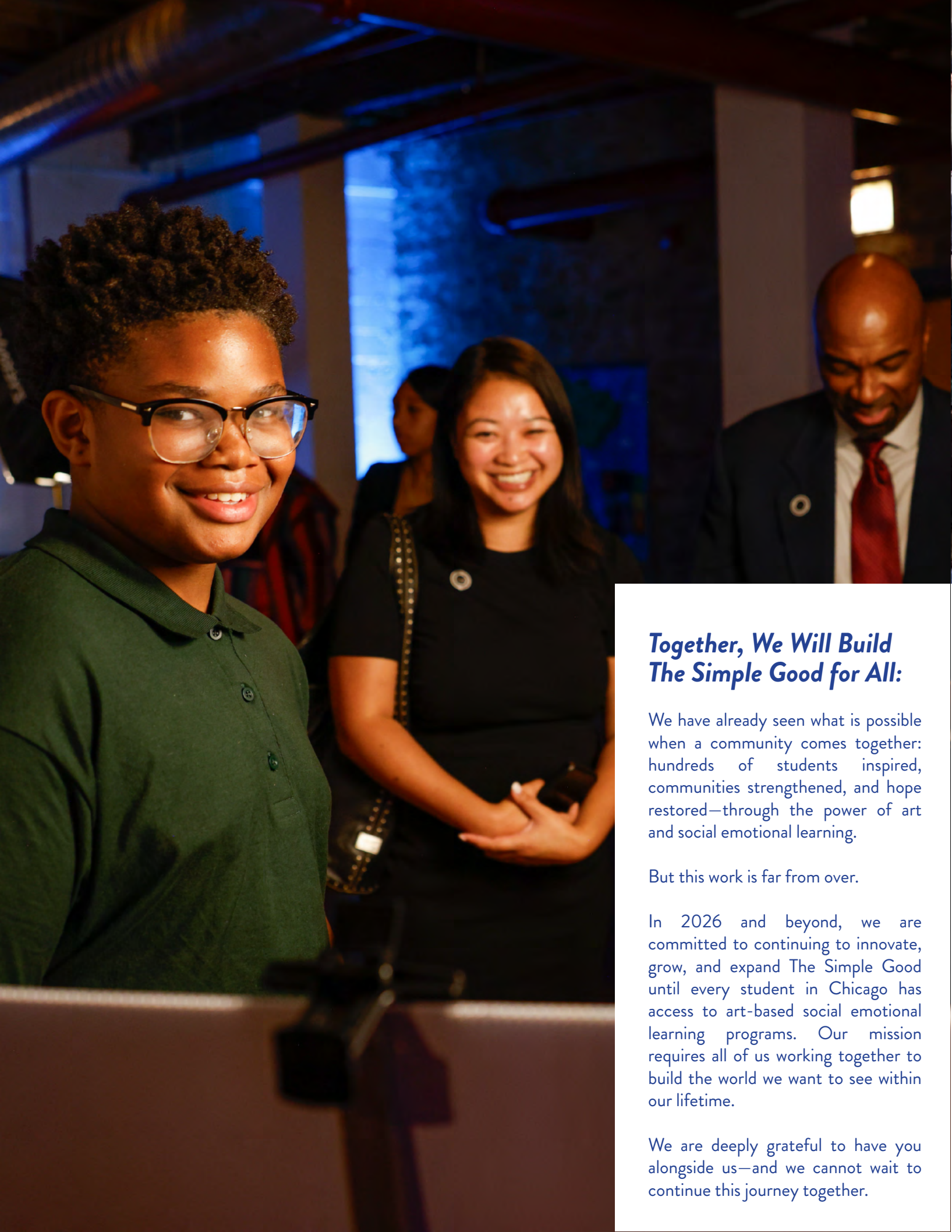
Photos: TSG students have the opportunity to take part in Showcases throughout the year - events that celebrate their work and commemorate their graduations as TSG artists.

## Confidence that Carries Beyond the Canvas

Jesús bridges reflection with public expression by encouraging students to “put breath behind their words.” This simple act has helped many students find the confidence to share their stories publicly. He also believes that offering strong artistic challenges and quality materials is a form of respect. “Giving them high level challenges makes them feel like they are respected as people with potential and with something to contribute to society,” he shares. Through this approach, students build both artistic skill and the confidence to lead with resilience.

Through the dedication of Teaching Artists like Ivan and Jesús, The Simple Good ensures that every student has the platform, the tools, and the voice to define their own good and carry that resilience into the world.





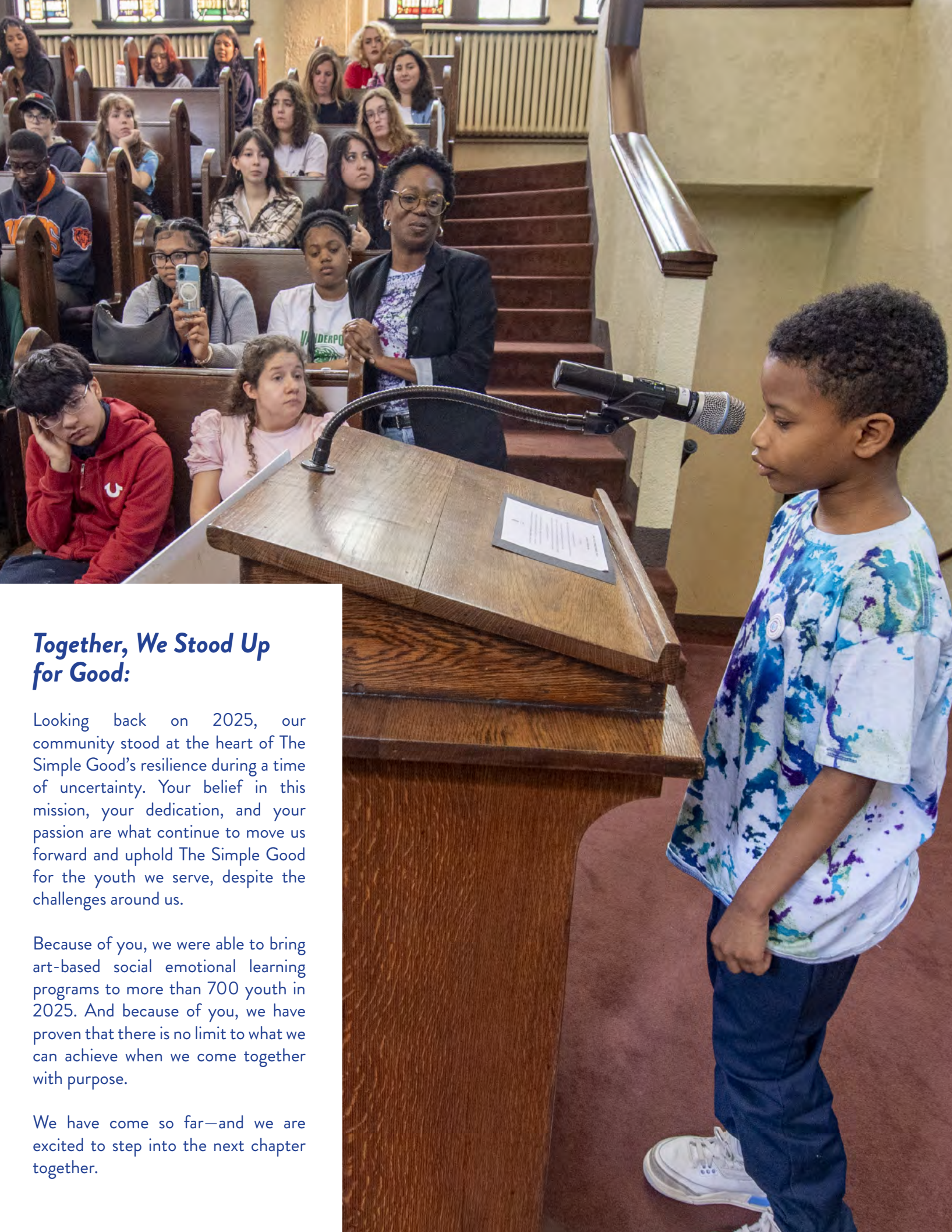
## ***Together, We Will Build The Simple Good for All:***

We have already seen what is possible when a community comes together: hundreds of students inspired, communities strengthened, and hope restored—through the power of art and social emotional learning.

But this work is far from over.

In 2026 and beyond, we are committed to continuing to innovate, grow, and expand The Simple Good until every student in Chicago has access to art-based social emotional learning programs. Our mission requires all of us working together to build the world we want to see within our lifetime.

We are deeply grateful to have you alongside us—and we cannot wait to continue this journey together.



## ***Together, We Stood Up for Good:***

Looking back on 2025, our community stood at the heart of The Simple Good's resilience during a time of uncertainty. Your belief in this mission, your dedication, and your passion are what continue to move us forward and uphold The Simple Good for the youth we serve, despite the challenges around us.

Because of you, we were able to bring art-based social emotional learning programs to more than 700 youth in 2025. And because of you, we have proven that there is no limit to what we can achieve when we come together with purpose.

We have come so far—and we are excited to step into the next chapter together.

# Partners as Platforms: The Architecture of the Collective

Communities flourish when institutions collaborate, youth voice is elevated, and systems are intentionally aligned to create opportunity. Our corporate and institutional partners are more than financial supporters; they are the partnerships that help us in shining the simple good for the broader community, weaving our mission into the fabric of Chicago. By opening their doors, they transform landmarks and boardrooms into sanctuaries of empathy and discovery, allowing the light of our students' creativity to reach every corner of the city.

## **The Collective in Action**

Our mission is propelled by visionary institutions acting as architects of our students' futures. These partners offer resources, visibility, and a powerful vote of confidence in the next generation, proving that when we align our efforts, we create a beacon of hope for Chicago's youth.

TSG is proud to be supported by a growing collective of Chicago businesses.

## **SMALL BUSINESS PARTNERS**

Chicago Yacht Club  
Moonlight Studios  
Sound Investment  
MindWorks  
Amber Agave  
Milk & Honey  
Glessner House  
200 W Madison  
x Impact House  
Dimo's  
Bombay Eats  
FunkyTown  
Bartaco  
Open Water  
Dozzy's Grill  
Derrick Westbrook  
Moors Brewing  
Vanille Pastry  
Grüvi  
Ritual  
Quari Ice  
Kudu Social  
Jon Basil  
Bar Goa  
GRAMs Coffee Co  
Revolution Brewery  
Breakthru Beverage  
Windy City Shaved Ice  
Cocquetal Spirits  
Plantaray Rum  
Pandan Liqueur  
Accompani Liqueurs  
Barrow's Intense Ginger  
Del Amigo Mezcal

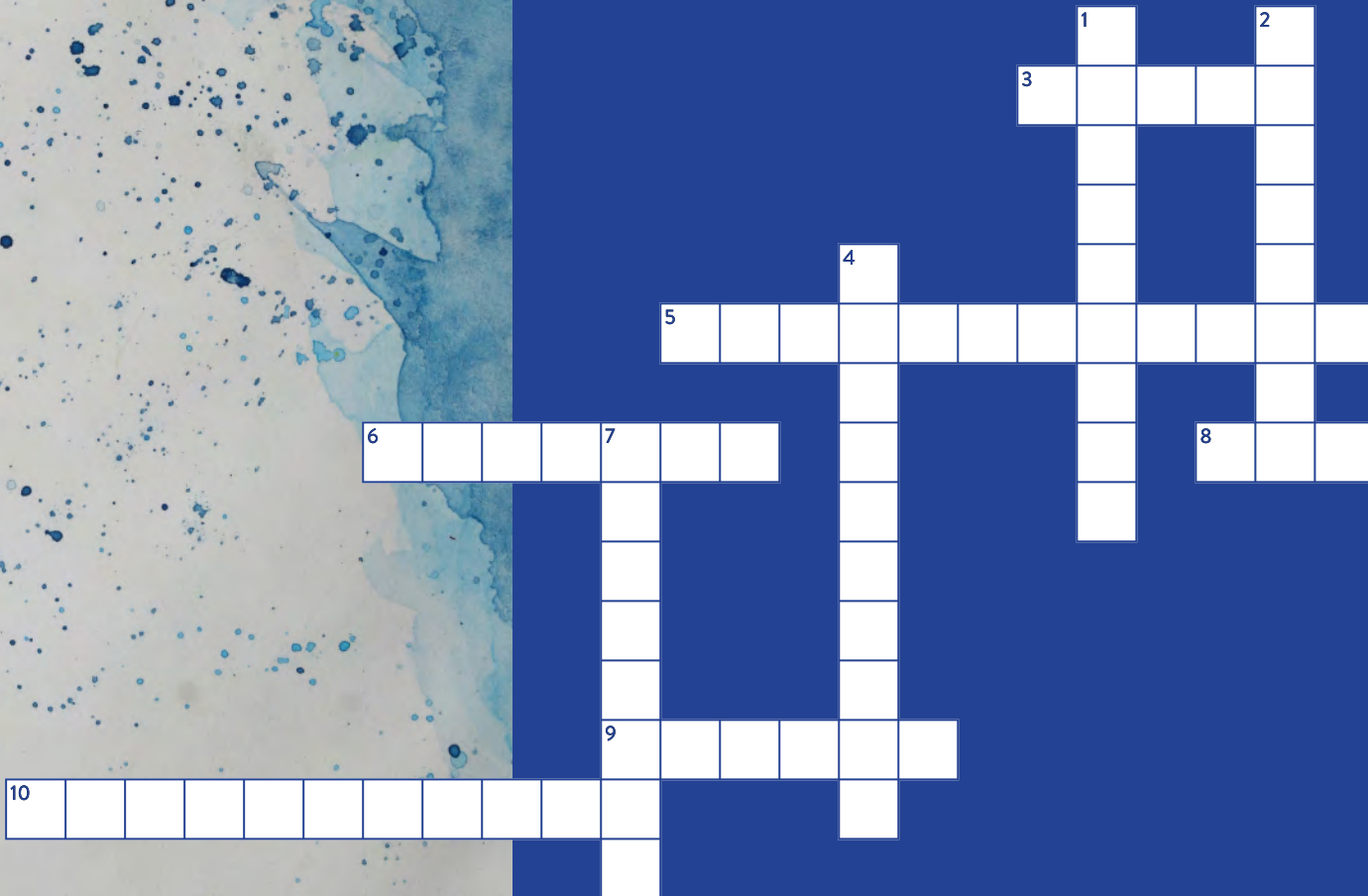
Fidencio Mezcal  
Kyrö Distillery  
KMS Selections  
La Higuera Sotol  
La Venenosa Raicilla  
Mommenpop Aperitifs  
Straightaway Cocktails  
Tequila Arette  
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Salesforce  
AbbVie Inc.  
Titó's Handmade Vodka  
Johnnie Walker



# The Simple Good: The Art of Social Change



This page is for you.

We've turned The Simple Good's mission into a crossword puzzle so you can engage with our work in a hands-on way. Each clue and answer reflects the people, programs, and purpose that bring our community to life through mindfulness and the arts.

As you move through it, you'll uncover the stories, values, and impact behind TSG and maybe learn something new about how we create the simple good every day.

Grab a pen, take your time, and join us in filling in the story.

## ACROSS

- 3. The voices at the center of everything we do.
- 5. Hands-on learning approach that emphasizes doing, reflecting, and connecting.
- 6. The city where The Simple Good was founded and continues to deepen its impact.
- 8. Educational framework focused on emotional regulation, empathy, and responsible decision-making (abbr.).
- 9. The measurable difference created through art, dialogue, and youth leadership.
- 10. A core practice we use to help students become present, reflective, and self-aware.

## DOWN

- 1. The network of students, educators, artists, and supporters that power our work.
- 2. A culminating event where students share their stories and artwork publicly.
- 4. A skill strengthened through creative practice during times of change and uncertainty.
- 7. Using creative expression as a tool for social change.

**KEY:** 1. Community; 2. Showcase; 3. Youth; 4. Resilience; 5. Experiential; 6. Chicago; 7. Activism; 8. SEL; 9. Impact; 10. Mindfulness

# Measuring SEL Capacities

At The Simple Good, the true return on our work is the agency, resilience, and self-determination of the youth we serve. Through our arts-based Social-Emotional Learning programs, students move beyond survival and begin to define who they are, what they value, and how they want to show up in the world. They learn to use creativity as a tool for reflection, expression, and connection with others.

The data that follows tells the story of this transformation. Across the communities we partner with, young people are building empathy, resilience, finding their voice, and developing the confidence to shape the world around them. What you will see is not just program impact. It is the growing momentum of a generation learning to lead with awareness, compassion, and purpose.

## YOUTH OUTCOMES:

**100% of TSG youth reported a stronger sense of belonging and voice.**

Every student gains the confidence that their perspective matters and that their presence strengthens their community, fostering a generation ready to contribute and collaborate with empathy.

**94% of TSG youth reported increased self-expression.**

By creating more opportunities for their ideas to be heard and valued, students learn to articulate their experiences, advocate for themselves, and influence the world around them.

**92% of TSG youth reported improved emotional awareness.**

reported improved emotional awareness. Students gain the tools to navigate complex emotions, build resilience, and foster healthier relationships, enabling them to make thoughtful decisions and positively impact their communities.





## COMMUNITY OUTCOMES:

These outcomes are made possible by the generosity of our supporters, who contribute time, funding, advocacy, and volunteerism. Your commitment is helping give Chicago's youth the tools to become real-life superheroes, exploring their potential, expressing themselves, and building the skills and confidence to thrive. Together, we create inclusive, inspiring spaces where creativity, resilience, and self-determination take root across our city.

**100% of TSG programs** were offered at **no cost to participants,**

helping us ensure that high-quality SEL-based arts education is a civic necessity available to all, not a luxury for a few.

**40% of TSG youth** are students **with disabilities.**

Our inclusive methodology ensures that every voice, regardless of ability, has a platform to author its own narrative and contribute to the city's creative ecosystem.

# TSG Program Impact

Chicago's young people are navigating increasingly complex emotional, social, and academic landscapes and the data makes clear that the stakes rise sharply during adolescence. According to Centers for Disease Control and Prevention, nearly 1 in 3 high school students report persistent feelings of sadness or hopelessness, while Chicago Public Schools continues to emphasize the growing need for social-emotional support across both elementary and high school populations.

Our work meets this moment. While we are proud to build strong foundations with younger students, our programming demonstrates particular impact during the teenage years, a critical window when identity, self-worth, and decision-making take shape. By sustaining engagement from early childhood through adolescence, we ensure that the creativity, confidence, and emotional tools developed in younger years are not only preserved, but activated when they matter most.

This data reflects the importance of the work. We prioritize measurable interventions for meaningful transformation, especially among Chicago's teens as they step into who they will become.



**1,425**

hours of SEL-based arts instruction delivered to Chicago youth in 2025

## TEEN ENGAGEMENT AND SATISFACTION

**95%**

of teens reported being satisfied with their program experience

**88%**

of teens reported being challenged to try new things

**90%**

of teens reported they had the opportunity to explore their own interests

**88%**

of teens reported their program gave them something fun to do

## SAFETY AND BELONGING

**84%**

of teens reported feeling safe in their program

**92%**

of teens felt a sense of belonging in their program

**76%**

of teens felt connected to their peers in the program

## SKILLS DEVELOPMENT AND CAREER EXPLORATION

**80%**

of teens reported gaining confidence in their skills and abilities

**75%**

of teens reported their program made them more determined to graduate high school

**81%**

of teens reported having critical life and work skills (communication, collaboration, leadership) after participating

## INSTRUCTOR SUPPORT

**92%**

of teens reported their instructor was supportive (respectful, caring, provided feedback)

**97%**

of teens felt connected to their instructor

# The City as a Canvas: Hunt for Good

For over a decade, the Hunt for Good Chicago Art Scavenger Hunt has turned Chicago into a living canvas for discovery, creativity, and shared purpose. More than an event, it is an immersive experience that invites participants to engage with the simple good present in the city—through public art, community partnerships, acts of kindness, and wellness.

HFG connects the community to the same practices that empower the youth we serve, helping everyone recognize and celebrate the good in their own lives. By bringing together donors, volunteers, advocates, and local businesses, the event fuels our summer SEL-based art programs that support 300 young people each year.



This year's 10th Annual Hunt for Good set a new benchmark with our largest HFG yet at Willis Tower.

## #HFG2025 BY THE NUMBERS:

<b>132</b> Hunters	<b>192</b> Attendees	<b>635</b> Challenges completed
<b>100</b> Works of art discovered		<b>7</b> Contributing artists
<b>9</b> Chicago neighborhoods explored		<b>13</b> Local businesses on map

**\$38,430**  
Raised to support TSG Summer Youth Art programs

# Investing in Dreams: City of Big Dreams

The City of Big Dreams gala is where Chicago's creatives take center stage. More than a fundraiser, it is an immersive celebration of student voices, turning personal insights into inspiration for the city.

The event brings together supporters, partners, and artists to connect classrooms with the wider community. Students showcase their work, build confidence, and gain recognition for their creativity and leadership.

These partnerships provide critical resources for programs that prioritize student mental health, nurture creative leadership, and expand opportunities for young people. Every contribution directly supports self-determination and a stronger sense of belonging for the youth we serve.

City of Big Dreams demonstrates how supporting The Simple Good helps shape Chicago's future, giving every young person the tools to share their story and contribute to a more vibrant, unified city.



## #COBD2025 BY THE NUMBERS:

**188**

Attendees

**\$145k**

raised for TSG Mindfulness-based Youth Arts programs for the Full School Year

**500**

Youth Supported

**15**

Chicago Artists Performed at COBD

## TSG Financial Overview

In 2025, The Simple Good strengthened its financial position while expanding community engagement. The organization generated **\$579,757 in total revenue**, a **5.7% increase over 2024**, and closed the year with a **\$30,758 operating surplus**, marking a strong turnaround from the previous year's deficit.

**A key driver of this growth was the remarkable increase in individual giving**, which rose **226% year-over-year**. This momentum was fueled by record participation at The Simple Good's signature events, **City of Big Dreams** and **Hunt for Good**, where expanded host committees, peer-to-peer fundraising, and strong community turnout brought new supporters into the organization's network. Notably, the City of Big Dreams Gala reached its fundraising goals **without corporate sponsors**, demonstrating the growing strength of The Simple Good's individual donor community.

Grant funding remained a core revenue stream at **\$183,014**, with **government grants increasing 21%**, while corporate sponsorships declined due to broader

reductions in corporate philanthropic giving. Despite this shift, the organization offset the change through increased community-based support.

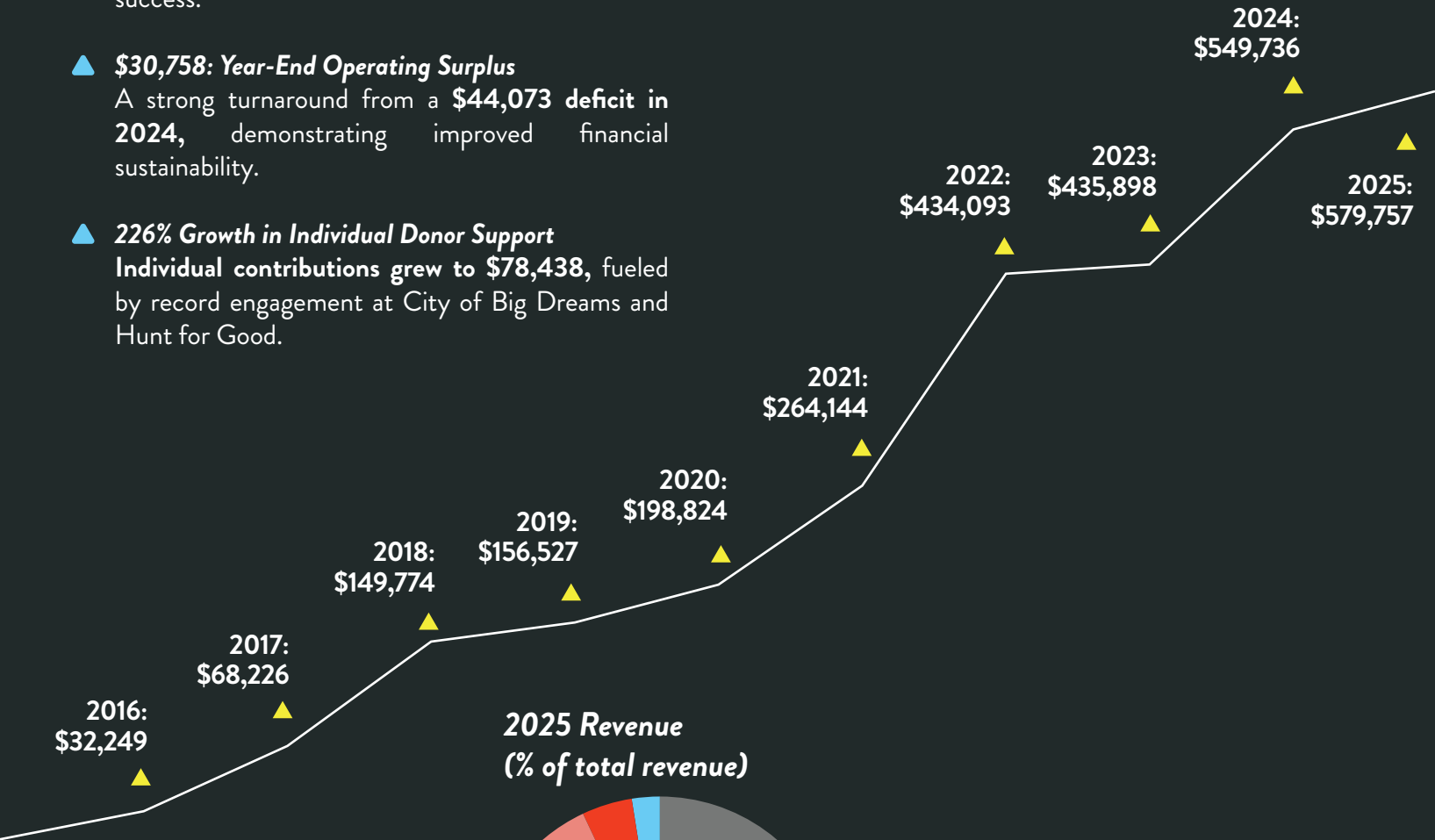
The Simple Good also implemented several strategic operational adjustments in 2025. **Total expenses decreased by 7.7%**, driven by a transition to a more flexible staffing model that combined core staff with specialized contractors. The organization also reduced professional service costs by bringing grant writing services in-house while making targeted infrastructure investments, including new event software to support fundraising initiatives.

**As The Simple Good approaches its 15th year**, the organization stands at an important inflection point. Continued community support and investment will help sustain and expand its work at the intersection of art, education, and youth development for the next generation.

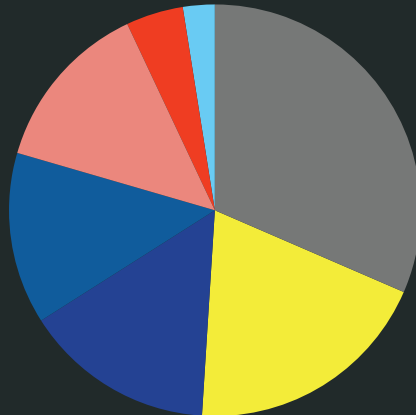


# Financial Highlights at a Glance:

- ▲ \$579,757: Total Revenue in 2025**  
 A 5.7% increase over 2024, reflecting continued growth in community investment and fundraising success.
- ▲ \$30,758: Year-End Operating Surplus**  
 A strong turnaround from a \$44,073 deficit in 2024, demonstrating improved financial sustainability.
- ▲ 226% Growth in Individual Donor Support**  
 Individual contributions grew to \$78,438, fueled by record engagement at City of Big Dreams and Hunt for Good.



**2025 Revenue**  
(% of total revenue)



Grants (Fndn, Gov't)	31.5%
Special Events	19.5%
Fee for Service	15%
Corporate	4.5%
Individual Donations	13.5%
Product Sales	2.5%
In-Kind	13.5%

**2025 Expenses**  
(% of total expenses)



Programming	75%
Admin	10%
Fundraising	15%



## Leading Impact: Perspective From a TSG Board Member

For Swathi Staley, authentic community impact is built on more than just "hard skills"—it is rooted in the essential human capacity for self-expression and resilience. A partner at Just ACT Partners and a TSG Governing Board member, Swathi views the organization's mission as a vital civic necessity.

### **A Connection Rooted in Resilience**

Swathi joined TSG five years ago, initially seeking connection with visionary women leaders. She quickly realized the organization was at the forefront of a critical movement: teaching youth mindfulness and self-regulation.

"Kids were really struggling with their resilience after so much remote and distance learning," Swathi recalls. "I realized TSG was on the front lines, teaching youth how to experience mindfulness and self-regulate in a way that was truly ahead of its time."

### **Strengthening the Village Infrastructure**

Swathi advocates for "active philanthropy," where supporters recognize that investing in teaching artists and program designers is what makes transformation possible. "Running a good business and a good mission are often very aligned," she explains. "We have to create conditions where not only the people we serve can thrive, but also the people putting on the program. If we don't, we are doing a disservice to the mission."

### **The Mutual Exchange: Discovering the Simple Good**

For Swathi, fulfillment comes from seeing youth move from spectators to active stakeholders in their futures.

"It's probably my favorite part—having those one-on-one conversations," she shares. "These kids are so excited to tell you about what they value. It almost feels like you're getting a peek inside somebody's soul to say, 'These are the things that are important to me.' It's a very special connection."

By building a sanctuary for creativity, Swathi and the TSG collective ensure Chicago's next generation has the power to lead.

***"I realized TSG was on the front lines, teaching youth how to experience mindfulness and self-regulate in a way that was truly ahead of its time."***

### **Photos:**

Top Left: Swathi Staley and her team take part in the scavenger hunt at Hunt for Good 2025

Immediate left: Swathi with fellow TSG Governing Board members Libby Massey and Niral Shah at City of Big Dreams at Moonlight Studios in October 2025



# The TSG Impact Blueprint:

Every TSG student goes through a process rooted in Social-Emotional Learning (SEL) to realize emotional well-being, resilience, and fulfillment through our programs. outlines our strategic transition from individual discovery to collective ownership. By treating SEL as a practical tool for realized youth outcomes, we empower Chicago's youth to move from being spectators of their environment to active stakeholders in their futures.

Here's how:

## What The Simple Good provides:

- Trained facilitators and teaching artists
- Structured arts-based SEL curriculum
- Partnerships with schools and community organizations
- Safe, supportive creative environments
- Consistent program delivery over multiple sessions

## What TSG students experience:

- Guided art creation connected to identity and personal reflection
- Group discussions about emotions, values, and life experiences
- Opportunities to share their voice and perspective
- Reflection exercises connecting art to personal meaning
- Guidance in meditation and mindfulness techniques to aid in self-regulation and stress reduction



## Short-term Outcomes:

- Increased self-awareness
- Improved emotional expression
- Greater confidence and self-esteem
- Stronger sense of identity
- Increased engagement in school and learning

## Intermediate Outcomes:

### Students demonstrate:

- Improved decision-making
- Stronger resilience in the face of adversity
- Greater persistence and goal orientation
- Increased positive engagement with school and community

## Long-term impact:

### Young people become:

- Confident, self-aware individuals
- Emotionally healthy and resilient adults
- Engaged learners and contributors to society
- Individuals capable of making purposeful, positive life choices

# 2025 Supporters:

It takes a village to raise a child, but it takes a collective to transform a city. The names listed on these pages represent more than a list of donors; they are the architects of the "simple good" in Chicago. You are the vital strands of a community that ensures our youth can always find their voices.

To our individual donors, corporate partners, and institutional anchors: thank you for standing in the gap with us. Together, we're proud to partner with you to build a legacy of more peaceful, just, and connected communities.

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FunkyTown  
Bartaco  
Open Water  
Dozzy's Grill  
Derrick Westbrook  
Moors Brewing  
Vanille Pastry  
Grüvi  
Ritual  
Quari Ice  
Kudu Social  
Jon Basil  
Bar Goa  
GRAMs Coffee Co  
Revolution Brewery  
Breakthru Beverage  
Windy City Shaved Ice

Cocquetal Spirits  
Plantaray Rum  
Pandan Liqueur  
Accompani Liqueurs  
Barrow's Intense Ginger  
Del Amigo Mezcal  
Fidencio Mezcal  
Kyrö Distillery  
KMS Selections  
La Higuera Sotol  
La Venenosa Raicilla  
Mommenpop Aperitifs  
Straightaway Cocktails  
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Chef Art Smith's Reunion  
Kudu Social  
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Cocquetal Spirits  
FunkyTown  
Jon Basil

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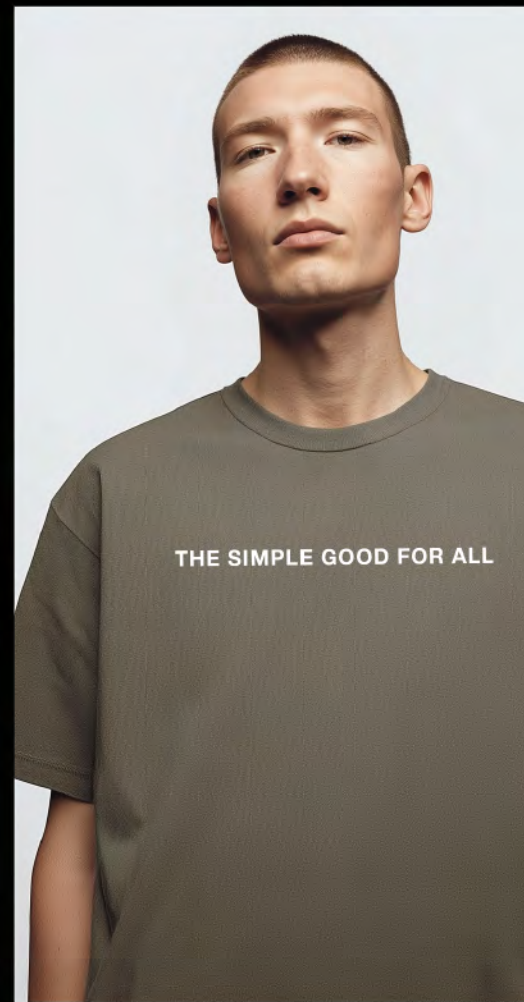
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Barry's Bootcamp  
Beauty Commons  
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Canal Street Eatery  
Chi-Town Drive-In  
Chicago Bears  
Chicago Bulls  
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Chicago Party Boat  
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Chicago Wolves Jersey  
Chipotle  
DePaul University

Design Museum  
Airia Comprehensive  
Dermatology  
Dry Bar  
Five Iron Golf  
Flagship Restaurant Group  
Fleet Feet  
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Room  
Goose Island  
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Medical District UIC  
Hog Salt Restaurant Group  
Innate Allure  
Joffrey Ballet  
White Sox  
JPN Nails  
Laugh Factory  
Lillstreet Art Center  
LMNT  
LondonHouse Chicago  
Lou Manatis Pizza  
Metric Coffee  
Milk & Honey Spa  
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Moon Rabbit Acupuncture  
On Your Mark Coaching &  
Training + Wellness Lab  
ORO Coffee  
ReJenerate Aesthetic Studio  
Ritual Hot Yoga  
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Second City  
Spavia  
Stretch Lab  
The Color Factory  
The CryoBar  
The Laugh Factory  
The Now Massage  
The Salt Shed  
Via Clay  
VibesFit  
Vin Chicago  
Viva La Med Spa  
Voodoo Doughnut  
WaterRiders  
WnDr Museum

INSPIRED  
BY OUR  
YOUTH TO  
SUPPORT  
OUR YOUTH

MERCH BY TSG ▶





TSG merchandise is a tangible extension of our community, designed to reflect the creative visions of Chicago youth as they redefine "good" in their own neighborhoods. When you wear our pieces, you aren't just making a statement—you are amplifying student voices and becoming a visible part of the #SimpleGood collective.

We are thrilled to expand our reach through new local partnerships. You can now find The Simple Good collections at Local Soul at Navy Pier, Silver Room, and other select retailers across the city.

Every purchase directly fuels our arts-based Social-Emotional Learning and Mindfulness programs. Your support provides students with the essential tools to author their own futures and fuel their biggest dreams.

## Shop Now

[shop.thesimplegood.org](http://shop.thesimplegood.org)



### **TSG merch by the numbers:**

**Almost \$15k**

raised through merch in 2025

**Four**

Student Artists featured on merch in 2025

**Three**

Chicago consignment partners

**100%**

of revenue returned to student programming

**1 hour of Art-based SEL Instruction**

supported for each t-shirt sold

**375 Hours**

of TSG Arts Instruction supported through sales

**75% of merch buyers**

were first time supporters of TSG



# The strength of the collective defines our impact:

This year, The Simple Good thrived thanks to the unwavering support of our donors, volunteers, and partners. Your generosity turned Chicago classrooms into creative sanctuaries, equipping students with the resilience and empathy to navigate their worlds with confidence.

As we look beyond 2026, your contributions and participation in events like Hunt for Good and City of Big Dreams remain vital. Together, we use art as a tool for healing and empowerment, ensuring every child has the power to share their light. Thank you for championing a future built on creativity and compassion.



## CONNECT WITH US

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