

YEAR IN REVIEW

Treasure Valley Children's Theater 2021



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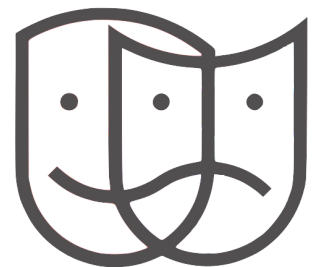
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+ A WHOLE LOT MORE!

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A NOTE FROM THE TEAM

2021 was a year to innovate. While the pandemic continues to present challenges, the TVCT Team has proven our ability to adapt and innovate programs that continue to empower youth. Our Year in Review report will provide a glimpse into the impact of our programs, our financial standing, and our plans for 2022 - our 10th year! It must be said, our work matters. Your support makes our work possible. Thank you.





MISSION MOMENT

Karden was cast in the inaugural Mobile Stage show, "Gooney Bird Greene and Her FABULOUS Animal Parade." He loved it so much that he registered for a TVCT musical theater class in the fall. When explaining the mobile stage to the other members of the class, he proudly told them "the new mobile stage is a magical place! It forces you to be a better actor!"

SEE. THE THEATER DREAM MACHINE

2020 required the TVCT Team to reconsider the ways in which we engage our community and deliver our mission. The Mobile Stage vision, initiated by our Artistic Director, Mary Jensen, and Board Member, Jon Wardle, is a highly innovative way to respond to three obstacles:

1. Opportunity to safely produce theatrical productions during a pandemic;
2. Overcome an ongoing and frustrating challenge: access to performance spaces;
3. Address access and transportation barriers for youth and families who may otherwise not be able to engage in our programs.

In 2021 we put the Mobile Stage to the test and produced four titles, 13 total performances, reaching an estimated 2200 audience members and engaging 58 youth in performance programming.

The 2022 vision for the Mobile Stage includes raising funds to complete the technical support needs and generate more programming that will reach across the valley and engage youth and families in the transformative power of the arts.

If you would like to support this initiative, please contact us.

"...a magical place [that] forces you to be a better actor!"
- Karden

MOBILE STAGE BY THE NUMBERS:

2021 Costs: \$51,017

2021 Support: \$35,425

- The Deoudes Children's Foundation
- Idaho Gives Donors
- Stage Sponsor Catapult3
- Stage Underwriter Meridian Chamber of Commerce
- Stage Underwriter Jon & Kathryn Wardle
- Stage Underwriter Idaho First Bank
- Stage Underwriter The Grewe Family

PLAY. EDUCATION = EMPOWERMENT!

2021 saw a full return to in-person education programming including some limited after-school Drama Clubs in six area elementary schools.

BY THE NUMBERS:

2021:

- 92 Education-based programs offers in 11 valley locations
- 792 registrations processed
- Average 8.6 kids per class
- \$76,969 in fees collected
- Average \$97 per registration

Compared to 2020:

- 68 Education-based programs offered in 5 valley locations and online
- 769 registrations processed
- Average 11 kids per class
- \$68,696 in fees
- Average of \$89 per registration

Online learning in 2020 accounted for much of the growth in average kids per class. For all in-person programming, we have elected to limit class sizes to no more than 10 in almost all cases. We've also added three new educators to our teaching team, focused on growing our Drama Club programming where we can reach more kids in their local schools.

MISSION MOMENT

In 2021 we added “Feelings Foundations” exercises to all of our classes to help students improve mental health through the arts. These included breathing, visual imagery, emotions work, and physical release. On the final day of musical theater class with mostly nine and ten year olds, students unexpectedly brought up using these exercises in other parts of their lives when they felt stressed, anxious, or needed a break. One student mentioned that looking forward to the class each week helped him to get through other stressful moments. Mission accomplished.



PERFORMANCE PROGRAMS ARE BACK!

2020 was hard enough, but the loss of our performance programs by both the Youth and the Adult acting companies made the year feel extra awful. Thanks to some innovative thinking, the Mobile Stage made performance programming a safe alternative as well as addressed a few other challenges. Read all about our Theater Dream Machine on page 2!

BY THE NUMBERS:

- 5 season titles produced
- *10 Ways to Survive Life in A Quarantine* offered virtually with support from HC Company, The Village at Meridian, The Meridian Arts Commission, The Laura Moore Cunningham Foundation, The Idaho Arts Commission and National Endowment for the Arts
 - 54 classrooms reached
 - Estimated 1,296 audience members
- Summer Theater Festival included three titles, *Gooney Bird Greene and Her FABULOUS Animal Parade*, *A Wrinkle in Time*, and *Flora & Ulysses* with support from TDS Fiber, The Village at Meridian, The Meridian Arts Commission, and Mountain America Credit Union
 - 9 public performances offered
 - Estimated 1,400 audience members
- *Peter and the Starcatcher* presented in 3 area parks including two in Meridian and one in Eagle with support from Intuit, The Village at Meridian, The Meridian Arts Commission, and Mountain America Credit Union
 - 4 public performances offered
 - Estimated 900 audience members

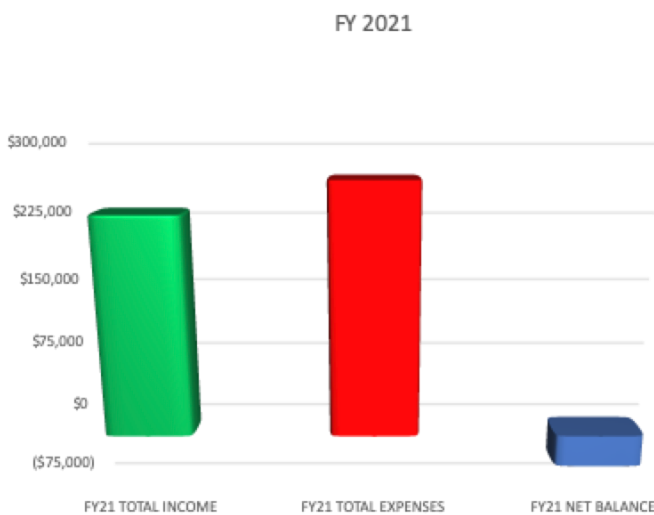


A note about tickets: Many theater companies rely on ticket sales to support their productions. These fees can deter potential audiences from attending and contribute to the access and equality division placing strain on our community with this in mind, TVCT has elected to eliminate ticketing fees.

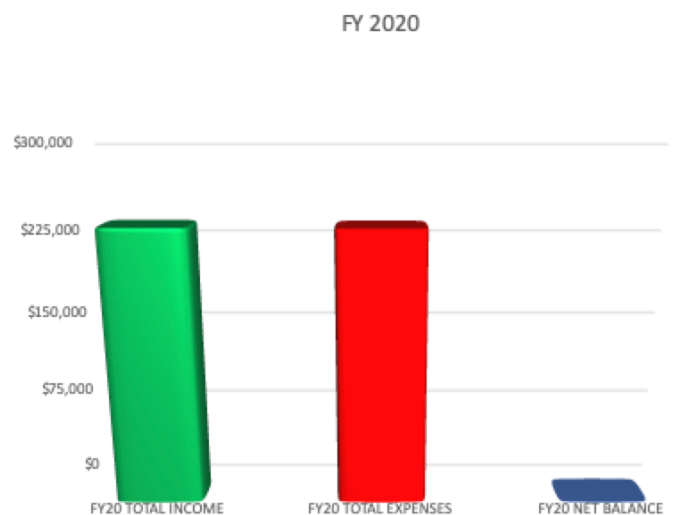
Our mission is better served when access to our quality productions is open. This decision does, however, generate a significant loss in previously anticipated revenue to support our operations. We will invite audiences to donate, to join our mission investors known as Change Makers, and welcome area businesses and charitable foundations to underwrite our performance programs.

TVCT 2021 FINANCIAL STANDING

TVCT budgets on a fiscal year cycle, Sept. 1-Aug. 31. The budget information provided in this document is unaudited and reflects fiscal year numbers as reported in our accounting platform, Quickbooks. If you have any questions related to our financial position, please contact us.



FY21 TOTAL INCOME: \$236,484
 Note: Income reflects a \$25,700 PPP Loan that was forgiven
 FY21 TOTAL EXPENSES: \$271,241
 FY21 NET BALANCE: - \$34,757



Compared to FY20 TOTAL INCOME: \$239,503
 Note: Income reflects a \$28,000 PPP Loan that was forgiven
 FY20 TOTAL EXPENSES: \$238,847
 FY20 NET BALANCE: \$656

Note: In FY 2020, our Board of Governors approved a plan to apply for an EIDL loan with a 30 year, 2.75% interest term. Payments towards the loan are budgeted in our FY22 budget. The EIDL contingency has helped protect the organization through the pandemic, secured jobs for our staff, and maintained services. We continue to identify ways in which we can operated wisely, diversify our revenue streams, and maintain affordable, effective programming for families. If you have questions regarding this unaudited budget report, please contact Autumn.

ADDITIONAL 2021 HIGHLIGHTS

YOUTH AMBASSADORS

Youth Ambassadors (YAs) are a select group of theater students ages 12-17 seeking advanced training and opportunities to serve TVCT. The YA program ignited in the midst of the pandemic as the TVCT team recognized the emotional support needs of our students, especially our teens. The YA program ultimately creates an atmosphere that “combats the corrosive effects that loneliness and a lack of belonging can have on humans’ self-worth.” (G. Behr, *When You Wonder, You’re Learning*, 2021) YA’s meet weekly to learn new skills and develop unique programs that serve the community.

MIND/BODY/SPIRIT CHALLENGE

In response to the elevated mental health crisis in our community, the TVCT Team integrated mindful training and attention on the value of healthy mind, body, and spirit conditioning for our young actors. Part of that initiative included a 6-week social media campaign led by Student Assistant, Ella McCullough, with support from the TVCT Youth Ambassadors. The campaign shared healthy tips, featured guest videos, and offered incentives for social media followers to engage with the campaign. Overall, we increased engagement 60% with plans to improve the program in 2022!

GRANTS UPDATE

prepared by Michèle Carter Cram, Grants Manager

Our 2021 grants strategy focused on increasing access to the arts through the investment of our new Mobile Stage. Additional funding priorities revolved around the technical and operational support needed to maintain programs and produce the Summer Theater in the Park festival.

BY THE NUMBERS

- 8 granting programs applied to in calendar year 2021
- \$10,152 in program support grants awarded
- \$20,000 grant designated for the Mobile Stage
- 38% increase in funds awarded compared to 2020



GET READY FOR THE WOW!

May 2022

A world premiere musical adaptation of the beloved children's book, *A Bad Case of the Stripes*, by David Shannon, adapted by Nampa, Idaho resident Kate Haderlie.

Summer 2022

Library tours are BACK with a very special preview of our second world premiere production of an original play, *Voyage of the Forgotten*, written by TVCT's own Noah Charles Moody!

It's our 10th Season and what better way to celebrate than to revisit the first musical we ever produced as a company! Area youth ages 8-15 will have an opportunity to perform in *Schoolhouse Rock, Live! Jr.*

- June 4-18, rehearsals, performances planned for June 17 & 18 at Kristin Armstrong Municipal Park in Boise
- July 9-23, rehearsals, performances planned for July 22 & 23 at a Meridian or Eagle Park to be announced
- July 30-Aug. 13, rehearsals, performances planned for Aug. 12 & 13 at a Meridian or Eagle Park to be announced

Fall 2022

School tours are BACK with the world premiere, full length production of Noah Charles Moody's original play *Voyage of the Forgotten*. The story reminds us of the value of friendship, unconditional love, and to believe in the impossible! We will begin school bookings very soon!

Winter 2022

Our traditional holiday play is BACK! We've identified a fantastic adaptation of Charles Dickens' *A Christmas Carol*, perfect for sharing at community festivals, corporate holiday parties, and more!



If you'd like to learn more about ways in which you can support our mission, please contact us. This form is also available online at treasurevalleychildrenstheater.com/donate



Supporter Interest Form

Business Name (if applicable): _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____

If you are not already on our E-Newsletter mailing list, would you like to be added?

_____ YES _____ NO

This form is available online at treasurevalleychildrenstheater.com/donate or you can return this form to Autumn at autumn@treasurevalleychildrenstheater.com. Thank you!

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|---|--|
| <input type="checkbox"/> Change Maker sustaining membership | <input type="checkbox"/> Show Title Sponsor |
| <input type="checkbox"/> Theater kid family member seeking information about our programs | <input type="checkbox"/> Neighborhood Mobile Stage Sponsor |
| <input type="checkbox"/> Volunteer (Board Member) positions for adults | <input type="checkbox"/> Fall Tour Sponsor |
| <input type="checkbox"/> Paid staff positions for adults and teens | <input type="checkbox"/> Mobile Stage Sponsor |
| <input type="checkbox"/> Youth Ambassador opportunities for theater kids ages 12+ | <input type="checkbox"/> Mobile Stage Underwriter |
| <input type="checkbox"/> Casting opportunities for experienced adults | <input type="checkbox"/> Idaho Gives Match Sponsor |
| <input type="checkbox"/> Audition opportunities for kids | <input type="checkbox"/> In-Kind Donor |
| <input type="checkbox"/> Season Sponsorship | <input type="checkbox"/> Custom Sponsor |
| <input type="checkbox"/> Employer Giving Match Program | <input type="checkbox"/> Amazon Smile, Fred Meyer Rewards Shopping Credit Programs |
| | <input type="checkbox"/> Other ideas? Let's talk! |