

Matthew Luminello

THD07536: Fundraising/Development for the Arts

Prof. Weichman

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## Final Project II: Fundraising Summary

### **Executive Summary**

The program we are requesting funding for is the Adopt-A-School Project, founded by Paper Mill Playhouse in 1989. The program was designed to introduce New Jersey high school students to the performing arts, to stimulate partnerships between educators, artists, and businesses and to encourage the permanent inclusion of arts programming as an integral part of New Jersey's educational system. In 1992, the Adopt-A-School Project was handpicked by the John F. Kennedy Center for the Performing Arts as a model arts-in-education program. Students at each "adopted" school work through a comprehensive four-year program that is broken down into the following phases.

- Year One: "Our Stage" (Observation Phase)
- Year Two: "Skill Stage" (Participation Phase)
- Year Three: "Your Stage" (Creation Phase)
- Year Four: "Next Stage" (Analysis Phase).

We are seeking \$50,000 to help cover several operating expenses associated with a program of this magnitude and scope. The total cost for running this program is \$397,500. This amount is broken down, item by item, in the budget section of this document. This figure takes into account all the expenses associated with running this program from theatre tickets, bus transportation to and from shows and special events, salaries, and supply costs. This will all be broken down, item by item, in the budget section of this document. Our goal with this program is to never rely any costs to the adopted schools or their students.

At the core of our non-profit organization, our educational programs champions nearly 40,000 each year, Paper Mill feels a keen responsibility to ensure children should have access to theater's life-changing opportunities, regardless of economic, physical, or mental challenges. Paper Mill responds with high-quality arts education, cultural partnerships, and outreach – impacting teens, aspiring artists, and families of children with autism and other cognitive and developmental disabilities. Renowned programs include, Theater for Everyone, the Rising Star Awards, our Broadway Show Choir, and our Adopt-A-School Project.

## **Problem Statement**

Performing Arts students living in underserved communities throughout New Jersey, do not have adequate access to live theatre and professional arts training. Where the average income in most of these areas, including Hudson and Essex counties is \$65,000 (Data USA) and the poverty rate is at 17% (Data USA) their families do not have the financial means to purchase tickets to professional theatre or pay tuition and other costs associated with professional training. This is where the Paper Mill Playhouse Adopt-A-School-Project comes in.

The Paper Mill Playhouse Adopt-A-School Project provides educational outreach for underserved New Jersey students who have little or no exposure to live theater or theater arts education. The program is designed in a four-year sequence, during which students have the opportunity to attend performances during Paper Mill's regular season, and take classes within their school, instructed and mentored by professional teaching artists. It is important to note that this program is completely free to participating schools. Since Paper Mill Playhouse created the Adopt-A-School Project in 1989, it has provided over 10,000 students in over 100 middle and high schools, with quality resources that otherwise would not have been available to them. With additional funding, we could bring this program to an additional five schools, and over 250 students over the next five years.

In 2016, the Union High School Performing Arts Company, became one of the adopted schools selected by Paper Mill. According to USPAC Director of Theatre, James Mosser, "This program will give our students the opportunity to not only see live professional theatre, but also interact with some of the greatest professional artists in the business. Our students are able to achieve great things on stage, but often cannot afford to attend professional theatre. The students are already so excited about the prospects of what this will mean to them."

By granting students this type of exposure to the performing arts, students will have access to new opportunities and training that they otherwise would never have been able to afford. What is unique about the Adopt-A-School program at Paper Mill is that students are taught not only the theatrical craft, but also how to fully appreciate the experience of attending live theatre as an audience member. Students will be able to observe how the material they are covering in their coursework translates to the professional stage. This program will not only help them become stronger performers, but they will also acquire important life skills such as self-confidence, public speaking, critical thinking, creativity, imagination, and beyond that they will carry with them for the rest of their lives. Students will be able to see that a career in the performing arts is possible with hard work, discipline and training.

Theatre education is at the heart of Paper Mill Playhouse's mission to, "...enrich, entertain, and inspire our audience and our students as the nation's premier musical theater. We foster a creative environment for advancing the art form, educating students, and developing future theater lovers, while providing access for all." The Adopt-A-School program is the centerpiece of that mission, providing access to professional theatre and theatre education to all New Jersey students, regardless of income. The arts have the power to transform minds and hearts. Just imagine what these students will be able to achieve when they start to see what is possible.

## **The Project Description**

**Objective:** The Paper Mill Playhouse Adopt-A-School program will introduce over 1,000 high school students to the performing arts through attending live performances and workshops and our theater and participating in classes, lead by teaching artists, in their own schools.

**Methods:** Students at each “adopted” school work through a four-year sequential program that includes on site participation and in school residencies with extraordinary industry professionals.

- **Year One: “Our Stage” (Observation Phase):** Students are treated as Paper Mill Subscribers and attend a Thursday matinee performance at each of our season productions. Students attend an orientation in their school prior to their first performance to prepare them for the experience of attending live theatre.
- **Year Two: “Skill Stage” (Participation Phase):** Students take the skills they observed on stage in year one into practice in a sequential master class series. Students attend both Fall Art Fest and Spring Art Fest, which provides students with a full day of three master classes, taught by prominent teaching artists, at Paper Mill. Teaching artists are hired and trained by Paper Mill in teaching methods to teach the curriculum of the program.
- **Year Three: “Your Stage” (Creation Phase):** A student theater company is formed in each school to create an original theatrical work. With guidance by professional artists in residence, students are challenged to use imaginations, grasp aesthetic understandings and develop decision making and collaborative skills. The final production is performed by the students on the Paper Mill Playhouse stage during Spring Arts Fest.
- **Year Four: “Next Stage” (Analysis Phase):** Students return to Paper Mill as season subscribers for evening performances. Students attend seminars and lectures about how writing critical reviews or analysis about the performances they just experienced.

## **Staffing/Administration.**

- Lisa E. Cooney: *Director of Education*
- Carrie Rubino: *Senior Manager of Education Programs*
- Stephen Agosto: *Senior Manager of Artistic Engagement*
- Alexandra Yates: *Theater School Manager & Tour Director*
- Michelle Tempkin: *Education Administrative Manager*
- Mariah Black: *Education Associate*
- Various Teaching Artists who mentor students through the program at each school.

## **Evaluation:**

- Students will present the work they have been crafting in school during years two and three at Fall and Spring Arts Fest.
- The teaching artists, mentor students throughout the program and monitor their progress.
- Add five schools, and over 250 students to the program over the next five years with proper funding. If we can add at least three schools to this program, we will consider this a success.

**Sustainability.**

- The Adopt-A-School Project is sponsored by Wells Fargo.
- Additional support is provided by, C.R. Bard Foundation, The Mall at Short Hills, MetLife Foundation, Nordstrom, PNC Foundation, The George A. Ohl, Jr. Trust.
- Adopt-A-School’s AllStage is a VSA program that is provided in 2018-2019 under a contract with the John F. Kennedy Center for the Performing Arts.
- Paper Mill Playhouse Education & Outreach programs are generously sponsored by The Goren Family & Harmony Helper.

**Budget**

<b><u>Item</u></b>	<b><u>Description</u></b>	<b><u>Cost</u></b>
Teaching Artists	15 Teaching Artists x \$10,000 (Flat rate for one year, independently contracted)	\$150,000
Theatre Tickets	150 Tickets at \$50 for 150 Students in “Observation Phase” to attend five Thursday Matinees (150 x \$50 x5)	\$37,500
	150 tickets at \$50 for Students in “Next Stage” to attend five evening performances (150 x \$50 x5)	\$37,500
Classroom Materials	Materials needed for teaching artists to conduct classroom lessons for students in “Skill Stage” and “Your Stage. Budget of \$300 per T.A (\$300x15)	\$4,500
Student Transportation	30 Schools that will require bus transportation (\$200 roundtrip) for students in the “Observation Phase” to attend five Thursday matinees and students in the “Next Stage” to attend five evening performances to and from the theatre (\$200 x 30 x 10)	\$60,000
	30 Schools that will require round trip bus transportation (\$400 for a full day’s rental) for students to attend Fall Fest.	\$12,000
	30 Schools that will require round trip bus transportation \$400 for a full day’s rental. For students to attend Spring Fest.	\$12,000
Fall Arts Fest	Event costs (food, program staff, theatre staff, technical staff, administrative staff)	\$15,000
Spring Arts Fest	Event costs (food, program staff, theatre staff, technical staff, administrative staff)	\$15,000
Lisa E. Cooney	Director of Education	10% of Salary (\$12,500) 25% of Benefits (\$2,500)
Carrie Rubino	Senior Manager of Education Programs	20% of Salary (\$20,000) 25% of Benefits (\$2,500)
Michelle Tempkin	Education Administrative Manager	10% of Salary (\$6,500) 25% of Benefits (\$2,500)
Mariah Black	Education Associate	10% of Salary (\$5,000) 25% of Benefits (2,500)
		<b>TOTAL: \$397,500</b>

## **Budget Summary**

As you can see, this is a multi-layered project consisting of many moving parts. The entire program serves over 600 students each working through a different phase of the program. This is why not all six hundred students will be attending a full season of shows or attending fall and spring art fest all at the same time. With this budget, we are also taking into effect the cost of transportation for these students to attend productions and events at our theater.

Students in the “Skill Stage” and “Your Stage” will have the opportunity to present the work they have been doing in their schools at our theatre during Fall and Spring Fest. These are two separate full day events at our theatre in which students will participate in a variety of workshops and classes taught by our teaching artists. Each teaching artist, who goes into our adopted schools to teach the curriculum of this program will also be given a \$300 budget to be used to cover the costs of materials they need for their lessons.

Finally, with this budget we must also take into account the partial salary costs of our administrative who will also have a role in this program. They will receive a percentage of their annual salary from the work they do on our “Adopt-a-School” program. The teaching artists we will be hiring mentor our students will be hired as an independent contractor. They will be compensated for the work they do for this program, but will not be full-time employees of Paper Mill Playhouse.

## **Organization Information/ History**

*As per our mission statement, “Paper Mill Playhouse entertains, inspires, and enriches lives. As the nation’s premier musical theater, we foster a creative environment to advance the art form, educate students, develop future theater lovers, nurture inclusion, and provide access for all.”*

We are proud to be New Jersey’s largest producing theater. Our audience and community extend all 21 New Jersey counties and the New York metropolitan area. Thanks in large part to our generous production support by corporations and individuals, more than 220,000 artists, theater-lovers and students each year to depend on Paper Mill as an artistic home that inspires and nurtures their creativity. Paper Mill Playhouse is the recipient of the 2016 Regional Theatre Tony® Award. Since 1934 Paper Mill Playhouse has staged world class productions with stars gracing our stage such as Anne Hathaway, Laura Benanti, Kristin Chenoweth, and many others.

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**Conclusion**

Your assistance and generosity, will help support Paper Mill’s mission to expose the students in these underserved areas of New Jersey, to live theatre. Our program offers students the full cultural and artistic theatrical experience. Theatre has the power to transform both minds and hearts. Programs like ours have had positive impacts on underserved communities all across the United States. According to Teniqua Broughton, program director of Free Arts Arizona, “Some of these kids live in the system. It’s critical to use the arts with these kids because they need a chance for choice and expression. When kids have a chance to say how they feel, it gives them a voice.”

With our program, you will also be giving students a cultural experience, and the proper skillset to appreciate this experience, that they otherwise may never have had. the arts lift up communities, both culturally and economically. Our adopt-a-school program allows students to discover potential in themselves that would otherwise go untapped in the current system. We hope that you will join us in this initiative so that together, we can help build a stronger, diverse, more well-rounded New Jersey, for all.