

2025

ANNUAL REPORT

CELEBRATING
40
YEARS
TADA!
Original Youth Theater



“ I never felt judged or bullied for things I liked or didn't like (at TADA!). I always felt like I could be the person I want to be here, not just the person I am. It was really important to me in middle school and early high school. I would have struggled a lot more with my self esteem and finding what I like and enjoy doing. TADA! has been such a huge part of my life for so long, so even though I'm not a performer anymore, it will always have a special place in my heart.”

GRADUATING RYET MEMBER SOLEIL PEREZ

Photo Credit: Chad David Kraus Photography

TADA!

is...

a unique

Drama Desk Award-winning

nonprofit youth theater that produces original musicals for children, teens and family audiences.

TADA! Youth Theater empowers young people through accessible musical theater education, performance opportunities, and original musical productions for family audiences. We revolutionize equitable access to the arts while building confidence, creativity, life skills, and lasting connections. Through TADA!'s high-quality work, young people develop leadership, communication, responsibility, collaboration, and problem-solving skills—tools that make growing up easier and support their success in school and in life. We believe the development of these skills is vital, fostering curiosity about the world and encouraging deeper connections with their communities now and in the future. TADA! functions on a balanced mix of earned and contributed revenue, including on-site classes, school partnerships, and the generosity of individuals, foundations, and government partners who believe in the power of the arts and youth development.

OUR MISSION, VISION & VALUES

MUSICAL THEATER PASSION

ARTISTIC EXCELLENCE

UNIQUE PROGRAMMING

EMPOWERMENT & LEADERSHIP

COMMUNITY

FUN

PROFESSIONALISM

NURTURE CREATIVITY

ARTS FOR ALL

CULTURE OF GROWTH

TADA! YOUTH THEATER'S MISSION

since 1984 has been to provide young people from different social, racial, economic, and cultural backgrounds with musical theater programs that inspire them to learn to be creative, and think differently through high-quality productions, positive youth development and education programs.

TADA!'s **vision** is that all young people grow up feeling successful, creative, confident, accepted, and accepting of themselves. Through learning the ability to express themselves, we believe that people can break down barriers of racism and inequality and create positive active citizens.

TADA! offers...

1. A **FREE**, year-round pre-professional training and positive youth development program for the **Resident Youth Ensemble of TADA! (ages 8–18)**
2. **Original commissioned musicals** for family audiences at low ticket prices including a **Pay-What-You-Can Ticket** price and free and **reduced price tickets for non-profit groups.**
3. **On-site Theater Classes and Camps for children aged 4–14**, 25% or more of which receive financial aid.
4. **Arts Education Residencies Programs for NYC public and private schools across all 5 boroughs**, both during the school day and after school.

OUR HISTORY

Since 1984, TADA! has had:

188K+
AUDIENCE
MEMBERS

856K+
PARTICIPANTS
IN OUR THEATER
& ARTS-ED PROGRAMS

105
PRODUCTIONS

43 ORIGINAL
WORKS COMMISSIONED
SPECIFICALLY FOR
TADA!

1,964
EDUCATION
PROGRAMS *in . . .*

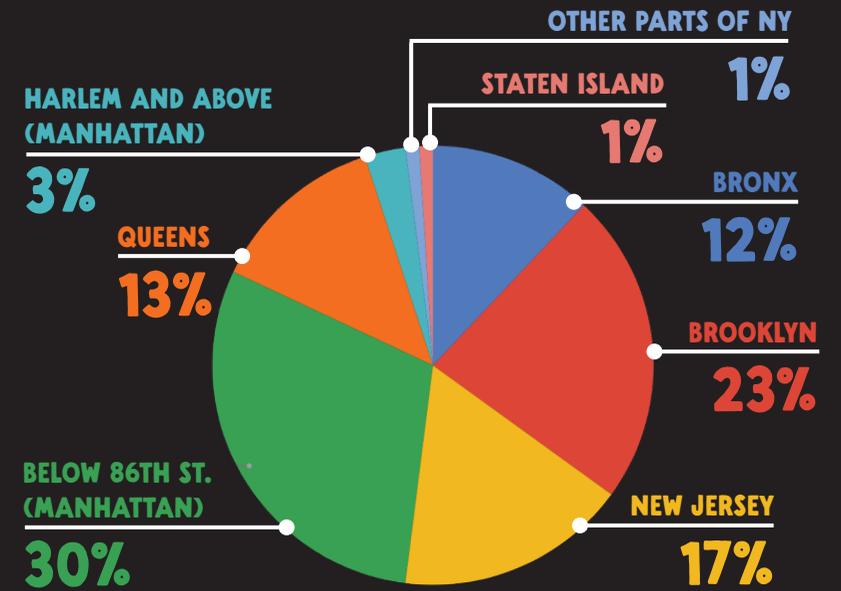
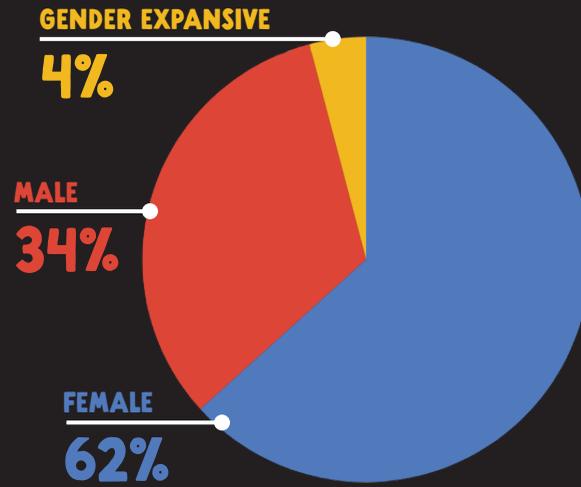
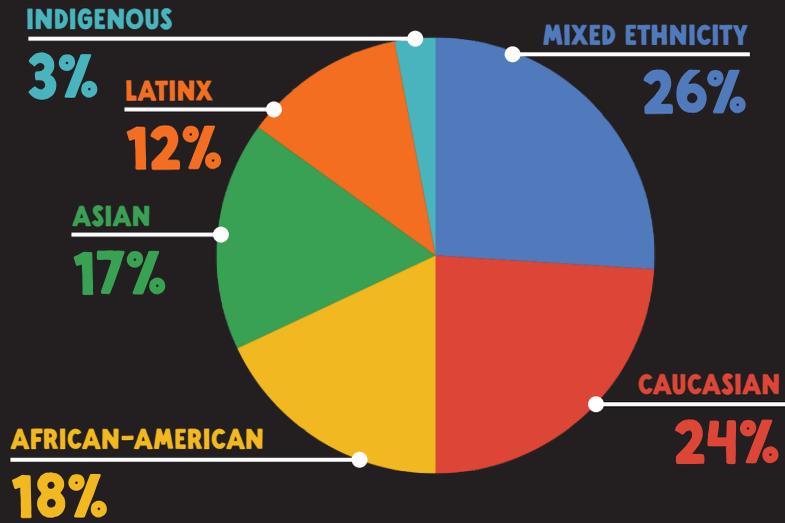
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SCHOOLS

EQUITY, DIVERSITY, INCLUSION, ACCESSIBILITY, *and* JUSTICE (EDIAJ)

TADA! Youth Theater is committed to providing ARTS FOR ALL and working to level the playing field for young people from backgrounds & communities historically underrepresented in the arts and families facing economic hardship. We believe every interested child deserves access to high quality live performance and arts learning opportunities and no child should be turned away because of financial circumstances, so we do our best to reduce economic barriers through financial aid and limited full scholarships to our classes & camps, pay-what-you-can tickets to our productions, discounted tickets for non-profit groups, and of course our signature FREE Resident Youth Ensemble of TADA! (RYET) program.

ABOUT RYET

(RESIDENT YOUTH ENSEMBLE OF TADA!)



76 RYET members ages 8–18 participated in **FREE**, year-round pre-professional training, performance opportunities, and positive youth development

57% come from households with low to moderate income

100% of RYET Members expressed program satisfaction

RYET members who graduated in FY25 are attending Boston University, Boston Conservatory, University of Buffalo, Bard College Westchester, Binghamton, Emerson College, and St. Andrews.

100% of members surveyed showed growth, in SEL such as Academic Self Efficacy, Positive Identity, Self Management, Contribution, Social Skills, Social Capital based on surveys conducted by our partnership with evaluation firm, Hello Insight and Youth Inc.

36% attended a Title One school

HIGHLIGHTS OF RYET PROGRAMMING



COMMUNITY SERVICE & JOB READINESS APPRENTICESHIP PROGRAM (JOB RAP)

Apprentice and Principal RYET members each completed 6 - 12 hours of community service at TADA!. 1 RYET Member and 1 RYET alumna took advantage of JobRAP and worked in partnership with our Education department as an Education Assistant during a school break camp and as Assistant Director on *Game Changers* respectively.

FAMILY AND SOCIAL EVENTS

TADA! prioritizes building community amongst our RYET members and their families and providing time to foster connection and create friendships. Family get togethers were held at the Beginning of the Year Meeting, the opening and closing parties for both productions, and a Parent Town Hall. Other events that the majority of RYET members attended were: Beginning of the Year Hangout Time (HOT), Halloween HOT, Winter HOT, and a Wicked Movie Watch Party in the theater on a big screen. Those that had taken the Wicked Choreography class got up on stage in front of the screen to do the dance along with the movie. Through various partnerships, TADA! received 100 complimentary tickets for RYET members to attend *The Lion King*, *Old Friends*, and *Moulin Rouge*. An excursion was held at the end of the year to the American Dream Mall where all RYET members and family could join.

NEW WORKS WORKSHOP

TADA! was able to continue our commitment to developing original family musicals commissioned specifically for RYET members to perform. *Here2Play* (previously named *Level Up*), received its first workshopped stage reading in our FY25 season. The workshop featured book and lyrics by Gini Chang and music by Gia Gan, with direction by RYET alum and previous Associate Director of Artist Development Javier Cardenas. Rehearsals for *Here2Play* took place over two weeks, from May 28–June 7, 2025, with 15 RYET members ages 10-15 participating. The workshop culminated in a staged reading and performance on June 7, 2025 for an invited audience of 43 people, followed by a feedback session with the creative team.

POSITIVE YOUTH DEVELOPMENT PROGRAMMING AND CLASSES

Assessments in voice, dance, and acting were held in the fall for RYET members. Senior RYET staff then held a private meeting with each member individually to provide feedback on skills observed and create their annual plan for FY25, including goals, classes/ productions, & events in which they planned to participate. Members were provided free audition prep for middle schools, high schools, and colleges. Classes in dance, acting, singing, improvisation, and scene study were held throughout the year. Our training & high expectations foster positive work habits & help develop skills (leadership, accountability, creativity, collaboration, & interpersonal adeptness).

AUDITIONS, REHEARSAL, AND PERFORMANCE OPPORTUNITIES

Auditions for RYET were held in September where new members were accepted. For each production, auditions and callbacks were held for members of RYET, from which the shows were cast. Rehearsals occurred over 6 - 8 weeks for each production. In the summer, in lieu of a full scale designed production, RYET members 12+ performed in three performances of *The Broadway Cabaret* which featured Broadway and Off-Broadway musical numbers for a live audience of teens and adults. Younger RYET members (11 and under) joined the Education Onstage Seussical Jr. month-long summer camp! 44 RYET members also performed in solo, duet and full ensemble numbers at TADA!'s 40th Anniversary Gala - some with Broadway Alumni.



TADA!

ORIGINAL MUSICAL PRODUCTIONS

40TH ANNIVERSARY SEASON

LEADY ASSEMBLE
FREEDOM JURY OF PEERS
RIGHT TO VOTE EQUAL RIGHTS
FAIR WAGES EQUITABLE BENEFITS
INDEPENDENCE MANKIND
RIGHT TO UNIONIZE
CONGRESS GOOD FAITH
PEACE JUSTICE
CITIZENS FREEDOM OF SPEECH



THE HISTORY MYSTERY

BOOK BY **Janine Nina Trevens** ★ MUSIC BY **Eric Rockwell** ★ LYRICS BY **Margaret Rose**

The History Mystery is an hour-long musical about a trio of history-hating teens who are magically transported back in time to meet adolescent Martin Luther King Jr, Eleanor Roosevelt, Suffragettes and a Japanese teen on her way to an internment camp. They learn (along with the audience) how the past has an impact on our present and how it's important for all people (even youth) to be involved. 30 RYET and 1 alumni, ages 10 to 18, were cast and for 10 of these members it was their first show!

- ▶ RYET members also worked on the production as Assistant to the Choreographer, and we also hired alumni as the Assistant Stage Manager and Box Office Manager.
- ▶ 81% of the cast and 50% of the crew were BIPOC.
- ▶ Performances were seen by 1354 youth and families, 178 of which were through school day performances (where \$10 discounted tickets were offered) where we partnered with PS 11 (40), PS 111 (28), and PS 33 (110). Streaming was seen by 21 families.
- ▶ The History Mystery had 26 performances between October 19 and November 17, 2024, and streamed from December 6 – January 26, 2025.

DIRECTOR
Janine Nina Trevens

CHOREOGRAPHER
Kim Grier-Martinez

MUSIC DIRECTOR
Manny Vidales

SET DESIGNER
Joel Sherry

LIGHTING DESIGNER
Bryan Ealey

COSTUME DESIGNER
L.A. Clevenson

PRODUCTION STAGE
MANAGER
Ashley Knowles

PRODUCTION MANAGER/
TECHNICAL DIRECTOR
Jeremiah Dude

ASSISTANT STAGE
MANAGER
Calvin Lyte Jr***





GAME CHANGERS

BOOK BY **Christina Franklin** *** ★ MUSIC & LYRICS BY **Matthew Gregory**

Game Changers tells the story of a fictional 90's hit TV game show, *Game Changers*. Join us as six young contestants work to earn enough points to potentially be the first contestant to climb to the top of Mt. Victory! This TADA! classic was written by RYET alumna Christina Franklin, and this revival was helmed by RYET alumni Ceanna Bryant as Director and Lauralie Mufute as Assistant Director. The cast consisted of 17 RYET members ages 8-18!

- ▶ RYET alumni also worked as House Manager, Box Office, and Asst. Stage Manager.
- ▶ 59% of the cast and 55% of the crew were BIPOC.
- ▶ 16 performances took place at TADA! between April 26 - May 18, and were seen by 947 youth and families, 184 of which were brought in through our school day performances, where we partnered with PS 33 (75) and PS 217 (109).
- ▶ It was streamed from June 4th – June 30th, and was viewed by 20 families.

Photo Credit: Chad David Kraus Photography

DIRECTOR

Ceanna Bryant ***

CHOREOGRAPHER

**Kim Grier-
Martinez**

MUSIC DIRECTOR

Manny Vidales

SET DESIGNER

Andrew Machovec

LIGHTING DESIGNER

Steve O'Shea

COSTUME DESIGNER

Carla Thomas

PRODUCTION STAGE

MANAGER

Ashley Knowles

PRODUCTION MANAGER/
TECHNICAL DIRECTOR

Jeremiah Dude

ASSISTANT DIRECTOR

**Luralie
Mufute** ***

ASSISTANT
STAGE MANAGER

Calvin Lyte Jr. ***





THE BROADWAY CABARET

DIRECTION BY **Janine Nina Trevens**

CHOREOGRAPHED BY **Javier Cardenas*****

MUSIC DIRECTION BY **Manny Vidales**

LIGHTING DESIGN BY **Steve O'Shea**

STAGE MANAGER: **Ashley Knowles**

PRODUCTION SUPERVISOR **Jeremiah Dude**

Thanks to the generosity of The Garek Trust, The Broadway Cabaret brought together 13 older (ages 12+) members and alumni of the RYET program to explore, rehearse and perform in a revue created specifically for the teens involved. The process began with RYET staff and members identifying a range of material and then shaping the piece based on which materials they connected with most. Numbers included songs from *Newsies*, *You're A Good Man Charlie Brown*, *Spring Awakening*, *Hairspray*, *Into the Woods*, and *Heathers*. Rehearsals ran from June 20–July 24, 2025, culminating in three free presentations on July 25th at 8:00pm, and July 26 at 5:00pm and 7:00pm...

- Reached an audience of 151 people
- 72% of the cast or crew were BIPOC
- For three RYET members, this was their final performance before heading off to college and becoming RYET alumni



EDUCATION PROGRAMMING

ONSITE CLASSES & CAMPS

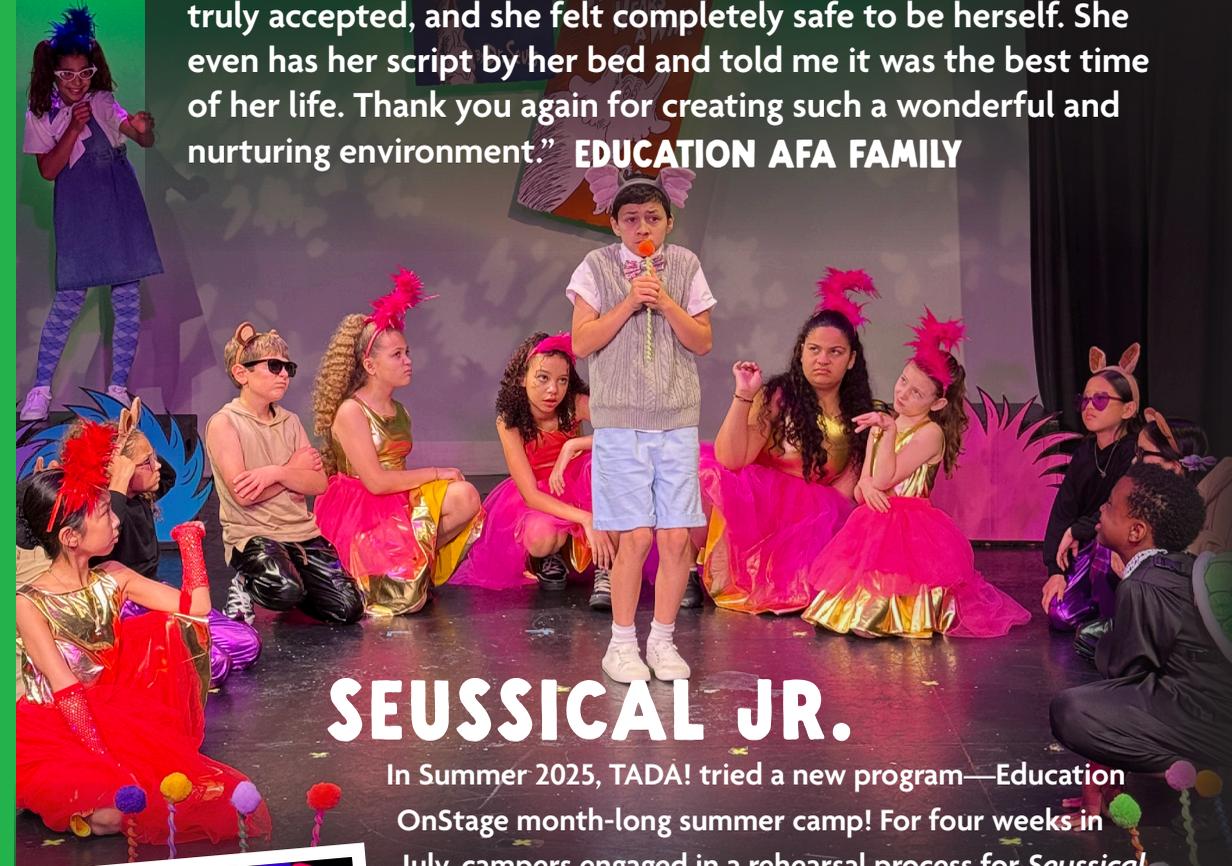
TADA!'s Education Department offered a diverse range of year-round musical theater programming, including 12 classes across the fall and spring semesters, 17 week-long summer camps, 4 week-long school break camps, 18 Broadway-themed 1-day camps, 7 open houses, and 1 brand new month-long summer camp. This programming built confidence, community, connection, and generally enriched the lives of approximately 1,012 youth, ages 4-12.

ARTS FOR ALL scholarships

As an anti-racist and multicultural organization, TADA! Youth Theater is committed to providing ARTS FOR ALL and working to level the playing field for students from backgrounds & communities historically underrepresented in the arts and families facing economic hardship. We believe every interested child deserves access to high quality live performance and arts learning opportunities and no child should be turned away because of financial circumstances, so we do our best to reduce economic barriers through financial aid and limited full scholarships to our classes & camps. In FY25, we were able to further this mission and provided **\$50,450 in full and partial tuition sponsorships**— enabling 101 young people to participate in our classes and camps who would otherwise have been unable to attend.



Mia and I are forever grateful for the incredible opportunity you gave her. To every staff member and teaching artist, my appreciation truly has no words. Mia felt so included, seen, and heard throughout her time with you. Her differences were not just tolerated, but truly accepted, and she felt completely safe to be herself. She even has her script by her bed and told me it was the best time of her life. Thank you again for creating such a wonderful and nurturing environment.” **EDUCATION AFA FAMILY**



SEUSSICAL JR.

In Summer 2025, TADA! tried a new program—Education OnStage month-long summer camp! For four weeks in July, campers engaged in a rehearsal process for *Seussical Jr.* building skills in acting, singing, and dance, while also exercising teamwork, discipline, and creativity through activities and games. The process culminated in two invited dress rehearsals on July 31 and two public performances on August 1 in which our young students performed their work for more than 130 family members, friends, campers, and members of the TADA! community.



EDUCATION PROGRAMMING

SCHOOL PARTNERSHIPS

In FY25, TADA! continued to change young lives in all five boroughs, reaching over 4,200 students through 192 in-school and after-school programs at 19 schools. Among these, 6 schools were funded by the NYC Department of Cultural Affairs via CASA (Cultural After-School Adventures), and 2 through the Arts for Multilingual Learners and Students with Disabilities grant, granted by the NYC Department of Education.

Manhattan

Montclare Children's
School
International
Preschools

P.S. 33

P.S. 51

P.S. 59

The Brownstone School

P.S. 276

Bronx

C.S. 134

Brooklyn

P.S. 11

P.S. 297

P.S. 33

P.S. 132

P.S. 971

Queens

P.S. 101Q

P.S. 220

P.S. 122Q

Staten Island

P.S. 65

P.S. 22

Roosevelt Island

P.S. 217



PARTNERSHIP HIGHLIGHT: P.S. 65 THEATER COMPANY

FY25 marked the second year of TADA!'s project with P.S. 65 in Staten Island to establish the "P.S. 65 Theater Company," by guiding the school's administrators, staff, students, and community members through the process of staging their own musical theater production, from pre-production and auditions all the way through opening night! In April of 2025, after 6 months of hard work & rehearsals with the support of TADA!'s team, the P.S. 65 Theater Company mounted their own production of *The Little Mermaid.*, for an audience of family, friends, and community members. We are so proud of their hard work and look forward to seeing how they will continue to grow!



40th ANNIVERSARY GALA

We were incredibly excited to celebrate TADA!'s 40th Anniversary season with a star-studded gala held on March 10, 2025 at the Edison Ballroom! Hosted by Broadway, TV, and Movie Star Noah Galvin (*Dear Evan Hansen, Waitress, The Good Doctor, Theater Camp*), the evening included a cocktail hour, sit down dinner, silent and live auction, and a live performance featuring 44 RYET members and Broadway performers who donated their time: DeWitt Fleming Jr., Jennie Harney-Fleming, Joshua K.A. Johnson, and Ricardo Zayas. We honored the work of Drama Desk, Emmy, and Tony Award winning lyricist and book writer Lynn Ahrens (*Ragtime, Once On This Island, Seussical*). Thanks to the generosity of our sponsors, we were able to offer 30 Arts for All Tickets, which allowed some Alumni and current RYET parents to attend the gala for free or discounted ticket prices. We grossed \$220K, exceeding our original goal of \$150K. It was a wonderful evening that brought the TADA! community together to celebrate 40 years of incredible work!



FY25 FINANCIALS (UNAUDITED)

CONTRIBUTED REVENUE

INDIVIDUAL GIVING	\$82,954
BOARD GIVING	\$318,287
FUNDRAISING EVENTS	\$213,602
FOUNDATION GRANTS	\$682,402
CORPORATE & CORPORATE MATCHING	\$74,020
GOVERNMENT GRANTS	\$233,430

EARNED REVENUE

EDUCATION ONSITE CLASSES AND CAMPS	\$466,480
EDUCATION IN SCHOOL RESIDENCIES AND AFTER SCHOOL PROGRAMS	\$344,661
BOX OFFICE	\$41,667
OTHER INCOME (SPACE RENTAL AND CONCESSIONS)	\$62,262

TOTAL REVENUE **\$2,519,765**

EXPENSES (% OF COSTS)

EDUCATION	40%
THEATER/ENSEMBLE	30%
MANAGEMENT & GENERAL	11%
MARKETING	7%
FUNDRAISING	12%

TOTAL EXPENSES **\$2,502,634**

TADA! continues to prioritize building stability in our financials, and are very proud to say we are projecting to end FY25 with a small surplus.



THANK YOU!

FOUNDATIONS

Anonymous
Deanna Bittker Foundation
Endeavor Foundation
Edith Allen Clark Charitable Trust
The Garek Trust
The Hyde and Watson Foundation
The James B. Mintzer Foundation
The Pinkerton Foundation
Renaissance Charitable Foundation
Shubert Foundation
Tiger Baron Foundation

CORPORATE

Con Edison
Washington Property Company
Philanthropy

CORPORATE MATCHING

Apollo Global Management
Corebridge Financial
Ford Foundation
Goldman Sachs
Google
Hearst Magazine
Huron
JP Morgan Chase
Markel Corporation
NBC Universal
Open Society Foundation
Piper Sandler
Principal Foundation
SiriusXM
SS&C Technologies

GOVERNMENT

NYC Department of Cultural Affairs
(DCLA) / City Council Members
Cultural Development Fund (CDF)
City Council Member Erik Bottcher
City Council Member Keith Powers
Cultural After School Adventures
Program (CASA) through:
City Council Member Erik Bottcher
City Council Member Kamilla Hanks
City Council Member Christopher
Marte
City Council Member Julie Menin
Cultural Immigrant Initiative through:
City Council Member Amanda Farías
New York State Council on the Arts
(NYSCA)

AS ALWAYS WE WANT
TO GIVE A TREMENDOUS
SPECIAL THANK YOU
TO OUR HUNDREDS
OF INDIVIDUAL
DONORS.

TADA!

WOULDN'T BE
ABLE TO CHANGE SO
MANY YOUNG LIVES
WITHOUT YOU!

PIPER | SANDLER

AEG COMMUNITY
FOUNDATION

APOLLO

FORD
FOUNDATION

THE ENDEAVOR FOUNDATION

Goldman
Sachs

HURON

MARKEL

HEARST

conEdison

corebridge
financial

The Hyde and Watson
Foundation

the garek trust

Principal
Asset ManagementSM

SiriusXM

NBC UNIVERSAL

NYC Cultural
Affairs

NEW YORK
STATE OF
OPPORTUNITY.
Council on
the Arts

The
Pinkerton
Foundation

G

Tiger Baron
Foundation

JPMORGAN
CHASE & CO.

SS&C

THE SHUBERT
FOUNDATION INC.

FY25 STAFF

Executive & Producing Artistic Director

Janine Nina Trevens

Managing Director

Julia O'Brien

Director of Education

Katy Knowles

RYET, THEATER, ARTISTIC

Artistic Associate

Ceanna Bryant^{***}

Associate Director of Artist Development

Javier Cardenas^{***}

Associate Director of RYET Program/Production

Stage Manager

Ashley Knowles

Production Manager & Rental and Facilities

Manager

Jeremiah Dude

Resident Lighting Designer

Steve O'Shea

EDUCATION

Education Manager: Onsite Programming

Anthony Allocca

Education Manager: School Programming

Asha Nelson-Williams

Education Assistant

Jon Matter

DEVELOPMENT, ADMINISTRATIVE, & MARKETING

Associate Director of Development and Outreach

Grantland Tracy

Senior Marketing Manager

Tanya Chattman

Marketing Manager

Grace Ruiz

Operations and Marketing Manager

Thomas Vaethroeder^{***}

Development Operations Assistant

Donte Martinez

CONSULTANTS

Press Representative

Andrea & Associates

Business Management Consultant

The A Team Consulting

Database, Tech, I.T.

Andrew Saladzius
Solution Generators Inc.

Marketing and Website

Power Pair Marketing
Otto & Friends

Development

Donorly

TADA! also employed on a project basis:

Teaching Artists; Set, Costume and Lighting Designers; Musical Directors; Musicians; Choreographers; Mentors and Production Crew including carpenters, electricians, stitchers, scenic artists, house managers, box office manager, and production assistants

^{***}Alumni of RYET

This list comprises all staff and board members who were affiliated with TADA! throughout the fiscal year.

TADA!'S FY25 BOARD OF DIRECTORS

Chalmers Browne, President

Julie Turaj, Vice President

Frank Moy, Treasurer

Monisha Bhayana, Secretary

Lynn Cartwright-Punnett

Alyssa Cook

Genesis Dunn

Christine Ford

Lauren Feldman-Hay

Robert HoSang

Jessica Hughson

Nicole Jacoby

Ryan Kinkade

Larissa Marcellino

Michael Meola

Eddie Mufute

Doug Murphy

Betti Packman

Jordan Peele

Jake Platt

Funda Akarsu Reza

Mihir Shah

Stephen T. Rodd, Board Emeritus

PHOTO BY Chad David Kraus Photography

DESIGN BY Sophie Appel



15 West 28th Street NY, NY 10001
www.tadatheater.com

“ There’s a lot of musical theater places that do shows, but then there’s not that family feeling. At TADA! you’re in an Ensemble the whole time. Everyone knows your name...Being here helped me learn that everyone’s got their own life, their own stuff they’re going through...All my friends at TADA! -I know how everyone’s life is. I’ve seen my friends have hard times and good times in their personal lives. TADA! helped me with my empathy. I could be having a bad day and then I show up the next day and apologize. TADA! taught me how to be human.”

GRADUATING RYET MEMBER MATEO APONTE



TADA!
Original Youth Theater