



TADA! YOUTH THEATER

15 West 28th Street
New York, NY 10001

www.tadatheater.com | 212.252.1619



Drama Desk
Award-Winning

TADA!
Original Youth Theater

LETTER FROM NINA



I'm very proud of what TADA! is accomplishing and providing to our families. I hope you enjoy reading all about it on the following pages.

The work TADA! does artistically and educationally is so important to our communities (young people on stage and in classrooms, and the youth and their families in the audience) as well as the theater community. TADA! creates the audiences and artists of today and tomorrow. More importantly, our positive youth development programs increase young people's social-emotional learning, which helps make growing up easier, setting them up for success as adults in whatever field they choose.

TADA! provides a unique haven for youth who are interested in musical theater to express themselves, work collaboratively, and find their voice. We are cultivating engaged, informed, and inspired citizens who will be the future leaders of their generation.

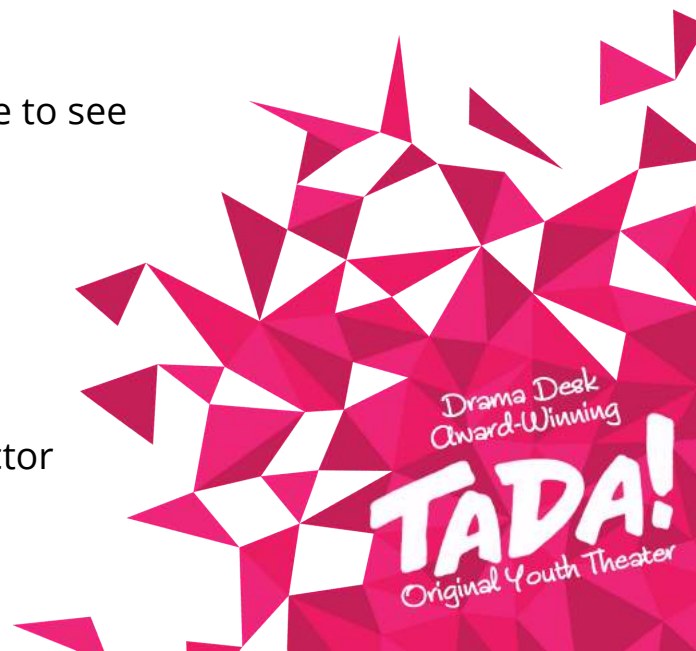
FY19 saw a number of administrative staff changes. While I am now Producing Artistic Director and Interim Executive Director, I am pleased to say that the staff working with and running the programs for our youth remain committed to TADA!. We ended FY19 with a budgeted surplus; our plan is to continue this pattern and celebrate our 40th Anniversary completely debt free. This is why we are building our Board of Directors; with three new members since our last report and four more prospects at this writing.

I'm excited for TADA!'s 2019/20 season which is already underway. We had a successful fall semester of classes and due to increased enrollment, we've already had to add an additional class to our winter semester! Performances for *The Dangerous Christmas of Red Riding Hood* have begun and audiences are loving it - it's great to see all this activity at TADA!.

I hope you enjoy reading about last year and I hope to see you at the theater this year.

Nina

Janine Nina Trevens
Producing Artistic Director/Interim Executive Director



MAINSTAGE MUSICALS

SLEEPOVER

November 16 - December 2, 2018

At last! Mia is finally allowed to have a sleepover party-for girls only. Too bad the girls don't know that the boys are crashing the party. The delightful, hilarious musical has all the antics of a great slumber party and includes favorite TADA! songs such as "Pizza Boys Deliver" and "Sleepwalker."

Book by Philip Freedman

Music & Lyrics by James Beloff

Director/Choreographer Joanna Greer

Music Director Matthew Gregory

Scenic & Lighting Designer Steve O'Shea

Costume Designer Ceanna Bryant***



15

performances

1,052

audience members



CLICK HERE FOR
ODD DAY RAIN PRESS!

MAINSTAGE MUSICALS

ODD DAY RAIN

January 19 - February 24, 2019

In 2211, after a big explosion ruins the world as we know it, Aurora and her friends lose their home and are left to survive living outside without any adults, computers, running water, or even cell phone. They adapt to their life in nature, taking care of each other, and rationing all supplies because it only rains for one hour every odd day. Aurora can't help but wonder if anyone is still living inside. Meanwhile, Claire continues life as it always was, run by the computer in the confines of her room. But she too wonders... is there anyone out there?

Book by Janine Nina Trevens & Deirdre Broderick

Music & Lyrics by Deirdre Broderick

Orchestration by David Spinozza

Director Janine Nina Trevens

Music Director Matthew Gregory

Choreographer Joanna Greer

Set Designer Anton Volovsek

Costume Designer Victoria Butler

Lighting Designer Kathrine Mitchell

Projection Designer Marc I. Rosenthal

Assistant Director/Choreographer Gabriela Gross***

30

performances

1,767

audience
members



MAINSTAGE MUSICALS

GAME CHANGERS

July 10 - August 1, 2019

Set in the '90s, *Game Changers* tells the story of a popular children's game show; complete with trivia, puzzles, mystery food challenges, and an epic final round that no contestant has ever won. We meet 6 lively contestants, determined to become the game's first winner. As the show continues, they learn more about themselves and each other, and that in order to win, they might have to do something that's never been done before...

Book by Christina Franklin***

Music & Lyrics by Matthew Gregory

Orchestration by David Spinozza

Director Janine Nina Trevens

Choreographer Joanna Greer

Music Director Matthew Gregory

Scenic Designer Anton Volovsek

Costume Designer Ceanna Bryant***

Lighting Designer Steve O'Shea

Props Designer Claire Brady

Assistant Director Gabriela Gross***

Associate Choreographer Javier A. Cardenas***

30

performances

2,210

audience members

[CLICK HERE FOR GAME CHANGERS PRESS!](#)



NEW WORKS WORKSHOP



Ensemble members received the opportunity to workshop two new musical productions:

Because We're Girls, concept created by TADA!'s Producing Artistic Director/Interim Executive Director, Janine Nina Trevens and Erin Williams, Program Director, Sexual and Reproductive Health and Rights for the Global Fund for Women. Music and lyrics by TADA! Teaching Artist Miriam Daly. The script was developed through discussions with teenage girls in RYET over a number of years. Topics include street harassment, dating issues, body image, sex roles, and stereotypes. Feedback from Ensemble Members was given following the first workshop, such as adding characters from more diverse ethnic backgrounds with their points of views and to go even further with more mature topics.

Common Ground, book and lyrics by Lisa Diana Shapiro, playwright and longtime volunteer at the International Rescue Committee's (IRC) Refugee Youth Program. Continuing the narrative surrounding Lisa's material gathered from teens from IRC, dramatized workshops held in previous years, and private interviews conducted with immigrant teens, this workshop allowed the writers to realize that the script needs to be lengthened to explore stories in more depth. *Common Ground* will be a 90 minute musical, a first for a TADA! original commissioned work.

These workshops included 21 ensemble members.

Other musicals in development are:

Born Too Short, written by book author Dan Elish and previous TADA! Musical Director, Matt Gregory. This new musical, based on Dan Elish's book of the same title, reveals the insecurities and doubts that boys also face growing up in a both touching and comedic way. This will be the first workshop of this piece.

It's Not Me, It's Anxiety, written by Janine Nina Trevens with music and lyrics by Deirdre Broderick. In response to Nina's observations of anxiety in pre-teens and teenagers, which has increased over the last 10 years, she is now conducting research for this new musical that will feature anxieties as characters.

GROUPS

We were thrilled to welcome the following nonprofit community groups to TADA! productions this year. Thanks to generous subsidies from our funders, tickets were made available at only \$10. We also were able to provide some groups who demonstrated an extraordinary need with complimentary tickets.

14 St Y
Avenues: The World School Summer
Camp
Backpacks and Binoculars
Black Spectrum Theater
Bridge to Broadway
BronxWorks
Caedmon School
Camp Jump-In
Children's Aid NYC
Eastchester Community Gardens
Center
Educational Alchemy
Epiphany School
Friends of BNS/BCS

Hudson Guild
Humanities of the Arts School
Kids Campus
ids' Passport to Adventure
Lenox Hill Neighborhood House
Movers of Change Dance Academy
National Aquarium
New Day Domestic Violence Shelter
New York Cares
New York Junior League
PS 32
St. Margaret's Church
Stevens Cooperative School
St John's Episc. Hospital
Thurgood Marshall Academy
YES Academy



RESIDENT YOUTH ENSEMBLE OF TADA!

The Resident Youth Ensemble (RYET) is an audition based program that is free of charge to all members. The RYET program offers pre-professional musical theater training and positive youth development to children ages 8-18. Auditions were held in the fall and 26 new members were accepted into the program.

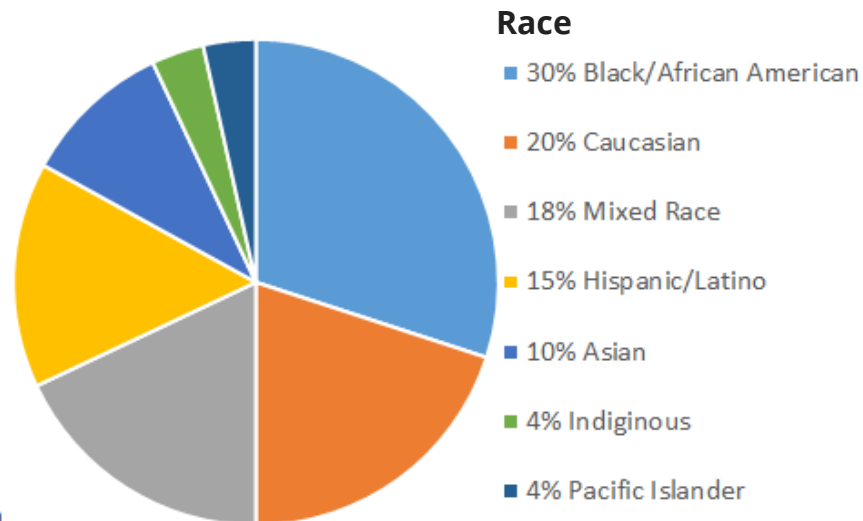
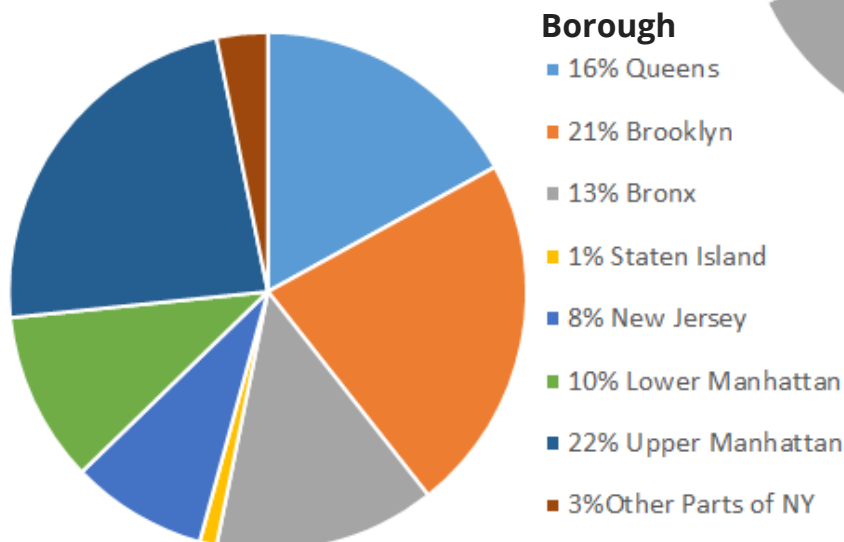
In addition to appearing in the three mainstage productions, RYET members participated in the following classes:

- Voice, Diction and Monologues with TADA! alumni, Mizuo Peck
- Musical Theater and Dance Styles through the Ages with TADA! alumni Gabi Gross and Musical Director Matt Gregory
- Hip Hop Theater Dance Class with TADA! alumni Javi Cardenas.

The demographics of the Resident Youth Ensemble reflect the diversity of participants in all of TADA!'s programs and audiences.

63% Female

37% Male



More than 50% of Ensemble family identify their income just at or below self-sufficiency standards for NYC.



POSITIVE YOUTH DEVELOPMENT PROGRAMMING

- Healthy snacks such as fruits, vegetables, cheese, and hummus are provided every day the Ensemble is on site.
- JobRAP - a first job opportunity for high school-aged members. Members learn to write resumes, refine interview skills with feedback from TADA! staff, and are paid minimum wage.
 - 89% of High School Principal Ensemble Members who applied, participated in JobRAP. The jobs provided included Teaching Assistants for TADA!'s on-site education classes and camps, Assistant to the Choreographer, and Light Board Operator.
- HOTS- Hang Out Times where Ensemble Members get together in a social setting outside of rehearsal, performance, or class. Ensemble Members also celebrated special holidays with themed parties throughout the year.
 - Ensemble Members attended 3 HOTS and 2 Teen Nights throughout the year.
- College preparation assistance (essay writing, research and applications for financial aid, scholarship research, campus tours).
 - All graduating seniors took advantage of pre-graduation help and guidance.
- Audition preparation for middle school, high school, and college programs.
- Transportation subsidies to and from TADA! for Ensemble Members demonstrating a financial need.
- Leadership opportunities for Principal Members through Ensemble Youth Council.
 - 64% of the principals attended Youth Council which provided Ensemble Members the opportunity to give feedback on programming and future plans and activities.
- TADA! developed daily norms, community practices, and ensemble expectations. Casts discussed and upheld these guidelines during every rehearsal and performance process.
- TIPS - a cash incentive program for Principal Members to mirror the feeling of accomplishment when being paid for completing work as well as being held accountable when expectations are not met.
 - 79% of Principal members received TIPS (TADA! Incentive Program & Stipend) for completing a production successfully, community service, turning in report cards, and being prepared and punctual for rehearsals and classes.
- 100% of Ensemble members attended private meetings between the ensemble members, their parents, the Ensemble Manager, and the Producing Artistic Director. At these meetings, TADA! provided feedback and guidance based on previous years performances, and set goals for the current year.
- 81% of RYET members participated in Saturday morning classes; of these members 20 were new attendees.



SOCIAL-EMOTIONAL LEARNING OUTCOMES

As detailed in our ensemble member surveys, 100% of the youth received gains and 100% served stated they were satisfied with the program. Ensemble had measurable areas of growth in the following social-emotional learning (SEL) outcomes:

- **84% improvement in self-identity**
- **80% improvement in self-management**
- **80% improvement in academic self-efficacy**
- **67% improvement in social capital**
- **87% improvement in social skills**

These SELS are directly reflective of the reaches identified in our programmatic plans and organizational mission. By showing growth in these outcomes, we have ensured attainment of the skills which encourage growth both onstage and off, including leadership, communication, responsibility, collaboration, coordination, and problem-solving. TADA! would like to highlight that multiple ensemble members were able to take on leadership positions and supporting and leading roles that they had not been ready for in the past.



NATIONAL YOUTH ARTS AWARDS

AWARDS

Lead Performance (Junior Division)

Kayla Claudio as Squeaky in *Geniuses*
Kahlea Hsu as Squeaky in *Geniuses*

Supporting Performance in a Musical

Jonah Levinowitz as Norman in *Geniuses*
Subiya Mboya as Deanna Saprana in *Golly Gee Whiz*

Supporting Performance (Junior Division)

Zane Gerson as Slappy Sammerstein in *Golly Gee Whiz*

Ensemble

Geniuses



Partnerships

TADA! continued their 11+ year relationship with the Priestlands School Drama Department, an international exchange program. Priestlands is a secondary school in Lymington, Hampshire, UK. Their theater students visit the US yearly and visit with the TADA! Ensemble to promote outside friendships and collaboration with international teens. TADA! takes a bi-yearly trip to the UK, during which we visit with their students to promote an exchange of culture and attend theater in London. Priestlands focuses on achievement in the widest sense and values student success in all aspects of their lives.

NOMINATIONS

Lead Performance in a Musical

Lauralie Mufute as Mia in *Sleepover*
Riya Nagpal as Aurora in *Odd Day Rain*
Andrew Johnson as Mickey in *Golly Gee Whiz*
Mya Rosado as Judy in *Golly Gee Whiz*

Lead Performance (Junior Division)

Molly Brown as Claire in *Odd Day Rain*
Kahlea Hsu as Claire in *Odd Day Rain*

Supporting Performance in a Musical

Naomi De Leon as Simone in *Sleepover*
Cassidy Mullen as Edith in *Golly Gee Whiz*

Supporting Performance (Junior Division)

Cosmo Bayes as Chuck in *Sleepover*
Alfred Nicolas as Tal in *Sleepover*
Simon Ostrower as Tal in *Sleepover*
Katie Chan as Lucy in *Odd Day Rain*

Ensemble (Junior Division)

Golly Gee Whiz
Sleepover

Set Design

Geniuses

New Works

Geniuses

ARTS EDUCATION IN SCHOOLS

TADA! has also been serving the New York City public school system since 1987, and offers in-school residencies and after-school programs for students ages 3-18 in New York City schools that do not have theater arts programs or want to expand their performing arts offerings.

This year alone, the TADA! Arts Education Program served over 3000 students (Pre-K through High School) by bringing 130 arts education programs to students at 45 different schools and community centers in the New York City area. Through these programs, TADA! Reached an additional 15,000 audience members.

Manhattan

Avenues: The World School
Bank Street
Brownstone School
Columbia Grammar
Emma Lazarus High School
Ethical Culture Fieldston School
High School of Economics and Finance
International Preschools @ 45th
International Preschools @ 76th
International Preschools @ 86th
JCC of Manhattan
Metropolitan Montessori School
Montclare Children's School
PS 11
PS41
PS17
PS51
PS59
PS 96
PS 199
PS 212
PS 33
PS 452
ReStart Academy at George Washington
ReStart Academy at Orchard Collegiate
St. Joseph's of Yorkville
Tribeca Community School

Brooklyn

PS 69
PS 107
PS196
P.S. 682
PS24
ReStart Academy at W.E.B. Du Bois High School

Queens

Academy of City Charter School
PS 254
PS153
PS330
ReStart Academy at August Martin Campus
ReStart Academy at Channel View High School

Bronx

P.S. 134
ReStart Academy at Mott Haven High School
Horace Mann School

Long Island

Martin Avenue Elementary School

Other Specialty Programs

The Mother's Club of St. Joseph School
Bronxville, NY

National Aquarium
Baltimore, MA

Lakewood Ranch High School
Lakewood Ranch, FL

Click here to check out students from PS 69K at their final performance!



ARTS EDUCATION ON SITE

**The 2018-2019 year saw
a total enrollment of
800 students!**

TADA! held weekly classes at our 28th street location on weekends and after school. Classes and school programs were taught by TADA!'s roster of 58 professional Teaching Artists.



- This summer, TADA! provided 435 students with 33 week-long musical theater camps - truly remarkable!
- TADA! extended \$13,738.05 in need-based financial aid to qualified applicants.
- New to this season, TADA! offered week-long mini-camps for ages 4-5 at the Triad Theater for 3 weeks.





ARTS EDUCATION TESTIMONIALS

"One student, has several breakdowns throughout the semester. She had a close attachment to her father and severe stage fright. Once she was given permission to embrace her weird and some positive reinforcement about her skill set however, she shined! Huge progress with her coming out of her shell this semester. After the performance, her grandmother came up to us and thanked us for the "new child we had gifted their family." They were so impressed with how much she came out of her shell and how open she was with who she is as a young person. Made me feel really happy about the work we do and how theatre can really improve the quality of people's lives".

- TADA! Teaching Artists

"Partnering with TADA! Youth Theater for the past two years has undoubtedly benefited our students in many ways. This skills building residency has had a huge impact on our students' level of confidence. While mastering a subject certainly does build a student's confidence, there is something special about participating in the arts. Getting up on stage and singing about kindness for example, has given our students a voice and a chance to step outside their comfort zone and lead. As they improve and see their own progress, their self-confidence grows. It has been amazing to watch many of our students grow from uncertain, hesitant, and timid children to children who believe in themselves and in others. Our youngest students have now become models of what it means to have confidence and be true leaders - true confidence comes from knowing that you can succeed in all that you set out to do!"

- Tracey Friedman, Magnet Resource Specialist

"We have never had a more age appropriate residency before. The students love every minute and look forward to the next time. TADA comes with something every session. They allow kids to be creative and feel great about themselves. It's another learning modality for our Special Education students and English Language Learners".

- P.S. 254 Teacher



FUNDRAISING EVENTS

KID-FUELED FUNDRAISERS

Ensemble Members partook in staff assisted Ensemble Fundraising opportunities, such as the Dance-A-Thon, Candy Sales and crowdfunding campaigns. Together we raised \$11,463 towards future TADA! programming.

DANCE-A-THON

December 1st, 2018

TADA!

In our annual “no grow-ups allowed” kid-fueled fundraiser, kids ages 6-13 danced the night away at TADA!. Each child raised a minimum of \$50 and special prizes were awarded to the dancer who raised the most money and the dancer who solicited the most individual donations. This year, the dancers raised just over \$6,000 for TADA!. Donations for food provided to dancers were made by Hill Country Chicken, Insomnia Cookies, and &pizza.



CASINO NIGHT

May 9th, 2019

Big Deal Casino

Board member Brian Burchfield took the reigns on our third annual Casino Night where supporters took to the Poker and Blackjack tables for a night of betting, games, and fun times with friends. Winners took home prizes ranging from a \$2,500 entry to the Borgata Poker Tournament in Atlantic City to tickets and a backstage tour Hamilton, and raised a total of \$14,298.

TADA! IN THE PRESS

THE CHRONICLE OF

PHILANTHROPY

Young Stars Are Born: a Theater for Life Lessons

CLICK TITLES TO READ!

DAILY NEWS

The Daily News - Jordan Peele's love of performing was fostered at NYC youth theater



Theatre Development Fund

Meet the Theatre: TADA! Youth Theater

TADA! YOUTH THEATER REVIEWS

★★★★★ 4 months ago

Amazing group of children that are passionate about all things theater. They take their productions seriously. It is also an amazing place for all children to watch their shows and be inspired by these amazing kids!

★★★★★ 5 months ago

The best! We love everything--EVERY-Thing--we've seen there so far!!!

★★★★★ 9 months ago

I joined Tada when I was 13 years old and it is still one of the best experiences of my life. As an audience member, the mainstage shows are a lot of fun and it's a great time for kids, as well as provides families with great messages. They also provide classes throughout the year. I highly recommend it!

★★★★★ 9 months ago

This is a really smart, well run, theater program for kids. I've seen a couple of shows here and been impressed by the professionalism and the quality of the work.

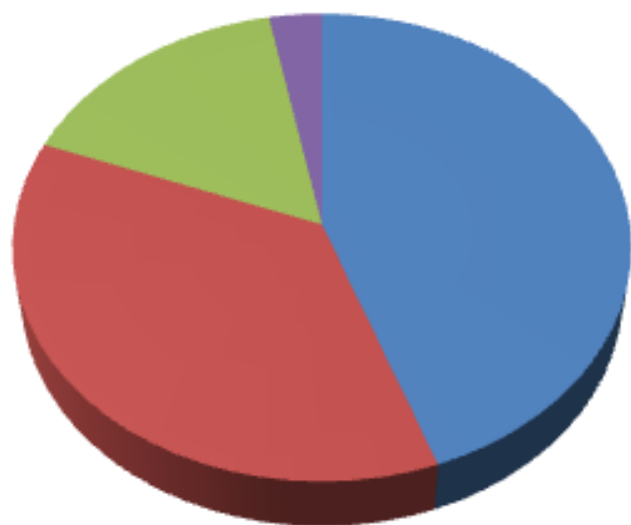
FINANCIAL SUMMARY

Income



- 45% Education Programs
- 32% Individual Giving & Special Events
- 10% Foundation & Corporate Grants
- 8% Government Grants
- 6% Space & Script Rental & Concessions

Expenses



- 44% Education Programs
- 36% Theater/Ensemble Programs
- 16% Administration
- 3% Fundraising



CURRENT STAFF

**Indicates new staff*

***Indicates new role*

This year, TADA! was thrilled to welcome new people to the team and see other staff members transition into new roles.

Janine Nina Trevens

Producing Artistic Director/Interim Executive Director**

Ensemble & Production

Joanna Greer

Associate Artistic Director/Resident
Choreographer

Ashley Knowles

Associate Director of Ensemble
Programming/Assistant to the Producing
Artistic Director/Production Stage
Manager**

Gabi Gross

Ensemble and Alumni Manager*

Jacob Platt

Technical Supervisor & Facilities
Manager

Administrative

Mary De Rosa

Director of Finance & Administration

Education

Katy Knowles

Director of Education

Rebecca Branscom

Associate Director of Education**

EG Engle

Education Programs Manager

Development & Marketing

Heather Millen

Director of Marketing*

Jessica Randell

Associate Director of Development*

Yasmine El Shorbagy

Marketing & Development Assistant*

Additionally, TADA! employs close to 50 professional Teaching Artists and 30 Production & Artistic Staff each year.





TADA! BOARD OF DIRECTORS

*Indicates New Board Member

**Indicates Resignation and End of Term

+Indicates Audit Committee

Chalmers Browne, *President*
Stephen T. Rodd, *Vice President*
Adam Houhoulis, *Treasurer*+
Julie Turaj, *Secretary*
Art Barrios**
Monisha Bhayana*
Brian Burchfield
Marcia Dunn

Sonia Gonzalez*
Michael Meola
Deepak Nagpal+
Alina Patton+
Jordan Peele***
Michelle Perchuk
Rachel Volovets*

ARTISTIC ADVISORY BOARD

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Michael Colby
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John Forster
Sheldon Harnick
Chita Rivera

Marcia Rodd
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Stephen Schwartz
John Shea
Charles Strouse
Leslie Uggams





INSTITUTIONAL SUPPORTERS

***Indicates In-Kind
Donation**

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Barclays
The Benevity Community Impact
Fund
Bloomberg L.P. Corporate Giving
Program
The Edith Allen Clark Charitable Trust
Connecticut Repertory Theatre
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Neuberger Berman
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Cultural Affairs
New York City Department of Youth
and Community Development
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INDIVIDUAL SUPPORTERS

(\$100+ IN ALPHABETICAL ORDER)

TADA! Would like to thank the following individuals and institutions who generously make our work possible. This list represents donations made in FY19. Every effort is made to ensure its accuracy

Anonymous (x3)
Christina Alcorn
Hale Appleman***
Rebecca & William Austin
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Maxine & Mitchell Selig





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Maima Sepoe & Moginastin Mulbah
Tobe & Ralph Sevush
Alyssa & Scott Shaffer
Daniel Shin
Leonard & Virginia Siniscalchi
Rick & Lynn Sirow
Cate Smit
Patricia Smit
Marisa Smith***
Raven Snook & Jose Vega
Angela & David Solce
Mark & Jackie Soslow
Thomas Spak
Duncan Stewart
Edward Stowell
Allen Strasen
Pamit Surana
Karen & Bruce Talbot
Harriet Tamen
Richard Tesler
Stephanie & Ken Tighe
Peter Tipograph

Janine Nina Trevens
Newton Trevens
James Trinko
John Tucker
Julie Turaj & Robert Pohly
Lisa & David Untracht
Rena Uviller
Daphne Uviller & Sacha Spektor
Deborah van Eck
Beatrice Vann
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Dominic Young
Terry Yuen

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