



2021 **TADA!** Annual Report



Top: Online Classes
Middle: New Production of Heroes
Bottom: In-Person Summer Camp

Letter From Nina

FY21—a year like no other—at least I hope it's like no other, although it did end on a high note! TADA! received a Shuttered Venues Operating Grant (SVOG) due to the loss of earned income because of COVID-19. I'm also very excited to announce that TADA! ended FY21 with a surplus, money in the bank and all individual debts paid off.

But how did the year start, you ask? With a lot of uncertainty. We knew two things for sure - 1. COVID-19 was still around and would be for quite some time and 2. **TADA! would continue to serve our RYET (Resident Youth Ensemble of TADA!) members, students and families remotely until we could be in-person again.**

So, we started with three different budgets reflecting three different plans: virtual programming all year; virtual in fall and back in person in January with social distancing for the remainder of fiscal year; and virtual in fall, social distancing for winter and spring, and back fully live in summer. Guess what? None of those were what we could or did do. **It's so strange to think that a year ago we still had no idea how to plan for the future and that we would be taking the whole year a month or so at a time.**

We just kept adjusting programming based on the needs of our RYET members and education families. Finally, summer came and we were able to do some limited live programming. We had two musical theater **summer camps** with social distancing and **mounted a full production** of a fun small cast musical, Heroes, for a very small invited audience. Thanks to a special grant from the Endeavor Foundation, we had new equipment which allowed us to record the production and have audiences buy tickets and watch it virtually from wherever they were. We also took advantage of the space being free from activity to do some **renovating of the 3rd floor**. The main building lobby also received a facelift—it doesn't even look like you're in the same building.

From February to July 2021, TADA!'s **EDIJ (Equity, Diversity, Inclusion, and Justice) Committee** met to craft a plan to make TADA! more inclusive and equitable. The committee reviewed existing policies & procedures, and set timelines and goals using a Stop/Start/Continue Model. The plan is now in its final stages and going to the Board for approval.

While in-person programming did have to stop, TADA!'s remote (which was for the most part was actually live on Zoom) programming grew and **new initiatives and projects began.**



This was all possible thanks to TADA!'s long-time foundation, corporate and government supporters, our treasured and loyal individual contributors, our beloved and generous Board Members, and TADA!'s tireless, talented, and terrific staff.

I'm so glad that I can once again end this letter saying that I look forward to seeing you in person at TADA! on West 28th Street soon.

Thank you,

A handwritten signature of Nina in white ink.

Janine Nina Trevens

Executive & Producing Artistic Director

Our Mission, Vision and Values

“

When people ask me what TADA! means to me, I usually can't put it into words. But it's a home away from home. It's a place I can truly be myself.

LEILA DAVIS,
ENSEMBLE MEMBER

”

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, 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 the ability of people learning to express themselves well we can break down barriers of racism and inequality and create positive, active citizens.

MUSICAL THEATER
PASSION

ARTISTIC
EXCELLENCE

UNIQUE
PROGRAMMING

EMPOWERMENT
AND LEADERSHIP

COMMUNITY

PROFESSIONALISM

NURTURE
CREATIVITY

ARTS FOR ALL

FUN

CULTURE
OF GROWTH

Our History

Since 1984, TADA! has engaged:

1000+
Ensemble
Members

180k+
Audience
Members

842k+
Arts Education
Students

1,260
Education
Programs at over...

150
Schools

TADA! is a unique Drama Desk award-winning nonprofit youth theater that produces original musicals for children, teens, and family audiences. TADA! offers a free, year-round, pre-professional training and positive youth development program for the Resident Youth Ensemble (ages 8-18); musical theater classes/camps for the public; as well as musical theater residencies in NYC schools and community centers.

Through TADA!'s high-quality work, young people's self-confidence and creativity are enhanced, which develops advanced skills in leadership, communication, responsibility, collaboration, and problem-solving – skills that help with growing up and are essential to their success both in school and in life.

Resident Youth Ensemble of TADA! (RYET)

“

TADA! has been such a fun experience during the pandemic. It continues to be a safe space where I can learn and talk with my friends that I haven't seen in a while.

”

**ENSEMBLE MEMBER,
KATIE CHAN**

IT'S CALLED RYET (PRONOUNCED RIGHT)—LET US TELL YOU A LITTLE BIT ABOUT THEM.

54

RYET members, ages 10-18, participated in **FREE, YEAR-ROUND, PRE-PROFESSIONAL TRAINING AND PERFORMANCE OPPORTUNITIES** and positive youth development programs

ENSEMBLE MEMBER PROGRAM SATISFACTION

= 100%

95%

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 Hello Insight and Youth, Inc.

Between

45%-67%

of families' yearly income is at or below self-sufficiency standards for NYC

69%

Female

31%

Male

attended a Title One School

25%

RYET members who graduated in FY21 are attending:
YALE, NYU, CORNELL, NYU TISCH,
and **QUINNIPIAC UNIVERSITY**

GRADES

5th - 12th

24% Queens

Brooklyn **17%**

11% Bronx

Manhattan **39%**

9% New Jersey

Asian — **11%**

Black — **26%**

Hispanic — **13%**

White — **22%**

Mixed — **20%**

Indigenous — **4%**

Pacific Islander — **4%**

NEW!

RYET Programming for a Virtual year

Platform of Peace: RYET Members worked with Limitless Health Institute's drama therapist as well as guest theater professionals who led activities that provided tools for storytelling and writing on the Platform of Peace project for 7 sessions. Final presentations were presented through Powerpoint, spoken word or art on topics such as: homelessness; the importance of Black representation in media; intersectionality and body acceptance; homophobia in the Black community; and bodily autonomy and the Black hair experience.



“

We at Limitless Health Institute are very grateful for a fun and creative POP program with TADA!. The Ensemble members' performances were extraordinary to watch, and mostly, to experience their visions for social change while seeing the supportive bonds they have made helping each other create with confidence.

”

LOBSANG CHUNZOM

Partnership with Federal Home Loan Bank of New York: Panel with FHLBNY's professionals and older RYET members on insights into joining the workforce and how to utilize a theater background in professions other than the arts.

NEW!

RYET Programming for a Virtual year

Affinity Groups, Teen Led Forums and the continuation of Youth Council:

As part of TADA!'s continued journey in becoming more anti-racist, accessible, and equitable, RYET input in meetings, affinity groups, Teen-led Forums and Youth Council on topics global (COVID-19, AAPI Support Group, BLM) and local (Check in on current feelings, virtual to in-person transitions, TADA! Musical Themes and staff & artist hiring) informed adjustments in programming, hiring practices, and future commissions.

Arts Mentorship Program (AMP):

TADA! created AMP for BIPOC teens to provide them with off-stage career options and a professional mentor in their chosen area or interest. Both mentors and mentees were paid to meet, discuss and explore the mentor's profession (composing, playwriting, directing) to help RYET Members see the variety of career options available to them and learn new skills.

TADA! Variety Show: 21 RYET Members spent many hours on Zoom together and on their own brainstorming, writing, and making skits, songs, comedy sketches, DIY segments, jokes and riddles, and fun facts for The TADA! Variety Show. The plan is to create 15-minute episodes with existing footage and clips and some live group material. The in-person sessions were cancelled due to COVID social.



Highlights of Continued RYET Programming

- **Job Readiness Apprenticeship Program (JobRAP)**

Includes: resume development, first job interview with feedback, paying job, and exit interview. 4 teens were hired as Assistant Stage Managers, Assistant to the Director and script consultant.

- **Weekly Virtual private lessons**

in Voice, Dance, and Acting.

- **30 weeks of Saturday Dance 1 and 2 level Classes**

included guest teaching Artists: April Rozier, Chris Bell, Emma Pittman, and Alumni Alec Cohen and Jordan Samuels.

- **Virtual Cabarets:**

with Broward Arts Center in Florida and Lamplighter NYU.

- **College Prep**

Includes: Q&A and Planning Session for all; individual/personal support in audition prep, essay and resume review.

- **Regular check-ins**

by Ensemble Staff with RYET members individually through text, phone calls and email.



The Perfect Monster



The Gift of Winter



Theater

The Little Moon Theater



Although the theater space was in shut-down, TADA! continued to entertain families with past productions on Youtube.

Theater Programming

Past TADA! original productions (*The Perfect Monster*, *B.O.T.C.H.*, *Princess Phooey*, *The Little House of Cookies*, *The Little Moon Theater*, and *The Gift of Winter*) were provided for free on YouTube and were seen by almost 1,500 households.



**The Little House
of Cookies**

Because We're Girls Devising Sessions

11 sessions were held to continue to develop the script written by RYET members and Alum. The concept was created by TADA!'s Executive and Producing Artistic Director and Erin Williams, Program Director, Sexual and Reproductive Health and Rights for the Global Fund for Women with music and lyrics by TADA! Teaching Artist Miriam Daly, includes scenes, monologues and songs. Production is slated FY23.

Common Ground Workshop

book and lyrics by Lisa Diana Shapiro, playwright, and Julia Jordan Kamanda (TADA! alum, new to the project), composer, received a month long workshop with RYET members. The script and score underwent numerous changes while still incorporating Lisa's material gathered from her work with teens through the International Rescue Committee, dramatized workshops held in previous years, private interviews

conducted with immigrant teens, and previous feedback from RYET.Members.

B.O.T.C.H



Mainstage Production

Heroes

**TADA'S FIRST LIVE PERFORMANCE
IN THE THEATER SINCE MARCH 2020**

Heroes had three live performances with a small invited audience. 15 RYET Members were involved on and off the stage. It was recorded and then streamed on Vimeo with a low ticket price of \$10/household.

Book by
Janine Nina Trevens

Music & Lyrics by
Tammy Holder

Based on a play by
Tom Keegan & Davidson Lloyd

Director & Choreographer
Gabriela Gross***

Musical Director
Utsav Bhargava

Scenic Design
Steve O'Shea

Costume Design
Ceanna Bryant***

Lighting Design
Anthony Raddi***

Assistant to the Director
Lauralie Mufute
(RYET Member)



“

TADA's commitment to diversity and inclusion has afforded my daughter the opportunity that she otherwise wouldn't have.

”

**ONLINE EDUCATION PARENT,
CLAUDIA GEURRA**

Education Programming

Onsite & Online

Online / Onsite Programming

27 Classes

workshops **21**

3 Camps

Serving approximately
550 STUDENTS in
19 DIFFERENT STATES
and **3 COUNTRIES**



“After a very stressful school year full of fits and starts and way too much screentime, our daughter was so happy to be back.”

**HEATHER &
JASON ISENBERG**



Arts For All

“

(TADA!) provides a welcoming and accepting environment where kids feel good about sharing different ideas and learn to listen to others with respect and empathy.

**ONLINE & ONSITE EDUCATION PARENT,
YOONSUN CHUNG**

”

At TADA! we believe that no child should be turned away because of their inability to pay.

This fiscal year, we were thrilled to continue our Arts For All Financial Assistance program, providing students who demonstrate self-expressed need and identify as BIPOC full-tuition sponsorships to attend our acclaimed musical theater onsite and online education programs. We are happy to announce that we provided 65 students with an Arts for All full-tuition sponsorship.

**65 Arts for All
full-tuition
sponsorships**

School Partnership

8 Schools

60 Programs

1,217 Students

- Queens**
P.S. 101Q — 4 programs
120 students
In-school residency
- P.S. 122Q — 6 programs
120 students
In-school residency
- P.S. 122Q — 1 programs
35 students
In-school residency
- Bronx**
Bronx Studio School for Writers
and Artists — 4 programs
75 students — Summer Rising

- Brooklyn**
P.S. 196 — 7 programs
136 students
Summer Rising
- Staten Island**
P.S. 22 — 15 programs
286 students
Summer Rising
- Florida**
Lakewood Ranch High School
Specialty program
25 students — After-school

- Manhattan**
P.S. 11 — 8 programs
60 students
CASA after-school
- P.S. 51 — 3 programs
30 students
CASA after-school
- P.S. 33 — 11 programs
330 students
In-school residency

This fiscal year, the Education Department at TADA! provided 60 in-school, after-school, and summer musical theater arts education residencies and programs to over 1200 students in 8 schools, serving students in all five boroughs of New York City and Florida! Of these schools, 3 were CASA awards (Cultural After-school Adventures) through the Department of Cultural Affairs, and 3 were the NYC Department of Education Office of Arts and Special Projects Murals and Pop-up Performance Summer Rising Grants.

Education Department Teaching Artist

In December 2020, to better reflect the evolving needs of students, families, and partners at the core of our mission and vision, the Education Department launched a new approach to hiring. Our goal was two-fold:

- **We want a team of artists that align with the current mission and values of the TADA! Education Department.**
- **We want to take an active step towards becoming an antiracist, multicultural organization with a team of artists who represent all of the students, families, and communities we serve.**

To accomplish this, we revised our TADA! Education Department values and created a set of Teaching Artist Competencies and an accompanying rubric that reflect the current mission and values of TADA! Education. These tools guide our work; not only measuring competencies, but holding us accountable for making unbiased decisions. In January of 2021, we brought on 18 teaching artists using this new approach to hiring.



I have been impressed by TADA!'s highly talented professional teaching artists who nurture, encourage and inspire kids to be creative, confident, share ideas, and not be afraid of making mistakes.

ONLINE & ONSITE EDUCATION PARENT,
YOONSUN CHUNG

Equity, Diversity, Inclusion, and Justice Committee

Over 8 meetings, Paid Committee members and current staff met to discuss the ongoing changes to be made at TADA! to make it a more equitable, multicultural, anti-racist, and anti-oppressive organization. A draft of an EDIJ plan was developed and is currently being reviewed/ approved by TADA! Staff and Board members.

Highlights of the Plan:

Anti-Racism, Implicit Bias, Anti-Oppression and Bystander Training, to be conducted by a qualified, fully vetted specialist

Hiring with intention, ensuring that our staff reflect the youth we serve

Hiring an Artistic Development Manager to broaden outreach to find and hire diverse production & artistic staff and TAs

Seek out BIPOC-run companies

Pay What You Can or sliding scale ticket prices

Outreach to greater diversity of communities (i.e. outer boroughs and especially Indigenous & Native communities)

We want to publicly thank our Committee Members for their commitment to TADA!

Teaching Artist

Chris Bell
Kim Jinhyoung

Past Staff & Alumni

Mari Moriarty
Mizuo Peck
Emmanuel Wilson

Ensemble Members

AJ Walker
Eushin Vitale
Jaden Gonzalez
Yealie Ulaba-Samura

Ensemble Parents

Barbette Leonard
Felicia Harris
Kelly Chan

Marianela and
Matt Aponte

Alumni

Subiya Mboya
Yooree Kim Losordo

Current Board

Michele Marsh
Sonia Gonzalez
(Ensemble Parent)

Financials

A Look Into 2021

Fiscal Year 2021 (pre-audited numbers)

GOOD NEWS

Due to the continued efforts to combat the COVID-19 virus, TADA!'s earned income (box office, space rental, and class/camp/school residency) income is significantly lower because we could not open to the public for most of the year. However, this also means that in addition to the general austerity measures TADA! has implemented over the past several fiscal years, the expenses relating to Education Programs and Productions has lessened. Thanks to increased fundraising efforts, an additional round of CARES Act funding in the PPP loan, as well as the Shuttered Venue Operators Grant (prorated for FY21), TADA! is projecting a surplus of \$175,000 at this time (final results still to be determined during our audit process). TADA! also paid off all its past debts. At this time the only loans TADA! currently has, both of which are federal loans due to COVID, are the 2nd PPP Loan which will be forgiven in FY22 and a 30-year low-interest EIDL loan that we will start paying off per the guidelines beginning in June 2022.

PERCENTAGES OF COSTS

Theater/Ensemble — **36%**

Education — **41%**

Management & General — **10%**

Marketing — **4%**

Fundraising — **9%**

Total Expenses

\$1,362,471

Fiscal Year 2021 (pre-audited numbers)

CONTRIBUTED

Individual Giving (including Board)
\$437,515

Foundation Grants
\$250,249

Corporate & Corporate matching
\$55,296

Fundraising Events:
\$66,750

Government Grants***
\$471,418

EARNED

Box Office
\$680

Other Income (Space Rental, CC Processing Fees)
\$29,707

Education classes/camps & school programs
\$225,949

Income

\$1,537,564

** This includes the first Paycheck Protection Program (PPP) Loan forgiveness & Shuttered Venue Operators Grant (SVOG) 2021 allocation.

Thank You to Our Donors Big & Small

We want to give a
VERY BIG EXTRA SPECIAL THANK YOU
to our hundreds of individual donors.
TADA! wouldn't be here without you.

Thank You

Foundations

Anonymous
Edith Allen Clark Foundation
The Endeavor Foundation
The Ferriday Fund
Charitable Trust
The James J. and Joan A.
Gardner Family Foundation
The DuBose & Dorothy
Heyward Memorial Fund
The Pinkerton Foundation
The Shubert Foundation
The Tiger Baron Foundation
The Weininger Fund

Corporations

Bloomberg Philanthropies
Con Edison
Federal Home Loan
Bank of New York
Youth INC.

Corporate Match

Amazon Smile
Franklin Templeton
Goldman Sachs
Google
Markel Corporation

Government

Department of Youth &
Community Development
(DYCD)/City Council Members

- Keith Powers
- Stephen T. Levin

NYC Department of Cultural Affairs
(DCLA) / City Council Members

- Cultural Development Fund (CDF)
- Cultural After-School Adventures
Program (CASA)
- Corey Johnson

New York State Council on the
Arts (NYSCA)

Small Business Administration (SBA)

- Shuttered Venue Operators Grant (SVOG)
- Paycheck Protection Program (PPP)



A BIG THANK YOU to the Endeavor Foundation
for providing TADA! With a special grant
to purchase and install lighting and sound
equipment to make TADA!s Theater a great
functional space for recording live theater.

NYC Cultural
Affairs

NYC Department of
Youth & Community
Development

NEW YORK
STATE OF
OPPORTUNITY
**Council on
the Arts**

conEdison

THE ENDEAVOR FOUNDATION

**Bloomberg
Philanthropies**



Federal Home Loan Bank
NEW YORK

PROUD
(YOUTH)
INC.
PARTNER

**Tiger Baron
Foundation**

THE JAMES J. AND JOAN A.
GARDNER FAMILY
FOUNDATION

The Pinkerton Foundation

SBA U.S. Small Business
Administration

THE SHUBERT
FOUNDATION INC.

Even Bigger Thank You To TADA's FY21 Staff and Board

**Executive & Producing
Artistic Director**

Janine Nina Trevens

**Director of Education &
Interim Director of Marketing**

Katy Knowles

**Director of Finance
& Administration**

Mary De Rosa

ENSEMBLE /THEATER

**Associate Director of
Ensemble Program &
Production Stage Manager**

Ashley Knowles

EDUCATION

**Assistant Director
of Education**

EG Engle

Education Manager

Ruthie Ostrow

Education Assistant

Gabby Benavides

**DEVELOPMENT, MARKETING
& ADMINISTRATION**

**Associate Director
of Development**

Jessica Randell

CONSULTANTS

**Database Consultant
Andrew Saladzius**

**IT Consultant
Glenn Kiederer**

Ensemble & Alumni Manager

Gabi Gross

Teaching Artists

Angel Reed

Belinda Saenz

Chaz Wolcott

Chris Bell

Diana Lawrence

Eli Gonzalez

Eric Coles

Gabi Gross

Kevin Smith

Kim Jinhyoung

Mariela Dorado

Michael Finke

Miriam Daly

Rachel Whorton

Rose Van Dyne

Stephanie Wells

Tiger Brown

Zhiyi Vanna Han

Marketing Associate

Danae DeShazer

**Assistant to the Executive
& Producing Artistic Director**

Cindy Lan

**Public Relations Consultant
Andrea & Associates**

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, stitcher, scenic artist

TADA!’s Boards

BOARD OF DIRECTORS

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Princess Phooey

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Resident Photographer: Chad David Kraus
Design: Paper Plus Rocket Studio

TADA!