

36

TADA! is an amazing place and the ensemble as well as staff helped build my confidence up as a performer and as a person. I'm very grateful for my time here and thankful for the support TADA! has provided for me

””

**LEILA DAVIS,  
17, RYET MEMBER**

Photo Credit:  
Chad David Kraus



# TADA! 2022 Annual Report

# Our Mission, Vision and Values

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

## Values

- MUSICAL THEATER  
PASSION
- ARTISTIC  
EXCELLENCE
- UNIQUE  
PROGRAMMING
- EMPOWERMENT  
AND LEADERSHIP
- COMMUNITY
- PROFESSIONALISM
- FUN
- NURTURE  
CREATIVITY
- CULTURE  
OF GROWTH
- ARTS FOR ALL

# Our History

Since 1984, TADA! has engaged:



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, advancing 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.

**Photo Credit:**  
**Chad David Kraus**



# About RYET

- 62** RYET members, ages 10-18, participated in **FREE**, year-round, pre-professional training and performance opportunities and positive youth development programs
- 100%** of **RYET MEMBERS EXPRESSED PROGRAM SATISFACTION**
- 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.
- 76%** come from households with low to moderate income
- 69%** female
- 31%** male
- 25%** attended a Title One School

“

TADA! Has given me an outlet for my creative self and has given me something to do in these times when I have a lot of free time. It’s a safe place to grow and be yourself with supportive members and staff.

”

**ALFRED NICHOLAS,  
14, RYET MEMBER**

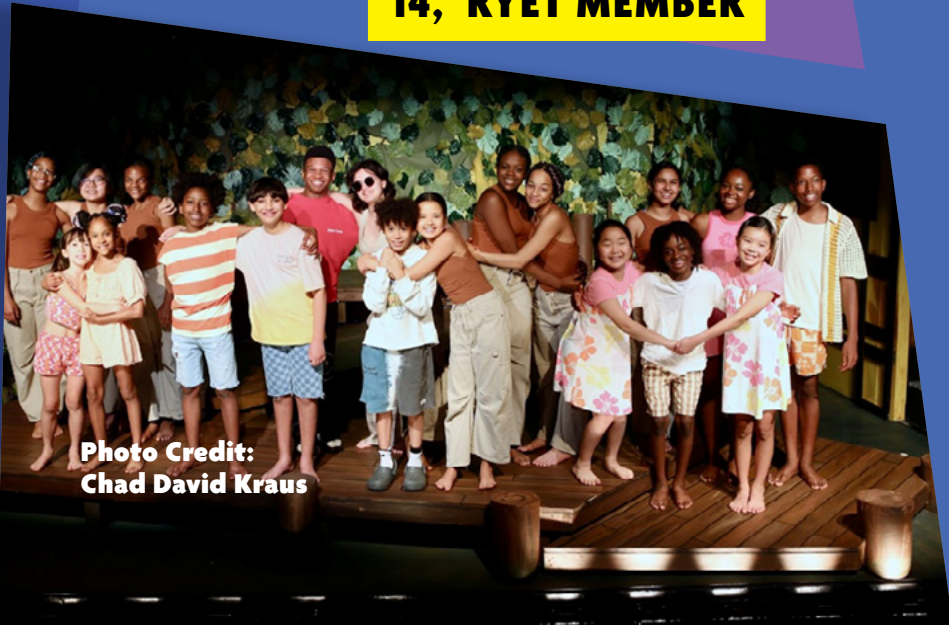


Photo Credit:  
Chad David Kraus

**21%** QUEENS

**23%** BROOKLYN

**11%** BRONX

**27%** MANHATTAN

**18%** NEW JERSEY

**18%** ASIAN

**26%** BLACK

**8%** LATINX

**16%** WHITE

**29%** MIXED

**3%** NATIVE HAWAIIAN/  
PACIFIC ISLANDER

RYET members who graduated in FY22 are attending Yale, NYU, University of New Haven, Fordham, San Diego State



# Highlights of RYET Programming

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

High school RYET members received training in resume development, and job interviews, and several were hired to support TADA! theater staff.

- **RYET Classes**

Classes in dance, improvisation and basic acting continued, with 46 members participating in dance and 24 in basic acting classes.

- **Free Private Lessons**

Lessons in voice, acting and dance as well as audition preparation for middle and high school students were offered to RYET members

RYET Members participating in Tin Pan Alley Day. Photo Credit: Jim Marchese,



Tick tick...BOOM! Cast members Robin de Jesus and Alexandra Shipp with RYET Members. Photo Credit: Emilio Madrid.

RYET's end of the year excursion



- **Offsite Performances:**  
RYET members and Alumni participated in two special performances: Tin Pan Alley Day celebration, hosted by Flatiron/23rd Street Partnership Bid and Netflix's posting of Lin-Manuel Miranda's "Louder Than Words" High School Edition to promote Netflix's movie, tick tick BOOM!
- **Positive Youth Development Programming**  
Special meetings and assessments were done to build each RYET members' overall performance technique, and private meetings were held with each member, with a family representative, to create their plan for the program and goals for the year.
- **Platform of Peace**  
RYET members who identify as BIPOC worked remotely with a drama therapist and director from Limitless Health Institute, creating a safe space for creative expression to bring forth stories of these young people's inner hopes and dreams.



# THEATER

Reopened with two mainstage productions for live audiences!!!

## Wide-awake Jake

**Book by:** Alice Elliott  
**Music by:** Robby Merkin  
**Lyrics by:** Faye Greenberg.

TADA!'s first full live production post COVID was presented in March. However, COVID cases caused the run to be delayed and shortened. 81% of the cast and 57% of the staff directly involved were BIPOC and identified as LGBTQIA+. The cast consisted of 21 RYET members, ages 9 – 16, including two working as assistant to the choreographer and production assistant. The show was seen by 675 people live and streamed by 33 families

Director  
**Kubbi**

Musical Director  
**Gia Gan**

Choreographer  
**Javier Cardenas\*\*\***

Scenic/Props Designer  
**Joel Sherry**

Lighting Designer  
**Anthony Raddi\*\*\***

Costume Designer  
**Terrell Jenkins**

Percussion  
**Laura Hamel**



**Photo Credit:**  
Chad David Kraus

\*\*\*Denotes Alumni of RYET



# THEATER

## Adventures from Ezra Jack Keats: Apt. 3 & Maggie and the Pirate

**Written by:** Davidson Lloyd

**Book & Lyrics by:** Winnie Holzman.  
**Music by:** David Evans

This double feature musical was adapted from two popular children's books of the same title by Ezra Jack Keats. Both shows are themed around the power of friendship and the insatiable curiosity that inspires kids to explore the world around them every day. Backstage magazine called the show a "superior pair of one-act musicals." The cast was 19 RYET Members, ages 8-19, with 4 RYET Members working as Dance Captains (one for Apt. 3 and one for Maggie and the Pirate), Assistant to the Director, and Props Master. We continued our EDIAJ commitments with 100% of the cast and 50% of the crew identifying as BIPOC; many members of the cast and staff also identified as LGBTQIA+. The show was seen by 1100 people live.

Director  
**Janine Nina Trevens**

Choreographer  
**Javier Cardenas\*\*\***

Scenic Designer  
**Anton Volovsek**

Lighting Designer  
**Akvinder Kaur**

Costume Designer  
**Ceanna Bryant\*\*\***

Production Supervisor  
**John Lant**

Assistant to the Director  
**Mira Meola (15, Queens)\*\***

Written by  
**Davidson Lloyd**

Musical Director  
**Gia Gan**

Props Master  
**Marlena Vega  
(16, Manhattan)\*\***



**Photo Credit:**  
**Chad David Kraus**



# Other Theater Programming

## Streaming

Three past productions (Little House of Cookies, B.O.T.C.H. and The Perfect Monster), were provided for free on YouTube and seen by 708 households.

## Common Ground

A reading of this piece about immigrant teens in NYC, commissioned in 2019, was presented at TADA! and is scheduled for a world premier production in FY24. To further develop the show, feedback was solicited from the invited audience of RYET alumni, immigrant teens and from the nonprofit organization, Foster Pride and others.

## Because We're Girls

Work continued on this new piece created by RYET members and Alumni in 2017, with topics including street harassment, dating, body image and fighting stereotypes and oppression. The show is scheduled for its World Premiere production in FY24.



**Cast members of our New Works  
Workshop of Common Ground**



# Education Programming

36 (TADA!) leaves a very deep impression. It gives my child a healthy sense of self through something as enjoyable as music, acting, playing and being with others.

EDUCATION PARENT

## Onsight Classes & Camps

**295** Students served

**13** in-person classes

**5** in-person summer camps

## Arts For All

Students from an onsite Education class



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 (AFA) 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 **49 students** with an Arts for All full-tuition sponsorship.



Teaching artist with students of an onsite Education class.

## School Partnerships

The Education Department at TADA! provided **148** in-school, after-school and summer residency programs to over **3,500 students** in **17 schools**, serving students in **all five boroughs** of NYC. Of these schools, 3 were CASA awards (Cultural After-School Adventures) through the Department of Cultural Affairs program which supports after-school cultural activities which promote intellectual, creative exploration and develop academic, social and life skills.

### Manhattan

P.S. 11

P.S. 59

High School of Economics and Finance

St. Joseph of Yorkville, Quest to Learn

P.S. 33

### Brooklyn

P.S. 107

P.S. 108

I.S.383

### Staten Island

P.S. 22

PS 56

### Bronx

P.S. 134

### Queens

P.S. 110

P.S. 254

P.S. 122

Director of Education, Katy Knowles, with students from The Special Children's Center.





# Fiscal Year 2022

(pre-audited numbers)

TADA! is once again projecting ending the fiscal year with a surplus of approximately \$300,000 (final results still to be determined during our audit process) thanks to the forgiveness of a second PPP loan, as well as the Shuttered Venue Operators Grant. At this time the only loan TADA! currently has is a 30-year low-interest EIDL loan. While this is good news, it is also important to realize that this COVID support stopped in FY22.

# GOOD NEWS

## FY22 INCOME

### CONTRIBUTED

Individual Giving (including Board)  
**\$431,620**

Foundation Grants  
**\$208,702**

Corporate & Corporate Matching  
**\$37,236**

Government Grants\*\*\*  
**\$764,033**

### Income

**\$2,051,874**

## EXPENSES

### (PERCENTAGE OF COSTS)

Education **41%**

Theater/Ensemble **38%**

Management & General **11%**

Marketing **4%**

Fundraising **6%**

### Total Expenses

**\$1,743,979**

### EARNED

Box office  
**\$22,990**

Other Income (Space rental,  
cc processing fees, Employee  
Retention Tax Credit)  
**\$138,120**

Education classes/samps  
& school programs  
**\$449,773**

\*\*\*This includes the 2nd PPP  
loan forgiveness & SVOG



# Thank You

## Foundations

Anonymous  
Edith Allen Clark  
Charitable Trust  
The Endeavor Foundation  
The James B. Mintzer  
Foundation  
The James J. and Joan A.  
Gardner Family Foundation  
Marshall Frankel Foundation  
The Shubert Foundation  
The Tiger Baron Foundation

## Corporations

Con Edison  
Youth INC.  
LEDE

## Corporate Match

Amazon Smile  
Benevity Community  
Impact Fund  
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)
- City Council Member Corey Johnson
- Cultural After School Adventures Program (CASA) through:
  - City Council Member Margaret Chin
  - City Council Member Corey Johnson
  - City Council Member Ben Kallos

New York State Council on the  
Arts (NYSCA)

Small Business Administration (SBA)

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



THE ENDEAVOR FOUNDATION



Tiger Baron  
Foundation



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



# TADA's FY22 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

**RYET / THEATER**

**Associate Director of RYET Program & Production**

**Stage Manager**  
Ashley Knowles

**Facilities Manager**

Jacob Platt

**EDUCATION**

**Assistant Director of Education**

EG Engle

**Education Assistant**

William Statham

**DEVELOPMENT, MARKETING & ADMINISTRATION**

**Administrative Manager**

Matthew Keaton

**Development Assistant**

Cindy Lan

**Marketing Assistant**

Yulidal Hernandezin

**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, stitchers, scenic artists

# TADA!'s Board of Directors

**Chalmers Browne**  
President

**Adam Houhoulis**  
Treasurer

**Monisha Bhayana**

**Brian Burchfield**

**Sonia Gonzalez**

**Ryan Kinkade**

**Michele Marsh**

**Michael Meola**

**Stephen T. Rodd**  
Vice President

**Julie Turaj**  
Secretary

**Sherry Ann Mohan**

**Eddie Mufute**

**Lawrence Feltz**

**Alina Patton**

**Jordan Peele**

**ARTISTIC ADVISORY BOARD**

Kenneth Cavander

Michael Colby

Delia Ephron

John Forster

Sheldon Harnick

Tom Keegan

Davidson Lloyd

Chita Rivera

Marcia Rodd

Michael Rubert

Stephen Schwartz

John Shea

Charles Strouse

Leslie Uggams

TADA! is such an open and welcoming place and I'm so glad I get to be a part of such an amazing group.

**SOPHIA DONATH,  
15, RYET MEMBER**

**15 West 28th Street NY, NY 10001**

**[www.tadatheater.com](http://www.tadatheater.com)**

Design: Paper Plus Rocket Studio

Photo Credit: Chad David Kraus

**TADA!**