

TADA! 2024 ANNUAL REPORT



“It taught me how to make friends ... how to talk to people ... how to be more open. There’s no judgment. I don’t know how else to say it. People want to be your friend here. TADA! teaches you how to get back up. We all have our falls and stumbles. But at TADA! there’s always someone there to pick you up. It teaches you to have thicker skin, but also to let people in and help you.”

HAKIEM, 17, RYET MEMBER

TADA!

TADA! Offers:

1. A **FREE**, year-round pre-professional training and positive youth development program for the **Resident Youth Ensemble (ages 8-18)**
2. **Originally 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. **Arts Education Programs**, including **residencies in NYC public schools** during the school day and after school, as well as **on-site theater classes** and **camps** for children ages

is a unique Drama Desk award-winning nonprofit youth theater that produces original musicals for children, teens and family audiences.



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. At TADA! we believe the development of these skills are incredibly important as they will help increase their sense of curiosity about the world and open them up to making deeper connections with their community.

OUR MISSION, VISION & 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 learning the ability to express themselves, we believe that people can break down barriers of racism and inequality and create positive active citizens.

MUSICAL THEATER PASSION

COMMUNITY

ARTISTIC EXCELLENCE

UNIQUE PROGRAMMING

ARTS FOR ALL

CULTURE OF GROWTH

NURTURE CREATIVITY

EMPOWERMENT & LEADERSHIP

PROFESSIONALISM

FUN

PHOTO BY Chad David Kraus

OUR HISTORY

Since 1984, TADA! has had:

852K+

**PARTICIPANTS IN
OUR THEATER &
ARTS-ED PROGRAMS**

186K+

AUDIENCE MEMBERS

100

PRODUCTIONS

53

**ORIGINAL
WORKS**

1,772

**EDUCATION
PROGRAMS** *in*

180

SCHOOLS



EQUITY, DIVERSITY, INCLUSION, ACCESSIBILITY, AND JUSTICE (EDIAJ)

While we admit we don't have all the answers right now, what we do know is we must embrace change to reflect the mission, vision, and values of TADA! As it stands today. Based on the work and goals set forth by our EDIAJ committee, we continue to offer:

- Appointments to our Board of Directors that reflect the diversity of our constituencies
- Diversity in Staffing—organizational, production, new commissioned, and artists
- Transparency practices in hiring
- FREE Resident Youth Ensemble of TADA! (RYET) programming to all members
- Arts Mentorship Program (AMP) for BIPOC RYET teens to be matched with BIPOC professionals.
- Arts for All (AFA) Scholarship Program for BIPOC students to attend on sight classes or camps for no cost.
- Pay-What-You-Can Ticket price for general public
- Free and reduced price tickets for non-profit groups to our original family musicals



ABOUT RYET

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

100% of RYET Members expressed program satisfaction

63% come from households with low to moderate income

“At TADA! there are so many opportunities, both on stage and off stage. This show I got to work backstage, which I have never done before. I like that TADA! has given me the opportunity to do both.”

**HALLIE MEOLA,
16, RYET MEMBER**

20% attended a Title One school

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.

61% female

31% male

8% gender expansive

29% BELOW 96TH STREET (MANHATTAN)

3% HARLEM AND ABOVE (MANHATTAN)

21% BROOKLYN

11% BRONX

19% QUEENS

1% STATEN ISLAND

15% NEW JERSEY

1% Other parts of NY

RYET members who graduated in FY24 are attending University of St. Andrews, Skidmore College, University of Miami, and Fordham University, and one is taking a gap year and working as an Assistant Stage Manager at TADA!

24% MIXED ETHNICITY

23% AFRICAN-AMERICAN

23% CAUCASIAN

16% ASIAN

12% LATINX

2% INDIGENOUS

PHOTO BY Chad David Kraus



HIGHLIGHTS OF RYET PROGRAMMING

Positive Youth Development Programming and Classes

In September we held our **Beginning of Year Meeting**, which updated all RYET members on the goings on at TADA! for the season. **Assessments were held**, where RYET members learned a song and dance combination, performed those as well as scenes in front of RYET staff. **At members' private meetings** (which ran through November) yearly plans of which activities and productions members wanted to participate in were created based on **assessments and members goals**. Members were provided **free audition prep** for middle and high schools and **classes in dance, acting, singing, improvisation, and script analysis** were held throughout the year. Our training & high expectations **foster positive work habits & help develop skills** (leadership, accountability, creativity, collaboration, & interpersonal adeptness).

Family and Social Events

Throughout the year, **TADA! hosted several family gatherings and social events for RYET members** to foster connection and community such as Halloween Hangout Time (HOT), Winter Holiday HOT, and a teen get together with visiting theater students from UK's Priestland School. The annual Jones Beach Excursion and Parent Town Halls **offered additional opportunities for families to gather and support one another**. TADA! also partnered with Champion Charities for a special trip to see Broadway's *Back to the Future*, including a **backstage tour with actor Hugh Coles**.

"I've only been at TADA! for 3 months, but it feels like I've been here for like...10 years because everyone is so welcoming. It feels like ~~everybody welcomed me so fast and it feels like I was instantly part of the one big crazy happy hardworking family.~~"

**JENESIS HURLEY,
14, RYET MEMBER**

Community Service, Job Readiness Apprenticeship Program (JobRAP), and Arts Mentorship Program (AMP)

Apprentice and Principal RYET members each completed **6–12 hours of community service** at TADA!. 2 RYET members took advantage of **JobRAP** (Production Assistant for *B.O.T.C.H.* and Teaching Assistant for a school break camp). 3 RYET members completed their **AMP menteeship** in December, studying composition, stage management, and directing. A panel was held in June with **9 arts professionals for RYET members** to get to know the day-to-day operations of each artist, how they approach different jobs, and what skills they can learn from each mentor that are transferable to other areas.

Auditions, Rehearsal, and Offsite Performance Opportunities

Auditions for new members **were held in Fall, Spring, and Summer**. To help provide more performance programming opportunities over the summer, **we started rehearsals for the first show of our 2024–2025 season**, *The History Mystery*, Book by Janine Nina Trevens, Music by Eric Rockwell, Lyrics by Margaret Rose. RYET members also participated in **one offsite performance at TADA!'s 39th Anniversary Celebration**, where they performed 4 musical numbers. They were adored by everyone who attended and were an incredible part of the event.



THEATER!

PHOTOS BY XXX



B.O.T.C.H.

BOOK AND LYRICS BY **Jon Agee**
MUSIC BY **Daniel Feigelson**

DIRECTOR
Janine Nina Trevens
ASSISTANT DIRECTOR
Ceanna Bryant***

CHOREOGRAPHER
Kim Grier-Martinez
MUSIC DIRECTOR
Gia Gan

SET DESIGNER
Joel Sherry
COSTUME DESIGNER
Gabriela Contreras

LIGHTING DESIGNER
Steve O'Shea
***Alumni of RYET

This jazz-styled musical follows 7 youth on the NYC subway who get lost underground and meet artistic rats, members of B.O.T.C.H. (Bureau of Turmoil, Chaos & Headaches), and find themselves in the basement of the Metropolitan Museum of Art. The cast included 25 RYET members aged 9-16, 6 of whom were making their debut, and 3 RYET members served on the crew in roles such as Production Assistant (paid through JobRAP), Assistant to the Choreographer, and Dance Captain.

- ▶ B.O.T.C.H. was seen by **1,317 youth and adults** over **20 performances** and streamed for 5 weeks to **31 families**.
- ▶ **80% of the cast** and **59% of the crew** were BIPOC, LGBTQIA+, disabled, low-income, and/or immigrants.
- ▶ **3 RYET alumni** contributed to the production as Assistant Director, Props Design Assistant, and Box Office Manager.
- ▶ School Day Performances served **237 students** from P.S. 33, P.S. 250, Bronx Park Middle School, and P.S. 70 for a **discounted \$10 ticket price**.





THEATER!

WORLD PREMIERE

Common Ground

BOOK AND LYRICS BY **Lisa Diana Shapiro**
MUSIC BY **Julia Jordan Kamanda*****
WITH ADDITIONAL MUSIC BY **Georgia Stitt**

DIRECTOR/CHOREOGRAPHER
Alex Sanchez

SET DESIGNER
Mengyi Liu

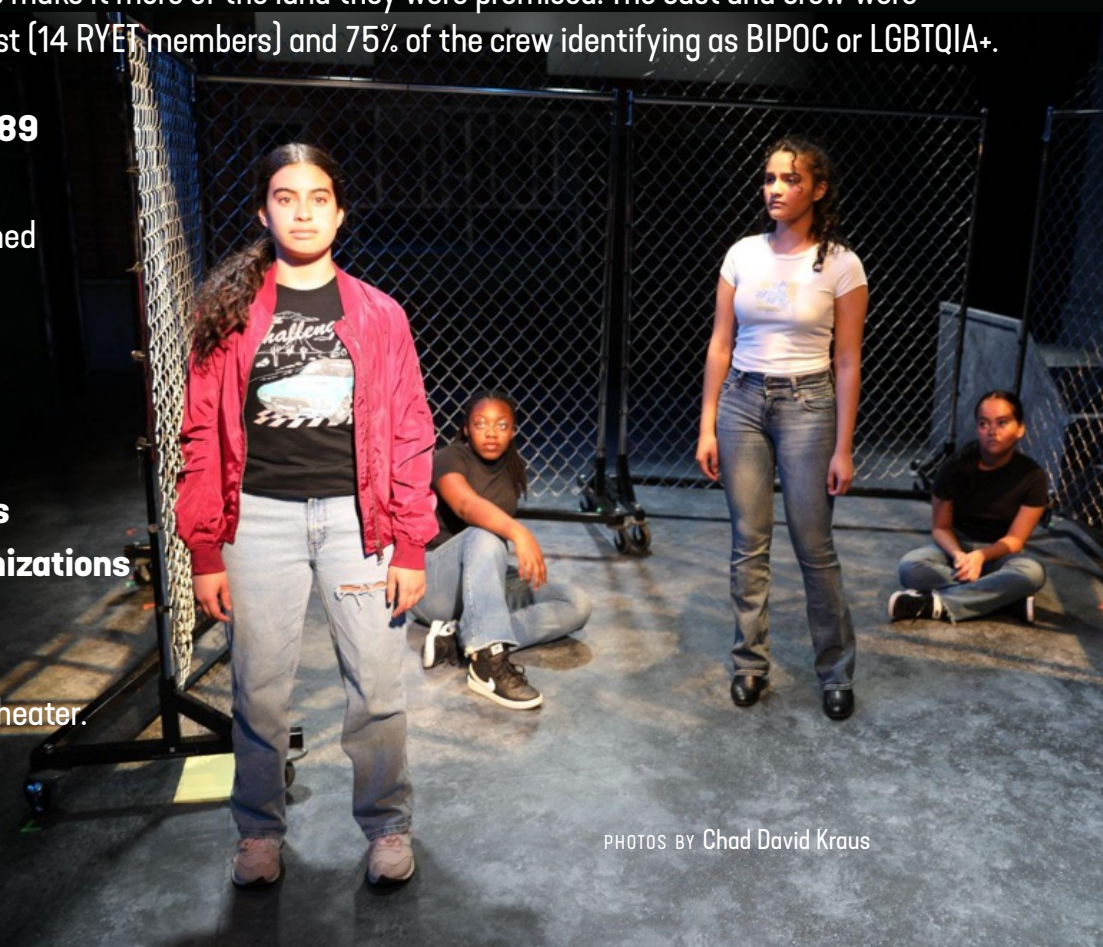
MUSIC DIRECTOR/
ORCHESTRATIONS
Emmanuel Vidales

LIGHTING DESIGNER
Steve O'Shea

*** Alumni of RYET

Set in 2018, the story follows 15-year-old immigrant Ysabella as she navigates life in NYC and her dream of becoming a star, only to have her family's situation complicated by ICE. Alongside new friends, she discovers the challenges of America and strives to make it more of the land they were promised. The cast and crew were significantly diverse, with 79% of the cast (14 RYET members) and 75% of the crew identifying as BIPOC or LGBTQIA+.

- ▶ TADA!'s first two-act musical had **689 youth and families** attend over **17 performances** and was streamed by 28 families over 10 weeks.
- ▶ **2 RYET alumni** contributed to the production.
- ▶ **116 Free and discounted tickets** were offered to **community organizations** and **schools** including Linden Tree Elementary, P.S. 304, Common Denominator Math, and CAT Youth Theater.



PHOTOS BY Chad David Kraus

“As a single mother, this gave me the opportunity to spend every Saturday with them both individually as well as each of them having the opportunity to experience the joys of musical theater and performance. As an arts educator and an advocate for the social-emotional impact of the arts, I could see the difference it made in their overall well-being and seeing them perform at the end of the semester was absolutely amazing. TADA! has been one of the only organizations that has truly supported our family in providing access to the arts in a real, tangible, and impactful way.”

EDUCATION FAMILY AND AFA RECIPIENT



EDUCATION PROGRAMMING

On-site Programming

In FY24, TADA!'s Education Department offered a wide-range of year-round musical theater programming, including 12 weekly semester classes, 19 week-long summer camps, 4 week-long school break camps, 15 Broadway-themed 1-day camps, and 4 open houses. Together, these programs enriched the lives of approximately 1,166 young people, ages 4-12.

ARTS FOR ALL

TADA! believes that no child should be turned away because of their inability to pay. In FY24, we proudly provided **\$54,230 in full-tuition sponsorships** to 82 students, along with **\$7,295 in partial sponsorships** to 22 more, ensuring **104 young people** could experience the joy of our classes and camps.



SCHOOL PARTNERSHIPS

TADA! continued its impact across all five boroughs, reaching over **3,900 students** through **175 in-school residencies** and **after-school programs at 22 schools**. Among these, **5 were funded by CASA** (Cultural After-School Adventures), 1 by the **Cultural Immigrant Initiative**, 2 by the **Staten Island Foundation**, and 1 through the **Arts for Multilingual Learners and Students with Disabilities** grant.

Manhattan

P.S. 11
P.S. 59
P.S. 51
P.S. 276
P.S. 33
International Preschools
The First Presbyterian
Church Nursery School
Montclare Children's School
High School of Economics &
Finance
Spruce Street
The Brownstone School

Staten Island

P.S. 65, P.S. 54, P.S. 22

Roosevelt Island

P.S. 217

Bronx

C.S. 134
Linden Tree Elementary

Brooklyn

P.S. 69
P.S. 250

Queens

P.S. 101Q
Hillcrest High School
P.S. 122Q



NEW PARTNERSHIP HIGHLIGHTS

THE STATEN ISLAND FOUNDATION

Thanks to the generosity of the Staten Island Foundation, TADA! brought musical theater to 350 students at P.S. 65 and P.S. 22, many of whom were experiencing the arts for the first time. At P.S. 22, we continued our work with kindergarten and 2nd-grade students. At P.S. 65, we launched an exciting two-year project to establish the “P.S. 65 Theater Company,” guiding staff, students, and the community through the full process of staging *The Lion King Jr.*, from pre-production and auditions to opening night. Both schools saw significant social-emotional growth, including boosted confidence, a stronger sense of community, and improved teamwork.

CULTURAL IMMIGRANT INITIATIVE

TADA! was excited to launch a new program fostering artistic expression and personal growth among migrant and asylum seeker students from Linden Tree Elementary. Through the transformative power of musical theater, we provided a platform for students to discover and amplify their voices while exploring themes of identity, belonging, and resilience. TADA! staff and teaching artists observed significant social and emotional growth, particularly as many students learned songs in both Spanish and English, enhancing their language skills. Ultimately, the program empowered these young individuals to embrace their unique identities, build self-confidence, and navigate challenges with resilience and grace.

“Kevin and Trey were the most positive, efficient, focused, helpful, and flat-out inspiring teaching artists I have taught with at Hillcrest. They helped us put together great shows that were very inclusive of the students’ wants and ideas, worked with each class every step of the way, and differentiated to the strengths of the students in each class, resulting in a night of theater that showed great growth across my classes.”

TEACHER AT HILLCREST HIGH SCHOOL

FINANCIALS

CONTRIBUTED

INDIVIDUAL GIVING & FUNDRAISING EVENTS **\$461,795**

FOUNDATION GRANTS **\$320,829**

CORPORATE & CORPORATE MATCHING **\$45,988**

GOVERNMENT GRANTS **\$206,585**

EARNED

EDUCATION ONSITE CLASSES AND CAMPS **\$438,041**

EDUCATION IN SCHOOL RESIDENCIES
AND AFTER SCHOOL PROGRAMS **\$267,346**

BOX OFFICE **\$39,704**

OTHER INCOME
(SPACE RENTAL, CC PROCESSING FEES,
EMPLOYEE RETENTION TAX CREDIT) **\$150,748**

TOTAL INCOME **\$1,931,036**

EXPENSES (% OF COSTS)

EDUCATION **%00**

THEATER/ENSEMBLE **%00**

MANAGEMENT & GENERAL **%0**

MARKETING **%00**

FUNDRAISING **%00**

TOTAL EXPENSES **\$2,125,022**

BLURB TK

THANK YOU THANK YOU THANK YOU THANK YOU

FOUNDATIONS

Anonymous
AEG Community Fund
Endeavor Foundation
Edith Allen Clark Charitable Trust
The James B. Mintzer Foundation
Shubert Foundation
The Staten Island Foundation
The Tiger Baron Foundation

CORPORATE

Con Edison

CORPORATE MATCHING

Apollo Global Management
Barclays
Ford Foundation
Goldman Sachs
Google
Hearst Magazine
JP Morgan Chase
Markel Corporation
Meta
NBC Universal
Piper Sandler
Principal Foundation

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 Christopher Marte
City Council Member Julie Menin
City Council Member Erik Bottcher
Cultural Immigrant Initiative through City Council Member Amanda Farías
New York State Council on the Arts (NYSCA)

**AND A VERY BIG
EXTRA SPECIAL
THANK YOU
TO OUR HUNDREDS
OF INDIVIDUAL
DONORS.**

TADA!
**WOULDN'T BE
HERE WITHOUT YOU!**

PIPER | SANDLER

AEG COMMUNITY FOUNDATION

APOLLO



FORD FOUNDATION

THE ENDEAVOR FOUNDATION

JPMORGAN CHASE & CO.



MARKEL

HEARST

conEdison

Meta

THE SHUBERT FOUNDATION INC.



The Staten Island Foundation

Goldman Sachs

NBC UNIVERSAL

NYC Cultural Affairs



Council on the Arts



Tiger Baron Foundation

Principal Asset ManagementSM

BARCLAYS

FY24 STAFF

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

EXECUTIVE STAFF

EXECUTIVE & PRODUCING ARTISTIC DIRECTOR
Janine Nina Trevens

MANAGING DIRECTOR
Julia O'Brien

DIRECTOR OF EDUCATION
Katy Knowles

RYET, THEATER, ARTISTIC

ASSOCIATE DIRECTOR OF ARTIST DEVELOPMENT
Javier Cardenas***

ASSOCIATE DIRECTOR OF RYET PROGRAM
Ashley Knowles

PRODUCTION SUPERVISOR
& THEATER SPACE MANAGER
Jeremiah Dude

EDUCATION

INTERIM DIRECTOR OF EDUCATION
Rebecca Branscom

ASSISTANT DIRECTOR OF EDUCATION
Janelle Murray

EDUCATION MANAGER
Phoenix Lin

DEVELOPMENT, ADMINISTRATIVE, & MARKETING

ASSOCIATE DIRECTOR OF
DEVELOPMENT AND OUTREACH
Grantland Tracy

ADMINISTRATIVE MANAGER
Matthew Keaton

MARKETING MANAGER
Camiryn Simpson

MANAGER OF ORGANIZATIONAL
CULTURE AND PROGRAMS
Ceanna Bryant***

OPERATIONS AND MARKETING MANAGER
Thomas Vaethroeder***

CONSULTANTS

PUBLIC RELATIONS CONSULTANT
Andrea & Associates

BUSINESS MANAGEMENT CONSULTANT
CHJ Financials
The A Team Consulting

DATABASE, TECH, I.T.
Andrew Saladzius
Solution Generators Inc.
Power Pair Marketing

***Alumni of RYET

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



FY24 BOARD OF DIRECTORS

Chalmers Browne
PRESIDENT

Julie Turaj
VICE PRESIDENT

Frank Moy
TREASURER

Monisha Bhayana
SECRETARY

Brian Burchfield

Alyssa Cooke

Genesis Dunn

Adam Houhoulis

Nicole Jacoby

Ryan Kinkade

Laura Hoffman Lee

Lauren Feldman Hay

Michael Meola

Sharon Mosse

Doug Murphy

Eddie Mufute

Betti Packman

Alina Patton Jones

Jordan Peele

Jake Platt

Funda Akarsu Reza

Stephen T. Rodd

Vielka Kelly-Weiss

PHOTO BY Chad David Kraus

DESIGN BY Sophie Appel

15 West 28th Street NY, NY 10001

www.tadatheater.com



“TADA! is a place I look forward to going to after school when days have been tough, especially in this last year of 8th grade, when school work has been heavy and relationships have been strained due to graduation and all kinds of other various stressors. I’ve been able to come to TADA! and I’ve been able to express my passion for the arts and do what I love, with people that I love to do it with.”

TAYLOR MOY, 14 , RYET MEMBER

Drama Desk
Award-Winning

TADA!
Original Youth Theater