

# 2020 **TADA!** Annual Report

DOING THE PANDEMIC PIVOT



THE DANGEROUS CHRISTMAS  
OF RED RIDING HOOD

35TH ANNIVERSARY GALA



ARTS EDUCATION CLASS

HOW TO EAT  
LIKE A CHILD



# Letter From Nina

Fiscal Year 2020 **started out fun, exciting, and successful for TADA!** with more people in classes and coming to see shows than we saw the year before. Both earned, and unearned income was exceeding budget projections. TADA! was lucky — we produced two productions and **held our Annual Gala before the COVID-19** shutdown. We also signed a 5-year lease extension at a rent that was much more than what we were paying but still below market value also before the shutdown. Well, two out of three isn't bad. I'm saying this because who wants to pay rent on a space that sits empty in Manhattan.

TADA! is a 36-year-old Musical Theater Company, and dance is a vital part of what we do. However, **we were caught off-guard by the Pandemic Pivot** — had never heard of it. We're in luck again, **TADA! knows how to improvise, so on March 15th, that's what we did** — improvised our Pandemic Pivot. Classes, Camps, New Works Development Workshops, Rehearsals and Readings, Teen-led Forums, streaming past Productions, Song and Dance lessons for the Public, Cabarets, Parties, Private Lessons, Parent Meetings and Teaching Artist Training all continued on Zoom or YouTube

I grew up loving Musical Theater. I would

spend a lot of time in my room and sing along with Broadway show albums. One song I loved when I was a teen was “Carousel,” from *Jacques Brel is Alive and Well and Living in Paris*. I had been comparing this past year to a roller coaster ride, but I hate those even before they start. I always liked Carousels and Ferris Wheels. I realize that this year has been much more like those rides because good things have happened while we're going up and down and while the whole world madly turns.

**We've also been dealing with another Pandemic — systemic racial injustice, and this one has been going on longer than COVID-19. TADA!'s staff, Board, Ensemble, and families are working to make TADA! an anti-racist organization.** This work started last year and is continuing now and will take time. We are proud that since the inception of TADA!, a majority of Black, Indigenous and people of color (BIPOC) families are being served on our stage, in the audience and in our school programs. However, we can not say that is true for our staff or Teaching Artists, Playwrights, Composers and Lyricists. That must be changed, and we are committed to changing these failings. More on our anti-racist work can be read in this report.

“Carousel” is followed by “If We Only Have Love.” (I actually didn't remember that until I listened to the album again recently). This song inspires me, and I hope it will also inspire you. Here are just some lyrics that are important to me — “If we only have love/To embrace without fears/We will kiss with our eyes/We will sleep without tears/If we only have love/With our arms open wide/Then the young and the old/Will stand at our side/...Then we'll have a way out/If we only have love/We can reach those in pain/We can heal all our wounds.../And then give the new world/To our daughters and sons.

**I started TADA! to bring all different kinds of people together to create and learn from each other, make growing up easier, and make the world a better place for all.** I still want to do that, and I hope that you will join me to do just that.

The following pages will enlighten you more about what Fiscal Year 20 was like at TADA!. I usually end by saying I look forward to seeing you all in the theater soon. However, I can not say soon right now. I can say that **TADA! will be back in the theater in the future, and at that time, I do hope to see you there**, but until then, we have Zoom!



Thank you,

*Nina*

**Janine Nina Trevens**

Executive & Producing Artistic Director

# Our History

TADA! Youth Theater's mission is 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.

**Since 1984,  
TADA! has  
engaged:**

“

TADA! has been a force of stability for my family. It not only provided my child with an outlet to express herself artistically, it offered her consistency, something to build on and look forward to. I cannot possibly thank you enough.

”

**Ivy Garcia**  
**TADA! Ensemble Alumni,**  
**Graduated 1990 & Ensemble**  
**Parent to Kayla 2021**

**1000+**  
**Ensemble Members**

**175k+**  
**Audience Members**

**840k+**  
**Arts Education Students**

**1,200**  
**Education Programs at over**

**150**  
**Schools**



# The Pandemic Pivot



**THE DANGEROUS CHRISTMAS OF RED RIDING HOOD**

**30% increased engagement** among Ensemble members in the pivoted programming

It was most important to the staff of TADA! that we found ways to continue our mission to serve NYC youth with musical theater programs that provide them with creative outlets, **friendships** with peers and **support** from **caring** adults, **stability**, leadership opportunities and **fun**.

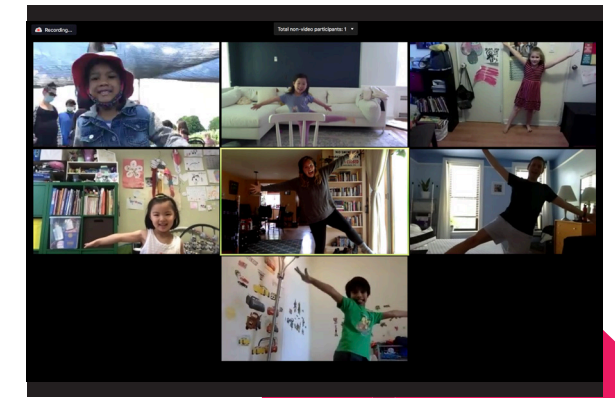
**4,572 families watched 8 past original productions** on TADA!'s YouTube channel — **42% growth** in the number of families that saw productions over the previous summer

- *Sleepover*
- *Odd Day Rain*
- *The History Mystery*
- *Up To You*
- *The Gumball Gang: Crime-Solving Kids*
- *The Trials of Alice in Wonderland*
- *Heroes*
- *Game Changers*

**RYET MEETING**



**ARTS EDUCATION, AGES 4-5**



Provided the general public with **Free content:**

- Musical theater Instruction
- Physical and vocal warm-ups
- Step by step choreography
- Dance terminology

TADA! Song Challenge:

- Shared the music and lyrics
- Performances by students/youth/families were posted to our social media channels
- **A welcome moment of fun and creativity**

**Education Summer Camps held** on Zoom had students from all over the world, including Wisconsin, Rhode Island, Illinois, Kansas, Connecticut, Massachusetts Pennsylvania, Florida, Georgia, North Carolina, California, New York State, New Jersey, Texas, Arizona, Hawaii, and Japan!

No child was turned away — **24 scholarships** were provided to BIPOC students totaling \$19,080.

# BLM Movement & TADA!'s stance on Equity & Anti-Racism

- Staff attended various **Diversity, Equity, Inclusion & Justice training** and webinars.
- BLM **resources for youth and families** shared on website and social media platforms.
- Created **ongoing teen-led forums to allow RYET Members** to talk, be heard, and address their feelings and concerns.
- Created the **Arts for All Initiative**, providing full-tuition for BIPOC students to musical theater camps — No students were turned away!
- Developed the **Arts Mentorship Program (AMP) for BIPOC Teen Ensemble Members** to amplify non-performing careers in theater and match them with professional BIPOC theater mentors.
- Devised **new recruitment process** for Staff and Artists.
- Made a commitment to change the make-up of our staff, consultants, designers, Teaching Artists, Writers, and Board.
- Committed to sourcing and using Black (or BIPOC) - owned and operated businesses.
- Began **Diversity, Equity, Inclusion, Justice Plan and Commitment**.

## RYET MEETING





# Mainstage Productions

Over all, live productions saw a **27% increase** in the number of people that saw TADA! Productions in person.



## *The Dangerous Christmas of Red Riding Hood*

November 23rd, 2019—December 15th, 2019

Book by  
**Robert Emmett**

Lyrics by  
**Bob Merrill**

Music by  
**Jule Styne**

22 Ensemble  
Members involved



# Mainstage Productions

## *How To Eat Like a Child, and Other Lessons In Not Being a Grown-Up*

February 15th, 2020—March 8th, 2020

Written by  
**Judith Kahan**

Music & Lyrics by  
**John Forster**

Based on the book  
of the same title by  
**Delia Ephron**

20 Ensemble  
Members involved



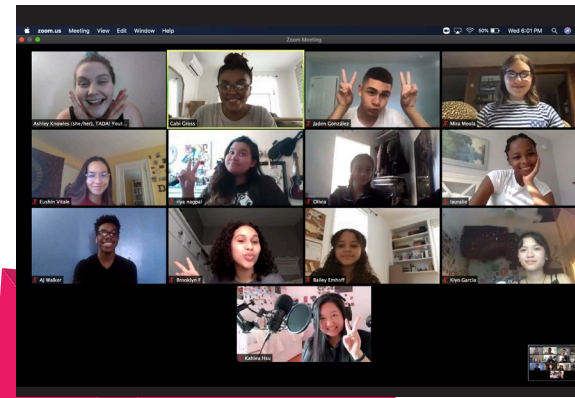


# Resident Youth Ensemble of TADA!

**SCENE STUDY CLASS TAUGHT BY ARTISTIC ADVISORY BOARD MEMBER MICHAEL RUPERT**



**YOUTH COUNCIL MEETING**



**RYET HOT - HOLIDAY PARTY**



**100%** said they **recommend the program** to a friend.

In Fiscal Year 20 — **60 RYET** Members **ages 8—18** were involved with TADA!

They received:

- **Free, year-round, pre-professional training and performance opportunities** and positive youth development programs
- Broadway Musical **Readings**
- Weekly **Dance Classes**
- New Works **Workshops**
- **Private Lessons** in Voice, Dance, and Acting

- Middle School, High School and College **Audition Preparation & Coaching**
- 10 Youth **Council Meetings**
- **33 HOTs** (Hang Out Time)
- **Town Halls** and Youth-Led Forums on COVID-19 and Anti-Racism & Equity
- Performed over 150 community service hours at TADA!
- Performed JobRAP

**96% showed growth** in SEL such as Academic Self Efficacy, Positive Identity, Self Management, Contribution, Social Skills, and Social Capital based on surveys conducted by our partnership with Hello Insight and Youth INC.



# TADA!'s 35th Anniversary Gala

**RYET MEMBERS**



**JASON ROBERT BROWN & GEORGIA STITT**



**RYET MEMBERS**



**JORDAN FISHER & RYET MEMBERS**



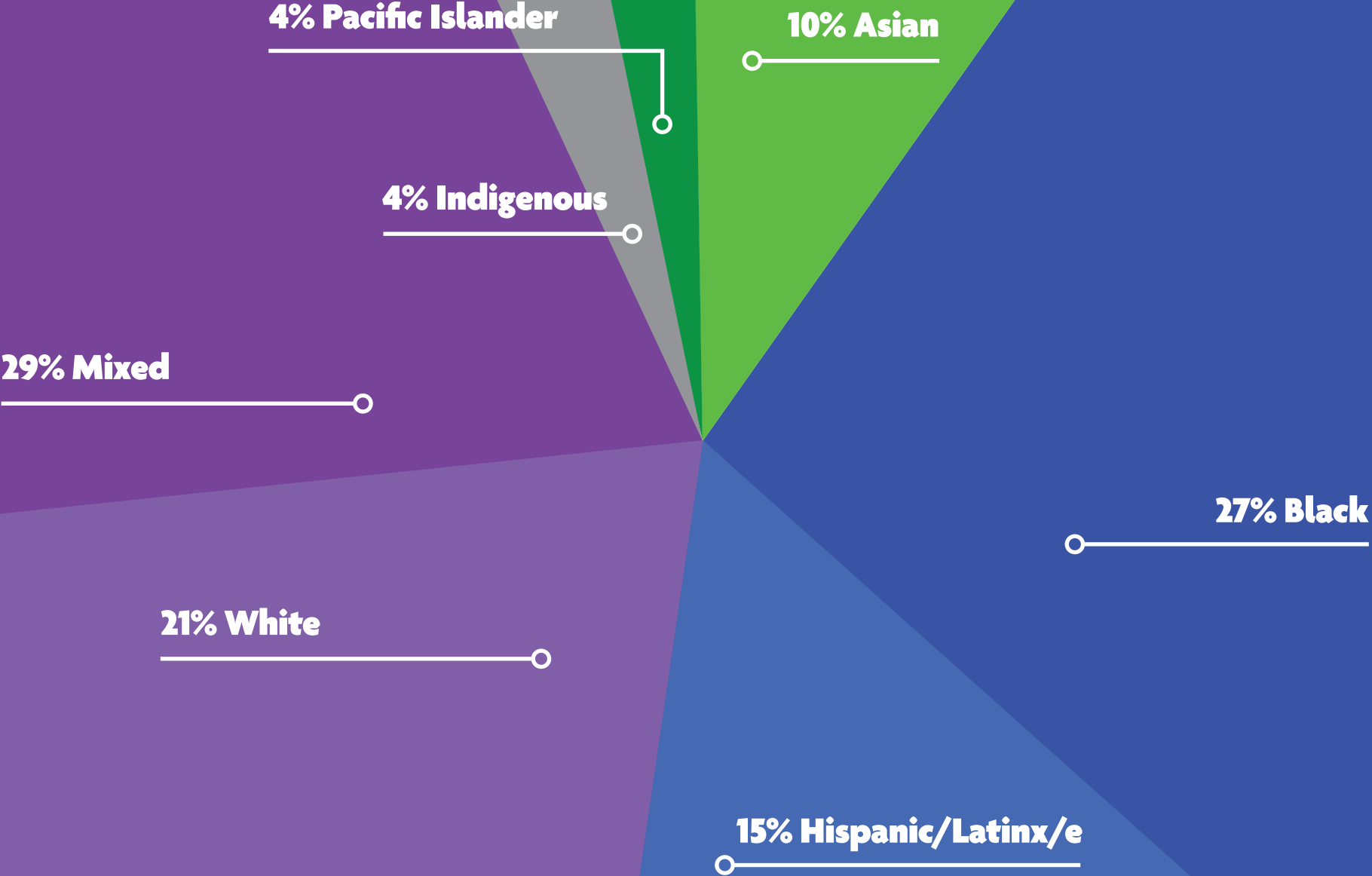
**TITUSS BURGESS & RYET MEMBERS**



Members performed at our **annual Gala** with honorees Jason Robert Brown and Georgia Stitt and celebrity performers: Kate Baldwin, Jordan Fisher, Jason Gotay, Amber Iman, Jessica Vosk, and Tituss Burgess.

# Demographics

Resident Youth Ensemble  
of TADA!



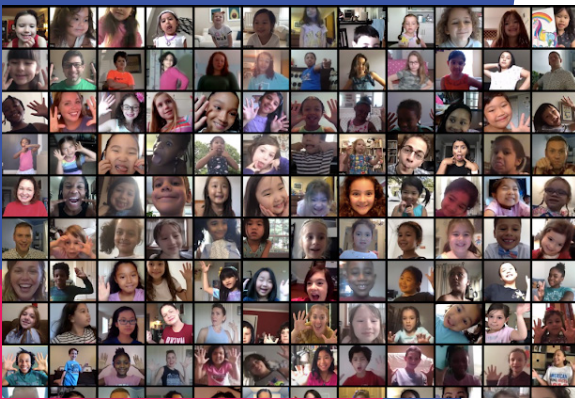
Where RYET Members Live:

- Queens 23%
- Brooklyn 18%
- Bronx 12%
- New Jersey 10%
- Manhattan 29%  
(below 125th street)
- Upper Manhattan 8%

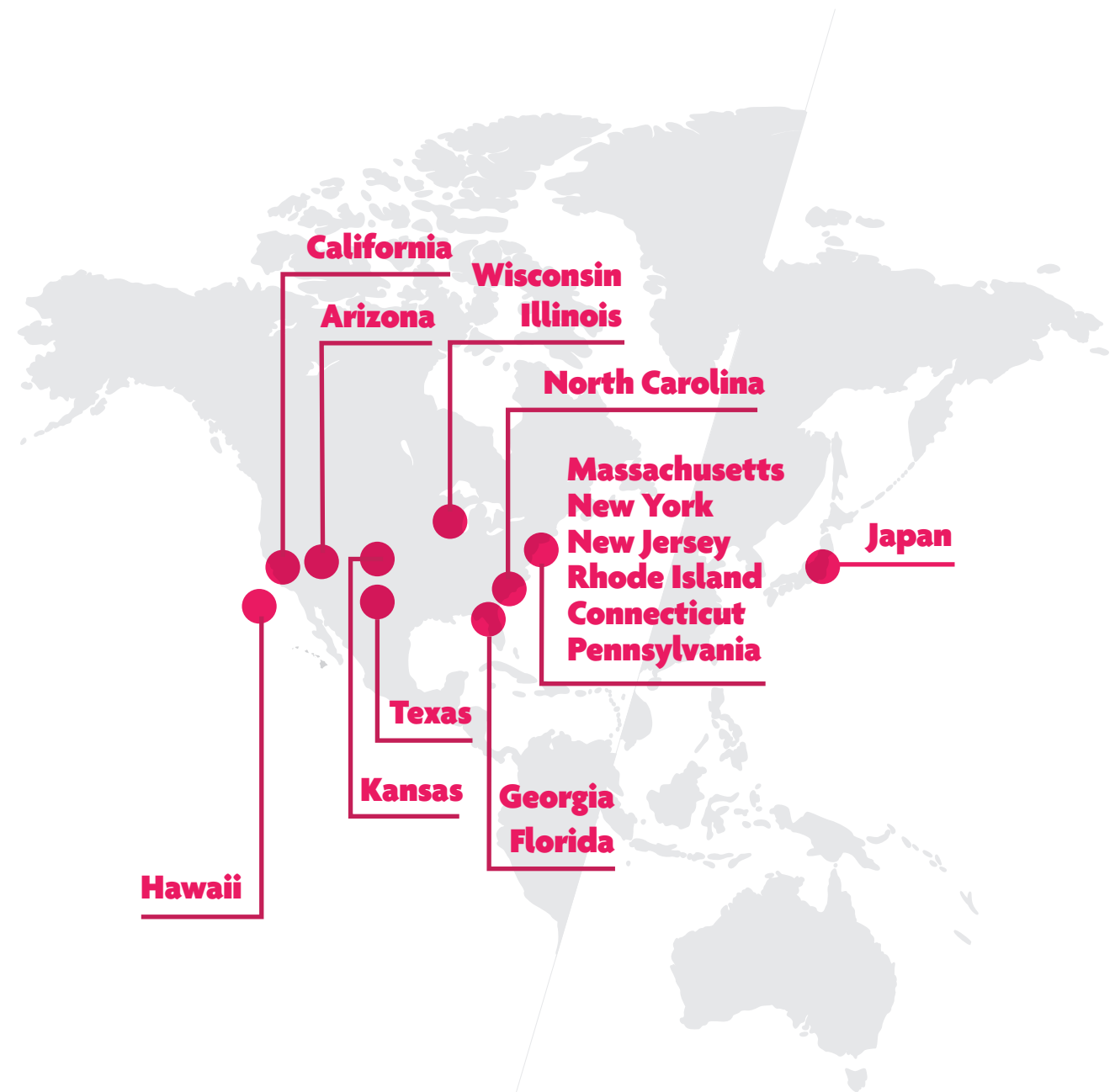


# Arts Education Classes, Camps, & Residencies

## ZOOM SUMMER CAMP



- Served over **1,975** students directly (PreK-HS) at 24 different schools.
- Served **300 students over 24 weeks of On-Site Classes** during fall and winter.
- Another **79 students served remotely** in the Spring.
- Provided **15 online musical theater summer camps to over 135 students ages 4 to 12**. Summer Camps took on an entirely new look due to COVID and were a complete success!



# Support & Revenue

**\$48,477**  
**Corporate Grants**

**\$174,104**  
**Fundraising Events**

**\$45,271** Box Office

**\$65,830** Other Income

**\$386,646** Education

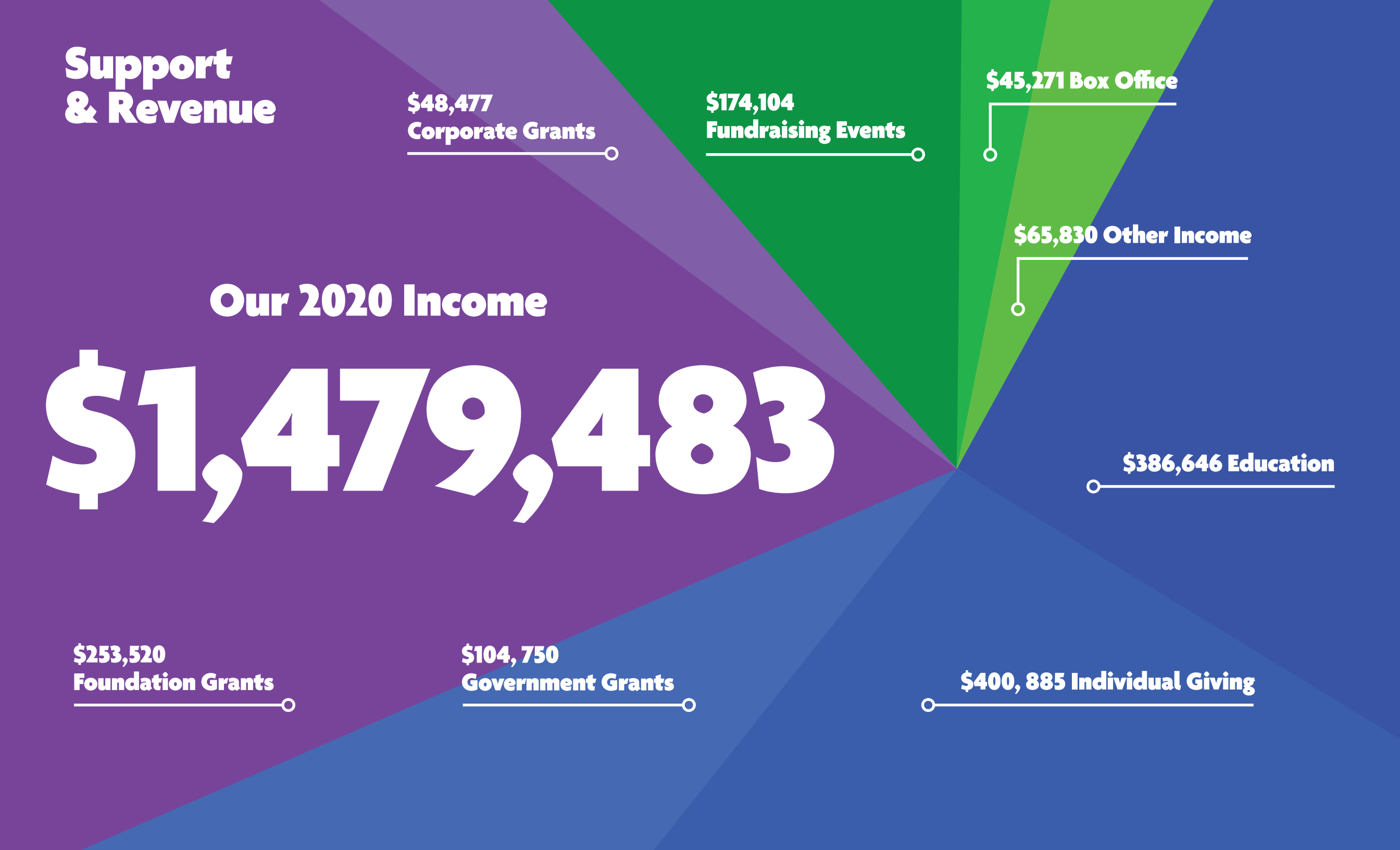
**\$400,885** Individual Giving

**\$253,520**  
**Foundation Grants**

**\$104,750**  
**Government Grants**

## Our 2020 Income

# \$1,479,483





# Financial Narrative

### TADA! Fiscal Year 20

#### Total Expenses — \$1,583,483:

Theater/Ensemble — 39%,  
Education — 40%,  
Management & General — 17%,  
Fundraising — 4%

### PRE-COVID EDUCATION PROGRAM



Due to COVID-19, earned income was lower than expected, but we were also able to lower expenses. Thanks to many individuals' support and a special emergency relief grant from The New York Community Trust The NYC COVID-19 Response & Impact Fund, TADA! is happy to report that contributed income came in above the budgeted goal. At this time, we are

projecting the Fiscal Year 20 unaudited deficit at \$104,000. TADA! also received a PPP Loan and an EIDL Loan from the government. These loans allowed TADA! to pay rent for its theater and offices, and keep year-round full and part-time staff employed through the end of the fiscal year. To Note: TADA! would have ended Fiscal Year 20 with a surplus if the PPP loan was forgiven in Fiscal Year 20.

The AMAZING teachers at TADA! have been wonderful and accommodating during this COVID-19 stay at home order. Although nothing beats in-person classes, the Zoom live online classes have really uplifted my daughter. She gets to have some routine back and have fun with engaging teachers whilst making new friends. I hear her laughing throughout the class with an enthusiasm to match. At the end of the two-week musical camp we parents get to see the fruits of their labor with a fun final performance and their efforts really uplift our spirits.

**Yin Lau**  
Education Parent

Since doing TADA! my son is more outgoing. He used to hate writing but because of the improv classes he has been more imaginative. He's actually written an outline for a tv show he would like to do. . . and he's only seven. Thank you so much for all you do for the kids!!

**Corene Stewart**  
Education Parent, Arts for All Recipient  
Fiscal Year 20

# Thank you to all of our Funders.

And a very special thank you to all our individual supporters. We couldn't do this without you.

## Foundations

The Edith Allen Clark Charitable Trust  
The Edris Foundation  
The Endeavor Foundation  
The Gardner Family Foundation  
The DuBose & Dorothy Heyward Memorial Fund  
The NYC COVID-19 Response & Impact Fund: The New York Community Trust  
The Pinkerton Foundation  
The Shubert Foundation  
The Tiger Baron Foundation  
The Weininger Fund

## Corporations

Bloomberg Philanthropies  
Con Edison  
Orix  
Wells Fargo  
Youth INC.

## Corporate Match

Cardinal Health  
Franklin Templeton  
Google  
Ross Stores

## Government

Department of Youth & Community Development/City Council Members

- Corey Johnson
- Mark Levine
- Keith Powers

NYC Department of Cultural Affairs

- Cultural Development Fund
- Cultural After-School Adventures Program

New York State Council on the Arts

THE ENDEAVOR FOUNDATION

THE JAMES J. AND JOAN A. GARDNER FAMILY FOUNDATION

JEWISH COMMUNAL FUND  
Your personal connection to charitable giving®

PROUD (YOUTH) INC. PARTNER

NEW YORK STATE OF OPPORTUNITY. Council on the Arts

ORIX foundation  
a Texas nonprofit

Tiger Baron Foundation

WELLS FARGO

DEPARTMENT OF NY CULTURE  
CITY OF NEW YORK  
CULTURAL AFFAIRS



# Fiscal Year 20 Staff

## Janine Nina Trevens

Executive & Producing Artistic Director

### ENSEMBLE/PRODUCTION

#### Joanna Greer

Associate Artistic Director/  
Resident Choreographer

#### Ashley Knowles

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

#### Gabi Gross

Ensemble & Alumni Manager

#### Jake Platt

Production Supervisor &  
Facilities Manager

### EDUCATION

#### Katy Knowles

Director of Education

#### Rebecca Branscom

Associate Director of Education

#### EG Engle

Education Programs Manager

#### Ruthie Ostrow

Education Assistant

#### Chelsey Smith

Education Assistant

### DEVELOPMENT, MARKETING & ADMINISTRATION

#### Mary De Rosa

Director of Finance &  
Administration

#### Heather Millen

Director of Marketing

#### Jessica Randell

Associate Director of Development

#### Yasmine El Shorbagy

Marketing & Development Assistant

#### Stuart Weingartner

Development Assistant

We also  
employed:

58

Teaching  
Artists

40

Production  
& Artistic  
Staff

**TADA! was able to maintain the full-time and part-time year-round staff at the same salaries through Fiscal Year 20. Staff continued to work from their homes and were offered flexible working hours and extra time off.**

# TADA!'s Boards

## BOARD OF DIRECTORS

### **Chalmers Browne**

President

### **Stephen T. Rodd**

Vice President

### **Adam Houhoulis**

Treasurer

### **Julie Turaj**

Secretary

### **Monisha Bhayana**

### **Brian Burchfield**

### **Marcia Dunn**

### **Sonia Gonzalez**

### **Ryan Kinkade**

### **Michele Marsh**

### **Michael Meola**

### **Alina Patton**

### **Jordan Peele**

### **Michelle Perchuk**

### **Rachel Volovets**

“

TADA! Inspires me to be creative because I can get out of my comfort zone. It allows me to be okay with thinking outside the box, being broad, and trying things and that causes me to think of new and better ways to do something.

**Tau Bennett**  
Ensemble Alumni,  
Graduated 2018

”

## ARTISTIC ADVISORY BOARD

Kenneth Cavander

Michael Colby

Delia Ephron

John Forster

Sheldon Harnick

Tom Keegan

Davidson Lloyd

Chita Rivera

Marcia Rodd

Michael Rupert

Stephen Schwartz

John Shea

Charles Strouse

Leslie Uggams



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Design: Paper Plus Rocket Studio

**TADA!**