

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: San Antonio Little Theater Inc. dba The Playhouse San Antonio		Federal Tax ID#: 74-1166905		501(c)(3) Public Charity 509 (a)(1)	
Address: 800 W. Ashby Pl.		City: San Antonio		State: TX	
				Zip Code: 78212	
Website: www.thepublicsa.org		Fax: (210) 733-7258		United Way Funded: No	

Fiscal Year:
September 01 to August 31

Head Of Organization

Name: George Green		Title: CEO & Artistic Director	
E-Mail Address: george.green@thepublicsa.org		Phone: (210) 733-7258	

Application Contact

Name: Jeff Morden		Title: Chief Development Officer		E-Mail Address: jeff.morden@thepublicsa.org		Phone: (210) 733-7258	
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Previous Najim Funding

Year	Funding \$
2017	\$10,500
2019	\$10,500
Total	\$21,000

Has the organization applied to the Najim Family Foundation in the past and been declined?
No

Grant Amount Requested \$:	Total Project Budget \$:	Organization's Annual budget \$:
\$16,500	\$90,100	\$1,828,797

Mission Statement:
The Public Theater of San Antonio produces professional live theater that inspires, educates, and connects communities.

PROJECT INFORMATION

Program / Project Title:
To support youth engagement theater arts programs that serve low income and disadvantaged youth in Bexar County.

PROJECT TIMELINE

Start Date	End Date
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09/01/2019

08/31/2020

Harvey E. Najim Family Foundation Priorities:

Education

Education Priorities:

Elementary to High School

Program / Project Description:

The Community Engagement Programs at The Public Theater include Education Nights and Theater REACH. These programs provide access to live professional theater productions and experiential theater arts learning activities for low-income youth, minority students, and disadvantaged populations in order to promote increased educational, social, and workforce skills. Since publicly-funded arts education remains a low in priority for schools, arts organizations and institutions have the opportunity and responsibility to fill the gap in learning and provide access to the arts.

The primary goals of The Public's community engagement programs are:

- o To provide access to theater arts learning activities for youth and disadvantaged, underserved populations.
- o To promote individual social, emotional, and cognitive growth through participation in creative drama learning experiences.
- o To promote the value of arts education as a benefit for personal and professional growth.

Education Nights are an exclusive performance for youth, ages 12-18, and underserved populations to attend a production in the Russell Hill Rogers Theater at The San Pedro Playhouse. Education Nights provide a no-cost opportunity for middle- and high school students and disadvantaged community members to attend a live theater performance. The performance includes a study guide and a post-show interactive discussion with the stage actors and production crew on the show's theme, personal reflections, and career opportunities in theater. Participating classrooms/youth programs will receive an Information Guide approximately 6 weeks prior to the scheduled performance to familiarize students with the theater performance and integrate additional learning opportunities. The guides contain a plot summary, character information, and activities and articles that help establish the historical, literary and cultural context of the play. Information Guides are designed to be classroom-ready, allowing educators to duplicate materials for easy distribution to students. All program participants will receive a post-performance survey to provide feedback on the quality of their learning experience and quality of the performance.

The Public Theater's Theater REACH program is a 10-week theater arts program for disadvantaged populations to overcome personal barriers and increase their capacity for personal and professional growth. Through experiential theater arts learning activities, participants learn to enhance self-efficacy, pro-social behaviors, emotional resilience, self-regulation, conflict resolution, interpersonal communication, and positive self-image. Participants learn through a series of creative expression lessons and various artistic mediums including, dance, music, illustration, creative writing, costume and make-up design, and mask work. These sessions are complemented by classes on developing a life and career vision and developing strategies to achieve life and career objectives. Additionally, participants attend two productions at The Public Theater to reinforce learning objectives and promote community inclusion. Theater REACH will be implemented for youth ageing out of foster care at the THRU Project. Mission of the THRU Project is to help foster youth overcome the challenges of growing up in the foster care system by providing guidance, support and advocacy in order to prepare them for life after foster care.

Grant funds will be used to provide participants with complimentary tickets to attend live professional theater performances during our 2020/21 Presenting Season. Also, funding will enable The Public to contract with experienced professionals in various theater disciplines to provide instruction for the creative theater arts lessons and a local organization specializing personal and professional development programs.

A broad base of research exists to show that an education in various types of fine art, which includes theater, music, dance, and art, have positive benefit for children. The skills learned through the arts transfers to other personal and professional aspects of their lives such as academic, cognitive, and social skills as well as communication, reasoning and problem solving. Through art, youth learn how to express themselves, develop more pride in their accomplishments, and view school activities more positively. Also, access to fine arts education bridges the performance gap that exists between different socio-economic groups and studies support disadvantaged students especially benefit from an integrated fine arts education. Students who participate in fine arts education are four times more likely to excel in academic achievement, participate in extra-curricular activities, and have better school attendance rates. Cognitively, fine arts education is proven to improve reading fluency, increase participation in math and science education, and encourage greater community engagement.

The American Association of School Administrators, the National Education Association, and the National School Boards Association concur that every student should have an education in the arts. Arts education in school is one of the most promising interventions for developing future audiences for the arts, especially among children who have limited opportunities to engage in the arts. However, students generally receive minimal arts education due to constricting school budgets and meeting rigorous academic requirements. Schools serving high-need student populations often have the least amount of art opportunities, affecting arts education of Hispanics and African Americans.

Evaluation Plan:

The effectiveness of the program will be measured both quantitatively and qualitatively:

Goal #1: Host 2018/19 Education Nights for each production in the Russell Hill Rogers Theater to a total of 1,800 low-income students and 300 disadvantaged community members.

Evaluation #1: Number of Education Nights conducted and Total Attendance with Population Demographics of patrons.

Goal #2: Serve up to 20 youth in the Theater REACH program at the THRU project.

Evaluation #2: Number of THRU Project participants.

Goal #3: Enhance patrons' educational, social, and cognitive skills and appreciation for the arts.

Evaluation #3: Youth Patron Surveys to measure the quality of their theater experience and theater arts activities and the impact on them.

Goal #4: Enhance learning opportunities through use of the Study Guide and incorporating a fine arts education into the classroom.

Evaluation #4: Teacher Surveys to measure effectiveness of Study Guide and participation in Education Nights.

Plans to sustain project beyond the term of this request:

Youth Engagement Programs coincide with the annual presenting season and show productions performed in the Russell Hill Rogers Theater. The popularity of this program increases each year through additional outreach and marketing to local educators. Engagement programs are funded through a variety of sources including corporate and private foundation grants, individual donors, and special events. The Public's Development Director seeks and secures charitable contributions throughout the year for all programs, including Community Education Nights and the Theater REACH program. These comprehensive programs have enabled The Public to reach more potential funders and donors.

Children Impacted:

How many unduplicated children will the TOTAL PROJECT INITIATIVE impact?

2,400

How many unduplicated children will NFF REQUESTED FUNDS impact?

320

Please provide the percentage of each group below that will be served by the project in which funds are being requested. Do not leave any area blank. If that specific group will not be served, include zero. The percentage should total 100%.

A. Population Served Age		B. Population Served Ethnicity	
Infants (0-5)	0%	African American	6%

Children (6-13)	15%	Asian American	1%
Young Adults (14-18)	85%	Caucasian	35%
TOTAL:	100%	Hispanic/Latino	50%
		Native American	8%
		Other and Define	0%
		TOTAL:	100%

City Council District for Which Children are Being Served:

District1, District4, District5, District8

Line item Budget:

Line Item Description	Total Project Funds Allocation	Najim Funds Allocation
Education/Outreach Director	\$11,700	\$1,450
Payroll Taxes/Benefits	\$2,100	\$250
Contract Labor (Actors)	\$8,500	\$3,000
Program Expenses (Tickets)	\$56,000	\$10,500
Licensing/Royalties	\$7,200	\$0
Marketing/Printing (Playbills)	\$1,800	\$0
Equipment/Supplies	\$2,800	\$1,300
TOTAL:	\$90,100	\$16,500

OTHER FUNDING RESOURCES

For Project being Requested: Funding sources and amounts, pending and committed.

PROJECT - PENDING

Funder Name	Amount Requested
Najim Foundation	\$16,500
Ticket Revenues	\$9,700
TOTAL:	\$26,200

PROJECT - COMMITTED

Funder Name	Amount Requested
Bexar County	\$10,000
HEB	\$7,000
Valero BFC	\$5,000
Greehey Foundation	\$10,000
2019 Gala	\$15,000
Whataburger	\$5,000
Kronkosky	\$10,400
Texas Commission on the Arts	\$1,500
TOTAL:	\$63,900

Other funding sources and amounts, pending and committed not specific to this request.

ALL OTHER ORGANIZATION REQUESTS - PENDING

Funder Name	Amount Requested
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Other Corporations/Foundations	\$25,000
Sponsorship/Ad Sales	\$75,000
Additional Ticket Revenues	\$450,000
TOTAL:	\$550,000

ALL OTHER ORGANIZATION REQUESTS - COMMITTED

Funder Name	Amount Requested
Texas Commission on the Arts	\$9,500
City of San Antonio	\$196,306
Total Mobility Services	\$25,000
Wood Vision Source	\$5,000
Peter and Debbie Hope Fund	\$5,000
Russell Hill Rogers Fund for the Arts	\$14,000
Ticket Revenues	\$575,000
Concessions	\$120,000
Ovation Society	\$100,000
Other Individuals	\$100,000
Tobin Theater Arts Fund	\$10,000
Kronkosky	\$64,600
Bexar County Arts Fund	\$3,500
TOTAL:	\$1,227,906

BOARD OF DIRECTORS

What percentage of your board contributes financially to the organization?
100%

If Board giving is not at 100%, please explain why?
Not Applicable- 100% Board Giving

How are board members expected to participate in your organization?
The Board provides general oversight and direction to the CEO/Artistic Director, recommends amendments to by-laws and operating procedures, and fundraising. Board members must have a passion for theater and the performing arts, in general. Individuals should have the desire to promote the expansion of the first, local Actors Equity Association (AEA) Small Professional Theater (SPT) in San Antonio, expansion of arts educational programs for youth, and the development of new performing facilities to enhance production qualities and patron experience. Ideal candidates will have a willingness to solicit and facilitate relationships with professional and personal contacts to increase charitable contributions, sponsorships, Ovation memberships, season subscriptions, and other contributed revenue sources. Board Committees include: Executive, Finance, Development, Education, Diversity and Nominating. Board responsibilities and financial commitments are contained in a trustee agreement signed by all board members each year.

LIST OF BOARD DIRECTORS

Name & Office Held	Corporate Affiliation
Dawn Cole, Board Member	Whataburger
Eric Buchaus, Secretary	Rackspace
C. Lee Cusenbary, Jr., Board Member	Community Volunteer

Boriana Damm, Board Member	Ernst & Young
Vincent Davila, Board Member	Wells Fargo
Valerie Dullnig, Board Member	Limmer Hair Transplant Center
Michelle Easton, Board Member	USAA
Leo Fajardo, Board Member	Valero Energy
Vernon Haney, Parliamentarian	HEB
Dennis Karbach, Board Chair	Karbach Consulting Group
Omar Leos, Board Member	Harlandale ISD
Michael McLaughlin, Board Member	Capital Group
Dr. Debbie Strus, Board Member	Depression Treatment Clinic of San Antonio
Dr. Marian Suarez, Board Member	NuStar
Judith York, Board Member	Community Volunteer
Norbert Gonzales, Jr., Board Member	Owner, Gonzales Group CPAs
Adriana Puente, Board Member	Independent Consultant
Melanie Tawil, Board Member	SwipeTrack Solutions
Lynzee Villafranca, Board Member	Restore Education
Signature	
Jeff Morden	