



# ALASKA JUNIOR THEATER

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Something FOR EVERYONE ■ Annual Report



# A message from the President & Executive Director



Dear Friends,

Alaska Junior Theater is proud to complete of another amazing year. During the 2010-2011 Season, we broke records, exceeded past fundraising goals and celebrated 29 years of excellence. Alaska Junior Theater started off the season by selling out two of our school shows before the season even began. We also participated in the Anchorage Mayor's Charity Ball and, as an organization, we brought in more revenue than any non-profit has ever done before. Our 30th Anniversary birthday party was held in celebration of our commitment to AJT's founding vision "to bring the best performing arts from around the world to Alaska's youth and family audiences."

We continue to offer subsidized tickets to age-appropriate school shows with direct ties to Alaska Content Standards, study guides and transportation for students. AJT reaches over 40,000 students and teachers and provides more than 3,000 full scholarships each year, ensuring each child has access to the wonderful world of live performance.

This year was spectacular! It was a year of new accomplishments, surprising outcomes and excellent performances. We continue to make progress toward reaching our strategic goals through programming and outreach. This fiscal year, AJT accomplished the following:

- Record-breaking 13,026 students and teachers attended our school performances of **ScrapArtsMusic**.
- **Click, Clack, Moo** sold-out and was waitlisted before the season even began.
- AJT raised a record breaking \$56,130 at the Anchorage Mayors Charity Ball.
- **Terrance Simien** held a Zydeco dance party and a Creole cooking class.
- **The Spirit of Harriet Tubman** reached its public performance sales goal despite low pre-sale numbers.
- **Room on the Broom** sold-out during the school shows and the public show.
- Nearly 90% of all teachers who attended our shows rated them with a 4 (liked it) or 5 (loved it).
- Continued to increase our number of outreach events within the community.
- A staff transition of the Education Associate and added an ExxonMobil sponsored Summer Intern.
- Ending the year with more than 450 community members celebrating AJT's success during the 30th Birthday Party on June 8th.

AJT could not fulfill our mission without the valued support of you, our patrons, our volunteers, our sponsors and donors! Thank you for your continued support. By being involved with AJT, you enrich the lives of young people and families in our communities through the performing arts.

Sincerely,

*Diane Hoffbauer*

Diane Hoffbauer  
President, Board of Directors



*Lainie Dreas*

Lainie Dreas  
Executive Director





# About Alaska Junior Theater

Alaska Junior Theater is a private, nonprofit organization that has been bringing the best in professional theater from around the world to Alaska's young audiences for 30 years. Each year, more than 40,000 students attend a variety of live performances, which share the common educational goal of "bringing learning to life." For many students, AJT's school-time presentations are their only exposure to the performing arts.

## Supporting Education

Each show we present has a strong educational theme. Our shows are often able to inspire many students who cannot be reached in a more traditional classroom setting. Teachers also rely on our study guides to prepare their students for what they will see and to create classroom projects in history, social studies, geography, science and other fields. To augment our performances, we offer teacher and student performing arts workshops and master classes whenever they are available.

## Building a Stronger Community

AJT is committed to building a stronger community by presenting programs that offer different cultural perspectives to Alaska's children—thereby expanding their horizons, opening new worlds of insight into other cultures, and inspiring them to work towards overcoming barriers. We also offer a public family series, allowing all members of the family to enjoy high-quality entertainment together.

## Strengthening Partnerships Throughout Alaska

AJT continues to work on strengthening partnerships to bring theater, music and dance performances to young people and families into smaller Alaskan communities. For the 2011-2012 season, AJT will build upon its relationships with rural school districts, cultural organizations and Alaska Native corporations to facilitate performances in other towns.

## Creating Accessibility

AJT is committed to keeping ticket prices low, allowing children of all financial levels to have a professional theater experience. Our low educational ticket price of \$7 in Anchorage includes not only a performance, but also bus transportation for students and teachers to and from the Alaska Center for the Performing Arts. This price covers half our costs of presenting the shows. To subsidize the remaining \$7 of each ticket, we actively fundraise and rely on the support of corporations, foundations and individuals with a strong community spirit to provide scholarship support. In addition, we fundraise to offer full scholarships, at a cost of \$15 each, to students with financial need. Since our inception, we have presented the best in the performing arts to almost 850,000 children and parents.

### **2010-2011 Board of Directors**

Diane Hoffbauer, President

Jim Kostka, First Vice President

Pam Robinson, Second Vice President

Tina Johnson-Harris, Secretary

Cassie Kosinski, Treasurer

Alice Barnett

Teri Kostka

Denise Brown Robinson

Susan Kruse

Ruth Glenn

Mary Lee-Allen

Frank Jeffries

Clyde Treybig

Sara Kallman

### **Staff**

Lainie Dreas, Executive Director

Paula McCarroll, Education Associate

Leah Lopshire, Education Associate

Maggie Jane Moonin, Marketing Associate

Michael Cross, Technical Director

Jennifer Redfox, Intern

Ryan Sherwin, Intern

Justine Soller, Intern



# Achievements

THE MISSION OF ALASKA JUNIOR THEATER IS TO BRING THE BEST PERFORMING ARTS FROM AROUND THE WORLD TO ALASKA'S YOUTH AND FAMILY AUDIENCES.

During the 2010–2011 fiscal year, Alaska Junior Theater accomplished the following:

- Provided 3,069 student scholarships to school shows.
- Raised the curtain on 50 performances.
- Reached 45,836 students, teachers and family members through educational performances and outreach activities.
- Partnered with 203 volunteers contributed 609 of hours to ensure all Alaskan youth have access to the performing arts.
- Conducted 28 master classes, lectures or outreach events.
- Allocated 671 complimentary tickets to public shows, a majority of which were to given social service organizations.
- Distributed pre-performance study guides to teachers in the Anchorage and Matanuska-Susitna Borough School district teachers.



**Terrance Simien and the Zydeco Experience Band** – To provide a taste of Creole to Anchorage, AJT partnered with local dancer and the visting musicians to give zydeco dance lessons at a Zydeco Dance Party; the Gumbo House for a authentic Creole meal for the Post-Show Reception; and Terrance Simien to give a Creole cooking lesson. “The music itself was my favorite part. I loved watching the Mardi Gras beads catch the light and fly like doves over our heads. MAGICAL!” - 1st Grade Teacher, Alaska Native Cultural Charter School.

**Click, Clack, Moo** – “Everything about the performance was delightful. The children were engaged, the sound, effects, dancing were all perfect. As an adult I enjoyed the story” - 2nd Grade Teacher.

**The Spirit of Harriet Tubman** – One actress/one trunk and a empty stage transported youth and family audience members to the time of Harret Tubman and her journey through life. “I very much enjoyed the entire show, but I especially loved Ms. McCurdy’s magnificent acting. The singing and the way she told the story was amazing” - Grade 8, Faith Lutheran School.

**ScrapArtsMusic** – For outreach into the community, the group held two drumming and recycled instrument workshops. We held a recycled instrument contest and the winner played in the lobby before the show. “Students are excited to play trash! I have a student already prepping a science fair project based on what they saw” - 3rd & 4th Grades - Airport Heights.

**Room on the Broom** – They performed ten sold-out school shows. ”Fabulous. Extremely creative how the four cast members interchanged roles and used puppets, movement and sound effects to give the performance a constantly appealing focus. Very good character development and humor” - 1st-3rd Grades, Denali Montessori.

**30th Anniversary Birthday Party** – In celebration of 30 years of bringing the best in professional family theater to Alaska, AJT hosted a birthday party in Town Square to more than 450 community members. We invited local organizations who had worked with us on shows in the past to perform, provided refreshments, games and a silent auction.

# Operating Budget

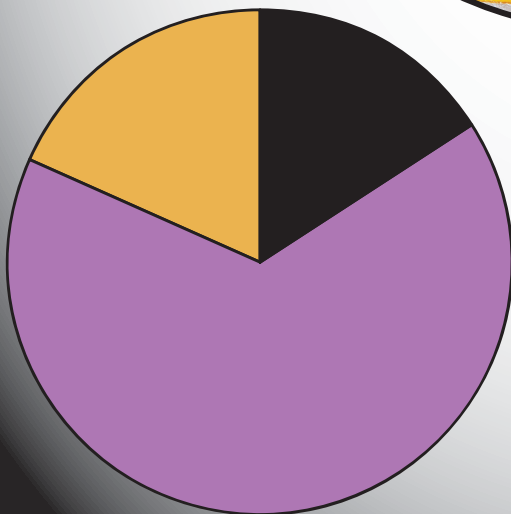
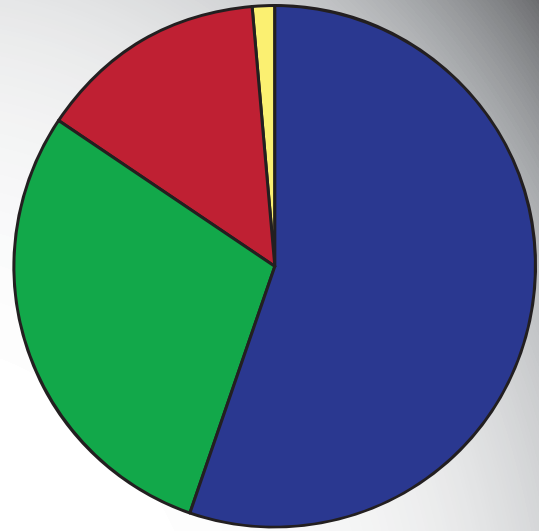
■ Earned Income: \$292,794

■ Contributions: \$154,139

■ Grants: \$76,025

■ Intrest: \$6,277

**Total Revenue: \$529,235**



■ Administrative Expenses: \$86,474

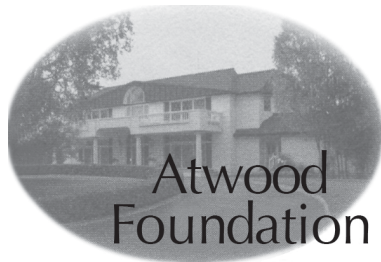
■ Production Expenses: \$353,097

■ Troupe Fees: \$98,000

**Total Expenses: \$537, 571**



# 2010-2011 Community Support



NATIONAL  
ENDOWMENT  
FOR THE ARTS



**Crossroads Production  
Light & Sound**

**Larry & Wilma Carr  
Crossroads FLP**

**ConocoPhillips**



Municipality  
of  
Anchorage



adn.com  
**Anchorage Daily News**

*Alaska Airlines*



**WESTAF**

Alaska Airlines, Alaska Center for the Performing Arts, Alaska Community Land Trust, Alaska Community Share, Alaska State Council on the Arts, Alaska Tech Services, Mark & Dawn Alger, Allure Day Spa & Hair Design, Anadarko Petroleum Corporation, Anchorage Daily News, Birgit Anderson, Anonymous, ARAMARK, AT&T, Atwood Foundation, AVIS Rent-A-Car, Bagoy's Florist, Barbara & Gary Baugh, Rusty & Alice Barnett, Kary & Johnico Bashford-Blumer, Chrissy & Shannon Bell, Angelica Bellomy, Pita Jelley Benz, Karin & Trond Berentsen, Ed & Emily Blahaus, BP, Mary Braun, Cathy Bromley, Brotherhood Inc., Brotherhood, Inc., Linda Cameron, Larry & Wilma Carr, Lucian Childs, Yong Choi, Amy Clifford, Coastal Television Broadcasting Company, Coca Cola of Alaska, Logan DeMarcus, Carol & Dennis Comeau, ConocoPhillips, Crossroads FLP, Crossroads Productions Light & Sound, Belle Cunningham, Kevin Dalzell, Lia David, Al Dreas & Toni LaChappelle, Lainie Dreas, Amelia Delgado, Dell Computers, Angela Dempsey, Chris & Ben Dillon, Sharon & Jerry Fairley, First National Bank Alaska, Debra Fitzgerald & Tom Amodio, Force 10 Networks, Mike Ford & Jennifer Sherwin, Charlotte Fox & Michael Stinebaugh, GCI, Christine M. Gill, Barnard & Rachel Gottstein, Robert Hanson, Frank Harris & Tina Johnson-Harris, Willem & Rose Van Hemert, Diane Hoffbauer, Holiday Superstations, Jacqueline Holzman, Lorrie & Morris Horning (AJT Founders), Humpy's Great Alaskan Alehouse, Karen Hunt, Tom Iverson, Karl & Michele James, Frank Jeffries & Jordan Jeffries, Dr. James Kallman & Sarah Kallman, Sarah Kaminski, David & Cassie Kosinski, Jim & Teri Kostka, Barb & Russ Kraft, KTUU, Ward & Susan Kruse, La Mex, Sheila Lankford, Rhody Lauenders, Lois Law, Mary Lee-Allen, Jamie Leib, Robert M. Loeffler, Gina & Ken Luckey, Jennifer Lynn & Jeff Oliver, Anna Mayre, Patricia McDaid, Darcy I. Mollett, Jared & Kyler Moser, Municipality of Anchorage, Vivienne Murray, Opal Myers, National Endowment for the Arts, Odom Corporation, Connie & Kerry Ozer, Joan & Phil Pragman, Marie & Dan Polito, Real Estate Unlimited, Pam & Marc Robinson, Vin Robinson & Denise Brown Robinson, Beth Rose & John Levy, Janie Sandberg, Elizabeth Serrano, Joann Shore, Side Street Espresso, Carl & Michelle Smith, Kaerin Stephens, Dorea Sun, Tall Tale Charters, Schawna Thoma & Michael Powell, Richard Tillman, Sheryl & Doug Tollarud, Totem Ocean Trailer Express, Stacy Walker, Bruce Walling, Wells Fargo Bank, Linda Rose Weppner, WESTAF, Dawn Wilcox, Josie Wilson, Heather Wollrich, Wendy Woolf