



SCHOOLHOUSE ROCK LIVE!



AESOP BOPS!

JABALI AFRICAN ACROBATS

THE GRUFFALO'S CHILD



2014-2015 ANNUAL REPORT

ALASKA JUNIOR THEATER

2014-2015 PROFESSIONAL FAMILY THEATRE



A MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

Alaska Junior Theater (AJT) has successfully closed our 33rd Season. We opened in October 2014 with a special Halloween evening performance of *Schoolhouse Rock Live!*, a live interpretation of the pop-culture phenomenon we all know and love from TV. In December, we presented Judy Blume's iconic book, *Otherwise Known as Sheila the Great*, brought to life onstage with engaging songs, creative sets and a powerful message of building confidence and self-esteem. We took over the Atwood stage with *Jabali African Acrobats* - widely regarded as "Kenya's high energy super-circus." In March, Master Storyteller David Gonzalez kept kids on the edge of their seats with imaginative and interactive storytelling in *Aesop Bops!* We ended the season with *The Gruffalo's Child*, the highly anticipated sequel to *The Gruffalo* (which we presented in 2013). In all, we had a good mixture of culture, music, stories and life lessons for children to take away from these performances.

During 2014-2015, we had three school shows that exceeded our goals. We moved shows to the larger Atwood Concert Hall or added additional days to accommodate the demand. Our Annual Benefit Dinner featured an action-packed performance from Jabali African Acrobats, and although it was early for AJT in January, we raised a \$34,000 for our education programs. With the success in fundraising and amazing sponsors and advertisers, we ended the year with a positive balance.

This fiscal year, AJT continued to make progress toward reaching our strategic goals through programming and outreach by accomplishing the following:

- 39,755 students and teachers attended our school performances with 8,403 of those attending from a Title I (low-income) school. The school performances achieved 102% of the revenue goal.
- *Schoolhouse Rock Live!*, *Jabali African Acrobats*, and *The Gruffalo's Child* all exceeded expectations for school attendance. *Jabali African Acrobats* helped to build stronger bonds within the community as we collaborated with Black Arts North Academy, Alaska Pride, UAA Glee Club and Underground Dance Company creating an opening act for the public show. The acrobats gave two African dance classes; the Mountain View Library hosted a record breaking (for any Mt. View library event) 100 people in attendance. These outreach programs were so successful that they even received a great article in Alaska Dispatch News, Alaska's largest newspaper.
- In partnership with 21st Century Community Schools, AJT hosted four artist workshops in Title I After-School programs at Muldoon, Nunaka Valley, Ptarmigan and Wonder Park Elementary Schools with a focus on musical theatre and storytelling.
- At the Halloween night performance of *Schoolhouse Rock Live!*, AJT partnered with 18 organizations to provide AJT's third community Trick-or-Treat Party after the public show; continuing a successful AJT Halloween Tradition.
- Acted as an anchor for *Jabali African Acrobats* to travel to Seward, Alaska where two school shows and one public performance were all filled to capacity!
- 269 volunteers helped make this season a success with 1,125 hours. This helped AJT raise the curtain on 47 performances, host 24 outreach events, and change the lives of nearly 48,000 individuals in Anchorage and the surrounding communities.
- AJT's Board held a tequila tasting event, welcome dinners, Super Bowl party, a garage sale and participated in the Visit Anchorage Charity Walk raising nearly \$11,000 towards our Education Programs.

As part of our mission of bringing the best performing arts from around the world to Alaska's young audiences, AJT continues to offer subsidized tickets to age-appropriate school shows with direct ties to Alaska Content Standards, study guides and bus transportation for students. Reaching nearly 40,000 students and teachers and providing 2,300 full scholarships throughout the year, AJT is ensuring every child has access to the wonderful world of LIVE performance.

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

Sincerely,



Brian Singleton
Board President



Lainie Dreas
Executive Director

[It is] wonderful to have students in the community seeing live arts. This is very valuable and makes a lasting impression.

— Kindergarten Teacher, Ursa Major Elementary.



Students from Wonder Park Elementary participate in an after-school program with the cast of *Schoolhouse Rock Live!*

ABOUT ALASKA JUNIOR THEATER

Alaska Junior Theater (AJT) is a nonprofit organization that has been bringing the best in professional theater from around the world to Alaska's youth and family audiences for 34 years. Each year, nearly 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 theatre, music and dance performances to young people and families in smaller Alaskan communities. For the 2014-2015 Season, AJT built upon its relationships with cultural and community organizations and worked with many local performing arts groups to celebrate Black History Month and anchored a tour to Seward with **Jabali African Acrobats**.

CREATING ACCESSIBILITY

AJT is committed to keeping ticket prices low, allowing children of all financial levels to have a professional theatre experience. Our low educational ticket price of \$8 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 \$8 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 over 1 million children and parents!

2014-2015 Board of Directors

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Karen Gasque, Second Vice President
Mary Jackson, Secretary
Ryan Jaramillo, Treasurer

Denise Brown Robinson
Yvonne Charles
Jim Kostka
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Jennifer Stratton
Amber Wolf
Karen Worthington

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Lainie Dreas, Executive Director
Leah Kellerby, Education Associate
Robert German, Marketing Associate

Michael Cross, Technical Director
Rod Mehrrens, Set Rebuilder
Lorrie & Morris Horning, Founders



Families enjoy storytime in the lobby before the public performance of *Aesop Bops!*



The *Gruffalo's Child* castmembers decorate mouse bookmarks alongside fans at a book reading & craft workshop at Loussac Library.



Parents learn about upcoming shows as kids spin the wheel of prizes at AJT's Reading Rendezvous booth.

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, regardless of their socioeconomic status.

Highlights of AJT's 2014-2015 Season:

- Provided 2,300 student scholarships to school shows.
- Raised the curtain on 47 performances.
- Reached 47,603 community members through educational performances and outreach activities.
- Partnered with 269 volunteers who contributed 1,125 of hours to ensure youth have access to the performing arts.
- Conducted 24 master classes, lectures or outreach events.
- Allocated 537 complimentary tickets to public shows.
- Distributed pre-performance study guides to teachers in the Anchorage and Matanuska-Susitna Borough School district teachers.

Schoolhouse Rock Live! – AJT's annual Halloween Trick-or-Treat Party was held after the public show on all four floors of the Alaska Center for the Performing Arts, giving community businesses a chance to participate in a safe environment to hand out candy to kids.

AJT staff does such a wonderful job to keep quality shows coming to Anchorage for students of all ages. You are very organized, helpful and see to the satisfaction of your teachers and students. – Kindergarten, Government Hill.

Otherwise Known as Sheila the Great – While show attendance was below goals, those who came truly enjoyed the experience.

Best performance I've been to yet! Sound was good, easy to understand, age appropriate theme for my 5th graders. – Grade 5, Rilke Schule.

Jabali African Acrobats – The performers worked in conjunction with other community organizations to put on a collaborative performance that celebrated Black History Month.

They were sitting on the edge of seats to see what would happen next! The kids loved this show! – Grade 1, Rabbit Creek Elementary.

AJT's Annual Benefit – Jabali African Acrobats performed as we celebrated 33 years of bringing the best in professional family theatre to Alaska during our annual benefit and raised more than \$34,000.00 for our Education Programs.

Aesop Bops! – David Gonzalez charmed all audiences with his captivating style of storytelling and interactive songs.

They loved the humor, storytelling and movement. They continue to sing parts of songs with the motions for several days after the performance. They talked amongst themselves making comments like, 'Wasn't he funny?' 'How did he make so many faces?' and discussing which part they liked best. – Kindergarten, Ravenwood Elementary.

The Gruffalo's Child – The highly anticipated British sequel to **The Gruffalo** exceeded revenue goals for school performances and reached 92% for the public performance.

I love that you bring in plays for the younger grades. I really appreciate the timing of later in the school year as those as at the beginning of the year are way more hectic. – Kindergarten, Birchwood ABC



Performers of AK Pride rehearse for their opening act before the public performance of Jabali African Acrobats



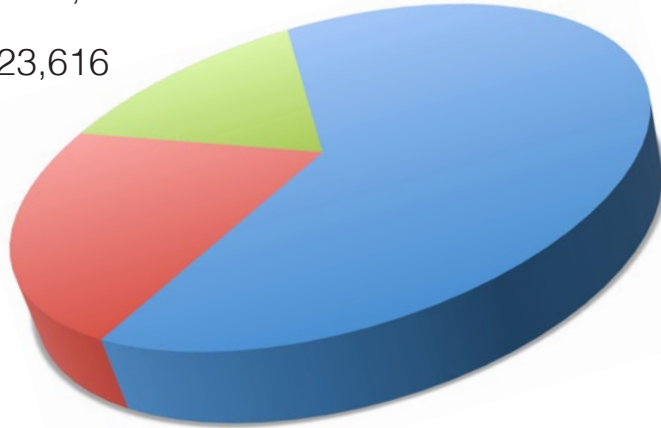
Board members, ambassadors and friends mingle at AJT's 2nd Annual Tequila & Beer Tasting Fundraiser.



The cast of **Otherwise Known as Sheila the Great** reads the book aloud to an audience at a community outreach event at Loussac Library.

Total Revenue: \$540,693

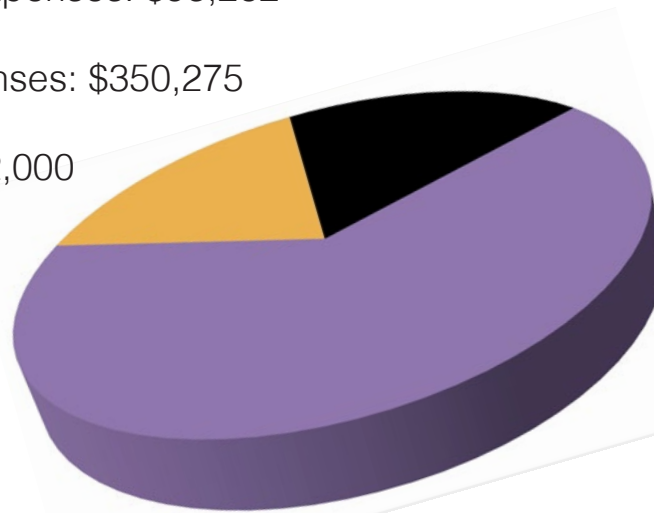
- Earned Income: \$338,877
- Contributions: \$123,616
- Grants: \$78,200



Schoolhouse Rock Live!

Total Expenses: \$540,537

- Administrative Expenses: \$98,262
- Production Expenses: \$350,275
- Troupe Fees: \$92,000



Jabali African Acrobats



Aesop Bops!

Alaska Junior Theater's performances would not be possible without the generous support of our donors. Thank you!



The Gruffalo's Child



2014-2015 COMMUNITY SUPPORT



**Crossroads Production
Light & Sound**

**Barnard & Rachel
Gottstein**



**Jacqueline Carr
The Carr Foundation**

Haf & Half, Inc.

**Rose Kapingen
Foundation**



**Jacqueline Holzman,
Frank Jeffries &
Jordan Jeffries**



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AAA Billiards Sales & Service
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Agnew: Beck Consulting, LLC
Tam Agosti-Gisler
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Alaska Center For The Environment/Trailside Discover
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Alaska Clinical Skin Care, LLC
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Alaska Dinner Factory
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Alaska Mill & Feed
Alaska Public Media
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Alaska Sealife Center
Alaska Sunset View Resort
Alaska Tech Services
Alaska Zoo
Andrew Allen & May Lee-Allen
Allen & Peterson Cooking & Appliance Center
Allure Day Spa & Hair Design
Altman, Rogers & Co.
Anchorage Concert Association
Anchorage Concert Chorus
Anchorage Lofts Hotel
Anchorage Marriott Downtown
Anchorage Museum
Anchorage Opera
Anchorage School District
Anchorage Senior Center
Anchorage Suzuki Arctic Cat
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Jason Baer
Stephanie Bahner
Bear Tooth/Moose's Tooth
Mark Beiler
Bell's Nursery
Nate & Kristie Benson
Sandra K. Black
Ed & Emily Blahous

Blockbuster Video
Bosco's
Adam Bowens
Boys & Girls Club
Patty Brown
Laura & John Bruce
Vee & Franklin Bruno
Ted Bryant
Irene Bulaong
Michael Buzinski*
Cabin Fever
Cabo Coffee
Ellen Call
Carrs-Safeway
Catered Blessings Dessert First
Cattivo Dance Company
Cattle Company Steakhouse
Mayra Cedeno
Connie Chambers
Bill Chambers
Tyrone & Yvonne Charles*
Chepo's
Lucian Childs
CIRI Alaska Tourism
Classic Toys
Sarah Cleary
Coca Cola of Alaska
Color Art Printing
Joshua & Anelis Comeau
Costco
Credit Union 1
Cyrano's Theatre Company
Dark Horse Coffee
Shannon Daut
David Green Master Furrier
David's Jewelers
Anna & Steve Davis
Dell
Delta Sigma Theta, Alaska Chapter
Denali Graphics and Frame
Denali Media
Denali Zipline Tour
Diamond Airport Parking
Diane Hoffbauer
Dianne's Restaurant
Dimond Ice Chalet
Disneyland Resort
Mary Knox Dodge
Doll House Pottery
Dooley's Tuxedo & Costumes
Marcela Doubrava
Al Dreas & Toni LaChappelle
Lainie Dreas+
Russell Dudley
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Embassy Suites
EMC
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Fairy Flute Instructions
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First National Bank Alaska
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Fred Meyer Community Rewards
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GCI
Glacier Brewhouse/Orso Ristorante
Glacier City Snowmobile Tours
Don Gomes & Annie Holt
Rick Goodfellow & Jan Ingram
Grand Denali Lodge
Grays Chiropractic
Great Alaska Council/Boy Scouts Of America
Great Harvest Bread Company
Rachel Gregory
Sheila Hayes Grubbs & Alfonso Grubbs
H2Oasis Waterpark
Harp by Skookums
Harry J McDonald Memorial Center
Walter L. Hays & Joann Shore
Lou Ann Hennig
Her Tern
Eric & Robin Hill
Hilltop Ski Area
Hilton Anchorage
Holiday Stationstores
Amanda Holmes
Lee Holmes
Lorrie & Morris Horning (AJT Founders)
Tom & Cheryl Howdyshell
Heather Howell
Humpy's Great Alaskan Alehouse
Husky Homestead
Inlet Tower Hotel & Suites
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Jewel Lake Tastee Freeze
Jitters
Jennifer Johnston
Johnstone Supply
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JPS Home Maintenance & Repair
Kaladi Brothers Coffee Company
Kaleidoscope Play Studio
Kare-N-Hands
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Logistics, LLC
Long Branch Saloon
Loves
Gina & Ken Luckey
Tina Lynch
Lynden Family of Companies
Shanna Mall
Tara Martich
Paula & Mike McCarroll
Bryan Meshke
Margaret Metcalfe
Mike Miller
Russ & Tish Millette
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Ann Morgester
Mr. Prime Beef
Bruce Neeno
Daniel I. Newman
Northern Lights Celtic Dancers
Andrew Nuytten
Office Max
Ohana Media Group
Once In A Blue Moose
Over the Rainbow Toys
Ozarks
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Rise and Shine Bakery
Vin Robinson & Denise Brown Robinson
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Round Table Pizza

Salon Ivy
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Santa Ana Zoo
Rick Schanche
Scooper Trooper LLC
Sea Galley
Elizabeth & Luke Serrano
Seward Fishing Club
Gabriella Shaw
Side Street Espresso
Tracy Simmons
Jill & Brian Singleton*
Skinny Raven Sports
Smithsonian Arctic Studies Center
Snow City Cafe
Sorooptimist International of Anchorage on Cook Inlet
Spenard Roadhouse
Ivy Spohnholtz & Troy Bowler
Stardust Photography
Bob & Jennifer Stratton*
Bill Stringham
Studio 49
Sullivan's Steakhouse
Summit Spice & Tea Co.
Sunshine Custom Promotions
Sunshine Fitness & Sports
Sweet Caribou
Pam Tanora
Ted Stevens Anchorage International Airport
Richard & Deanna Teders
The Flying Dutchman
The Midnight Sun Cakery
Alexis & Mike Tibor
Richard & Janet Tillman
Title Wave Books
Tons Of Fun Entertainment
Margaret Tuttle
Ultradent Products
UnWINEd
Upper One Studios
Visit Anchorage
Vital Communications Inc
Wabi Sabi Beads
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