

The 52nd Street Project Annual Report 2019-2020

The 52nd Street Project
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The mission of The 52nd Street Project, a community-based arts organization, is to bring together kids from Hell's Kitchen in Manhattan, starting at age ten and lasting through their teens, with theater professionals to create original theater offered free to the general public. By building on the core experience of accomplishment and collaboration, the Project fosters a sense of inclusion in a place where the children belong and where their creative work is the driving force. Through long-term mentoring relationships and exposure to diverse art forms (including Poetry, Photography, Theatrical Design, Dance, and Filmmaking), the Project seeks to expand the children's means of expression and to improve their literacy, their life skills and their attitude towards learning.

Here are some of the highlights of an eventful 2019-2020:

- Between July 1, 2019 - March 2020, the Project produced 8 productions and engaged 60 young people, ages 9 to 18, in our innovative writing and performance programs. Additionally, roughly 150 professional theater artists volunteered to assist the young people in either writing a play or performing one. Project performances brought in 1,579 audience members.
- In person programs were suspended March 16, 2020 in response to COVID-19 and we quickly transitioned to virtual programming. Between March 24 - June 30, 2020, 89 Project members participated in virtual programming, which included Radiomaking, Artmaking, and 2 sessions of Playmaking Stage-One. An additional 90-100 professional theater artist volunteered to support our young people.
- The Project piloted a new program, Playbuilding, in August 2019. This weeklong program saw 3 Project seniors lead 10 younger members to create devised theater. Playbuilding highlights our prioritization on building a sense of community by having veteran Project members serve as role models while working alongside younger members.
- 100% of our senior class (12) graduated from high school and 31 alumni enrolled in college will be receiving \$1,000 scholarships as part of our Ron Black Memorial Scholarship Fund.

The following is an overview of The 52nd Street Project's financial information for the fiscal year ending June 30, 2020.

Total Income: \$1,660,081

Program Expenses: \$1,505,465

Fundraising Expenses: \$150,017

Administration Expenses: \$157,562

Ending Net Assets - \$18,075,946

Board of Directors

Lisa Benavides, actor, professor, NYU

Rachel Chanoff, Director, The Office; performing arts & film

Cathy Dantchik (co-chair), financial recruiter, Greythorne Associates

Carolyn C. DeSena, founder, WEforum Group

Wendy Ettinger (chairperson emeritus), co-founder, Chicken & Egg Pictures

Louis P. Friedman (co-chair), Managing Partner, Flexis Capital

Alexandra Gersten-Vassilaros, writer

Robert Goldberg, President, Yorke Construction Corp.

Stephen Graham (chairperson emeritus), literary professor, Bard College; founding trustee of the New York Theatre Workshop

Annie Hausmann, consultant

Natalie Hirsch, Artistic Director, The 52nd Street Project

Valerie Kay, Managing Director, Institutional Securities, Morgan Stanley

Noël Mihalow, President, Prime Films

Roseline Michael Neveling, Senior V.P., Global Business Development, Sotheby's

Carol Ochs, Executive Director, The 52nd Street Project

Willie Reale, founder, The 52nd Street Project, writer

Gus Rogerson, Producing Director, The 52nd Street Project

Shirley Rumierk, actor, Project alum

Jose Soto, Jr., actor, Project alum

Merritt Tilney (treasurer), Executive Coach/Leadership Development, AMT Coaching

Wendy vanden Heuvel, director, piece by piece productions

Mark Whatley, Managing Director, Evercore Partners Inc.

The 52nd Street Project is tax-exempt under section 501 (c)(3) of the Internal Revenue Code. Donations are tax-deductible to the extent allowed by law.