



Young
Audiences
Arts for
Learning

Oregon & SW Washington

*Annual
Report*

Young Audiences is
the region's leading
source of varied
arts in education
programs and services.



2011

Together we **CHANGED 93,000 Kids' Lives** through the Arts!

*dance
theater
music
visual arts*

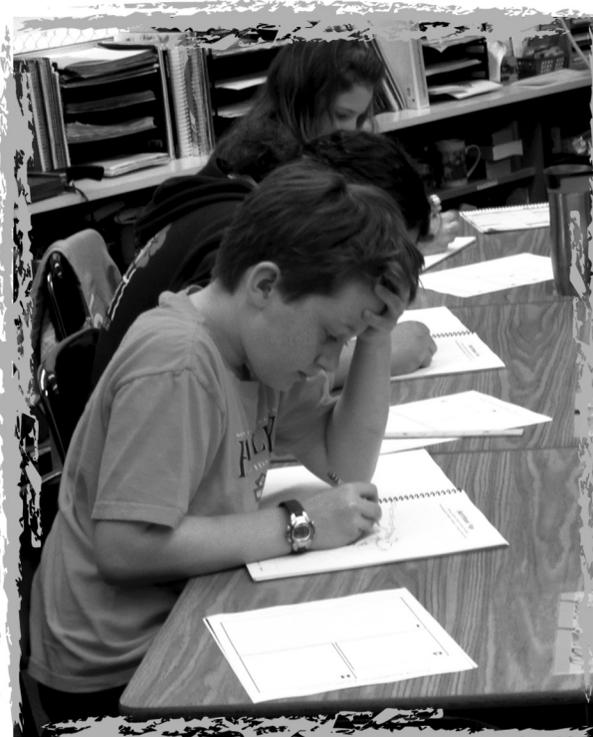
programs
were provided to
more than
224 schools



93,000 students
engaged in
authentic
performances,
creative residencies
and workshops.

88% of Young
Audiences funds
went directly to
programs that
benefit children.





We continue to significantly close the gap between those who have access to arts and aligned educational experiences and those who do not.

Together we **CHANGE** *Kids' Lives!*



A Letter from The Executive Director

It is truly an honor to begin my tenure as Young Audiences Executive Director. I am humbled by the responsibility, excited by the opportunity and mindful that I am directing an organization that for 54 years has provided generations of children with opportunities to engage in high quality art experiences with professional artists. I am dedicated to strengthening our core program base, building our integrated arts and professional development programs, and bringing our varied residency offerings to summer and out of school times.

I bring to Young Audiences a lifetime commitment to children, the arts and education. As an educator, I deeply understand the role the arts play in nurturing creativity, building cultural awareness and understanding, and enhancing the development of children's learning and life skills. I value the opportunity to work with our dedicated board, funders, staff, artists and volunteers to close the gap between children who experience rich and engaging arts programs and those who do not.

Young Audiences of Oregon, Inc. has, with support and involvement of its donors, volunteers and the national YA organization, advanced the artistic and educational development of children by building bridges between artists, arts organizations and education. I look forward to continuing and extending YA's mission and past success in partnership with those that share our passion for arts, education, and children.

On behalf of our Board and staff, I would like to thank all of you for making a real and positive difference in the quality of life for thousands of children across Oregon and SW Washington over the past year through Young Audiences':

- Full-scale implementation of the i3 Innovation in Education program in the Beaverton School District
- Growing collaboration with The Right Brain Initiative as its implementation partner
- Implementation of the Board's business and strategic plans
- Improvement of financial systems that promote progress monitoring through advanced accounting procedures
- Growth in the Run For The Arts program
- Increased success of core arts in education programs

I look forward to our continued work on behalf of children, the arts and education. I know that, together, we can significantly improve the lives and education of children throughout Oregon and SW Washington.

Sincerely,

Denis Hickey
Young Audiences of Oregon, Inc.



You Matter

Young Audiences' accomplishments over the past year were made possible by the continued commitment and active involvement of hundreds of donors, volunteers and supporters. Young Audiences relies on the support of foundations, individuals and corporations that share our heartfelt commitment to improving the lives and educational opportunities for every child. We are sincerely grateful to each of our dedicated and loyal supporters for their trust, involvement and generous commitment to helping us fulfill our mission. Together, we have indeed made a real and tangible difference for thousands of individual students, artists and organizations across Oregon and SW Washington.



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up to \$999

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vocable Trust •
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• Sarah Ferguson



Why We Matter

Today, the most essential K-12 resources are directed toward a narrow bandwidth of core literacy (reading, writing and mathematics) and away from the broader Liberal Arts and Humanities programs many of us experienced as children. Higher levels of accountability (standardized test results) in these subject areas are the driving forces behind most instructional decisions in our schools and districts. Teachers today are hard-pressed to provide adequate instructional time in the sciences, health, physical education, music or the arts. Young Audiences' mission to enhance children's learning by providing arts education and arts programming has never been more relevant and its work never more important than today.



What We Do

The past year was an eventful one for Young Audiences of Oregon, Inc., and we can be pleased with our accomplishments and successes. We continue to make a significant impact on closing the gap between those who have arts opportunities and aligned educational experiences and those who do not. Our residencies continue to grow and improve, our partnerships with Beaverton School District and The Right Brain Initiative are producing fabulous results for children and Young Audiences core programs, especially the Run For The Arts, are reaching thousands of children and hundreds of schools annually.

Our Programs and Partnerships

Young Audiences continues to further develop and enhance its core programs, especially residencies. A residency is a sequential series of classroom visits by a professional artist or arts group designed to help students gain proficiency in a particular art form by immersing them in a long-term, creative experience. Through our partnerships with The Right Brain Initiative and the Beaverton School District we are now offering the community three different types of residencies.



Young Audiences
Arts for Learning
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A Young Audiences Residency targets a specific art form. These residencies are solely about the arts and their main target is the development of arts knowledge, skills and understanding in a variety of forms (e.g., visual and performing arts) and creating original art pieces.



Arts for Learning

In partnership with the Beaverton School District, Young Audiences, Inc., WestEd, and the University of Washington we have launched a five-year, \$5,000,000 Investing in Innovation (i3) research project. The Arts for Learning (A4L) program targets increased literacy achievement through the power of arts integration into core literacy subjects (e.g., reading and writing). A4L residencies have been developed to promote achievement and foster 21st century skills such as creative and critical thinking, problem-solving, collaboration and communication.



Young Audiences has been the Implementation Partner to The Right Brain Initiative (RBI) since it was established in 2007. The RBI residency targets 21st century skills development by embedding math, science, reading, and social sciences with quality art experiences through integrated units of study.

All of these residencies, though different, use the power of the arts to transform learning and to inspire creativity and innovation. Young Audiences is proud to be the only arts education organization in the region to offer such a wide variety of residency options to schools and teachers.

• Collin Foster
• Kathleen & Clifford Foster • Charles Fraiser
• Paul & Nancy Frisch • Olivia Froebe • Shawn Garnett • Scott Goins • Judy Graves • Katie Greshowak • Ken J. Griggs • Michelle Grillo • Susan Hale • David & Jan Halsey • Don & Mary Jane Hamaker • Noelle Harer • Joyce Harris • William & Barbara Harris • Harold Hartfeil • Steve & Denise Hawke • Steven & Anamarie Hefeneider • Peter Fels & Nancy Helget • Joseph & Tysa Hempfling • Mike & Donna Henderson • Kari Herinckx • Jose Hermocillo • Denis Hickey • Enoch Huang • Julianne Johnson • Selah Johnson • Andreas & Kimberley Joly • Elizabeth S. Joseph • Judith Kafoury • Julia Kern • Rachel King • Carolyn Knisely • Rebecca Kremer • Tim Krouse • Yuki Lamb • Gary Landers • Wayne & Carolyn Landsverk • Helena B. Lankton • Richard Lariviere • Cindy Laurila • Kristina Leck • Michael & Eva Leech • Michele Livingston • Phillip & Rosie Lovings •

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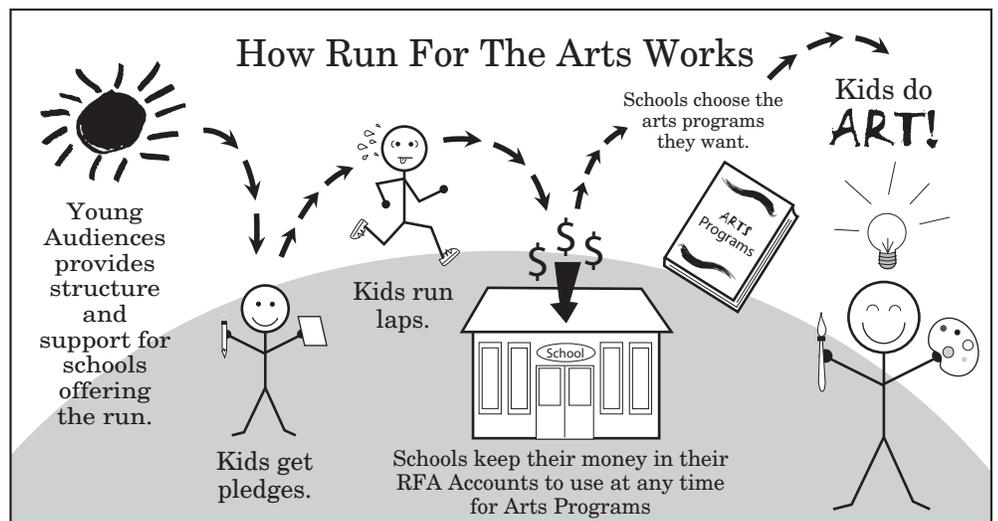


Students "Run For The Arts" with actors from Imago Theatre Company

Run For The Arts

Young Audiences facilitates The Run For The Arts Program to support schools in raising funds dedicated to the arts. It is an annual jog-a-thon conducted by individual schools throughout Oregon & SW Washington and coordinated by Young Audiences. Students secure pledges for laps run, earn points, win prizes and raise funds to ensure the arts are present in their school. Each school keeps the money they raise in their Run For The Arts account to use at any time for arts programming. These funds make it possible for educators to bring artists and art organizations into their schools and classrooms. Funds may also be used to pay for field trips to see performances and exhibitions and/or purchase art supplies.

In the 2010-2011 school year, nearly 22,000 students in 82 schools from 13 different school districts in 6 counties participated in the Run, generating over \$730,000 for art programs in area schools. The 2010 Run was the most successful in years, generating the bulk of funding for arts education programs in area schools.

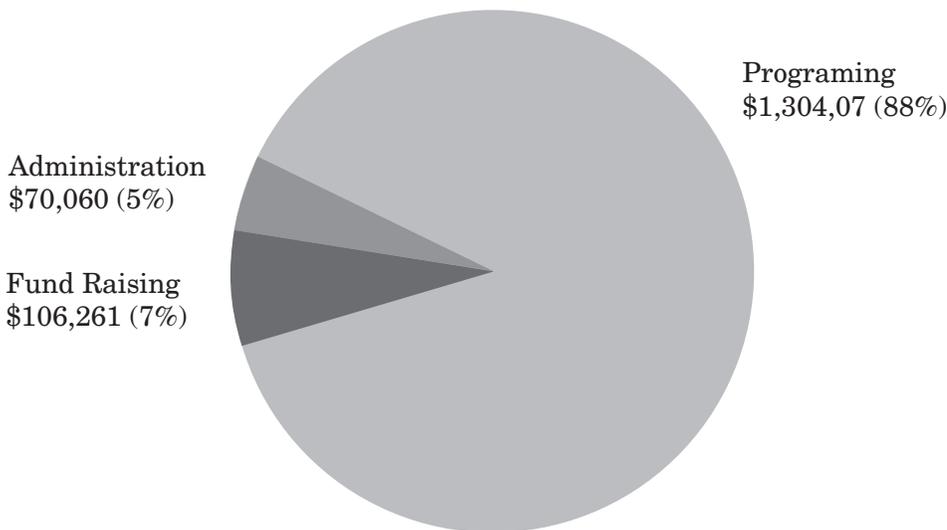


Financials

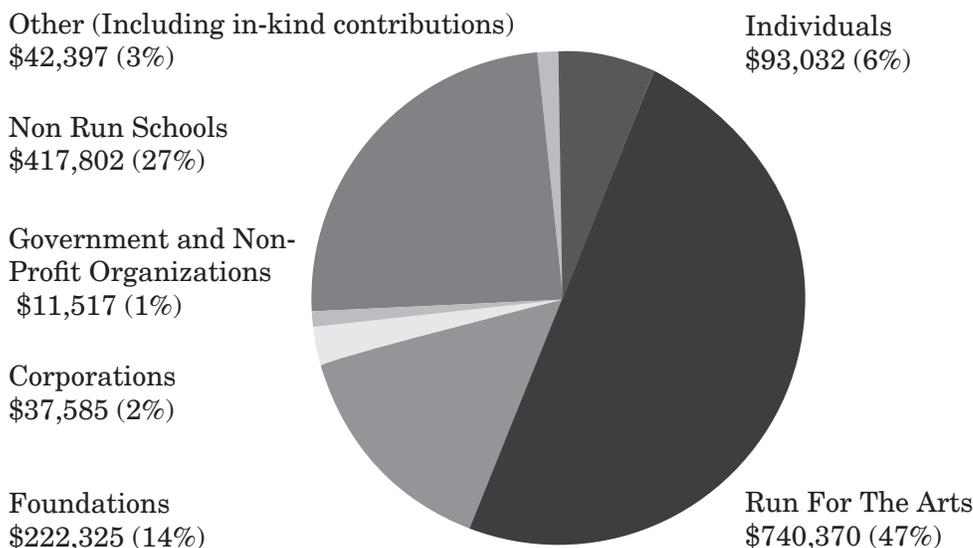
Over the past year, Young Audiences has implemented a strategic approach to improve and refine its accounting practices and processing structures. These newly implemented procedures and protocols have fostered improved budgetary progress monitoring, an enhanced data analysis system and increased efficiency. The net result is an overall improved financial picture for the organization.

Young Audiences is committed to continued financial improvement through better management of the budgetary and accounting processes, cultivation of new individual donors and increased program revenues through new offerings.

TOTAL EXPENSES \$1,480,393



TOTAL REVENUES \$1,565,028



Amy Roloff •
 Dr. & Mrs. Don
 V. Romanaggi
 • Consuelo Ro-
 manski • Susan
 Rosenbloom •
 Judith Ruben •
 Maria Schell •
 James & Kathy
 Schlotfeldt •
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 berger • Joan L.
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 thony Wilcox •
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 Wood •

2012 AND BEYOND



Young Audiences is excited about a future full of promise. We've defined a new vision that works toward assuring each child in Oregon and SW Washington has access to varied and engaging arts opportunities. It is a time of challenge indeed, yet it is also a time of great opportunity and renewal for Young Audiences.

It is time to reconnect with our community: funders, volunteers, artists, art organizations, supporters and educators to address the arts education gap. Together, we must create opportunities to engage children in quality arts learning experiences that nurture creativity, build cultural understanding and enhance the development of their learning and life skills. Our aim is clear - to put student needs (academic, social and emotional) at the center of our work, and in doing so, help each child realize their fullest potential as a lifelong and active learner.



TOGETHER WE HAVE THE POWER TO REALIZE OUR DREAM OF EVERY CHILD BEING
engaged, inspired and ready for the future.



WE CANNOT SOLVE
OUR PROBLEMS WITH
THE SAME THINKING
WE USED WHEN WE
CREATED THEM.

~ Albert Einstein

Our Generous Donors Make It All Possible!

\$20,000 and above

Hedinger Family Foundation • The Collins Foundation • Regional Arts & Culture Council, including support from the City of Portland, Metro, and Clackamas, Multnomah and Washington counties

Up to \$19,999

Dizzy Feet Foundation • Far West Fibers, Inc. • Fred Meyer fund of the Kroger Co. Foundation
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Up to \$4,999

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Foundation • H.W. Irwin & D.C.H. Irwin Foundation • The The Jackson Foundation • Leupold
& Stevens Foundation • Norris, Beggs & Simpson • NW Children's Theatre • Oregon Ballet
Oregon Children's Theatre • OSU Foundation • Pacific Power Foundation
Perkins & Company, P.C. • Phileo Foundation • Harold & Arlene Schnitzer CARE Foundation
Tumac Lumber Company Fund of The Oregon Community Foundation • Umpqua Bank
University of Oregon Foundation • Work for Art, including contributions from hundreds of
employees at companies throughout the Portland metropolitan area

Sunburst Society

Daniel & Kim Agnew • John & Christina Blackwell • Debi Bradway • John Branam
Ric Carey • Mike & Kathren Cavanaugh • Cheryl Cebula • Elizabeth Cebula • Mary Clark
Dr. Suzanne Cusick • Dr. Albert Davidian • Dr. Michael Davis • Matthew Felton
Barkley Hedinger • J. Clayton & Sudee Hering • Kiki Hillman • Greg & Mary Hinckley
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Judy Rompa • Doug & Marie VerMeer • Paula Wight

JOIN US IN MAKING A DIFFERENCE
today, tomorrow and into the future...

CONTACT US AT YA-OR.ORG

2012 ~ WHERE WE'RE HEADED

with Your Help!



KIDS NEED ART!

2011-2012 Board of Directors

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President
- Debi Bradway
- Cheryl L. Cebula
- Dr. Suzanne Cusik
- Barkley Hedinger
- Kiki Hillman
- Robin Mesher
- L. Jan Robertson
- Judy Rompa
- Paula Stewart Wight

Al Davidian - President 2010-2011

Current Staff

- Denis Hickey
Executive Director
- Miriam Budner
Artist Programs Manager
- Christi Crowley
Development Coordinator
- James Evans
The RBI Implementation Assistant
- Josephine Kuever
School Liaison
- Briana Linden
The RBI Implementation Coordinator
- Debra Love
Controller
- David Meeseburg
Run For The Arts Liaison
- Carin Rosenberg
The RBI Implementation Manager
- Allison Tigard
Arts for Learning Program Manager



Young Audiences Arts for Learning

Oregon & SW Washington
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 Portland, OR 97205
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 www.ya-or.org

Regional Arts & Culture Council



Oregon Cultural Trust



OREGON ARTS COMMISSION