

**We believe that the opportunity to participate
in Drama changes lives and opens minds**

**We seek to give this opportunity to every
K-12 student in Saratoga public schools
(SHS + SUSD schools)**



Saratoga Theatre Arts

Boosting Drama and Theatre Arts programs, student clubs and productions in public schools within Saratoga, CA

Summary of 2023 - 2024

Review was presented and discussed at June 10 Board meeting

Donors seeking more information should contact secretary@saratogatheatrearts.org

23 - 24 Overview

We boosted approx. 260 Saratoga students this year (180 @SHS & 80 @SUSD)

Highlights

- **RMS** Drama Club really took off with **55 members!**
- Drama Club at **Saratoga Elementary** school running
- Drama coaches & club curriculum provided for **SUSD**
- Built highly productive partnership with Ms Villela's **digital photography class**
- Developed new relationship with **West Valley College Performing Arts team**
- Funded first time grant for **SHS English Dept Shakespeare workshops** (120 students)
- Moved to **Smugmug** site for photo galleries
- Introduced formal **grant application process**
- Built our newsletter audience to **480+ subscribers**

Lowlights

- Donations were significantly down: **\$25k from 59 people this year vs \$54k from 97 people in 22-23**
- Fewer students than we expected at SHS:
 - **Almost, Maine: 41 vs 55** (50 for The Crucible in '22)
 - **Something Rotten: 34 vs 68** (58 for Mamma Mia! in '23)
- 4 STA board seats went unfilled with 2 officers covering multiple areas

Outreach Summary

Expansion and Outreach goal:
Finance establishment of extracurricular Drama clubs in the 3 SUSD elementary schools and middle school.

- Grants to establish DCs approved
- Custom curriculums developed and provided
- Teachers sourced for SUSD hire
- PTA musicals sponsored through ad purchases at 2 schools.

Redwood MS: First full year of weekly DC!

DC Participation/ITS- 55/47 (19 new inductees, 10 graduating)

Productions-

Anastasia: 3 full casts

Alibis: 20 actors, 22 Tech, 11 Directors (spring play will likely continue annually)

Activities-

SHS Troupe Day Mini Fest (11)

SEF 10K Anastasia preview/Improve Games

Monologue-Fest (5)

24-25 Plans- Musical to be managed by E. Lockhart, M. Davies and E. Gavin to continue with DC program. '24-25 DC student board has been elected. New DC meeting day will be Monday!

Teacher-Eric Scoles (DC teacher) graduated in May from SJSU and may not be continuing for 24-25 school year. There may be a need for 2 teachers to satisfy needs enumerated by the membership.

Saratoga ES

2 month trial DC in fall of 2023 with 25 participants. Will do again in the 24-25 school year. Gianna Cagliostro will not be returning as DC teacher.

Foothill ES

In final planning stages for 2 month trial DC in the fall of 24-25. Waiting for further info before sourcing teacher(s).

Argonaut ES

PTA has decided to postpone DC trial camp indefinitely.

Volunteer Support Summary at SHS

What We Promised

- Provide Parent Producer for Fall Play and Spring Musical together with volunteer coverage per extensive volunteer plan
- Provide front-of-house for ComedySportz throughout the year
- Provide assistance with travel and hotel arrangements for CA Thespian Festival field trip
- Provide year-round showcasing of SHS Drama via STA website, STA social media, new photo site, monthly newsletter and newly-forged partnership with Ms Vilella's Photography class.
- Provide year-long Ludus box office admin
- Provide assistance with Drama messaging on school's electronic board and in the PTSO newsletter

What We Did

- Provided Parent Producer for Fall Play and Spring Musical together with volunteer coverage per volunteer plan involving ~55 parents giving 4+ hours each (220 hours+)
- Provided RMS group audition dates for SHS musical
- Provided front-of-house for all ComedySportz performances
- CA Thespian Festival trip planning & booking assistance offered
- All SHS performances showcased via STA channels. Coordinated **23** student photographers for **19** performances/events and processed **hundreds** of photos. Designed Shutterfly photo book for Almost, Maine
- **9** productions configured in SHS Drama Ludus account by STA
- Ensured Drama productions were advertised on the school's electronic board and in the PTSO newsletter in a timely manner

Financial Summary

- Number of donors from August 2023 to June 2024: 59

Donation Type	2023-2024	2022-2023
Benefactor	3,416	16,879
Business Sponsorship	4,000	8,930
Corporate Matching	2,900	4,870
Family Ads	238	471
Fall Play Participation + Buyout	7,265	8,427
Spring Musical Participation + Buyout	8,672	14,471
Grand Total	26,490	54,048

Comedy Sportz	Total Collected
Tickets	855.00
Concessions	101.00
Funnygrams	245.00
Total	1,201.00
Comedy Sportz - League Fees/Coaching spend	1,150.00
Profit (loss)	51.00

Financial Summary

- Total Spend 23-24 Vs. Budget

Other Expenses	Total Spend	Budgeted	Over(Under) Budget
Capital Gifts - Canopy	1,000.00	4,000.00	-3,000.00
Grants - ITS	4,650.00	4,500.00	150.00
Comedy Sportz	1,150.00	1,300.00	-150.00
SUSD - Ads & other	2,700.00	5,000.00	-2,300.00
Workshops - Shakespeare Company	900.00	0.00	900.00
Senior Awards	500.00	600.00	-100.00
Mainstage Production expenses	730.00		730.00
Overhead	841.22	3,000.00	-2,158.78
Total	12,471.22	18,400.00	-5,928.78

Next Steps for 24-25

Build a plan designed to break even for the 24-25 academic year

- Meet with SHS Drama Leadership & their advisor, Ben Brotzman, to understand their plans for the year and discuss how to boost more effectively (August)
- Meet with SHS English Dept to factor in their Shakespeare-related plans for the year and discuss possible boost
- Meet with SUSD liaison board members to go through plans, staffing and curriculum topics and discuss possible boost activity

Based on that input, together with our own brainstorming:

- Build a plan that boosts (both \$ and volunteer time) Drama and Theatre arts-related experiences at SHS and the SUSD schools that feed into the high school
- Build a fundraising plan to address our goals
- Build an outreach plan that supports and extends our influence to better serve students per our charter
- Target the October '24 board meeting for approval of our 24-25 plan

Next board meeting will be held on August 20 at 7pm

24-25 Board

President - Bridget Warwick

Treasurer - Sreela Venkataratnam

VP Communications - Sharon Peile

VP Outreach - Mahesh Umasankar

VP Fundraising - Francesca Berger

Secretary- Jean Aldrete

Parliamentarian - Cathie Thermond

SHS Liaison - Sreela Venkataratnam & Bruce Berger

Foothill Liaison/Chair - Erin Gavin

Redwood Liaison/Chair - Erin Gavin

Saratoga Elementary Liaison/Chair - Kara Maguire

Argonaut Liaison/Chair - open

Digital Media Chair - open

PR/Promotions Chair - Sapna Garg

Website Chair - open

SHS Drama - Ben Brotzman