



AMERICAN LEGACY THEATRE

FY 2022

ANNUAL REPORT

ENGAGE. EMPOWER. ENLIST.

Cincinnati, OH 45230
info@americanlegacytheatre.org



OUR MISSION

American Legacy Theatre generates inviting, reimagined theatrical experiences for all people to have a voice in enriching society.

OUR VISION

American Legacy Theatre aspires for a day when every American has access to the empathy-building art form of theatre, and has a respected voice “in the room where it happens.”

OUR FOUR PILLARS OF WORK

IN COMMUNITIES

Partnering with community to create original productions that drive empathy into action.

IN CLASSROOMS

Teaching youth to write, design, act in their own productions around issues they care about.

IN HOMES

Original productions inspired by community members are created in 7 days and performed virtually or in the inspiration's home to enjoy in their own home.

IN WORKPLACES

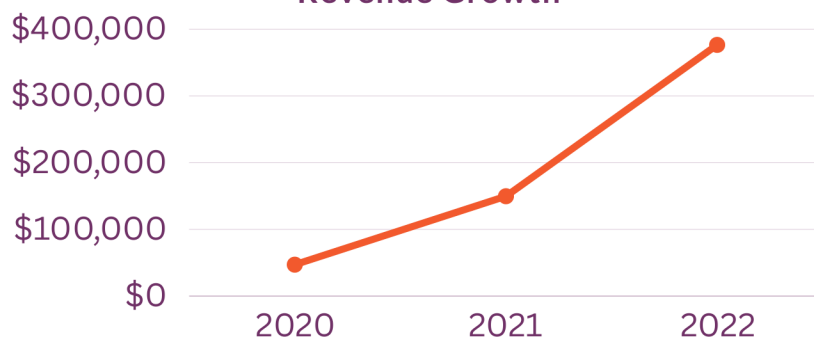
Programming that builds empathy and emotional intelligence to support business goals.



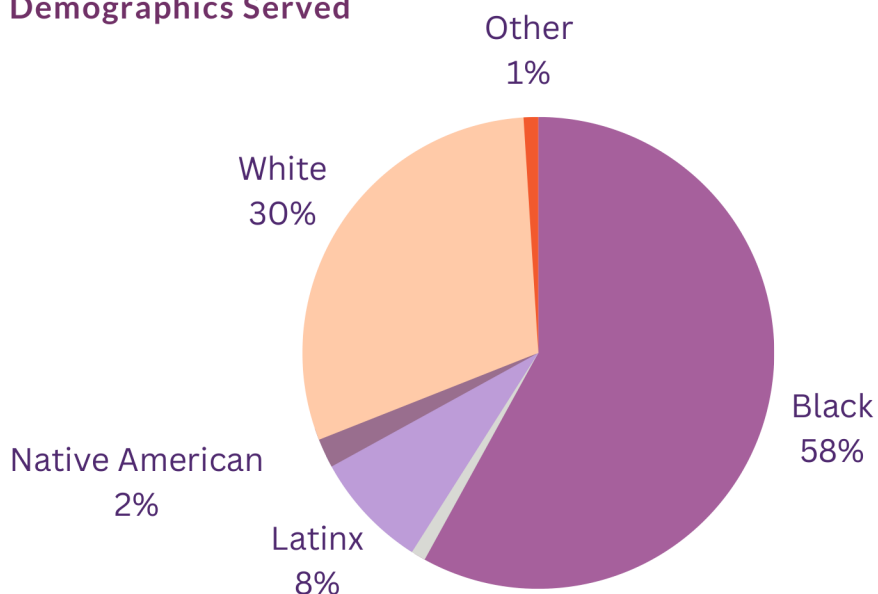
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For American Legacy Theatre, 2022 was a year of exponential growth. Here is a quick snapshot of the amazing strides made possible by the American Legacy Theatre *Empathy Army*, corporate sponsors, allies, and investors.

Revenue Growth



Demographics Served



Female Identifying

51%

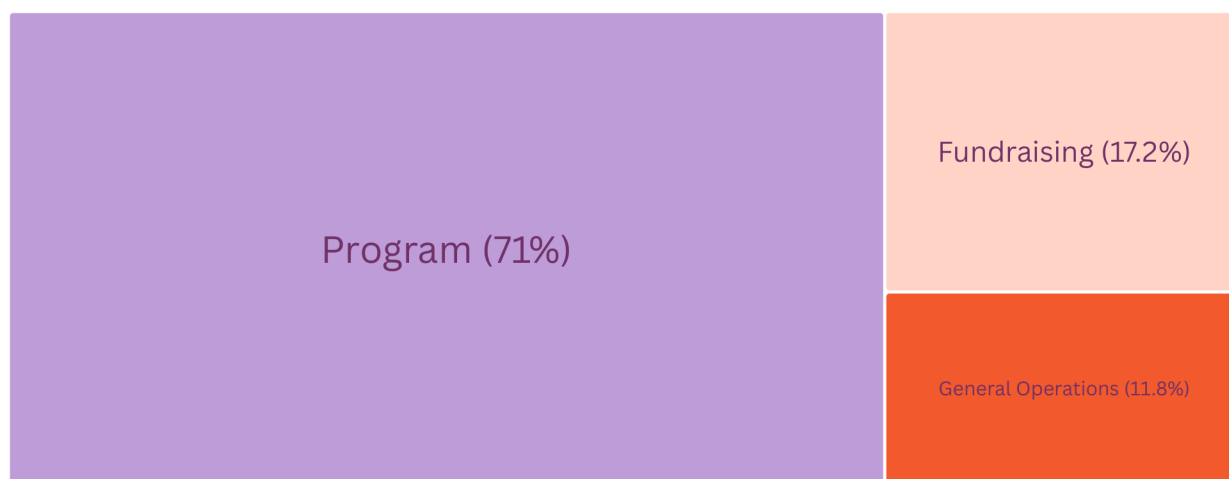
Year in Review

INCOME

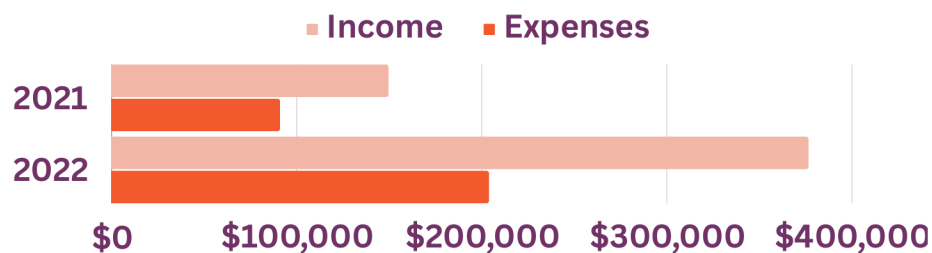
*Please note, these numbers include 5-year contribution pledges confirmed during FY 2022.



EXPENSES



*FY22's surplus went towards growing our team! We added a programmatic role to our full-time staff.



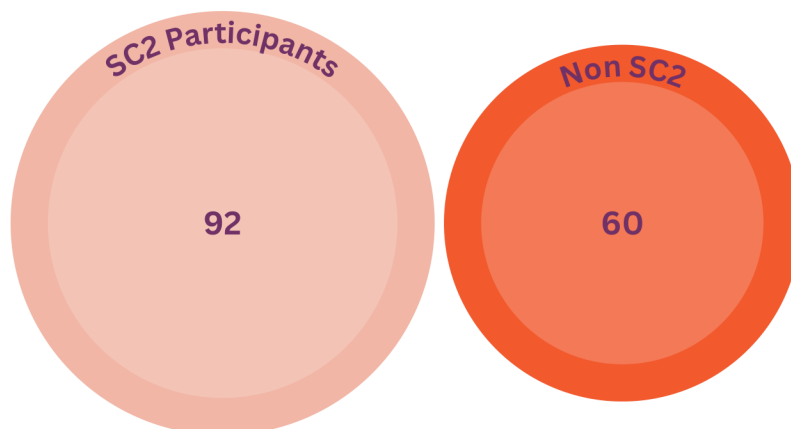
BUILDING AN *EMPATHY ARMY*

Who We ENGAGE

Percent Measurable Movement
Teaching Strategies GOLD® Assessment Standards Scores*

Children who participated in *In Classrooms* had 92% measurable movement after just 5 weeks.

Pre-K students receiving the otherwise identical Step Up to Quality: 5 Star Rated curriculum, without ALT In Classrooms, showed on average 60% measurable movement over 52 weeks.



1,500

In-Person Participants



2,350

Total Program Participants



850

Digital Participants



244

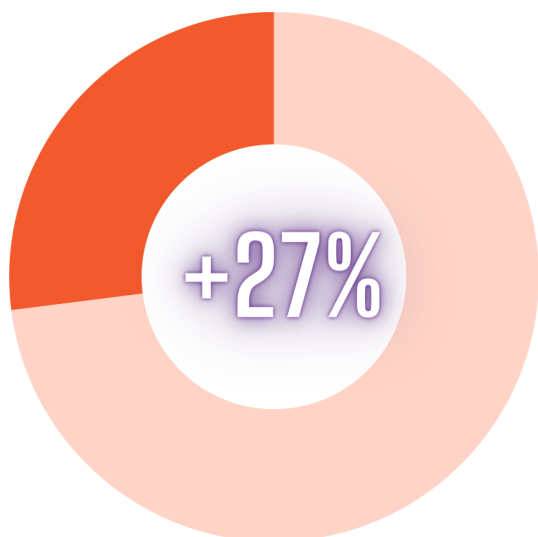
Hours of Instruction



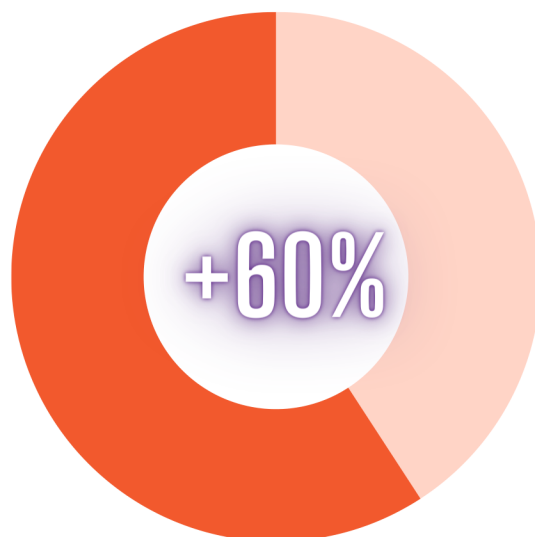
1,000

Youth Participants

How We Digitally **ENGAGE**



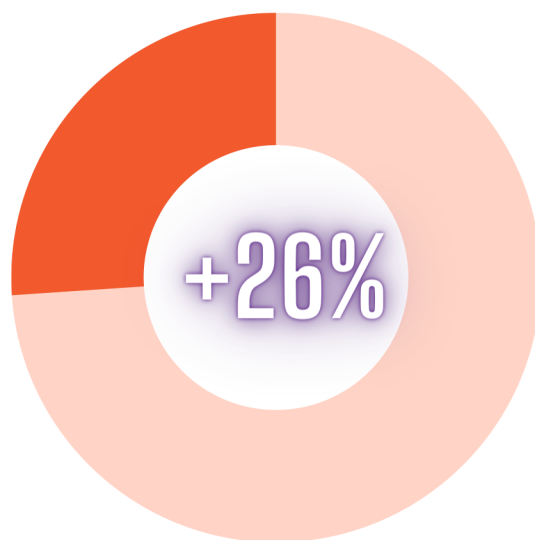
Facebook Followers



Twitter Followers



Instagram Followers



Unique Website Visitors

*From FY21

EMPOWER

American Legacy Theatre Transformational Giving Circles: *Empathy Army Brigades*

Protector's Circle (\$100,000+ over 4 yrs)

Defender's Circle (\$50,000-\$99,999.99 over 4 yrs)

Visionary's Circle (\$25,000-\$49,999.99 over 4 yrs)

Founder's Circle (\$10,000-\$24,999.99 over 4 yrs)



New Protector's Circle Leaders:

MC and Tom Brennan

The *Empathy Army* is now on a trajectory to serve twelve times as many students as originally planned from now through 2027 thanks to the transformational \$200,000 five-year pledge from Tom and MC Brennan to expand American Legacy Theatre's In Classroom program.

"This gift is truly transformational! Thanks to their foresight and commitment to community, MC and Tom have allowed us to better meet the needs of our region and be more flexible in partnership," says Executive Artistic Director & CEO Matthew David Gellin.

American Legacy Theatre Giving Levels:

Empathy Army Officers

Generals (\$25,000+ annually)

Major Generals (\$10,000-\$24,999.99 annually)

Colonels (\$5,000-\$9,999.99 annually)

Majors (\$2,500-\$4,999.99 annually)

Captains (\$1,000-\$2,499.99 annually)

Lieutenants (\$365-\$999.99 annually)

American Legacy Theatre *Empathy Army* Allies **EMPOWER**



THANK YOU!



**Bloomberg
Philanthropies**



American Legacy Theatre *Empathy Army* Needs You To **ENLIST**



WARRIORS NEEDED

Interested in...

volunteering?

info@americanlegacytheatre.org

giving a gift?

donate@americanlegacytheatre.org

auditioning or teaching with us?

info@americanlegacytheatre.org

WE NEED YOU
for the EMPATHY ARMY

Your American Legacy Theatre *Empathy Army* Leadership Team

Matthew David Gellin, *Executive Artistic Director & CEO*
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