

A large, circular inset image on the left side of the page shows a young boy with dark hair, smiling broadly. He is wearing a light gray t-shirt with a graphic. The image is partially obscured by the pink circular graphic and the text.

Year of New Beginnings

Act One Annual Report
Fiscal Year 2021-2022



“Act One has helped make this year special for our kids and has afforded them the opportunity to see places and things that they otherwise would not have. Thank you again for everything you’ve done for us this year.”

Stephanie - Teacher, Grade 5

As an Act One Donor, you deeply understand the value of arts education and the impact it can have on the lives of children. Your support offers teachers in Title I schools, like Stephanie, the opportunity to provide their students access to arts experiences. The Board and staff at Act One are extremely grateful that you continue to stand by our side to provide excellent arts education for children in Arizona.

Over the past 11 years, Act One has provided

250,000+

Field trips to Title I students in partnership with dozens of arts and culture institutions in Phoenix and Tucson. In 2021, Act One adapted to the pandemic by creating the first virtual reality arts field trip delivering a one-of-a-kind arts experience to

6,360

Title I students in metro, rural, and remote schools.

In 2022, the Culture Pass program was expanded to

120+

libraries giving library card holders of all ages access to arts and culture venues around Arizona.

This year we are increasing the number of arts field trips to meet the growing needs of Title I schools. Additionally, Act One will be creating new content for our VR program and visiting even more classrooms in remote parts of the state. We will increase access to the arts through Culture Pass, reaching libraries in every county in Arizona.

The generosity of our donors and partners, helps Act One make the world a better place. Your contributions ensure that Act One can provide thousands of children and families

FREE

and low-cost field trips, bus transportation for schools, VR experiences, and passes to arts and culture venues.

Looking ahead, we are excited about the next decade of Act One. Our ability to innovate, adapt, and grow in our commitment to provide education through the arts is only possible through the generosity of our donors and community stakeholders. Thank you for the vital role you play as our partner in making our mission flourish.



Bernadette Carroll
Act One Executive Director



Our Mission

The mission of Act One is to provide meaningful arts experiences that enhance the academic and creative potential of children and families in Arizona.

Our Vision

One day all Arizonans will acknowledge the value of creative arts experiences as a significant component of educational advancement and personal well-being.

Act One's Signature

Field Trip Program

Act One provides field trips for PreK-12, Title I students to local arts and culture venues in Phoenix and Tucson, managing all logistics for the teachers including transportation, supplemental learning materials, and more.

Now in its 11th year, the program is led by longtime educators Beth Maloney, Director of Arts Education, and Susan Collins, Field Trip Manager. Under their direction, Act One is deepening the field trip experience with more **interactive, educational, and inclusive** elements to meet the diverse needs of students and teachers.

The 2022-2023 season is packed with a variety of experiences for students of all grade levels. More than **150 field trips** are offered this school year to **serve 30,000 students** in Phoenix and Tucson. Our focus on accessibility continues in this new school year and will include performance workshops designed for students with disabilities.

53 Trips



Phoenix: 33 / Tucson: 20

9,607



Total Students Served

Phoenix: 7,011 / Tucson: 2,596



Our partners at ON Media and Changing Hands Bookstore provided 750 Pete the Cat: Crayons Rock books after the Fox Tucson Theatre's performance.



Field Trip Partners in Phoenix & Tucson

These partners made Act One field trips possible in 2021-2022:

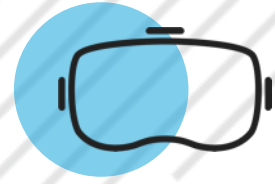
Arizona Arts Live
Arizona Repertory Singers
Arizona Theatre Company
ASU Gammage
Ballet Arizona
Chandler Center
for the Arts
Fox Tucson Theatre

Live Theatre Workshop
Mini Time Machine
of Miniatures
Musical Instrument Museum
Phoenix Chamber
Music Society
Rogue Theatre
Scottsdale Arts

Scottsdale Museum
of Contemporary Art
Southwest Shakespeare
Tetra String Quartet
The Scoundrel and Scamp
Theatre
University of Arizona
Museum of Art
Western Spirit: Scottsdale
Museum of the West



New! VR Field Trip Program



The pandemic had a significant impact on Act One's ability to provide children with in-person field trips. However, we stayed committed to our mission, adapted to the new realities, and **reimagined the arts field trip experience** to expand to the Arizona borders.

In 2021, Act One launched its newest arts education program using virtual reality. *Arts Immersion™*, is Act One's curated, **groundbreaking** virtual reality (VR) field trip program allowing schools to explore the world of arts and culture from anywhere. The first VR trip titled "Freedom in Expression" takes viewers on a journey connecting the history of public art, Diego Rivera, and the Mexican Mural Movement to artists in modern-day Chicago and ground-breaking female mariachis in Tucson.

Act One VR Specialists travel to urban, rural, and remote schools in Arizona in two donated vans with custom "bus cases" filled with 100 VR headsets and built in Wi-Fi. The trained VR Specialists lead in-class discussions, provide resources and curriculum connections for all participants. The VR field trip offers subtitles in Spanish and English, and tablets instead of headsets for students with different

learning needs. The program is **completely free** of charge for Title I schools.

6,853 Students

and adults experienced the arts through the Act One VR program.

96 Title I Schools

were visited in this pilot year.

203 Experiences

were offered to schools, libraries, and community centers.

9,241 miles

traveled around Arizona to Title I schools by Act One VR Specialists.



Act One + ASU VR Survey Partnership

To better understand the impact and the value of the VR field trip program, Act One partnered with ArtsWork: The Kax Herberger Center for Children and the Arts, a program of the Herberger Institute for Design and the Arts at ASU.

A team of ASU faculty and graduate students from across the Herberger Institute are assisting Act One with research on our innovative VR *Arts Immersion™* field trips. These efforts will broaden our understanding of students' perspectives and experiences with virtual reality field trips. The study will also teach us about the potential and possibilities of virtual reality in young people's arts experiences and education. The study will continue into the 2022-2023 year.

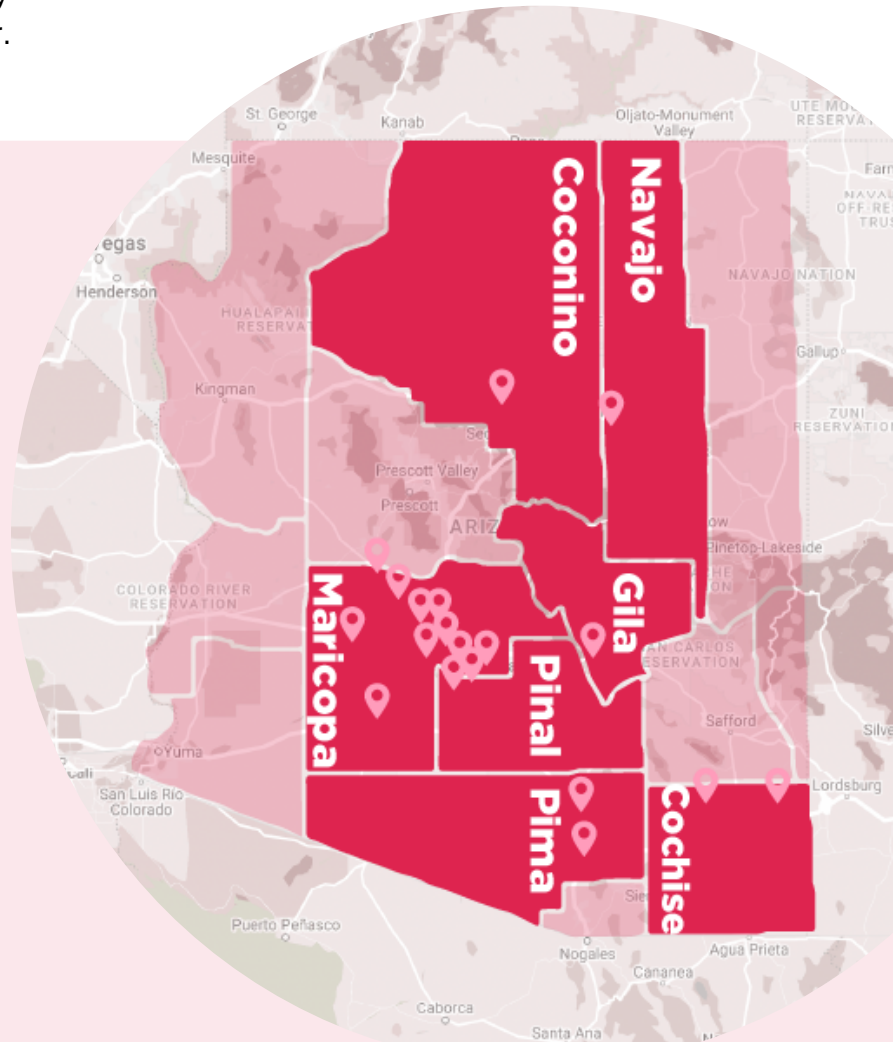


ASU Herberger Institute for
Design and the Arts
Arizona State University

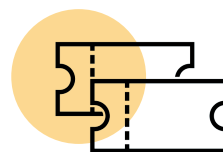
VR Field Trip Locations:

Phoenix, Tucson, Mesa, Laveen, Winslow, Wilcox, Tempe, Flagstaff, Sahuarita, Peoria, San Simon, Avondale, Wittmann, Glendale, Miami, Surprise, Tonopah, Wickenburg, and Gila Bend.

"Act One brings the experience to the classroom, they make it possible for our entire population to experience something that's relevant to their lives and our community." Teacher at Marco de Niza



Culture Pass



Act One's Culture Pass program provides libraries free passes to experience Arizona's finest arts and culture venues. After a pause due to pandemic, the Culture Pass program resumed by bringing on

20 Arts Partners

providing thousands of free passes to be distributed among

120 Arizona Libraries.

By the end of FY-22, Culture Pass expanded in the Northern and rural Arizona regions to

40 More Libraries.

Libraries in Counties served with Culture Pass:

Maricopa, Pima, Yavapai, Coconino, Apache, Santa Cruz, Yuma, and Graham Counties.

Act One Culture Passes were made available through the generous donations of these arts and culture partners:

Arcosanti
Amerind Museum
Arizona-Sonora Desert Museum
Cave Creek Museum
Cosanti
Desert Botanical Garden
Desert Caballeros Western Museum
The Heard Museum
Museum of Northern Arizona
Phoenix Art Museum
Pueblo Grande Museum
Reid Park Zoo
Scottsdale Museum of Contemporary Art
Sedona Heritage Museum
Superstition Mountain Museum
The Arb at Flagstaff
Tohono Chul Park
Tucson Botanical Gardens
Tucson Jewish History Museum and Holocaust Center
Tucson Museum of Art
University of Arizona Museum of Art
Verde Valley Archaeological Center



FY 2021-2022 Financials

Revenue and Support

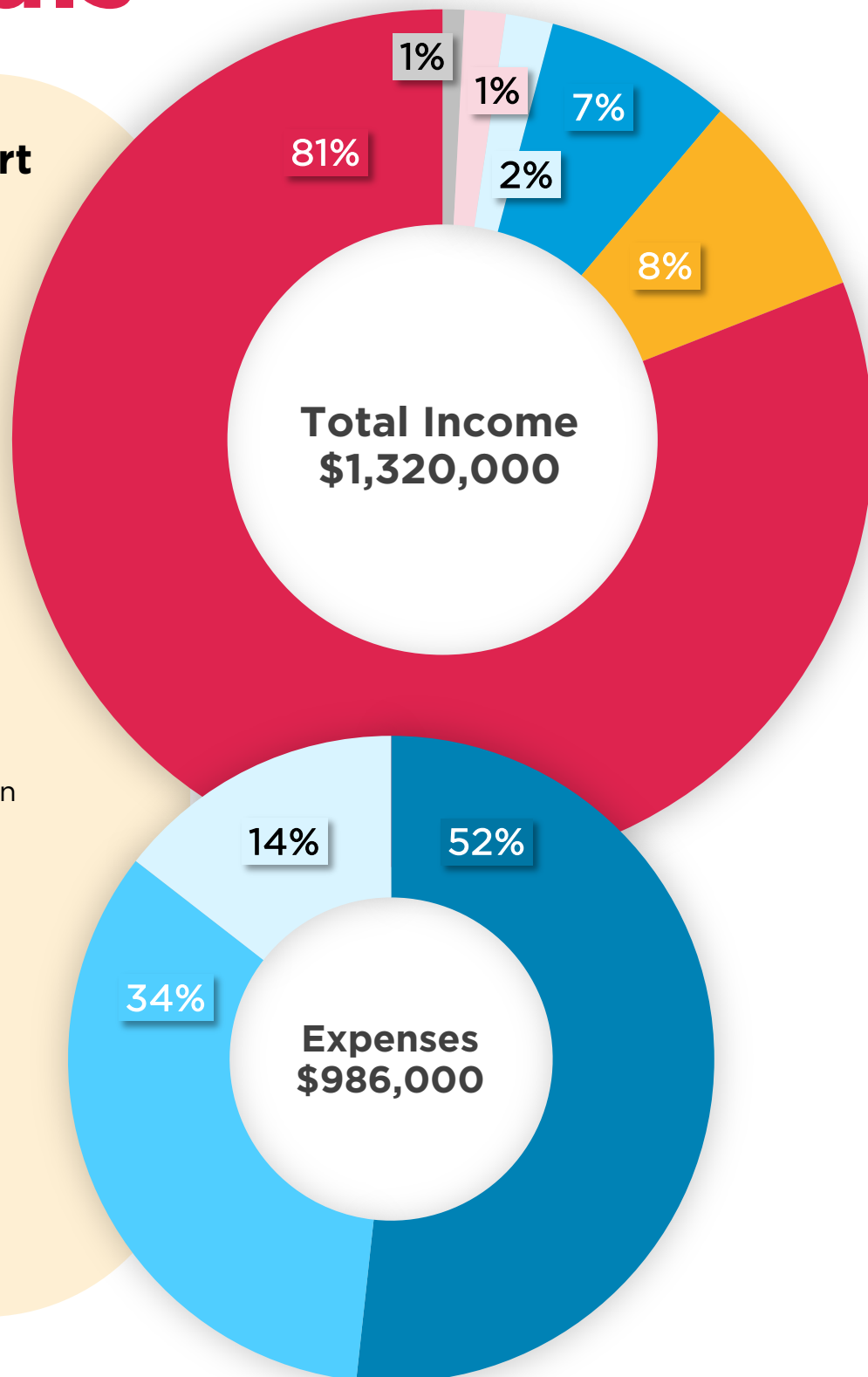
- \$1,069,000** (81%) Foundations
- \$104,009** (8%) Individuals
- \$93,000** (7%) Government
- \$23,366** (2%) Corporate
- \$20,369** (1%) Other
- \$10,844** (1%) Earned Income

Expenses

- \$143,000** (14%) Fundraising
- \$333,000** (34%) Administration
- \$510,000** (52%) Program

15,967

Title I students experienced an Act One arts education opportunity either in person or through VR in the 2021-2022 school year.



Notable Mentions

National Recognition

Act One was recognized nationally as a winner by Ovation TV's Stand for the Arts Initiative which encourages support of the arts and arts organizations that are essential to the economic and mental health recovery from the COVID pandemic. The award included a Public Service Announcement featuring Act One that ran nationally on Ovation TV. Mayor Kate Gallego also presented Act One with a \$5,000 check.

Tancer 'Arts in Education' Award

Act One created the Tancer Arts in Education Award in 2021 in honor of past Board member Robert Tancer. This inaugural award was given to Taryn Tidwell, an Arizona teacher dedicated to sharing a love of the arts with her students. Taryn is the Choir and Musical Theatre Director of Shepherd Junior High School in Mesa. She strongly believes arts education is what strengthens, empowers, heals, and motivates students and is a forever advocate for arts in education.

Meet Taryn Tidwell, the first Winner of the Tancer 'Arts in Education' Award.



Nonprofit Strategy Consultants

Act One hired Alan Knobloch and Michele Rebeor of Synergy Philanthropy, LLC to advance our organization's fundraising strategies and practices to build sustainable donor relationships. This work will ensure that Act One can meet the growing needs of the Title I students we serve.

Arts Education Leadership

Dr. Beth Maloney, Act One's Director of Arts Education, was one of 25 arts educators across the country selected to attend the School for Art Leaders from the National Art Education Association at the Crystal Bridges Museum of American Art to build leadership experience.

Act One Ambassadors

In 2020, the Act One Ambassadors were formed. This committee is filled with forward-thinking, innovative classroom teachers (PreK-higher ed) and art educators from around Arizona, who teach in a variety of settings from tribal to rural to urban areas.

The Ambassadors meet bi-monthly to provide input on classroom realities and advice on Act One programs and plans. Last year's topics included program evaluation systems, VR content and accessibility functions, field trip survey input, teacher communication, and much more.

As members rotate off the committee, Act One will ensure that the Ambassadors have representation across grade levels, teaching content, and areas of around state.

2021-2022 Ambassadors:

Candace Greene, Art Teacher, Sevilla West, Phoenix (Shown in photo)

Chris Will, Theatre, Professor, Pima Community College

Elaine Veatch, Teacher, Longfellow Elementary School, Mesa

Holli Taylor, Teacher, Nadaburg Elementary School, Nadaburg

Jennifer Estrada, Beyond Textbooks Coordinator, Vail School District, Vail

Jennifer Pulbratek, Teacher, Cactus High School, Glendale

Jillian Hernández, Teacher, Puente de Hózhó, Flagstaff

Jose "Chach" Snook, Arts Integration Specialist, Davidson Elementary, Tucson

Jonathan Perrone, STEAM Teacher-Leader, Esperanza Community School, Tempe

Lynette Stant, Elementary Teacher, Salt River Elementary School, Scottsdale

Nicholas Martin, Teacher, Desert Cove Elementary, Phoenix

Robert Encila, Theatre Teacher/Stagecraft, Desert View High School, Tucson

Sara Mora, Teacher, Wrightson Ridge School, Sahuarita

Taryn Tidwell, Teacher, Shepherd Junior High School, Mesa

Fran Grossman, Act One Board Member

Southern Arizona Advisory Council

Made up of dedicated community members and Act One Board members, this volunteer Advisory Council is our connection to Tucson and Southern Arizona. SAAC provides Act One with information and ideas on field trips, arts and school partners, and financial resources. We are grateful for their vital support and advisement.

Andrea Crane

Gail Koshland

Jill Rosenzweig*

Judy McDermott

Judith Brown

Lendre Kearns

Priscilla Marquez

Robyn Lambert

**This past April, we lost Jill Rosenzweig. Jill was known for her colorful personality, her passion for early education and the arts, and her generosity to the Tucson arts community. She is greatly missed.*



Thank You Donors!

Individual Donors July 1, 2021-June 30, 2022

Anonymous	Barbara Cusick	Patty and Joe Kogutek	Ilene Ringler
Judy Ackerman and Richard Epstein	Mary and Harold Dorenbecher	Toribio Lacarra	Jill and Herk Rosenzweig
Robert Albano	Timothy Dunne	David Lane	Merle and Steve Roskam
David Scott Allen	Jennifer Estrada	Paul Lenze	Linda and Sherman Saperstein
Kristin Almquist	Colleen Etou	Priscilla and Edmund Marquez	Lois and Steve Savage
Lolly and John Almquist	Ardie and Steve Evans	Robert Maddox	Judy and Bill Schubert
Sandra Arellano	Barbara Ewbank	Susan Markovich	Jeannette Segel
Shannon Balk	Kieran and Ernest Fasse	Denise and Tom McClain	Shelly Sergent
Carolyn Barnett	Izetta Feeny	Judy McDermott	Marvin Serna
Deborah Berkley	Susan Fitzgerald	Pam McNamara	Minna Shah
Connie and James Binns	Judy and Rich Flynn	E K Morrison	Hilary and Jeffrey Smedsrud
Suzanne Bishop	Bernard Foster	Denise Morton	Lisa Soltani
Judith Brown	Megan and Joe Galope	Annette Guerra Musa and John Musa	Kai Spence - Schehr
Christina and Stephen Burroughs	Amy Gittler and Michael Sillyman	Jacqueline Nigh	Cary Stephan
Beverly and Scott Candrian	Candace Greene	Nancy Norman-Anaya	Anne Stupp
Bernadette Carroll	Frances Grossman	Andrew Okabe	Shoshana Tancer
Sara Chapman	Laura Harnish	Doris and Hong Ong	Susan Tanner
Carol and Jack Clements	Ashley and David Hazan	J. Gregory Osborne	Mary and Charles Touché
Lynn and John Clifford	Sheryl Hester	Mac and Russ Perlich	Beth and James Warne
Lee and Mike Cohn	Nikki and Chris Houk	Jennifer Pettit	Diane Webster-Thomas
Mary Ann Cook	Robin Iverson	Andi Phillips	Roma Wittcoff
Jill Cruz	Cathy Johnson	Margaret and Al Priem	Nancy Wonders
Donna Cruz-Moreno	Stephanie and Richard Johnston	Diane Reynolds	Lana Young
			Rebecca Young



Corporate & Foundation Support *as of June 30, 2022*

(In Alphabetical Order)

Applied Materials

APS

Arizona Commission on the Arts

Arizona Community Foundation

Changing Hands Bookstore

Community Foundation for Southern Arizona

Corning Incorporated Foundation

Fenster Family Fund

Flinn Foundation

Herberger Foundation

Jane A. Lehman and Alan G. Lehman Foundation

Jewish Community Foundation of Greater Phoenix, Inc.

Jewish Community Foundation of Southern Arizona

John F. Long Foundation

Livingston Foundation

Lovitt and Touché

Margaret E. Mooney Foundation

Margaret T. Morris Foundation

Marshall Foundation

National Endowment for the Arts

Northern Trust Corporation

OneAZ Credit Union

ON Media

Ovation - Stand for the Arts

Phoenix Office of Arts and Culture

Season for Sharing

Sharing the Good Life Foundation

Southwestern Foundation for Education and Historical Preservation

SRP

Stephan Family Fund

Target

The Burton Family Foundation

The David and Lura Lovell Foundation

The Stocker Foundation

The Torosian Foundation

Tucson Electric Power

Tucson Foundations

Virginia G. Piper Charitable Trust

The David and Lura Lovell Foundation

In July 2021, The David and Lura Lovell Foundation became the first foundation to support Act One's new virtual reality Field Trip program with a three-year grant totaling \$265,000!

Virginia G. Piper Charitable Trust

Act One was honored to receive a surprise grant of \$250,000 from the Virginia G. Piper Charitable Trust in September 2021. We were one of 71 nonprofits selected during the largest, single day grant initiative in Arizona History!

The Virginia G. Piper Charitable Trust also awarded Act One a NEW three-year operating grant for \$225,000 in June 2022.



Steven J. Tepper, Dean, Director of the Herberger Institute for Design and the Arts, talks about how the world unfolds for a child experiencing an arts performance:

“They become more comfortable with surprise, with welcoming the new and the different. They literally grow their capacity to imagine, to put themselves in others’ shoes, to change. They begin their life’s journey from a place of creativity rather than fear—and our hope is that they will stay on that path. What an incredible gift to a young student—both for them and for all of us.”



Board of Directors

Christina Burroughs
Chair, 2020-2022

Hilary Smedsrud
Vice Chair

Mac Perlich
Act One Co-Founder
Secretary (Shown in photo)

Al Priem
Treasurer

Russ Perlich
Act One Co-Founder

Shoshana Tancer
Chair, 2022-2023

John Clifford

Frances Grossman

Christopher Houk

Robyn Lambert

Priscilla Marquez

Judy McDermott

Act One Staff



Bernadette Carroll
Executive Director



Susan Collins
Field Trip Manager



Anne Osborne
Culture Pass Coordinator



Beth Maloney
Director of Arts Education



Pearl Guerriere
VR Field Trip Manager

Act One VR Specialists

Kailin Farrell

Audriana Graham

Jonathan Han

Drew Leatham

Eric Matranga

Dempsey Wilken



Contact Act One www.act1az.org

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5049 E. Broadway Blvd., #310 Tucson, AZ 85711

Act One is a non-profit organization recognized as tax-exempt by the IRS under Section 501(c)(3). EIN #45-356070

“Arts programs are not just nice to have, they are an essential part of a well-rounded education system. Arts education fosters critical thinking skills, improves overall academic performance, and sparks creativity. In short—we need the arts to ensure students realize their full potential.”

Kathy Hoffman
Arizona Superintendent
for Public Instruction

