



Annual Report FY 2023-2024

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letter from our executive director

Dear Act One supporter,

What a year for Act One! It has been my privilege to build relationships with you, our most valued contributors. We could not have provided access to the arts for thousands of students this year without you! Our mission matters, and I know it matters to you. We value your donations! Your generous contributions have allowed us to change, grow, and flourish this year.

In-Person Field Trips

The COVID pandemic resulted in significant financial challenges for Act One. In spite of those hurdles, we served over **8,650 students**, teachers, and chaperones in Phoenix and Tucson this year through our In-Person Field Trips!

In previous years Act One asked schools to cover \$1 per student associated with ticket purchases while Act One absorbed the remaining cost. Due to increased state education budget cuts, in 2023-2024 Act One decided to offer our in-person Field Trips entirely free to schools and students, absorbing the cost of both venue tickets and transportation from the schools to the arts and cultural venues. *YOU made this possible!*

Arts Immersion, Virtual Reality Field Trips

Since its inception in 2021, our VR field trip program has inspired over **18,000 students** in Title I schools! This year was especially incredible, as we were featured on Good Morning America ([youtube.com/watch?v=LNjjAv8mN6s](https://www.youtube.com/watch?v=LNjjAv8mN6s)) and premiered our second feature, "Weaving Our Story," focusing on local Indigenous artists telling the stories of their culture, family, and art. This year we plan to film content and build custom arts education for one or more VR experiences!

Culture Pass

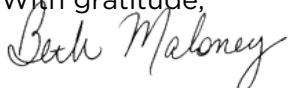
With a full-time Culture Pass Manager, made possible by donors such as you, Act One has been able to grow the program to serve more people in farther reaches of our state. In this past year, over **110,000 Arizonans** used a Culture Pass to access more than two dozen arts and cultural sites throughout the state.

Looking ahead to this year, I am so excited about the ways your generous contributions are allowing us to meet our mission. In the 2024-2025 field trip season, we are partnering with **27 arts partners** in Phoenix and Tucson with a goal to serve over **25,000 students** from Title I schools. We plan to take our two VR field trips to **15,000 students** across the entire state...and possibly beyond! Our Culture Pass program will be adding new arts and cultural partners, bringing back performances in a big way, and expanding into more libraries than ever before giving more Arizonans the opportunity to experience our state's arts and cultural treasures more than ever before.

I would like to thank you for believing in our mission as we found our footing this year.

Your belief in our mission of access to the arts is what makes everything possible. Each donor, board member, and volunteer, allows us to build the arts patrons of tomorrow...today!

With gratitude,



Dr. Beth Maloney, NBCT
Executive Director



Mission

Act One provides meaningful arts experiences that enhance the academic and creative potential of children and families in Arizona.

Diversity, Equity, and Inclusion Statement

Act One is committed to promoting a culture of access, diversity, and equity for all people through our work. We strive to ensure that all stakeholders are respected and valued regardless of their race, gender, age, identity, orientation, religion, abilities, or any other factor. We are dedicated to creating a safe, accessible and welcoming environment where everyone can thrive.

about us

Act One makes the arts accessible to thousands of students in Arizona each year through field trips for preK-12 students from Title I schools and brings arts education directly to the classroom with our *Arts Immersion*[™] Virtual Reality Field Trip program.

Act One envisions a time when all Arizonans acknowledge the value of creative arts experiences as a significant component of educational advancement and personal well-being.



the team



**Dr. Beth Maloney,
NBCT**

Executive Director

Beth is our Executive Director. She has been with Act One since 2020 and is a National Board Certified teacher, the 2014 Arizona Teacher of the Year, and spent twenty years teaching in the classroom. She is a passionate advocate for students, teachers, and quality public education, and was honored with the Carolyn Warner Legacy Award. In her free time, Beth enjoys hiking, traveling, and hanging out with her daughter.

Alyssa is our Development Director. She has been with Act One since January of this year and has a heartfelt connection to sharing the power of the arts. Alyssa brings over five years of experience in the Phoenix philanthropic community and enjoys finding friendship in our arts patrons. Besides her passion for the arts, Alyssa is an enthusiastic fan of women's sports (soccer in particular) and a loving aunt to four joyful nieces.



Alyssa Still

Development Director



**Anne F. Osborne,
MNLM, CNP**

Communications and
Culture Pass Manager

Anne is our Communications and Culture Pass Manager. She has been with Act One since 2021 and is passionate about Culture Pass and the work Act One does to bring the arts and culture to students throughout her home state. Anne has a Masters in Nonprofit Leadership and Management (MNLM) from Arizona State and is a Certified Nonprofit Professional (CNP). Anne believes in access to arts and culture for all, the cornerstone of Act One's work. In her free time, Anne likes to play video games, spend time with her cockatiel, and make-believe she is a contributor to Bon Appétit.

Emanuel is our Field Trip Manager. He has been with Act One since December of 2023. He is an artist in nearly every form and has a deep connection to the work we do. Emanuel is an Army veteran and former military contactor with over 15 years of logistic and organizational management experience. Emanuel believes in red carpet treatment for every student, teacher and business partner. His mission is to help connect others to the life-changing experiences and opportunities Act One has to offer. In his down time Emanuel loves to read, write, perform, podcast, voice act, and much more. You can usually find him with his kids wandering through an art museum or with his spouse taking in the sights at cultural, food and music festivals.



Emanuel Class

Field Trip Manager

✦ The board ✦



Priscilla Márquez

Chair



John Clifford

Vice-Chair, Treasurer



Mac Perlich

Secretary, Founder



Russ Perlich

Board Member, Founder

The Board



Christopher Houk
Board Member



Judy McDermott
Board Member



David Drennon
Board Member



Phoebe Glawe
Board Member



Robyn Lambert
Board Member



Al Priem
Lifetime Member



Dr. Steven Teppar

President of Hamilton College,
New York,
Act One's Immersive Learning
Advisor

"The arts engage students at an emotional level; they stimulate curiosity; they teach pro-social behavior; they help students deal with ambiguity; they build empathic reasoning. The arts are education's secret weapon and yet have, time and again, been relegated to the margins of our education system. They need to be at the center. Act One puts the arts at the center, giving students an on ramp to powerful ways of experiencing and learning about the world and themselves."

"I've seen firsthand in my practice; that more children than ever are struggling with their mental health. Kids are experiencing high stress, disconnection from the community, and shortened attention spans. The work Act One does opens minds for kids, offering exposure to visual and performing arts, providing a unique experience, which fosters inspiration, relaxation, and a beautiful connection to humanity."

Dr. Kristin Struble, MD, FAAP

Phoenix Pediatric Specialist,
Act One's Children's
Health Advisor

Dr. Lupita Hightower

Superintendent,
Tolleson Elementary School
District,
Act One's Children's
Educational Advisor

"Field trips that embrace culture, music and the arts open students' eyes to a world beyond the classroom, enriching their understanding and fostering a deeper appreciation for what is possible, so they can meet their dreams for the future! We are so grateful to Act One for their support of our treasures!"

ambassadors

Act One Ambassadors understand arts education is an essential aspect of a student’s overall development. It is a catalyst for understanding an individual’s creative potential and a subject for cultural and historical inquiry. Arts education is inclusive of dance, theater, music, visual arts, working studios, nature, anthropology, mixed media, art history, and art criticism. Because of this, the pedagogy of arts education naturally ties into standards and core curriculum. This committee has conversations surrounding topics on teaching and learning through the arts, in support of Act One’s organizational mission and core values. It is comprised of practicing teachers who add their expertise and voice to our work. Thank you, Ambassadors!



Aaron Abbott
9th-12th Print Photography,
Art, and Art History
North High School
Phoenix Union School
District

Erika Adelman
9th-12th Visual Arts,
Valley Vista High School,
Dysart Unified School
District

Julie Andrews
9th-12th Dance,
Mountain View High
School, Marana Unified
School District

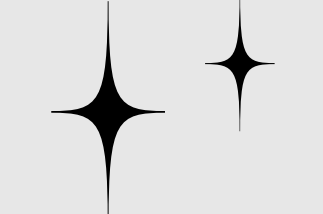
Rebecca Brinkman
4th Grade,
Starlight Park
Elementary, Cartwright
School District

Ben Collinsworth
Preschool,
Emily Meschter Learning
Center in Flowing Wells
Unified School District

Robert Encila
9th-12th Theatre Technology,
Desert View High School,
Sunnyside Unified School
District

Jen Estrada
Beyond Textbooks
Coordinator,
Vail School District

Ciara Goulette
6th Grade Math,
Copper King Elementary
School, Pendergast
Elementary School District



Candace Greene
4th-8th Grade Art,
Sevilla West, Alhambra
School District

Jillian Hernandez
IB Coordinator/
Collaborative Coach,
Puente De Hozho Bilingual
Magnet School, Flagstaff
Unified School District

Rebecca Oravec
6th-8th Grade Art,
Wrightson Ridge,
Sahuarita Unified School
District

Chach Snook
K-5 Arts Integration
Specialist,
Davidson Elementary,
Tucson Unified School
District

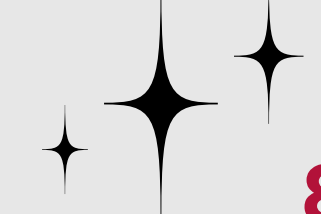
Lynette Stant
3rd Grade, Salt River
Elementary School, Salt
River-Pima-Maricopa
Indian Reservation

Holli Taylor
Biology and
Environmental Science,
Mountainside High School,
Nadaburg School District

Taryn Tidwell
Choir, Drama and
Musical Theatre Director,
Shepard Junior High
School, Mesa Unified
School District

Elaine Veatch
5th Grade,
Longfellow Elementary
School, Mesa Unified
School District

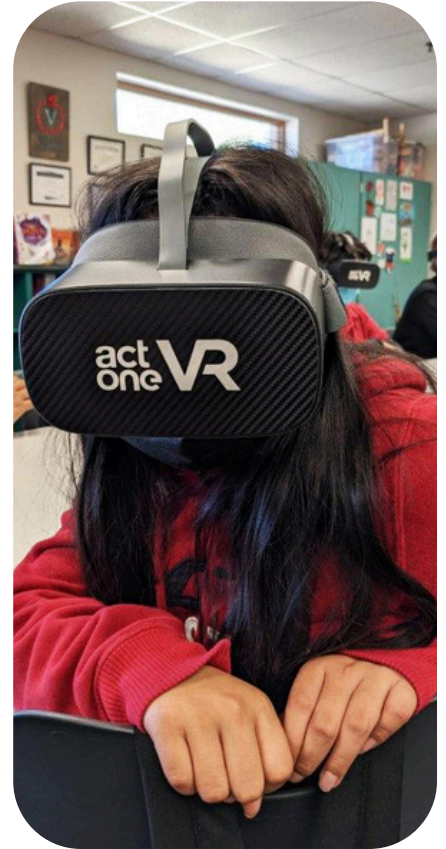
Chris Will
Theatre,
Pima Community College



our field trip programs

Act One was started in 2011 by Mac and Russ Perlich to address the many issues faced by schools and arts organizations alike when organizing field trips. Although many theater companies offered student matinees, Title I schools could not afford the tickets, nor the necessary transportation.

The solution: Act One Field Trips.



In-Person Field Trips

Act One sends students from Title I schools on educational arts field trips and covers the cost of admission, tickets, and transportation. Act One facilitates the field trips from start to finish: securing tickets with the arts organizations, working with teachers to book field trips, paying for the transportation and providing educational materials that teachers can use to integrate the field trip into their curricula, and prepare the students for their arts experience.

Virtual Reality: *Arts Immersion*[™]

In 2021, Act One launched its newest program and began creating arts education content using virtual reality. Act One's curated, groundbreaking Virtual Reality field trip program, *Arts Immersion*[™], allows schools, libraries, senior living facilities, and community organizations to explore the world of art from anywhere. Our VR Specialists travel to urban and rural locations throughout Arizona in two donated vans with custom cases filled with VR headsets and built in Wi-Fi.





arts + culture partners

Act One would not be able to provide access to the arts to Arizona's children and families without the incredible arts culture partners with which we work. In FY24, Act One worked with 58 art partners between its In-Person Field Trip and Culture Pass programs.

**Amerind Museum
The Arboretum at Flagstaff
Arcosanti
Arizona Opera
Arizona-Sonora Desert Museum
ASU Art Museum
ASU Gammage
Audubon Rio Salado
Arizona Broadway Theater
Arizona Opera
Ballet Arizona
Ballet Tucson
Besh-Ba Gowah
Boyce Thompson Arboretum
Cave Creek Museum
Chandler Center for the Arts
Childsplay Theater Co
Children's Museum Tucson
CPA Center Green Valley
Del E. Webb CPA
Desert Botanical Garden
Desert Caballeros Western Museum
Fox Theater Tucson
Gilbert Historical Museum
The Heard Museum
Jim and Linda Lee Planetarium
Live Theatre Workshop
Mesa Community College
Mesa Historical Museum**

**Musical Instrument Museum
Museum of Northern Arizona
Patterson Foundation
Pima Community College Theater Dept.
Phoenix Art Museum
Phoenix Chamber Music Society
Pueblo Grande Museum
Reid Park Zoo
Reveille Men's Chorus
River of Time Museum
Rogue Theater
S'edav Va'aki Museum
Scottsdale Community College Dance
Scottsdale Community College CPA
Scottsdale Museum of Contemporary Art
Sedona Heritage Museum
Sharlot Hall Museum
Superstition Mountain Museum
Tetra String Quartet
The Nash Jazz Club
The Phoenix Symphony
Theater Works
Tohono Chul Park
Tucson Botanical Gardens
Tucson Museum of Art
University of Arizona Museum of Art
Verde Valley Archaeology Center
Western Spirit Museum**

who we serve

Act One sends students from Title I schools on educational arts field trips, covering the cost of admission, tickets, and transportation. Act One facilitates the field trips from start to finish: securing tickets with the arts organizations, working with teachers to book field trips, paying for the transportation and providing educational materials that teachers can use to integrate the field trip into their curricula and prepare the students for their arts experience.



Title I Schools

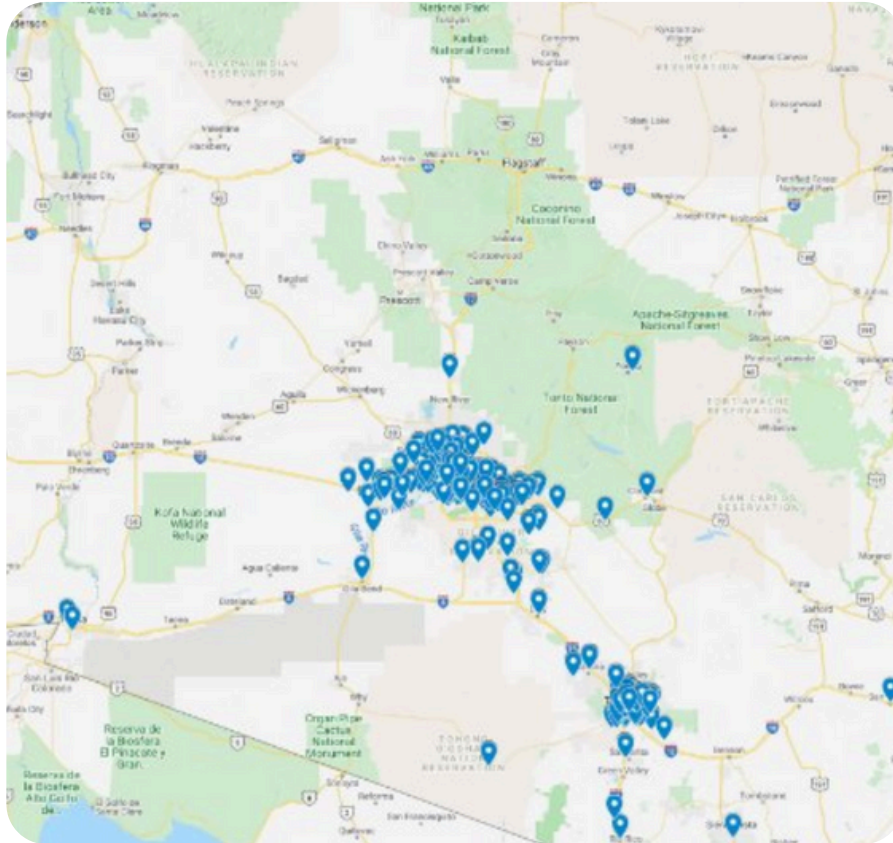
We do not collect demographic information for our programs. However, our field trip programs exclusively serve students from Title I schools, federally designated as having 40% or more students from families who live at or below the federal poverty level.

Accessibility

Our field trip programs offer many services such as English and Spanish subtitles and bilingual audio descriptions for the visually impaired on our VR field trips. We also offer sensory-friendly shows, accessible seating, and ASL interpreters at in-person field trips. In recognition of our inclusion efforts, we were recently nominated for the Phoenix Business Journal's Champions of Inclusion "Inclusion Innovation" Award.



where we serve: field trips



Our In-Person Field Trip Program provides access to the arts for students attending Title I schools located in the Phoenix and Tucson areas.

Phoenix

7,029 students and chaperones went on field trips

- **6,187** students
- **842** chaperones

31 field trips

- **11 performances**
- **20 museum trips**

Tucson

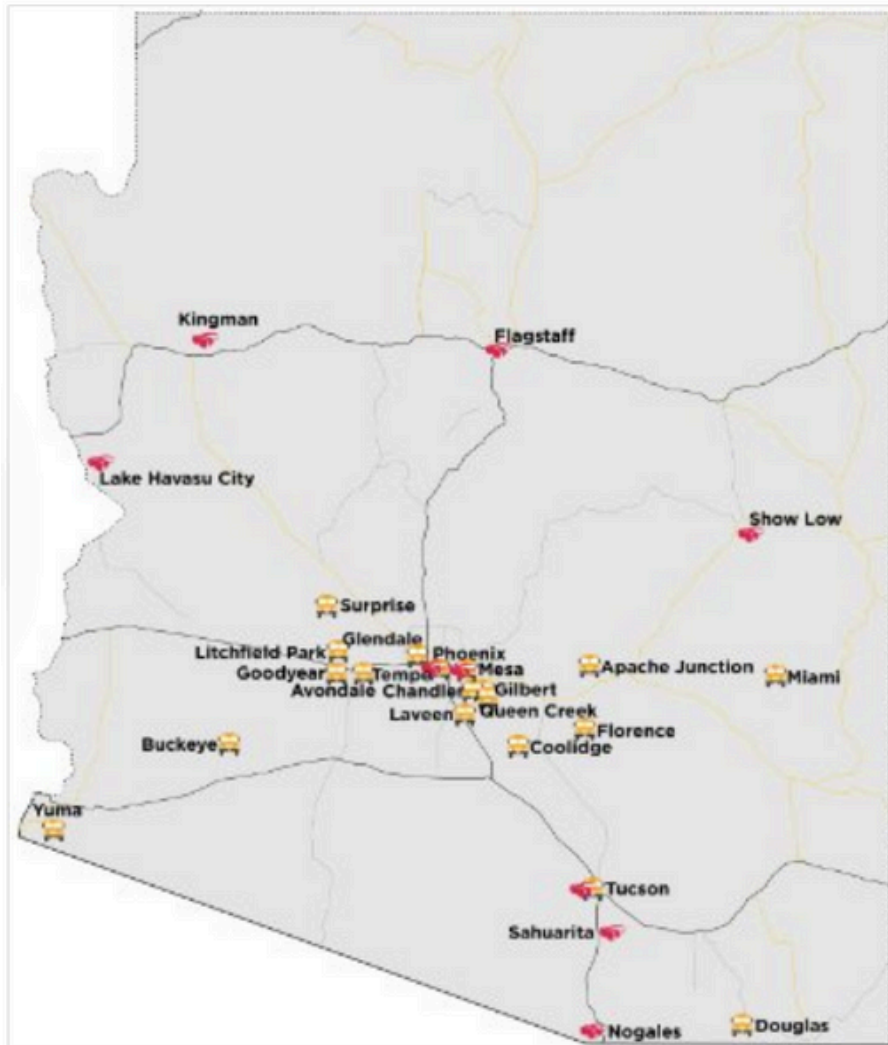
984 students and chaperones went on field trips

- **882** students
- **102** chaperones

11 field trips

- **9 performances**
- **2 museum trips**

where we serve: virtual reality



**VR Program
Our Virtual
Reality Field
Trip Program
travels
throughout
the state of
Arizona to
bring arts
education to
students in
distant rural
locales.**

**Act One's virtual reality
field trip program served
11,662 students
throughout Arizona
in 2023-2024.**

**We have
served
over 18,000
students and
community
members
since 2021.**

culture pass

The Culture Pass program is Act One's public-facing program which collaborates with 27 arts and cultural organizations and over 180 public and academic libraries. The program allows library cardholders to check out a pass good for FREE admission for two people to Arizona's arts and cultural treasures.



Arts + Cultural Partners

The Act One Culture Pass program has over 27 arts and cultural partners that offer passes to the community and 13 performing arts partners that have offered tickets for Culture Pass: Performances.

Patrons

In FY24, the Act One Culture Pass program offered over 500,000 passes to Arizona's arts and cultural treasures.

Libraries

The Act One Culture Pass program is now housed in 189 public and academic libraries throughout the state of Arizona. It is located in 13 of 15 counties.

where we serve: culture pass



54,289
passes were
reported
checked out
during FY24
in Arizona,
serving over
108,578
people.

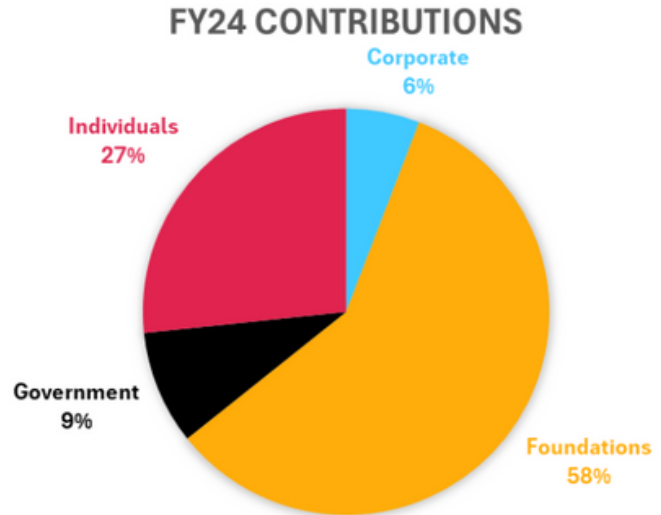


**“Thank you so much
for the chance to visit
for free. My budget is
very limited and I
would not have been
able to justify the cost
otherwise.”**

- Culture Pass patron

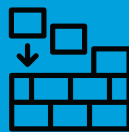
giving

Act One could not serve the community without the support of our generous donors. We gratefully acknowledge all who have contributed in support of our mission. Giving to Act One is an investment that makes a positive impact on children and families throughout Arizona.



Corporate

\$32,062



Foundations

\$320,345



Government

\$49,600



Individuals

\$146,200

statement of financial activities

We are pleased to share Act One's financial activities for the fiscal year ending June 30, 2024 with our supporters. With your support we served thousands of community members and made investments toward our long term sustainability. We're proud to share quality arts experiences with the community in a cost efficient manner.

Results

	People Served	Per Person Expense
Culture Pass	108,578	<\$1
In Person Field Trips	8,013	\$14
VR Field Trips	11,662	\$7



Revenue + Expenses

Contributions and Grants	\$548,207
Other Income	\$4,741
Total Revenue	\$552,948
Programs	\$235,666
<i>In Person Field Trips</i>	\$117,833
<i>VR Field Trips</i>	\$82,483
<i>Culture Pass</i>	\$35,350
Program Support	\$325,350
Fundraising	\$29,327
Total Expenses	\$590,343
Net Income	(\$37,395)

our financial future

Act One has emerged from the challenges posed by the pandemic with renewed strength and commitment. We continue to maintain substantial programmatic impact while addressing our financial hurdles. We enter fiscal year 2025 with a balanced budget, and a staff and Board committed to long-term fiscal sustainability. We would like to share the changes we are making to continue sharing the arts with our community in a cost efficient way:

Finding lower cost transportation options for in person field trips.

By prioritizing our lowest cost transportation option, reimbursing district transportation, we can cut costs significantly. We're also negotiating new contracts with transportation companies, and looking for new partners.

Hiring a full time development professional. Having an Act One employee to conduct fundraising activities lowers costs previously allocated to expensive outside consulting firms. This is also a move to improve our relationships with donors and ensure long term sustainability.

Prioritizing field trip partners generously offering tickets to Act One students attending in-person field trips at low or no cost.

Starting new innovative partnerships. For the 2024-2025 school year, the Musical Instrument Museum and ASU Gammage have engaged us in cost-sharing partnerships to arrange transportation for all of their educational programming.

Investing in effective leadership and staff. The current staff of Act One have a strong vision for the future and the skill set to achieve it. The revitalized Act One board is supportive and prepared for strategic growth.



thank you!



act
one

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