INTRODUCTION AND OVERVIEW

R. Evolución Latina’s mission is to utilize the arts through educational and collaborative programming to empower the Latino community to discover their full potential. We are committed to making a difference through the arts.

The Focus of 2013 was Cultural Exchange. This allowed us to celebrate who we are, be empowered by our heritage, to understand one another better and to share our stories through music, dance, food, and literature. We believe that having more cultural knowledge brings an awareness and openness to a different way of thinking. Through cultural exchange, RL’s circle effect became a GLOBAL effect.

REVIEW OF 2013

1st International Beyond Workshop Series arrived in Lima, Perú
Winter
RL left its’ mark in the hearts of many students and teaching artists from Lima, Peru. In 2 short weeks students were immersed in an intensive workshop exploring the disciplines of acting, voice and dance led by top local teachers and artists that came from Broadway.

- 70 students auditioned for BWS Peru
- 53 students were empowered through the arts and committed to create social change
- 8 scholarships were awarded to BWS NYC
- 175+ children and families gathered at the district of El Carmen in Chincha, an area which is slowly rising from the damages of the earthquake in 2007, bringing music and arts in order to create a healthier community, generating a space for education that made a difference within the population.

Beyond Workshop Series NYC
Winter/Spring
Our 6th year of the Beyond Workshop Series had an interdisciplinary format and an emphasis on cultural exchange, which created one of the strongest Beyond Workshop Series we have had to date.
• This year’s program built a community of 50 artists 34 from NYC and 16 more from Colombia and Peru. The support that these individuals had for one another while being challenged to go beyond their comfort zones is what made the program successful. Not only was there a cultural exchange among the NYC and international students, but also an exchange of art by the sharing of student’s strengths and weaknesses and working together to make each other succeed.

Collaborations

Winter
• Viva Broadway, an initiative of Broadway League, Kids Night on Broadway - Luis Salgado directed the cast of Amigo Duende in an interactive presentation, while kids and adults learned funky dance moves and a small part of a song from the show composed by Joshua Henry. These activities left children empowered to use their imagination everyday to make their dreams and goals become reality.

Spring
• International Conference of Population and Development (ICPD) - Choco Orta, Ruben Flores, Jose Ortiz, RL artists and volunteers performed “Atrévete a Más” and “Our Deepest Fear”. This launch event of the High-level Task Force of ICPD at the Ford Foundation allowed us to reach a new audience of global dignitaries and political figures.

6th Annual D2GB Children’s Performing Arts Camp

Summer
Campers took classes in hip-hop, salsa, jazz, bomba from Puerto Rico, the Afro-Peruvian dance festejo, Mexico’s folklore, Shakespeare, spoken word, and a very special percussion class all continuing to instill our year’s focus of cultural exchange. This year’s camp also had an underlying theme of love, growth, and a strong presence of RL’s Circle Effect.

• Over 300 applications / 214 children were accepted based on application responses and limited space
• 8 International campers from Peru, Colombia and Puerto Rico
• 10 Schools and community organizations brought children to the camp
• 31 Teaching artists from Broadway, Off- Broadway, Film and T.V
• 64 Classes in dance, acting, clowning, puppetry, music, Shakespeare & more
• 25+ Cultures were present through campers, teachers & volunteers
- 50 Camp volunteers, 7,000 followers on social media, and 7 sponsors that made the camp possible

**D2GB School Arts Program**

*Fall*

We took up residence at Claremont International High School in the Bronx. Teaching artists used a Choir and a Drumming class to teach the fundamentals of music, self awareness, ensemble building, responsibility, respect, and civic involvement.

- Classes also helped with the improvement of English verbal and writing skills.
- Through this program we were able to work with 2 teaching artists - Doug Hinrichs (Drumming) and Salomon Lerner (Choir) - who empowered 22 students to Go Beyond and share their culture with one another through their own songs and rhythms.

**Media & Videos**

12 videos for RL were created and released this year helping us reach over 133 countries with 35,000 views in 2013. 43% of our views come from United States and 57% from countries like Peru, Mexico, Brazil, Colombia, Spain, Puerto Rico, Canada, Poland and more.

- Elias Avalos, RL Media Coordinator went beyond and created a 30 minute documentary style video of the BWS -NYC as his thesis project for his Master’s Degree.
- Launched the “Be Yourself” video campaign - We celebrated our volunteers, artists, campers and program participants, who support our mission by simply being themselves.

*Highlight from 2012

**Amigo Duende, the Musical**

The magical world of a little girl came to life through this script adapted by Luis Salgado and music by Joshua Henry at El Museo del Barrio in October 2012 with the premier of *Amigo Duende, the Musical*. 4,000 children and families had the opportunity to enjoy this story.

Highlights:

- We reached 1905 kids from 14 new schools around NYC, 13 new Latino and non Latino organizations in the community and
gave away 640 tickets to families that couldn’t afford theatre through our Kids Beyond Broadway program.

- Broadway and Latinos artists supported our 2012 mission of Imagination.
- We increased RL’s visibility with media support such as Telemundo 47, Diario la Prensa, Univision Radio, Broadwayworld, NY Times among other media supporters.
- We supported El Museo del Barrio by bringing kids and families to their facilities and introduced the museum to new audiences.

Our Team
We are very proud to share that all the work we have accomplished for the past 6 years has been done on a voluntary basis, by individuals who are passionate and committed to our mission.

- In 2013 we had over 200 volunteers including people from Latin America.
- In June, we hired our first 2 staff members supported by Broadway Cares/Equity Fights AIDS. RL’s mission continues to be guided and directed by founder director Luis Salgado as well as Gabriela Garcia. Thanks to our advisory board for their continue support and guidance.

Fundraising
In our continued desire to expand our mission and reach to those who need inspiration and change we need funds. This year we focused on getting more funding through fundraising and developed 2 new projects that helped us bring in 30% of our revenue. We are looking forward to increase this number for 2014 and 2015.

- **Dare 2 Give**
  A 30 day online fundraising campaign reaching supporters from all over the world that donated anywhere from $5 to $5,000. This year we raised $15,865 in one month.

- **1-on-1 Fundraising Team**
  For the first time we created a fundraising board committed to raise $1,000 each to support RL’s growth and expansion. Thanks to this group of individuals we raised $8,000.

- **RL’s Dance-A-Thon 2013**
  A fundraising event that unites our community through dance and music. 40 participants registered, over 300 hundreds donors for a total of $19,200. (Funds raised at this event are not part of RL Financial report for this time period)

Our Supporters

Broadway Cares/Equity Fights AIDS, Herman Goldman Foundation, Deutsche Bank Americas Foundation, local business in NYC and beyond, the Broadway Community, Artists and DONORS LIKE YOU. *For a complete list of supporters visit our website at revolucionlatina.org

Financial Statement

See sheet attached
Future Goals for 2014

R.Evolución Latina’s vision continues to be, to grow as a strong organization that empowers and unites the Latino community with full capacity to manage and expand our programs that inspire lives through the arts.

- Our circle effect is always in action and is starting a new cycle in March with the **Beyond Workshop Series**. Over 12 international students will be joining us this year from countries like Mexico, Argentina, Brazil, Peru and Colombia. Our goal is to increase participants and audiences from United States, Puerto Rico and Latin America.
- Our signature program, the **D2GB Children’s Performing Arts Camp** returns for it’s 7th year in July 2014. We have more specific goals for this program like:
  - To provide campers with the experience of attending a Broadway show, expanding our Kids Beyond Broadway program.
  - Provide teaching artists with a stipend to create a syllabus and create a stronger connection with the campers by committing to more time throughout the week.
  - To collect more quantitative and qualitative data throughout the week to be able to share with potential partners and collaborators.
- Increase new collaborations within the Latino community, including Latino theatre and art organizations.
- Continue developing a financial model to sustain the growth of the organization.
- Continue celebrating artists that are example for our community through videos, interviews and social media.