

# 2014 ANNUAL REPORT

January 2015

Dear R.Evolución Latina's donors and supporters:

Warm greetings from R.Evolución Latina. We are pleased to provide you with our accomplishments of 2014 and information on how we have used your contribution to fulfill our mission. This letter covers programs and events of 2014, a note from our founder director, and our goals for 2015.

We take this opportunity to thank you again for your continued support of R.Evolución Latina's work. Please let us know if we may provide you with any further information.

Thank you for believing and investing in the arts.



Luis Salgado, Gabriela Garcia, Denisse Ambert, Heather Hogan

## A Note From Our Founder:

*"Each year we strive for a revolution of evolution that inspires and empowers through the Arts. In the last two years our Dance-A-Thon has provided us with new economic strategies that support our growth and outreach. After seven years of committed work we continue to expand beyond NYC through engaging collaborations to Spain, The Dominican Republic, Brazil, Mexico, Argentina, Puerto Rico and cities throughout the U.S. Now, in 2015 we invite you to stay connected with us through social media and our videos, join us at our events, and be involved in our programs. Thank you for your belief" - Luis Salgado*





## 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.

This year we asked artists, leaders, students and youth to believe in themselves and we in turn, as an organization, took the challenge to take risks while fulfilling our mission. As always, we utilized the arts through classes, videos and fundraising efforts to provide a mirror for individuals to see their accomplishments, talents and beauty.

## 2014 REVIEW



**7 years providing training to over 700 artists in NYC and Latin America**

- This year BWS had an interdisciplinary format with classes in dance, voice and acting. Through this program RL has created collaborations with leaders around the world, who understand our mission, to select young artists who can grow and make a social change through their art. A total of 37 young artists made up the class of 2014, 25 from NYC and 13 international participants from Colombia, Peru, Argentina, Mexico and Brazil.

Watch video: <http://youtu.be/zweQd1YKo18>

## Exclusive Screening of the Beyond Workshop Series Documentary

- After 3 years of donating his time, our Media Coordinator, Elias Avalos who has witnessed RL's work like no one else, went beyond. Inspired by the BWS program he created a 30-minute documentary about the Beyond Workshop Series 2013. In March 2014 we invited RL members, BWS students and teachers, donors and advisors to a special screening of the documentary at Macaulay Honors College, The City of NY.

Watch the documentary: <http://youtu.be/cChpRB5BGv4>

## Kids Beyond Broadway

- This year we were able to provide tickets to a variety of live theatre as well as films. RL students and volunteers attended *ROCKY Broadway*, The National Ballet of Canada's *Alice and Wonderland* at The Joyce Theater, *El Apagón/Blackout* at Pregones/Puerto Rican Traveling Theatre and movie premieres of "Mr. Peabody & Sherman" and "Million Dollar Arm".



# COLLABORATIONS

- **The Mariposa DR Foundation, Empowering Women and Young Girls with Dance**

RL sent Jose-Luis Lopez, Broadway cast member of *In The Heights* to the Dominican Republic to share our mission and empower girls to Dare to Go Beyond. Using art, he collaborated with the [Mariposa DR Foundation](#) to support their mission of empowering young girls and women to help end poverty.



- **The Health benefits of Art, American Diabetes Association**

In March we supported the American Diabetes Association as part of the Family Fun Expo at the Jacobs Javits Center in NYC. The Expo attracts those affected by diabetes and the general public interested in learning how to live healthier, active lifestyles, and change the future of diabetes. We led dance activities to promote a healthy active life.

- **RL's circle effect brought a revolution to the United Nations**

*High- Level Task Force for ICPD (International Conference of Population and Development).*



In April RL took the United Nations by storm introducing the power of art and working together as a community.

Broadway performers Constantine Maroulis, Daniel J. Watts and Luis Salgado combined with RL artists, BWS students and D2GB campers performed an original medley, directed by Luis, for world leaders and dignitaries who believe that art can make a huge impact on children around the world. This was the first time that a live performance took place during the Commission on Population and Development at the United Nations in NYC. Those that could not be in the room with us had the opportunity to watch online, as the entire event was streamed live throughout the world.

Watch video: <http://youtu.be/IVIHbKTRsU>

- **Operation Smile, supporting other non-profits that are making a difference**

In May RL collaborated with Scott Mauro Entertainment to provide a Latin presence for the Operation Smile Gala. Eight dancers took the stage for 2 high-energy numbers at this event that raised \$1 million to heal children's smiles and transform lives around the globe. *Learn more:* <http://goo.gl/vlxYgO>

- **Proyecto Milagros, furthering our mission through young leaders**

Harold Echevarria Alfaro, a young Peruvian artist, has taken the RL example as a leader and founded Proyecto Milagros, an organization that promotes social responsibility using the arts. Witnessing the similarity to our circle effect, RL provided professional dance classes to Proyecto Milagros members. In return these young artists gave classes to the children at Pachamama Peruvian Arts Center in Queens. They also performed for the entire Pachamama community, teachers and parents.

- **Collaboration with BroadwayWorld Spain, celebrating Latino artists on Broadway**

BroadwayWorld Spain extended an invitation to our media team to co-produce an interview of Esteban Oliver, who played Zazu in the Broadway production of *The Lion King*. Director Gabriela Garcia interviews Esteban to share his accomplishments and find out how he dared to go beyond to make it to the Great White Way.

Watch interview: <http://goo.gl/ZzNJdq>



## 7th Annual D2GB Children's Performing Arts Camp

RL's summer camp celebrated Broadway shows and artists in a way like never before. The camp focused on 5 selected shows that inspired, empowered and educated campers ages 7-17. Performers from the following productions, *In The Heights*, *Aladdin*, *Motown*, *Beautiful* and *ROCKY Broadway* came to share the messages from each show. Touching on the topics of home, inner beauty and culture in music, dreams coming true and fighting from the heart.

- 183 Children participated throughout the 5 days
- 4 International campers from Peru, Colombia & Puerto Rico
- 2 Children from The Miracle Center in Chicago, IL furthering our collaborations in the U.S
- 9 Schools and Community Organizations brought children to the camp
- 32 Teaching Artists from Broadway, Off- Broadway, Film and TV
- 64 Classes in dance, acting, clowning, puppetry, music, Shakespeare & more
- 50 Camp volunteers, including 3 people traveling from Colombia to support and give back
- Our camp reached out to our community with a final day celebration at the Jackie Robinson Park in Harlem

Watch video from last day at camp: <http://goo.gl/dbVm4Y>

## D2GB School Arts Program

Teachers and schools reached out to RL for art classes again this year. RL leaders and volunteers taught dance and music to children in the Bronx and Queens. We made a very special visit to P.S 188 on the Lower East Side, a school that serves children from homeless shelters, bringing them the folkloric drumming and dancing of Bomba. Outside the states we brought our message of daring to go beyond to an elementary school in Florida, Puerto Rico and a free arts program for underserved children in Loiza Puerto Rico.



It continues to be evident how important it is to empower, not only our children, but teachers and administrators as well, so that Daring to Go Beyond becomes part of their everyday life.

## Media & Videos

We created our “Going Beyond” video series, sharing stories of Latino artists and leaders such as Quiara Alegria Hudes (Pulitzer prize winning playwright), Luis Miranda (founder and former president of the Hispanic Federation and the new chairman of Viva Broadway) and Manny Alfaro (Executive Director of H.O.L.A.) to name a few.

12 videos were added to R.Evolución Latina’s YouTube channel to continue educating our audience about our educational programs, events and collaborations. We continue to have an international outreach to audiences in countries like Peru, Mexico, Colombia, Brazil, Spain, Puerto Rico and more.

*Visit our YouTube Channel:*

<https://www.youtube.com/user/RevolucionLatina>



## Our Team

Every year we are proud of the work we accomplish thanks to the many volunteers that support our mission. From helping us in the office, to making school visits, volunteering at our events, producing videos, writing blogs, running our programs and more. The commitment and love they have for the arts and the work we do together is unmeasurable.

An example of this is our Dance-A-Thon Committee; a diverse group of young people that, for a second year produced this event with us, developing new ideas to reach more individuals and raise more funds.



R.Evolución Latina continues to be guided and directed by Luis Salgado and Gabriela Garcia. We want to thank our advisory board and our parent organization Broadway Cares/Equity Fights AIDS for guiding us through another year.

## Fundraising



We continue to find new fun and active ways to engage our community in order to increase our donations and support. We are very happy with the results from our 2 main fundraising events of the year, helping us increase our revenue by 20% from 2013.

*\*Check our 2014 Financial Statement*

- **Dare 2 Give**

During 5 weeks in April individuals from NYC, Latin America and around the world joined our social media campaign by sharing their photos and inviting people to invest in the arts. Donations from \$5, \$50 to hundreds and thousands of dollars helped us reach \$15,851.

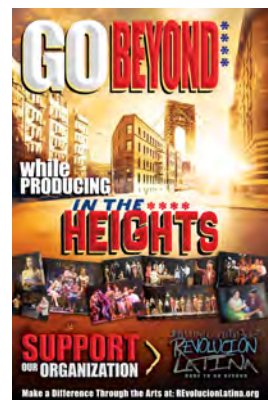
- **RL's 2nd Annual Dance-A-Thon 2014**

Our 2nd Annual Dance-A-Thon was held on October 18th at Taj. 51 participants danced for 5 hours and helped us raise \$25,552. The Dance-A-Thon this year was dedicated to the memory of Elizabeth Maria Walsh and a portion of monies raised was donated to her charity Dancers with Cancer.



- **Go Beyond while Producing *In The Heights***

A new initiative is in process through a collaboration with the creator of the musical *In The Heights*. We are reaching out to schools and regional productions of *In The Heights*, to go beyond the stage and help us provide opportunities for our community to experience the power of the performing arts. Audience appeals, poster sales, talent shows and bake sales will allow actors, crew and producers to join our fundraising efforts.



## Our Supporters

Broadway Cares/Equity Fights AIDS, Herman Goldman Foundation, local businesses in NYC and beyond, the Broadway Community, artists and DONORS LIKE YOU. Our success comes from individuals that believe Art Changes Lives. \*For a complete list of supporters visit our website at [REvolucionLatina.org](http://REvolucionLatina.org).

## Financial Statement

See sheet attached. RL fiscal year started October 1st, 2013 and ended September 30th, 2014.

## Future Goals for 2015

R.Evolución Latina is only 3 years shy of it's 10th anniversary, and in these next 3 years our goal is to grow our programs and events to help us expand and develop new audiences. We believe this will bring us a new vitality to RL by reaching more volunteers, donors and leaders that believe in our mission.

- We will start the winter of 2015 with our Adult Educational program the **Beyond Workshop Series (BWS)**. This program will continue to focus on training in dance, Shakespeare, voice classes and new disciplines. Young artists from Colombia, Argentina, Peru and Mexico will be joining our program in NYC.
- A series of **community events** will be integrated during the BWS to share what students have learned, providing a performance experience.
- We will give the music from RL's "Dare to Go Beyond" album a new life with a **series of music videos** to inspire our community.
- The **D2GB Children's Performing Arts Camp** will be provided for an 8<sup>th</sup> year during the summer of 2015. We are looking forward to inspiring new campers and continue working with some of the campers that have been with us for the past 7 years.
  - To provide all campers with the experience of attending a Broadway show.
  - To be able to foster children who have the desire to continue their growth in the performing arts throughout the year.
- **Supporting theatre** is always one of RL's goals. Through social media, attending performances and being active about the work created by artists in the city.
- Expand the **3rd Annual Dance-A-Thon**, creating a bigger event with more participants and increasing our fundraising goal.
- Continue **celebrating artists** that are an example for our community through videos, interviews and social media.





## OUR MISSION

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