



BROADWAY *Theatre League* **OF UTICA**

EMPOWERING MINDS THROUGH THE ARTS
BUILDING CONFIDENCE
UNLOCKING POTENTIAL

Carrie Klepadlo

Director of Development and Communications
Carrie@BroadwayUtica.org | 315-624-9444



BERNADETTE A. EICHLER
**YOUTH
AMBASSADOR
PROGRAM**

Students **IN BROADWAY**

KEY SUCCESS

YOUTH AMBASSADOR PROGRAM is an organized program designed to spotlight the theater industry and tours that are in our season lineup. We focus on all departments and skills required for a successful event including stage set, sound, lighting, music and more. Students are also required to complete volunteer hours as a group.

Interested students are required to apply for a spot in the 12-month program. Applicants selected are not required to have theatrical talent, the only requirement is passion for the arts, community, and a commitment to the program.

There is no cost to accepted students, the entire program is funded by area businesses. The Bank of Utica has been one of its biggest supporters for over ten years. It's a commitment such as theirs that provides the growing success of the Youth Ambassador Program.



(LEFT) In the winter of 2023 the YAP class organized a fundraiser along with Broadway Utica's Community Outreach & Program Coordinator to collect winter hats, mittens and gloves. All collected items were handed over the THE CENTER in Utica.



(RIGHT) is an example of a Pre-Talk, all students gather on opening night of a show and are addressed by cast, crew and/or community member.

VOLUNTEERING & FUNDRAISING

IMPACT

Gabrielle, junior (at the time) says their favorite memory of YAP was volunteering at **Christmas at Canel Park - Grilling with the Grinch**, it was a fun group gathering and was able to bond with all the Yappers. Gabrielle learned the importance of teamwork and community service and how it creates something wonderful within the community.



STUDENTS ON BROADWAY

KEY SUCCESS

Students **ON**
BROADWAY

STUDENTS ON BROADWAY program designed to offer students K-12 who are enrolled in area school programs or affiliated with preventative service agencies, mentoring programs, and community centers. This fund provides complimentary tickets to touring Broadway productions and events presented by Broadway Theatre League of Utica.

This unique program is designed to offer students K-12 who are enrolled in area school programs or affiliated with preventative service agencies, mentoring programs, and community centers. This fund provides little to no charge admission to touring Broadway productions and other events presented by Broadway Theatre League of Utica.

These are a few of the 1000's of the faces excited to be the recipient of Broadway Utica's Students on Broadway initiative.

Students On Broadway sent over 200 children to see Illusionist Leon Etienne, Magic Rocks! this past January. Magic Rocks! sponsors also received the opportunity to choose a local non-profit and send up to 20 children to the show, we hosted children for ICAN, THE HOUSE OF GOOD SHEPARD, and UTICA SCHOOL DISTRICT.



VOLUNTEERING & FUNDRAISING

IMPACT

This Elf fan, was granted a ticket through our Students on Broadway program, a finalist in a community wide coloring contest. Bringing awareness to all the ways Students on Broadway funding impacts school age children in our community.



STUDENTS
ON
BROADWAY

BEYOND THE STAGE

In 2020 Broadway Utica developed a program called "BEYOND THE STAGE". This is a give back initiative, specifically designed to spotlight an area nonprofit or charity by educating the community and our ticket buyers of their mission and needs. This allows for participation from our audiences and casts a wider net of awareness.

IMPACT **BEYOND** THE STAGE



EMPOWERED PATHWAYS was a Beyond the Stage recipient in honor of the Broadway performance **SUMMER, The Donna Summer Story**. We used this opportunity to highlight Empowered Pathways, Women's Employment & Resource Center (WERC). Donations received were hygiene products, notebooks and office supplies, umbrellas, bus passes and more.

Example, when Annie was in town, we partnered with Townsquare Media for **WET NOSE WEDNESDAY**, each Wednesday Lite 98.7 featured a shelter pet and encourage donations to The Humane Society of Rome. Broadway Utica ticket buyers brought donations both nights of Annie.



SLEEP IN HEAVENLY PEACE (SHP) was a Beyond the Stage recipient and had a need for sheets, blankets and pillows.

SHP is a group of volunteers dedicated to building, assembling and delivering top-notch bunk beds to children and families in need.



CHEF EXPRESS baked tasty treats inspired by Charlie and the Chocolate Factory along with a ticket give-away to create traffic to their downtown bakery.



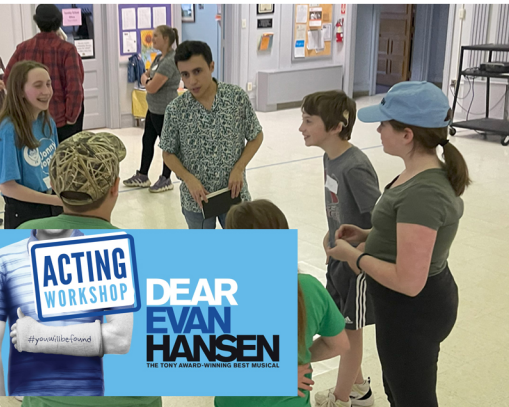
UTICAWORX was established in 2023 to allow anyone with any background, skill level or age to participate in unique courses, programs and events designated for all. UTICAWORX organizes events as summer camps, workshops with professionally trained actors, choreographers, vocalists, educational, motivational speakers and more.

IMPACT



MOVIE SERIES are designed and open to area elementary schools. Teachers and school administrators are required to register the qualifying grades to attend an AM showing of the film. Pictured is a crowded theater for Dr. Seuss' The Grinch held at Rome Capitol Theatre. All teachers are supported with an educational resource guide from the film.

This **EDUCATION SERIES** was so well received we are expanding it to seven films and speakers for effective youth programming. This includes STEAM, social studies, relationship skills and more.



(LEFT) **DEAR EVAN HANSEN** Acting Workshop led by Pablo D. Laucerica (character: Jared Kleinmn). Pablo who was on tour in Syracuse spent an afternoon with area teens who were interested in theater and the art of acting.

(BELOW) **STAGE READY SUMMER THEATER CAMP** is a 4 day camp available during summer break to area students interested in all aspect of theater, song writing, stage makeup, voice lessons and more.





All Broadway Theatre League of Utica
Funds are held with the Community Foundation
of Herkimer and Oneida Counties

EMPOWERING MINDS THROUGH THE ARTS
BUILDING CONFIDENCE
UNLOCKING POTENTIAL

Carrie Klepadlo

Director of Development and Communications
Carrie@BroadwayUtica.org | 315-624-9444

BROADWAY *Theatre League* **OF UTICA**

www.broadwayutica.org

Broadway Utica is a 501c3 not-for-profit corporation founded in 1957.