

# Kansas City Young Audiences, Inc.



## General Information

### Contact Information

<b>Nonprofit</b>	Kansas City Young Audiences, Inc.
<b>Address</b>	3732 Main Street Kansas City, MO 64111
<b>Phone</b>	(816) 531-4022 1004
<b>Fax</b>	816 960-1519
<b>Website</b>	<a href="http://www.kcya.org">www.kcya.org</a>
<b>Facebook</b>	<a href="https://facebook.com/KansasCityYoungAudiences">facebook.com/KansasCityYoungAudiences</a>
<b>Twitter</b>	<a href="https://twitter.com/kcya">twitter.com/kcya</a>
<b>Email</b>	<a href="mailto:mneedham@kcya.org">mneedham@kcya.org</a>

### At A Glance

#### How to donate, support, and volunteer

Donations may be made by visiting our website and clicking 'Donate Now.' Donors may also send a check or make a donation over the phone. We also encourage in-kind donations and seek volunteers. Please inquire at (816) 531-4022.

# Mission & Areas Served

## Statements

### **Mission Statement**

The mission of KCYA is to engage all youth in the arts, promote creativity and inspire success in education. We will accomplish our mission by:

- Producing excellent in-school arts programming that integrates the arts with the core curriculum.
- Bringing the artistic resources of the community to youth through the Arts Partners program.
- Operating a high quality Community School of the Arts accessible to all members of the community.
- Providing professional development for teaching artists and teachers.

### **Background Statement**

Every child deserves the transformational spark the arts ignite. Kansas City Young Audiences (KCYA) is proud to celebrate 56 years of providing high-quality arts education experiences to the youth of Kansas City. Established as a non-profit agency in 1961 and affiliated with the national Young Audiences Arts for Learning network, KCYA arts programs have helped more than **5 million** children cultivate artistic expression; unleashing ideas, creativity, and individual problem solving skills – skills that enhance learning in Science, Technology, Engineering, Math, English and History. Through interactive workshops, residencies, performances and professional development, KCYA programs strengthen a child's understanding of necessary educational concepts and teach educators how to successfully integrate the arts into core educational subjects. KCYA has become the largest non-profit arts education provider in the region serving 107,411 students last school year.

KCYA's original programming, now called *School and Community Programs*, places the finest professional artists in the classroom to deliver arts programs integrated with core curriculum. With performances, workshops, and residencies in nearly every artistic discipline and covering numerous academic subjects, educators look to KCYA to enhance and reinforce their students' classroom learning.

Established in 1985, *Arts Partners* is a unique consortium of 15 premier Kansas City arts organizations who provide innovative, sequential arts-in-education programs for grades K-12, successfully integrating arts education into the curriculum of participating school districts. This service provides schools with planning assistance and coordinated access to the Partners so that the arts are an integral part of every child's education. These *Arts Partners* programs are purchased on a contractual basis — ensuring district-wide continuity.

The Community School of the Arts (CSA) offers classes in dance, drama, visual arts, and music to children outside of regular school hours. The CSA offers children the next step in exploring their own artistic and creative abilities, giving them the opportunity to gain skills and competencies in the arts. Through the generosity of the philanthropic community, the CSA is able to provide financial assistance for a significant number of students ensuring access to many who would not otherwise be able to participate.

## **Impact Statement**

### 2016-17 Accomplishments:

- 1.KCYA purchased and renovated a new organizational home at 3732 Main Street in the heart of Midtown; the first permanent home KCYA has had in its 56-year history. The new location is quickly becoming a hub for creativity and arts education benefitting Kansas City's youth, educators, teaching artists, and other arts organizations.
- 2.KCYA launched the "HEART of the CITY" Capital Campaign with the goal of raising \$3.65 million to purchase and renovate our new Midtown home. KCYA has secured more than \$3 million in gifts and pledges so far.
- 3.KCYA successfully completed an expanded STEAM project in partnership with KC STEM Alliance integrating the arts into the "Project Lead the Way" Launch curriculum and other STEM (Science, Technology, Engineering, Math) programs.
- 4.KCYA expanded after-school class and summer camp offerings for the Community School of the Arts (CSA) in our new building. CSA enrollments grew by more than 25%.
- 5.KCYA used the impetus of the move to Midtown to create new branding for the organization including the value proposition our work brings to the community: "We believe that every child deserves the transformational spark the arts ignite."

### 2017-18 Goals:

- 1.Continue the "HEART of the CITY" Capital Campaign utilizing our momentum to expand our donor base and increase individual and corporate giving.
- 2.Expand program offerings, increase professional development and serve a broader community from our new Midtown home.
- 3.Utilize innovative new marketing strategies and best practices to expand and reinvigorate relationships with schools, administrators, educators and others so we can clearly communicate the value of arts education and integration.
- 4.Launch a new website that embodies our rebranding; that inspires educators, administrators, and parents to provide arts education for their students and children; and that is more user/device friendly.

## **Needs Statement**

Current needs for Kansas City Young Audiences include (in order of priority):

- 1.Financial and volunteer support for our "HEART of the CITY" Capital Campaign to raise the remaining \$450,000 to reach our \$3.65 million goal to support the purchase and renovate our new Midtown home.
- 2.Support (cash or in-kind) for the Community School of the Arts so underserved students can explore their own artistic talents and passions. A donation of \$200 provides a 13-week class for a student with financial need.
- 3.Volunteers to assist with programming, marketing, building maintenance and special events.

## **CEO/Executive Director/Board Chair Statement**

Kansas City Young Audiences (KCYA) believes every child deserves a chance for a transforming moment in the arts. As KCYA board chair, I can confirm our board and staff are dedicated to providing that magical spark to the children of Kansas City and the surrounding region.

Here is our amazing story: This past year we purchased an empty building at 3732 Main Street and launched a \$3.65 million “HEART of the CITY” Capital Campaign to renovate and establish our new home in Midtown. Our presence on Main Street helps us continue our role as the premier arts education provider in the city. Our new location also enhances our mission to provide transformational arts experiences to all children, and particularly children in the urban community.

Today, from our new Main Street home, some of the city’s finest teaching artists are sent out to area schools where they provide high quality arts education experiences. These programs give inner-city children a chance to experience the arts in ways that would not be possible without KCYA programs and the support of the philanthropic community. I am also proud to report that a record-breaking number of children attended our summer camps and arts classes—many from the surrounding Main Street neighborhoods.

Our new home has created a watershed moment in our organizational history. We believe we have the opportunity to do something extraordinary—to help students discover new ways of seeing things and expressing themselves. We do it by: fiercely maintaining a focus on harnessing the power of the arts in the learning process; offering the broadest array of programs in the area; and building on a more than five-decade long track record of using the arts to expand the minds of children. We have more than fifty years of experience helping children develop critical thinking and presentation skills.

The arts improve student skills in communication, collaboration, cooperation and creativity. An arts experience has the power to transform children and the world around them. Every child deserves an experience in the arts. It’s not just the KCYA rallying cry, it is the thought and passion at the very heart of everything we do. Please join us in our mission to create that transformational spark on Main Street, and beyond.

## **Service Categories**

Arts Education

Educational Services

Youth Development Programs

## **Areas of Service**

**Areas Served**

## **Areas**

---

MO

KS

MO - Jackson County

MO - Platte County

KS - Wyandotte County

KS - Johnson County

KS - Wyandotte County Urban Core

MO - Clay County

MO - Jackson County Urban Core

MO - Liberty

MO - Ray County

KS - Franklin County

KS - Lawrence

# Programs

## Programs

### Arts Partners (AP)

**Description**

Arts Partners is a sequential arts-in-education program for grades K-12, integrating arts into the curriculum of participating school districts across the Kansas City metropolitan area. Each district participates in the planning process to ensure workshops, performances, field trips, residencies and professional development directly relate to district curricula. Teachers receive educational support materials for pre and post activities. Arts Partners programs are purchased on a contractual basis for district-wide continuity. Students enjoy arts education tied to science, technology, engineering, math, English and history provided by the partner organizations. During the 2016-2017 school year, Arts Partners served 78,762 youth with performances, workshops, residencies, and field trips to partner arts organizations. Under KCYA management, Arts Partners has become a model for other Young Audiences chapters including Dallas, Houston, Cleveland, Wichita and Buffalo.

**Category**

Arts, Culture & Humanities, General/Other General Arts Education

**Population Served**

K-12 (5-19 years), Poor, Economically Disadvantaged, Indigent, At-Risk Populations

**Short-Term Success**

The *Arts Partners* program provides the greatest direct effect on classroom teachers and students. Short term success for classroom teachers receiving *Arts Partners* programming is defined by providing programs that: support curricular objectives, are valuable educational experiences, and that classroom teachers would select again or recommend to a colleague.

We expect at least 80% of the educators will 'strongly agree' or 'agree' that the arts programming allowed their students to: experience and understand the art form; create by engaging in the artistic process; and connect the art to academic learning. We expect at least 85% of the educators will 'strongly agree' or 'agree' that: the programming content was well aligned to their curriculum and that the programming was a valuable educational experience for their students. We expect at least 90% of educators will say they would select KCYA programming again or recommend it to a colleague.

**Long- Term Success**

The long-term vision of Arts Partners is to bring the combined resources of member arts organizations to community education partners with a goal of integrating the arts into all aspects of education. Success for Arts Partners is defined by the value of the benefits provided by the program to partner organizations and school districts.

**Program Success Monitored By**

KCYA is constantly developing programs that relate directly to school curricula, because curriculum connections are essential to the effectiveness and viability of programs and ultimately to the success of the students. KCYA receives evaluations from classroom teachers for in-school programming. The evaluations provide data that measure multiple domains including:

- Organization and content of the program
- Teaching artist effectiveness
- Educator's reasons for selection of the particular program
- Peer recommendation
- If students experienced, understood, created and connected the art form to learning and other life experiences

**Examples of Program Success**

During FY2017, 98.1% of respondents indicated that the workshop content was well-aligned to the curriculum. 100% said the workshop was a valuable educational experience for student participants. 97.5% would select the program again or recommend it to a colleague.

The following are anecdotal quotes supporting the transformational power of the arts in education: "The work these men do with my students is amazing I am continually surprised that my traditionally mute students spark up and open up in these workshops. Also, I want to say that I could see these gentlemen as visiting artists in residence in the KCMO school district. They are so constructive and positive." ~ Teacher, Kansas City Public Schools, regarding Dramatic Art and Rhythm, with the Recipe Guild  
"I wish we would have had this review before our MAP test!" ~ Teacher, Kansas City, MO School District regarding Sum of our Favorite Numbers with Jay & Leslie's Laughing Matters

## Community School of the Arts (CSA)

<b>Description</b>	<p>In 2004, KCYA opened the Community School of the Arts (CSA) with the help and vision of many community leaders. CSA provides community students a comprehensive arts experience that inspires them to discover and develop their unique talents. CSA offers classes in dance, drama, visual arts, and music to children after-school, on Saturdays and throughout the summer. CSA offers children the next step in exploring their own artistic and creative abilities, giving them the opportunity to gain skills and competencies in the arts. CSA provides a supportive, hands-on, multidisciplinary arts environment where professional teaching artists spark the creative passion in our community's youth. Through the generosity of the philanthropic community, CSA is able to provide financial assistance for a significant number of students ensuring access to many who would not otherwise be able to participate. In FY 2017 CSA had 1,641 enrollments, 19% of which were supported by scholarship.</p>
<b>Category</b>	Arts, Culture & Humanities, General/Other General Arts Education
<b>Population Served</b>	Children and Youth (0 - 19 years), At-Risk Populations, Poor, Economically Disadvantaged, Indigent
<b>Short-Term Success</b>	<p><i>The Community School of the Arts</i> has a profound direct effect on young people. Students receiving instruction at the CSA will:</p> <ul style="list-style-type: none"><li>• Gain knowledge and artistic skills.</li><li>• Gain aspirations in the arts.</li><li>• Connect their artistic experiences with other areas of life and learning.</li></ul>
<b>Long-Term Success</b>	<p>Long-term success is defined by introducing and engaging all youth in the arts. Students of the arts master symbol systems, cultivate their imagination, and learn valuable and life-long skills of persistence and resilience. Through engagement in the arts, young people are inspired to succeed in their education and find their creative talents. The Community School of the Arts immerses students in sustained arts learning outside of regular school hours.</p>
<b>Program Success Monitored By</b>	<p>KCYA receives evaluations from parents for the CSA. The evaluation measures parental level of agreement on a four point Likert scale, and provides data that measures parental perceptions on the quality of arts instruction, affordability of classes, ease of enrollment, overall satisfaction with their experience at <i>the</i> CSA, and their intent to re-enroll their children at the CSA. The CSA also surveys the students to determine if they</p> <ol style="list-style-type: none"><li>1. Gained knowledge and artistic skills;</li><li>2. Gained aspirations in the arts; and</li><li>3. Connected their artistic experiences with other areas of life and learning.</li></ol>

## Examples of Program Success

During FY2017 98.3% of parents strongly agreed or agreed the CSA instructor was professional and provided a valuable educational experience. 93.7% felt that instruction costs were reasonably priced. 99.2% said they will re-enroll their children. 99.4% of parents strongly agreed or agreed that the CSA experience generated additional interest in the arts by their child. Regarding the student surveys: 96.9% stated "I have learned new things at CSA" confirming they had gained knowledge and artistic skills. 87.5% stated "I think I am a better artist since I started coming to CSA." 92.8% stated "I think what I'm learning at CSA is helping me to be a more successful student."

"I just wanted to let you know that my daughter, Nina, had a fabulous experience at CSA for her Spring Break. Also, wanted to thank you for the opportunity of covering her tuition through scholarship availability. It would have not been possible for her to attend otherwise."

## School & Community Programs (SCP)

<b>Description</b>	School and Community Programs were established by community leaders in 1961 to introduce children to the arts. This program places the finest professional artists in the classroom to deliver arts programs integrated with core curriculum. Educators, PTAs, librarians, and community service providers can select from a wide variety of high quality programs that are approved by educators and support curricular standards. With performances, workshops, and residencies in nearly every artistic discipline and covering numerous academic topics, educators look to KCYA to enhance and reinforce their students' classroom learning. School and Community Programs reached 27,008 youth last year, delivering a full palette of arts programs to public and private schools, early childhood centers, libraries, and other community venues. School and Community Programs also deliver unique professional development opportunities for educators and teaching artists in the area of arts integration.
<b>Category</b>	Arts, Culture & Humanities, General/Other General Arts Education
<b>Population Served</b>	K-12 (5-19 years), Poor, Economically Disadvantaged, Indigent, At-Risk Populations
<b>Short-Term Success</b>	Short term success for classroom teachers receiving <i>School and Community Programs</i> is defined by providing programs that: support curricular objectives, are valuable educational experiences, and that classroom teachers would select again or recommend to a colleague. We expect at least 80% of the educators will 'strongly agree' or 'agree' that the arts programming allowed their students to: experience and understand the art form; create by engaging in the artistic process; and connect the art to academic learning. We expect at least 85% of the educators will 'strongly agree' or 'agree' that: the programming content was well aligned to their curriculum and that the programming was a valuable educational experience for their students. We expect at least 90% of educators will say they would select KCYA programming again or recommend it to a colleague.
<b>Long- Term Success</b>	<p>Long term success for Kansas City Young Audiences (KCYA) is defined by introducing and engaging all youth in the arts. Students of the arts master symbol systems, cultivate their imaginations, and learn valuable and life-long skills of persistence and resilience. Through engagement in the arts, young people are inspired to succeed in their education and find their creative talents. KCYA provides comprehensive arts learning experiences that lead to young people who:</p> <ul style="list-style-type: none"><li>• Are self-aware and can express themselves effectively</li><li>• Are aware of the world outside their own community</li><li>• Are nimble and rigorous thinkers</li><li>• Value the arts and engage in them as an essential part of their lives, and are able to nurture these qualities in others.</li></ul>

**Program Success Monitored By** KCYA is constantly developing programs that relate directly to school curricula, because curriculum connections are essential to the effectiveness and viability of programs and ultimately to the success of the students. KCYA receives evaluations from classroom teachers for in-school programming. The evaluations provide data that measure multiple items including: organization and content of the program; teaching artist effectiveness; educator's reasons for selection of the particular program; peer recommendation; and whether students experienced, understood, created and connected the art form to learning and other life experiences.

**Examples of Program Success** During FY2017, 98.0% agreed or strongly agreed that the KCYA arts program content was well-aligned to the curriculum. 97.3% of respondents agreed or strongly agreed the KCYA arts program was a valuable educational experience for their students. 96.0% would select the program again or would recommend it to a colleague.  
"We would love more performances like this one!" ~Missouri Private School Teacher regarding Eat like a Rabbit, Swim in Peanut Butter with Dino O'Dell

### **CEO Comments**

We're home! We're so happy to be settling into our new Kansas City Young Audiences (KCYA) home in the heart of Kansas City at 3732 Main Street. We have renovated the 18,000 square foot building to be KCYA's first permanent home in our 56 years in operation. Main Street is a perfect place for our new home with its high visibility, central location for youth across the metro, and its current renaissance of arts and education with 12 schools and more than 13 arts organizations located within 20 blocks of our front door. Our new location is quickly becoming a hub for creativity and arts education benefitting Kansas City's youth, educators, teaching artists, and other arts organizations. It has been so gratifying to witness children singing, dancing, acting, drawing, learning and creating in our space. We've also been pleased to host the KC Teen Fringe performances; Kansas City Repertory Theatre, Kansas City Actors Theatre and Owen/Cox rehearsals; KC STEM Alliance Professional Development for educators; LINC and The Whole Person Art Exhibitions, etc. Last year KCYA launched the "HEART of the CITY" Capital Campaign with the goal of raising \$3.65 million to support the purchase and renovation our new Midtown home. KCYA has secured more than \$3 million in gifts and pledges so far and we are so grateful for the enthusiastic support of the community. We hope you'll consider supporting this campaign to secure KCYA in the heart of Midtown for years to come.

# Leadership & Staff

## Executive Director/CEO

<b>Executive Director</b>	Mr. Martin English
<b>Term Start</b>	June 2009
<b>Email</b>	menglish@kcyo.org
<b>Compensation</b>	\$50,001 - \$75,000

### Experience

In 2009, Martin English became Executive Director of Kansas City Young Audiences (KCYA). As Executive Director, Martin is responsible for strategic and financial planning; overall management of programs and services; and management of staff and teaching artists. From 2000-2009 Martin served as the Executive Director for Accessible Arts, a non-profit agency that unlocks the arts for children with disabilities and advocates access to the arts. Martin is one of the founders of the Kennedy Center's Leadership Exchange in Arts & Disability and former Chair of the Kansas Citizens for the Arts. From 1997 to 2000, Martin served as the Executive Director for FilmFest Kansas City and the KAN Film Festival. His experience includes managing nonprofit organizations, fundraising, grant writing and promoting the arts. With an MFA in Acting/Directing from the University of Missouri at Kansas City, he has extensive experience in theatre including the creation and performance of many workshops in Kansas and Missouri schools. Martin has 26 years of experience in the arts service delivery system. He has also directed and produced several training video projects for corporate and non-profit clients.

## Former CEOs

<u>Name</u>	<u>Term</u>
Mr Harlan Brownlee	Nov 2005 - Feb 2009
Ms. Jerilyn Jones	Feb 2005 - Oct 2005

## Senior Staff

### Ms. Marty Arvizu

<b>Title</b>	Director of Marketing and Business Development,
<b>Experience/Biography</b>	Marty Arvizu, Director of Marketing and Business Development, joined Kansas City Young Audiences in April 2004 to work with clients and artists in the scheduling of performances and workshops. Marty was promoted to Director of Marketing and Business Development in March 2006, and is primarily responsible for marketing, public relations, and developing new business opportunities. Before joining Kansas City Young Audiences, Marty was Group Sales and Special Events Manager for the Kansas City Zoo where she was responsible for planning everything from school field trips and children's birthday parties to corporate picnics and private weddings. Previously, she worked in the sales departments of the Shoji Tabuchi Theatre, the Bobby Vinton Theater, and the Pump Boys and Dinettes Dinner Theatre in Branson, Missouri. Marty has a B.A. in Theatre with an emphasis in management and graduated from Missouri State University.

Mr. Tim Valverde

**Title**

Director of Finance

**Experience/Biography**

Tim joined Kansas City Young Audiences in October 2006 to assist the Director of Finance. In June 2008, Tim was promoted to the Director of Finance. The Director of Finance oversees the daily financial operations and is responsible for the preparation of financial reports and budgets to staff, funders, and board members. Tim graduated with a B.S in Computer Information Systems from DeVry University.

Mrs. Mary Needham

**Title**

Director of Development

**Experience/Biography**

Mary joined Kansas City Young Audiences (KCYA) in 2008. As Director of Development Mary oversees all aspects of contributed revenue, including; grant requests, Major Gift solicitations, prospect research, and volunteer management. Prior to becoming Director of Development, Mary served as Development and Marketing Assistant, Interim Marketing Manager and most recently as Community Outreach Coordinator for KCYA, managing annual fundraising campaigns, the KCYA 50<sup>th</sup> Anniversary Celebration and various special projects. Mary brings 18 years of small business administration experience to her role as chief development officer, and has extensive professional and volunteer experience in event planning, research, and database management. Mary is a longtime community volunteer, having served on several local non-profit Boards, including The Irish Museum and Cultural Center and The Junior League of Kansas City, MO. Mary has an excellent knowledge of the KCYA constituent base, as well as the funding priorities of various individuals and foundations in the Kansas City Philanthropic Community. She is a loyal supporter of many Kansas City area arts organizations and is a passionate advocate for the Arts and Arts Education for all children. Mary holds a B.A. in English Literature from The University of Missouri-Kansas City (UMKC,) where she also studied with Inci Bashir Paige at the UMKC Conservatory of Music.

Mrs. Kara Armstrong

**Title** Director of Arts Education

**Experience/Biography** Kara Armstrong has worked professionally as an actor, director and teaching artist for the past eighteen years. Kara earned a B. A. in Theatre from Loyola University of Chicago and an M.A. in Theatre at the University of Missouri Kansas City. She was an adjunct professor of Theatre Arts at Benedictine College. Kara was most recently the Education Director for the Heart of America Shakespeare Festival. As Education Director for the Festival, Kara created numerous new programs including Shakespeare Unbound, a three-week all girl summer camp in the urban core. She also piloted the festival's first residency at a local homeless shelter, ReStart. In 2008, The festival began *Shakespeare To Go*, a touring collection of greatest hits from Shakespeare's canon. Kara has also held freelance teaching artist positions with the Coterie Theatre, Academy of the Arts, St. Peter's School and was an Education Associate for Kansas City Repertory Theatre Education and Community Outreach Department. While working for the Kansas City Rep, Kara taught in school residencies, after school drama programs and led student matinee talk backs. Kara was also the co-founder, producer and director for her own theatre company, for which she directed several new works.

**Staff**

<b>Paid Full-Time Staff</b>	8
<b>Paid Part- Time Staff</b>	3
<b>Volunteers</b>	60
<b>Retention Rate</b>	78%
<b>Paid Contractors</b>	150

**Formal Evaluations**

<b>CEO Formal Evaluation</b>	Yes
<b>CEO/Executive Formal Evaluation Frequency</b>	Annually
<b>Senior Management Formal Evaluation</b>	Yes
<b>Senior Management Formal Evaluation Frequency</b>	Semi-Annually
<b>NonManagement Formal Evaluation</b>	Yes
<b>Non Management Formal Evaluation Frequency</b>	Semi-Annually

**Plans & Policies**

<b>Organization Has a Fundraising Plan</b>	Yes
<b>Organization Has a Strategic Plan</b>	Yes
<b>Management Succession Plan</b>	No
<b>Organization Policy and Procedures</b>	Yes
<b>Nondiscrimination Policy</b>	No

<b>Whistleblower Policy</b>	Yes
<b>Document Destruction Policy</b>	No

## Collaborations

KC STEM Alliance, LINC, The Whole Person, Accessible Arts, American Jazz Museum, Coterie Theatre, Heart of America Shakespeare Festival, Kansas City Chamber Orchestra, Kansas City Friends of Alvin Ailey, Kansas City Repertory Theatre, Kansas City Symphony, Kemper Museum of Contemporary Art, Lyric Opera of Kansas City, Mattie Rhodes Art Center, Nelson-Atkins Museum of Art, Paul Mesner Puppets, Theatre for Young America.

## Affiliations

<b>Affiliation</b>	<b>Year</b>
Affiliate/Chapter of National Organization (i.e. Girl Scouts of the USA, American Red Cross, etc.) - Affiliate/chapter	1961

## Awards

### Awards

<b>Award/Recognition</b>	<b>Organization</b>	<b>Year</b>
National Medal of the Arts	President Clinton	1994

## Government Licenses

**Is your organization licensed by the government?** No

# Board & Governance

## Board Chair

<b>Board Chair</b>	Mr. Jim Dunn
<b>Company Affiliation</b>	National School Public Relations Association
<b>Term</b>	Aug 2017 to July 2019
<b>Email</b>	dunn830@gmail.com

## Board Members

<b>Name</b>	<b>Affiliation</b>
Ms. Bunmi Alli	KPMG
Mrs. Lennie Berkowitz	Community volunteer
Mrs. Kara Bouillette	Hufft Projects
Mr. Jim Dunn	National School Public Relations Association
Ms. Katie Gound	Community Volunteer
Mrs. Jenny Isenberg	Eclectics Gallery
Ms. Cat Larrison	Harvest Productions, Inc.
Mrs. Colleen LeCount	Independent Consultant
Ms. Jana Meyers	H & R Block
Mr. Chad Rau	Ericsson
Ms. Kristin Raven	American Century Investments
Ms. Kristin Rosen	Community Volunteer
Mr. Sterling Stanford	UMB
Ms. Stacy Stotts	Posinelli
Ms. Jennifer Sussman	Andrews McMeel Universal
Mr. Brad Thies	Barr Assurance & Advising
Mrs. Lisa Williams	DST Systems

## Board Demographics - Ethnicity

<b>African American/Black</b>	2
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	14
<b>Hispanic/Latino</b>	1
<b>Native American/American Indian</b>	0
<b>Other</b>	0

## Board Demographics - Gender

<b>Male</b>	4
<b>Female</b>	13
<b>Unspecified</b>	0

## Governance

<b>Board Term Lengths</b>	2
<b>Board Term Limits</b>	3
<b>Board Meeting Attendance %</b>	68%
<b>Written Board Selection Criteria?</b>	Yes
<b>Written Conflict of Interest Policy?</b>	Yes
<b>Percentage Making Monetary Contributions</b>	100%
<b>Percentage Making In-Kind Contributions</b>	100%
<b>Constituency Includes Client Representation</b>	Yes
<b>Number of Full Board Meetings Annually</b>	12

## Standing Committees

Advisory Board / Advisory Council

Executive

Finance

Marketing

Nominating

Special Events (Golf Tournament, Walk / Run, Silent Auction, Dinner / Gala)

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

## Advisory Board Members

<b>Name</b>	<b>Affiliation</b>
Mr. Michael Cline	Kansas City Southern
Ms. Pam Gradinger	Community Volunteer
Mr. William M. Lyons	Community Volunteer
Mr. Christopher Mounts	AVS
Ms. Heidi Nast	KC Studio Magazine
Mrs. Qiana Thomason	Blue Cross Blue Shield
Mr. H. Guyon Townsend III	Townsend Communications
Mr. John Vaughn	Community Volunteer
Mr. Reeves W. Wiedeman	Helix Architecture & Design
Mr. Brian Williams	Folly Theater

# Financials

## Fiscal Year

<b>Fiscal Year Start</b>	Aug 01, 2017
<b>Fiscal Year End</b>	July 31, 2018
<b>Projected Revenue</b>	\$1,386,677.00
<b>Projected Expenses</b>	\$1,386,677.00
<b>Endowment Value</b>	\$180,811.00
<b>Spending Policy</b>	Income Only
<b>Percentage</b>	0%

## Detailed Financials

### Revenue and Expenses

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Total Revenue</b>	\$1,234,932	\$1,279,436	\$1,235,907
<b>Total Expenses</b>	\$1,183,652	\$1,194,487	\$1,143,992

### Revenue Sources

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Foundation and Corporation Contributions</b>	\$363,269	\$379,227	\$349,759
<b>Government Contributions</b>	\$17,838	\$20,481	\$0
<b>Federal</b>	--	--	\$0
<b>State</b>	--	--	\$0
<b>Local</b>	--	--	\$0
<b>Unspecified</b>	\$17,838	\$20,481	\$0
<b>Individual Contributions</b>	--	--	\$34,377
<b>Indirect Public Support</b>	\$0	\$0	\$0
<b>Earned Revenue</b>	\$575,066	\$575,511	\$596,162
<b>Investment Income, Net of Losses</b>	\$31,793	\$203,937	\$117,184
<b>Membership Dues</b>	\$0	\$0	\$0
<b>Special Events</b>	\$236,156	\$82,754	\$137,559
<b>Revenue In-Kind</b>	\$7,117	\$13,673	\$14,052
<b>Other</b>	\$3,693	\$3,853	\$13,814

## Expense Allocation

Fiscal Year	2015	2014	2013
Program Expense	\$858,904	\$919,170	\$872,227
Administration Expense	\$147,914	\$126,716	\$121,204
Fundraising Expense	\$176,834	\$148,601	\$150,561
Payments to Affiliates	--	--	\$0
Total Revenue/Total Expenses	1.04	1.07	1.08
Program Expense/Total Expenses	73%	77%	76%
Fundraising Expense/Contributed Revenue	29%	31%	29%

## Assets and Liabilities

Fiscal Year	2015	2014	2013
Total Assets	\$1,377,313	\$1,276,546	\$1,311,767
Current Assets	\$251,477	\$158,699	\$292,077
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$121,852	\$103,186	\$135,561
Total Net Assets	\$1,255,461	\$1,173,360	\$1,173,206

## Short Term Solvency

Fiscal Year	2015	2014	2013
Current Ratio: Current Assets/Current Liabilities	2.06	1.54	2.15

## Long Term Solvency

Fiscal Year	2015	2014	2013
Long-Term Liabilities/Total Assets	0%	0%	0%

## Top Funding Sources

Fiscal Year	2015	2014	2013
Top Funding Source & Dollar Amount	Anonymous \$50,000	--	Muriel McBrien Kauffman Foundation \$55,000
Second Highest Funding Source & Dollar Amount	Anonymous \$42,200	--	Hall Family Foundation \$40,000
Third Highest Funding Source & Dollar Amount	Anonymous \$30,000	--	Francis Family Foundation \$33,500

## Capital Campaign

Currently in a Capital Campaign? Yes

### Campaign Purpose

To finish paying for the purchase and renovation of KCYA's new home in midtown.

Goal \$3,650,000.00

Dates May 2016 to Feb 2019

Amount Raised to Date 3100000 as of Aug 2017

Capital Campaign Anticipated in Next 5 Years? Yes

### Organization Comments

Many school budgets continue to decline and less funding is devoted to arts education. Therefore, KCYA has had to rely on additional contributed revenue to maintain current levels of programming in the schools. KCYA has been diligent in aggressively managing agency expenses and working to increase contributed revenue. The executive management, Board of Directors and program staff are in the midst of a comprehensive, three-year marketing plan to increase earned revenue and raise the agency profile.

**Foundation Comments**

- FYE 7/31/2015, 2014: Financial data reported using the IRS Form 990.
- FYE 7/31/2013: Financial data reported using the organization's audited financial statements.
- Foundation/corporate revenue line item may include contributions from individuals.

