

Project / Beneficiary Title: *Theatre Reach: Bringing Books to Life*

1. Briefly describe the project. What will be done, when and where will project activities take place, and who will be the beneficiaries?

*TheatreReach: Bringing Books to Life* is Orange County's longest running, most successful curriculum-based, professional theatre touring program. It provides literacy support for thousands of elementary school children – in their schools - through tours of plays adapted from required books in the California State curriculum.

*TheatreReach* is a unique and valuable resource for teaching California State Content Standards in history, literature and language arts.

Funding of \$3,000 would provide support materials for three performances, enabling us to bring the tour to three additional schools in Irvine, benefiting approx. 525 children.

The spring 2016 *TheatreReach* tour will perform in 10 Orange County elementary schools, serving approx. 175 students per school. A total of 1,750 4<sup>th</sup>–6<sup>th</sup> graders will benefit from a delightful live performance that inspires a love for reading. We have reprised the beloved children's California history classic, "Island of the Blue Dolphins." And we have added a tour of "Charlotte's Web".

2. What opportunities do you foresee to make this project more impactful over time than you have described above.

We recently received a three year grant to expand the program. We envision for the Youth Education Program over the next three years:

**Restoring TheatreReach: Bringing Books to Life.** TheatreReach is a professional award-winning literature-based outreach program that tours Orange County and the Inland Empire bringing core curriculum books to life. At its zenith, TheatreReach toured 120 elementary schools offering 150 performances. This year we are touring 10 schools; 6 of which are Title 1 with low income student populations. With the increased funding we plan to expand touring, and add a teaching-artist conducting a class at each school, and purchase a vehicle dedicated to touring transportation.

3. How many Rotarians will participate in the project?

The entire rotary club membership (70+) can participate.

4. What will Rotarians do to participate?

- Rotarians will be invited to attend and inspire students at *TheatreReach* performances; they will be introduced as sponsors to the students, teachers and school administrators.
- Rotarians will coordinate Rotarian participation and publicity.

5. How many non-Rotarians will benefit from this project? List beneficiaries and how each will benefit.

The primary audience for *TheatreReach* are the students. Their teachers, PTA representatives and school administrators may also attend, as well as other sponsors.

A total of 1,750 4<sup>th</sup>–6<sup>th</sup> graders will benefit from a delightful live performance that inspires a love for reading.

6. What are the expected long-term community impacts of the project, and what can be done to make this project more self-sustainable?

*TheatreReach* goals for impact are to:

- Inspire students to read curriculum-required books, better comprehend what they have read, and gain a better grasp of the historical period depicted in the literature.
- Provide early exposure to live theatre to children who might not otherwise have access to this enriching experience, thereby beginning an appreciation for the performing arts

Impact on students:

- Students who view performances demonstrate an increased understanding of major comprehension points from their reading assignment.
- English learners demonstrate an increased incentive to read assigned books.
- The program inspires love of reading and challenges inexperienced readers to visualize actions suggested by the words.
- Disadvantaged youth experience the exhilaration of their first live performance.

In terms of sustainability, *TheatreReach* began in 1998 and has been sustained through modest fees paid by schools, by generous sponsor support and the ongoing commitment of The Laguna Playhouse. Since school funding is so limited, we rely on community sponsors and grants to bring this valuable program to schools, especially in low-income areas.

7. If a cooperating organization will be involved, what will be its role?

Several additional rotary clubs support our Theatre Reach program and help partially fund performances in schools in Laguna Niguel, San Juan Capistrano and Laguna Beach. These funders also receive similar benefits as Irvine Rotary Club in recognition and participation.

8. How will you, the club, and others raise funds from non-Rotarians to fully or partially support this project? The Laguna Playhouse raises private contributions from community donors to fund *TheatreReach* through personal solicitations, grant requests and fundraising events.

9. Please outline opportunities to publicize the project and its outcomes to the Irvine and Orange County community (PR).

- A Press Release with a photo of Rotarians at a *TheatreReach* performance that announces the Club's support will be sent to local media.
- Photos taken of attending Rotarians can be submitted to the District and sponsoring Club for publication in the Rotary "newsfeed" and local press.
- Signs/posters with Rotary Club of Irvine logo at school-site performances
- Recognition in Laguna Playhouse printed Main Stage Programs
- Recognition on Laguna Playhouse Donor Wall in Moulton Theatre Lobby
- Recognition in Laguna Playhouse social media: a link to the Rotary Club website on our website (will be possible when our website is re-designed later this year), posting of photos and press release on our website, and a newsfeed on our FaceBook page.
- Invitation for Irvine Rotary Club members to attend a performance at Laguna Playhouse

**Finances – Be sure that Income equals Expenditures!**

10. Sources of Funding	Amount
1. Funding request from Irvine Rotary	\$1,500
2. District Grant Funds	\$1,500
<b>Total Project Funding</b>	<b>\$3,000</b>

11. Expenditures - please be specific and add lines as needed; receipts will be required if the project is funded.	Amount
1. Artistic Materials & Rentals	\$2,500
2. Student Study & Activity Guides	\$500
<b>Total Project Expenditures</b>	<b>\$3,000</b>

12. By signing this request, I confirm that to the best of my knowledge these club funds will be spent only for eligible items in accordance with Board-approved guidelines, and that all of the information contained herein is true and accurate. Receipts for all funded expenditures will be provided to the club. I also understand that all photographs submitted in connection with this request will become the property of The Rotary Club of Irvine and will not be returned. I warrant that I own all rights in the photographs, including copyright, and hereby grant The Rotary Club of Irvine a royalty free irrevocable license to use the photographs now or at any time in the future, throughout the world in any manner it so chooses and in any medium now known or later developed. This includes the right to modify the photograph(s) as necessary. This also includes, without limitation, use on or in the web sites, magazines, brochures, pamphlets, exhibitions and any other promotional materials of The Rotary Club of Irvine.

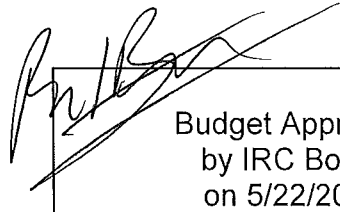
Rotarian Signature

*Leslie Anne Mogul*

Date: May 3, 2016

Print name

Leslie Anne Mogul



Budget Approved  
by IRC Board  
on 5/22/2016