

2007 ANNUAL REPORT



NEW YORK



NEW JERSEY



CHICAGO



SAN FRANCISCO BAY AREA



The All Stars Project, Inc. (ASP) is a non-partisan, non-profit 501(c)(3) organization dedicated to promoting human development through the use of an innovative performance-based model.

The ASP creates outside of school, educational and performing arts activities for tens of thousands of poor and minority young people. It sponsors community and experimental theatre, develops leadership training and pursues volunteer initiatives that build and strengthen communities.

The ASP actively promotes supplementary education and the performance-learning model in academic and civic arenas.

Dear Friends,

Twenty-seven years ago, the All Stars Project, Inc. (ASP) began by producing neighborhood talent shows in a church basement in the South Bronx. Volunteer-driven, unfunded and unrecognized, the All Stars Project invited children from New York City's poorest neighborhoods to create something together; to put on a show. Young people came. And they just kept on coming.

Nearly three decades later, the ASP – now headquartered in New York City at our 42nd Street Performing Arts and Development Center (pictured left) – is still volunteer-driven (our volunteers are our MVP's), fully funded (100% privately) and widely recognized for the success of our programs and approach. Most importantly, the kids are still coming – in New York and Newark, Chicago and the San Francisco Bay Area, Los Angeles and Boston, Atlanta and Amsterdam in the Netherlands. Some have called it 'grassroots show business.'



In the pages of this 2007 Annual Report, you will read about the performances ASP is producing. The people creating them are from all walks of life: some work at Fortune 500 companies, and others are actors or dancers. Some live in the housing projects of Chicago's South Side and others reside on New York's Park Avenue. Our youngest participant is 5 years old and our most distinguished volunteer is 93! And we are coming together to create a performance community where young people – all young people – can grow.

Why do we believe in the power of performance? Because it turns out that learning can't happen without growth. And growth can't take place without performance. That is the simple and profound discovery on which we base our work.

It was as a young actress and community activist that I began volunteering with the All Stars Project nearly two decades ago. Today, I am immensely proud of what we are creating together... and we have only just begun! America desperately needs a new model for youth development work. It is our sincerest hope that the All Stars Project is helping to lead the way in creating one.

Warm regards,

A handwritten signature in red ink that reads "Gabrielle L. Kurlander". The signature is written in a cursive, flowing style.

Gabrielle L. Kurlander
President and CEO



DEVELOPMENT ON THE CUTTING EDGE



Kwame Anthony Appiah, Ph.D.

Laurance S. Rockefeller University Professor of Philosophy and the University Center for Human Values, Princeton University

“The All Stars Project is doing really exciting and productive work with young people in our urban communities. I’ve enjoyed meeting some of the young people the ASP has helped to prepare for life in a competitive economy. Their social skills and their self-confidence are impressive, as is the pride in them you see in the eyes of their families. I’m also impressed by the many businesses that support the program not only with money but with internships – and sometimes with jobs – for the students. There’s a great leveraging of resources here; and the people who lead the program are clearly thoughtful, dedicated professionals who have developed a program that makes a real difference in the lives of deserving young people.”

“To me, and a growing number of educational and developmental psychologists, the All Stars’ programs are on the cutting edge of a major paradigm shift taking place in how our society understands and relates to young people, to how they learn and develop, and to the role of play and the performing arts in their growth. And while theatre directors and young people who participate in performing arts programs have known for a long time that performing on stage can be powerfully transformative and growthful, what’s new is the recognition that you don’t need a stage to perform. Life is performance. Through performing, as through play, people create their becoming selves.”



Lois Holzman, Ph.D.
Director of the East Side Institute for Group and Short Term Psychotherapy



BUILDING A NEW PHILANTHROPIC

All Stars Project, Inc. Youth Development Model

Trying new roles, whether in a talent show, in a corporate office, or in a play, stretches young people and opens doors of success for children of all talent levels – not just the top few percent. The All Stars Project's innovative approach to development is guided by performance and is implemented by these three programs.



The All Stars Talent Show Network (ASTSN) involves inner-city youth, ages 5 to 25, in creating developmental culture through producing and performing in weekend talent shows in their neighborhood school auditoriums. Young people in the ASTSN perform as rappers, singers and dancers; and also learn how to organize the productions, performing as ushers, ticket sellers, box office staff, spokespersons, stagehands and managers, as well as technical and security staff. In 2007, the ASTSN reached over 8,000 young people in poor communities in New York City, Newark, Chicago, and the San Francisco Bay Area.



The Development School for Youth (DSY) enriches the lives of inner-city youth through developmental experiences provided in partnership with businesses and caring corporate professionals.

DSY is an outside-of-school program that offers supplemental educational, social and internship experiences in a variety of workplace settings. This training prepares youth to enter the workforce, pursue educational opportunities, and face challenges in new ways.



Youth Onstage! (YO!) gives young people, ages 13-21, the opportunity to perform on stage in plays that have something to say about the world and its future. They also participate in the YO! Community Performance School, with classes taught by a volunteer faculty of world-class theatre professionals. In 2007, 119 young people participated in YO! in New York, and plans have been developed to launch YO! in Newark in 2008.



With students from the YO! Community Performance School, artistic director of YO!, Dan Friedman (far right) and program manager of YO!, Brian Mullin (back row, left).

PARTNERSHIP



Chair of ASP President's Committee, Anne Sylvester (fourth from left) and ASP president and CEO, Gabrielle L. Kurlander (far right), with attendees of the ASP Women, Philanthropy and Social Change breakfast.



President's Committee

The All Stars Project President's Committee is chaired by ASP board member, Anne Sylvester, managing director at JPMorgan Chase. Members of the ASP President's Committee pledge \$1,000 or more annually to support ASP programs. Their support forms the backbone of ASP's private funding model, and guarantees high-quality, innovative performance programs to over 10,000 poor children every year. In addition, the committee's consistent and dependable generosity is the engine of All Stars Project's growth.

Since its founding over ten years ago, the ASP President's Committee has played a central role in the success of All Stars Project. It has grown to include hundreds of members from all across the country and from all walks of life.

A dynamic leadership body, the ASP President's Committee members are givers in many ways. Some volunteer with the programs, directly connecting to young people from diverse neighborhoods. Others reach out to their personal and professional networks, introducing new people to All Stars Project programs and asking for their support. Many ASP President's Committee members attend All Stars Project special events, galas, benefits, and youth performances held throughout the year.

For more information on the ASP President's Committee or giving opportunities, please contact Christopher Street, Senior Vice President/Development at 212-356-8454.



ALL STARS PROJECT OF NEW YORK



Fall 2007 class of the ASP of NY, DSY and ASP's director of youth programs, Pamela A. Lewis (back row, fourth from left).



The All Stars Project of New York (ASP of NY) is located at the ASP national headquarters, the 42nd Street Performing Arts and Development Center, and produces throughout the city's five boroughs.

ASP's flagship program, the ASP of NY, All Stars Talent Show Network, produced a total of 50 performance events reaching thousands of inner-city young people in 2007. Auditions, development workshops and talent shows were produced at Roosevelt High School in the Fordham neighborhood of the Bronx; at John Adams High School in South Ozone Park, Queens; and in collaboration with the Van Dyke community center in Brownsville, Brooklyn. Highlights of the season included four citywide talent shows where hundreds of young people performed, and enthusiastic parents, relatives, friends and members of the community came out to cheer them on.

The ASP of NY, Joseph A. Forgione Development School for Youth graduated 83 students from 37 high schools and seven area colleges in 2007. Business leaders and professionals from top firms and corporations, including Ernst & Young, Latham & Watkins, and Merrill Lynch & Co., led young people through professional development workshops and paid internships. Participating companies offered paid summer internships to all graduates, with multiple internships provided by SourceMedia (14), MetLife (13), Ernst & Young (11), LeBoeuf, Lamb, Greene & MacRae LLP (6), and Standard & Poor's (5).



Castillo Theatre managing director, Diane Stiles (center) with Tony Award-winning playwright Mario Fratti (left) and Woodie King, Jr. (right) of the New Federal Theatre at the 2008 Otto Awards.



For more information
on the ASP of NY, please
call 212-941-9400 or visit
our website at
www.allstars.org



Reynaldo was 16 and a self-professed “shy person” who had only one friend in high school when he joined Youth Onstage! Since then, he has performed in several YO! productions, and recently starred as the stage manager in his school’s production of *Our Town*. Reynaldo, now a senior, has been accepted into three good colleges. “Youth Onstage! gave me confidence. I have a lot of friends now and I feel comfortable around all sorts of people.”

Located in the theatre district, the Castillo Theatre staged eight cutting-edge productions in 2007, seen by more than 4,500 people. In keeping with its traditions, the productions covered many different genres: the avant-garde, the American musical, vaudeville, choreo-poems, historical dramas, hip-hop and improvisational comedy. The Black History Month offering was a piece of dance theatre entitled *Homeland Security: Bringing Dr. King Up To Date* directed and choreographed by world-renowned dancer Desmond Richardson. Castillo wrapped up its 2006-2007 season with the world premiere of *Backstage: A Love-Hate Story of the Women’s Movement* (photo above) written and directed by Fred Newman.

In 2007, 64 young people from 29 New York City high schools studied with the Youth Onstage! Community Performance School with a faculty of local professionals. Fifty-five young people took part in Youth Onstage! productions as performers, assistant directors, stage managers and production assistants. *Our City*, the first ASP of NY, YO! touring production, visited local high schools where it was seen by enthusiastic student audiences. ASP of NY, Production of Youth by Youth graduated 28 young people who were placed in unpaid summer internships at various cultural institutions throughout the city. Students produced two cultural forums and an art show featuring their own work.

Our award-winning volunteer recruitment and training program, Talented Volunteers, connects adults from all walks of life to inner-city youth. We added 165 new volunteers and interns in 2007, a 65% increase that brings our total to 422 active volunteers who give generously of their time, energy and talents to work with young people.



Director of ASP of NY, Talented Volunteers program, Gail Elberg (center) with volunteers Jenny Zak (left) and Yuri Yamasaki (right).

ALL STARS PROJECT OF NEW JERSEY

The All Stars Project of New Jersey (ASP of NJ) grew rapidly in 2007, involving nearly 2,000 young people in its eighth year, including 775 young people who performed in talent shows, a 20% increase over 2006. ASP of NJ also collaborated with the YWCA on a six-week improvisation performance training for their youth members and a one-day talent show event.

The ASP of NJ, Development School for Youth graduated 95 students from 31 Newark area high schools and two colleges. Eighty-three students participated in summer internships in 34 companies – a 50% increase from 2006. ASP of NJ intends to double the DSY program to 200 students in 2008.

Business leaders and professionals from more than 50 New Jersey corporations participated in All Stars Project of New Jersey programs in 2007. In addition, 308 volunteers gave of themselves to help New Jersey young people develop – a 35% increase in the New Jersey Talented Volunteers program. And, more than \$1.1 million was raised toward establishing the Scott H. Flamm Center for Youth Development, which will be the hub for the ASP of NJ youth programs.

Newark Mayor Cory Booker was the keynote speaker at the ASP of NJ, Development School for Youth third annual benefit dinner on Monday, October 27, 2007. The event brought together 200 business leaders and philanthropists across New Jersey.



Director of the ASP of NJ, Gloria Strickland (front left), with chairman and CEO of D&B, Steve W. Alesio (left), Newark Mayor Cory Booker and president and CEO of ASP, Gabrielle L. Kurlander (right).

*“Thank you for what you are doing.
Thank you for choosing action, thank you
for choosing faith, thank you for choosing
love, thank you for choosing the All Stars.”*

–Newark Mayor Cory A. Booker



Leadership Committee of the Scott H. Flamm Center for Youth Development: member, Ellen Flamm (left) and co-chairs, Weston and Ann Hicks.



**For more information on the ASP of NJ,
please call 973-622-5506 or visit our
website at www.allstars.org**



Al-Tariq lost both a cousin and an older brother to violence. Through the All Stars Project of New Jersey, Al-Tariq is finding a different path for himself. He has been a performer and youth leader in the talent shows. Last year, he participated in the ASP of NJ, Development School for Youth in Newark. Al-Tariq is a recipient of the Young Leaders for Change Award, and traveled with other All Stars Project youth to South Africa in a student exchange program.



ALL STARS PROJECT OF CHICAGO

The new All Stars Project of Chicago (ASP of Chicago) was launched in 2007 with \$130,000 in seed donations from several lead donors, more than 60 individuals and eight corporations including special support from national corporate partners Merrill Lynch & Co. and Latham & Watkins. Led by community organizer, David Cherry, All Stars Project of Chicago quickly set up a small office in Chicago's South Side Bronzeville neighborhood and produced three audition/workshops and two talent shows, involving more than 325 youth and 35 volunteers.

All Stars Project of Chicago made immediate connections with community organizations like the South Side YMCA, the Southwest Youth Collaborative and Le Penseur Youth and Family Services. And in December, eight Chicago youth and ten Latham & Watkins law associates came together for the very first All Stars Project of Chicago host training. As the program effort gains momentum, a growing number of local business leaders and philanthropists are getting behind the All Stars Project's newest expansion. The ASP of Chicago also received a major endorsement in the form of a grant from the John D. and Catherine T. MacArthur Foundation to be received in 2008.

In just one year, the All Stars Project of Chicago has created a vibrant developmental community for Chicago's inner-city youth.



Mia first joined the ASP of Chicago last year as a performer, and became a volunteer as well. By year's end, she was Master of Ceremonies for the All Stars Talent Show Network. Mia grew up in a chaotic and rocky home on the southeast side of Chicago, but she believes that overcoming this instability has made her a better person. *"Being the [ASP of] Chicago MC has given me a bigger responsibility and the opportunity to have a great impact,"* she says.



Above: Director of the ASP of Chicago, David Cherry (far left) with youth and volunteers.



For more information on the ASP of Chicago, please call 773-624-2848 or visit our website at www.allstars.org

ALL STARS PROJECT OF

THE SAN FRANCISCO BAY AREA

The All Stars Project of the San Francisco Bay Area (ASP of the SF Bay Area) reached more than 1,000 young people in 2007, who performed in talent shows at Oakland Tech High School and Sweet's Ballroom in downtown Oakland. A dozen youth, ages 16-21, participated in development workshops at the San Francisco law offices of Heller Ehrman and All Stars Project national sponsor Latham & Watkins.

Joyce Dattner, director of the ASP of the SF Bay Area, received the In Harmony with Hope Award from the Elfenworks Foundation at the opening of Stanford University's Center for the Study of Poverty and Inequality. And both Oakland Mayor Ron Dellums, and San Francisco Mayor Gavin Newsom expressed support for the All Stars Project and recognition of the possibilities it creates for the Bay Area's young people.



Eulanna is the motivated mother of a three-year-old. She works full-time, has received her degree in Political Science, and is preparing to attend law school. Still, she finds time to volunteer with the All Stars Project, which has been a major part of her life since she first participated as a 17-year-old in West Oakland's most devastated communities. Since then, Eulanna has been a leader, helping the All Stars Project of the San Francisco Bay Area grow.



Above, from left to right: Dr. Elouise Joseph, youth programs director of the ASP of the SF Bay Area, with members of the outreach team, Eulanna Allen, Lily Zhu, Laura Mercado.



For more information on the ASP of SF Bay Area, please call 415-986-2565 or visit our website at www.allstars.org

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The sample legal language below is suitable for a general bequest:

"I hereby give, devise, and bequeath to the All Stars Project, Inc., a not-for-profit corporation organized and existing under the laws of the State of New York, now having its principal place of business at 543 West 42nd Street, New York, New York 10036 [the sum of money] [____ percent of my estate], the said [sum] [percent] to be used for the All Stars' general purposes."

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\$100,000+

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\$1,000 - \$4,999

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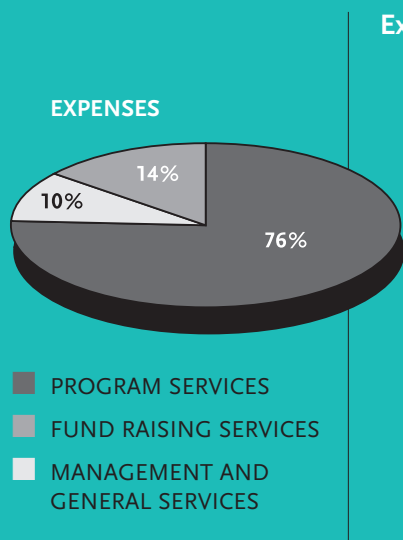
STATEMENT OF ACTIVITIES

Year Ended December 31, 2007

Revenues, gains and other support	
Contributions	\$ 4,527,472
Membership revenues	70,008
All Stars ticket sales	22,023
Theatre ticket sales and subscriptions	62,914
In-kind labor	60,000
Net revenues from special events	643,033
Investment income	83,097
Change in value of split-interest agreement	33,133
Training and licensing fees	45,490
Other revenues	4,378
Total revenues, gains and other support	\$ 5,551,548

Expenses	
Program services	
All Stars Talent Show Network	1,360,987
Development School for Youth	775,054
Castillo Theatre	508,375
Volunteerism and Education	426,885
Youth Onstage!	267,178
Production of Youth by Youth	75,567
Total program services	\$ 3,414,046
Supporting services	
Management and general	475,584
Fund raising	650,084
Total supporting services	\$ 1,125,668
Total expenses	\$ 4,539,714

Change in net assets from operations	1,011,834
Write off of financing and renovation related costs	(870,309)
Change in net assets	141,525
Net assets – beginning of year	6,546,759
Net assets – end of year	\$ 6,688,284



The All Stars Project, Inc. is a not-for-profit under section 501(c)(3) of the Internal Revenue Code. For complete audited financials visit www.allstars.org

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