



The Community Grows

2012 ANNUAL REPORT





MISSION STATEMENT

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:

In the last year, the All Stars Project had a record 40,000 face to face conversations about growth and development with young people and families in poor communities across the country. Through All Stars, inner-city young people are learning how to participate in the mainstream and are experiencing new possibilities and opportunities opening up for them. I salute our staff, volunteers and supporters whose dedication inspires me every day.



All Stars creates a new kind of community in which diverse individuals and neighborhoods, businesses and non-profits, come together to give young people – and everyone – the opportunity to develop and to lead meaningful and quality lives. We are proud of the difference we are making in cities across the country. We are bringing growth back into the equation to help inner-city young people *learn how to learn* and *learn how to re-create their lives*.

We use the most cutting-edge tools of play, pretend and performance to ignite growth and bring diverse people together, including the poorest kids and the most successful business people, artists, and policy and thought leaders. This is what makes us a national leader.

This 2012 annual report is overflowing with images from our growing community and its many new conversations, connections and performances.

All Stars is celebrating many new milestones: we opened the **Scott Flamm Center for Afterschool Development** in the downtown arts district of Newark, a new “station for development” for thousands of young people and their families. We held our second **Afterschool: Growth!** conference, this time in Chicago, where frontline practitioners and innovators came together to continue to create a re-energized and forward-thinking national movement for afterschool. Working in partnership with the New York City Police Department we brought together hundreds of graduating police officers, youth and community members for **Operation Conversation: Cops and Kids**.

I would sum up our accomplishments in 2012 by saying, *“The All Stars community is growing!”*

Thanks to all of you who helped to make this progress possible. I hope you continue to be inspired to build community and bring growth and development to every neighborhood and street corner in America. That is my mission; that is the All Stars’ goal.

Sincerely,

A handwritten signature in blue ink that reads "Gabrielle L. Kurlander". The signature is fluid and cursive, written over a light blue circular stamp or watermark.

Gabrielle L. Kurlander
President and CEO



CORE PROGRAMS

In the **All Stars Talent Show Network**, young people, ages 5 to 25, produce and perform in hip-hop talent shows in school auditoriums and civic spaces in their own neighborhoods. Cheered on by audiences of family members, neighbors and volunteers, the youth help to create a new and positive culture of development in the heart of our country's most challenged communities. They perform as rappers, singers and dancers as they learn to take responsibility for organizing the productions: performing as ushers, ticket sellers, box office staff, stagehands and managers. In the process, everyone grows.

In the **Development School for Youth**, young people, ages 16-21, undertake leadership training and paid summer internships in partnership with the business community. These experiences are led by volunteer executives and take place in a variety of corporate and workplace settings, including some of the country's leading corporations. DSY exposes inner-city young people to success and prepares them to enter the workforce, pursue educational opportunities and face life challenges in new ways. DSY also gives thousands of business professionals a way to give back and build community by investing their time in young people.

Youth Onstage! gives young people, ages 13 to 21, the opportunity to perform in and produce plays that have something to say about the world and its future. Theater professionals volunteer their time and lead many of YO!'s activities, including teaching classes at the YO! Community Performance School. Inner-city young people have direct contact with world-class actors and unique opportunities for growth as people and as performers.

UX is a university-style school of development for people of all ages and all interests. Offering free workshops, courses and cultural outings year round, UX is a partnership between adults from poor communities who want to grow and develop, and guest artists, business professionals, community and educational leaders who want to give back. UX extends the All Stars opportunities for growth and development beyond youth to all members of the communities we serve.



CREATING COMMUNITY



"COMMUNITY AS A HEART IN A HAVENLESS WORLD"

I talk about community, not as a place where we can go and hide, but as an active principle, as a human, passionate, living environment which has the capacity to nourish those of us who are committed to engaging the cruelty of a havenless world. The operative principle for community building is creating something together... When we build, we create community.

– Fred Newman

Founder, All Stars Project



All Stars Project National Staff (As of 2011)

NEW CONVERSATIONS: ENGAGING LEADERS



(Above) NYPD Commissioner Raymond Kelly and ASP co-founder Dr. Lenora Fulani held a news conference in Harlem on July 31, 2012 to discuss the breakthrough program and All Stars-NYPD partnership, Operation Conversation: Cops & Kids. Said Kelly, *"I want to commend Dr. Fulani for...putting (Operation Conversation) together."*



(Above) *Afterschool: Growth!* grassroots conversation about afterschool between frontliners and innovators took place at Chicago's Erikson Institute on October 26, 2012. The conference drew 120 participants from 50 Chicago afterschool and community organizations, and featured keynotes by Afterschool Matters CEO Mary Ellen Caron, ASP president and CEO Gabrielle L. Kurlander and ASP co-founder Lenora Fulani.



(Left) San Francisco District Attorney George Gascon (second from right) organized a breakfast meeting to introduce the All Stars Project to leaders from SF's Department of Children, Youth & Families, Juvenile Probation, SF Unified School District Support Services, Recreation and Parks in the Mayor's Conference Room, September 19, 2012. Representing ASP were President and CEO Gabrielle L. Kurlander (second from left) and ASP SF/Bay Area directors Joyce Dattner (left) and Elouise Joseph (right).

(Right) Newark Mayor Cory Booker attended the “We Care About Youth and Everyone Grows” New Jersey Benefit Dinner, November 16, 2012. Said Mayor Booker, “We are proud of how the All Stars has joined with Newark’s efforts to set a national standard for urban transformation, and thank them for helping move Newark forward.”



(Left) The All Stars Project of New Jersey and the New Jersey Performing Arts Center (NJPAC), the sixth largest performing arts center in the U.S., kicked off a new partnership with a summer youth showcase on NJPAC’s outdoor stage on July 10 and 11, 2012. Pictured NJPAC CEO John Schreiber and ASP Vice President/Youth Programs Pamela A. Lewis (top row, fourth and fifth from left).



(Below) The Graduate School of Education, Rutgers, The State University of New Jersey announced a partnership with the All Stars Project to enhance research and initiatives dedicated to afterschool programming to be led by Associate Professor and ASP national board member Carrie Lobman, Ed.D. (second from left), and ASP Vice President/Education Initiatives Bonny Gildin, Ph.D. (right), pictured with Mary Curran, Ph.D., Associate Dean, Graduate School of Education, Rutgers University (left), and Gloria Strickland, ASP of NJ Director (second from right).



(Above) The company of *Sally and Tom (The American Way)* at 2012 AUDELCO Awards for Excellence in Black Theatre, winning Musical Production of the Year (r. to l.): Joseph Spirito, Gabrielle L. Kurlander, Diane Stiles, John Rankin III, Ava Jenkins, Jacqueline Salit, Gail Peck, Dan Friedman (artistic director), David Belmont, Michael Walsh, David Nackman. The production also won awards for: Best Director of a Musical Production (Kurlander); Outstanding Female Musical Performance (Jenkins); Outstanding Male Musical Performance (Brian D. Hills); and Outstanding Musical Direction (Walsh).



NEW PERFORMANCES: ALL STARS COMMUNITY



(Left) The All Stars Talent Show Network held 38 talent show events and numerous special events nationwide, including Phat Friend Awards (NYC, NJ, SF), Young Leaders for Change (NYC, NJ), Dr. Martin Luther King Jr. Day Celebrations (NYC, NJ, CHI, SF). More than ten thousand Black and Latino youth, community members and volunteers came together. Through ASTSN, the All Stars community brought young people of all ages together to create positive community culture in NYC – Bed Stuy, Harlem, Brownsville, Washington Heights; Chicago – Englewood, Roseland, Woodlawn, South Shore, Austin; SF – Visitacion Valley, Bayview/Hunters Point; NJ – Newark, Irvington, Orange.

(Right) The Development School for Youth connected 350 inner-city youth and 500 business professionals through more than 120 workshops and networking events and 270 paid corporate summer internships. DSY workshops included hedge fund investing, real estate and law. Regardless of the topic, they were cosmopolitanizing conversations for all.



GROWS THROUGH PARTICIPATION IN PROGRAMS



(Above) Our international *Performing the World* Conference was held at the All Stars Project on 42nd Street from October 4 to October 7, 2012. It was a diverse and united gathering of 450+ performance activists from 38 countries, representing a growing international performance community.

(Below) ASP President and CEO Gabrielle L. Kurlander led the three-week intensive development program, *The Art of Painting the World in Different Colors*, with off-site workshops bringing youth together with leaders at MTV, *The New York Times*, Tiffany & Co., Altegrity and visits to the High Line, Randall's Island Golf Academy and the Old Westbury Mansion.



GROWS THROUGH PARTICIPATION IN PROGRAMS



(Left) In July, Operation Conversation: Cops and Kids premiered its public demonstration workshop at NYC's Schomburg Center. In the audience were 129 recently graduated police officers and 138 diverse members of the New York City community. Bi-monthly workshops involving groups of police officers and youth were held at community centers and schools all over New York City, bringing together more than 300 "cops and kids."

(Right) UX, the free, university-style school of continuing development, celebrated its second year with steady growth in the number of students and volunteers, expanded offerings and increased interface between ASP's donor community and UX's mostly adult students. Sixteen development coaches led 120 UX students on 22 cultural and cosmopolitan outings in and around New York City.





(Left) More than 100 youth and a volunteer faculty of Broadway and off-Broadway actors, directors and producers came together in the Youth Onstage! Community Performance School and in productions of Shakespeare's *Julius Caesar* and Katori Hall's *Children of Killers*.

(Right) The Castillo Theatre received a Best of Manhattan Award in the Performing Arts Theatre. Castillo kicked off 2012 with the 24-hour, *Performing Fred Newman: A Tribute Marathon of Plays*, and the season included *Sally and Tom (The American Way)*. Castillo continued its producing partnership with the New Federal Theatre and National Black Touring Circuit with full productions and play readings.



ALL STARS COAST TO COAST

NEW YORK CITY

Our first and largest center of program and community-building activity and the site of our national headquarters: a 31,000 square foot, \$20 million performing arts and development center on 42nd Street, ASP of New York continues to grow in programs and in numbers of participants.

- **3,518** youth and family members participating in the 2012 NYC All Stars Talent Show Network season
- **693** youth and professionals participating in leadership training activities
- **145** youth and performing artists participating in Youth Onstage!
- **1,130** people of all ages attending UX
- **990** active volunteers
- **6,107** people attending theatrical productions



NEW JERSEY

Launched in 1999, the All Stars Project of New Jersey is the ASP's largest regional operation and major growth center. In 2012, the ASP of NJ completed a six-year project to create the **Scott Flamm Center for Afterschool Development** as a "station for development" for thousands of young people in Newark's downtown arts district. New Jersey is also home base for the ASP's **Institute for Afterschool Development** and its growing influence as a national leader in afterschool programming. In 2012, through partnership activities with **Montclair State**, **Rutgers University**, and the **University of Tennessee**, the Institute continued to grow as a crossroads for new kinds of conversations between leading scholars and researchers for the development of the rapidly expanding field of afterschool development.

- **2,000** young people participating in ASP NJ programs
- **1,000** NJ families, corporations and foundations donating to the NJ Expansion Campaign
- **9,000** square foot Scott Flamm Center for Afterschool Development

CHICAGO

In Chicago, youth and frontline leaders in Englewood, Roseland, Bronzeville, Austin, Fuller Park, and South Shore – neighborhoods hard hit by violence and poverty – and leading members of Chicago’s business and philanthropic community have enthusiastically embraced All Stars’ innovations. ASP of Chicago’s on the ground programs – the All Stars Talent Show Network and the Development School for Youth – are now helping thousands of young people to grow and move forward with their lives in new ways. All Stars also energized Chicago’s thriving and nationally important afterschool community through its sponsorship of the ***Afterschool: Growth!*** Conference.

- **605** youth, family, friends and donors participating in the 2012 Chicago All Stars Talent Show season
- **110** afterschool practitioners and community leaders attending ***Afterschool: Growth!***
- **300** business leaders and philanthropists attending Partners with Youth luncheon at the Standard Club



SAN FRANCISCO BAY AREA

Thirteen percent of San Francisco’s children are growing up poor and are especially isolated from the city’s economic and cultural boom. In 2012 the ASP of the SF Bay Area staff and volunteers focused on grassroots outreach, knocking on doors in the housing projects of Visitacion Valley, Bayview/Hunters Point and the Mission to bring development to these hard to reach youth and their families. ASP of the SF Bay Area also built new connections to San Francisco’s private and public sectors, including leaders of key city departments that interface with youth.

- **8,000** youth and families connecting with the ASP of the SF Bay Area outreach team
- **603** youth, families and donors attending ASP-sponsored programs and events
- **500** volunteers with the ASP of the SF Bay Area

ALL STARS PROJECT OF DALLAS...COMING IN 2013

By September 13, All Stars will be on the ground laying the foundation for the All Stars Talent Show Network and the Development School for Youth in the poor neighborhoods of South Dallas and West Dallas, where the poverty rate is 35% or higher. By creating a network of individual donors and volunteers, we will grow and sustain the All Stars there. Longtime All Stars supporters and Dallas philanthropists Hunter and Stephanie Hunt championed the Dallas launch effort with a special \$2 million leadership gift.



DEVELOPING PHILANTHROPISTS: THE ART OF GIVING



The All Stars Project's model of independent funding continues to support and drive the growth of our community. For three decades, the All Stars private sector partners – mostly individuals, but joined in recent years by hundreds of corporations and dozens of foundations – have provided the financial support that makes possible the new conversations, connections and performances that take place through our work every day. All Stars philanthropists, including 2,552 new supporters, invested more than \$7 million in developing our youth and growing our community in 2012.



In addition, our donors are getting personally involved in our development and community-building activities at record levels. They join in host trainings and networking events as DSY workshop leaders, program associates and internship supervisors, UX development coaches and leaders of cosmopolitan outings. Through ASP's **Back to School** program, they are bringing family and friends to see our young people perform in their neighborhoods, and they are bringing their colleagues for volunteer days. They are helping to develop our youth, build our programs and spread development.

Our **President's Committee** – made up of individuals who give at least \$1,000 annually to underwrite our innovative programs – continues to be the nucleus of the All Stars giving community. In 2012, our national President's Committee remained strong and added many new philanthropists to our regional chapters.





NEW LEGACIES: THE SOCIETY FOR RACIAL HARMONY

The Society for Racial Harmony (SRH) is a special grouping of supporters who have made a commitment to supporting the programs of the All Stars Project through their estate planning. The SRH was created with the philosophy that getting beyond differences, including those of race and ethnicity, involves everyone contributing what they have to create something new. It's about developing together. Special bequests have provided millions of dollars in support for key All Stars initiatives in the last twenty years to foster the development that can create racial and social harmony.

Endowment Campaign Launched

In 2012, longtime All Stars champion and SRH member John Manley launched an All Stars endowment campaign by pledging a \$500,000 challenge gift that will match dollar for dollar new gifts to create the endowment.



“Meeting the young people the All Stars reaches, seeing how they grow, develop confidence and become hopeful, that’s been very emotional for me... and started me thinking about how to make these life-changing programs available to more kids year in and year out.”

—John Manley

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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, NY 10036 [the sum of money] [___ percentage of my estate], the [sum] [percentage] to be used for the All Stars’ general purposes.”

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STATEMENT OF REVENUE & EXPENSES

Year Ended December 31, 2012

Revenues, Gains and Other Support

Contributions	\$ 5,413,287
Program Revenue	267,657
Net Special Events Revenue	1,288,322
In-kind Donations	164,925
Interest and Dividends	6,008
Gain on Beneficial Interest in Charitable Remainder Unitrust	17,528
Other Revenues	3,802

Total Revenues, Gains and Other Support

\$ 7,161,529

Expenses

All Stars Talent Show Network	\$1,815,117
Development School for Youth	1,501,175
Castillo Theatre	938,882
Volunteerism and Education	858,590
Youth Onstage!	587,957
Management and General	685,520
Fundraising	1,266,487

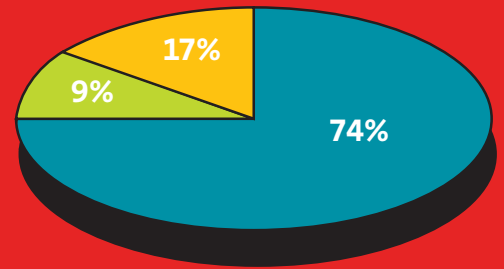
Total Expenses

\$ 7,653,728

Change in Net Assets before other changes	(492,199)
Loss on unamortized mortgage costs and fixed asset disposal	(603,151)
Change in Net Assets	\$(1,095,350)

Ratio of Program Services to Total Expenses 74.5%

EXPENSES



- PROGRAM SERVICES
- FUNDRAISING
- MANAGEMENT AND GENERAL

STATEMENT OF FINANCIAL POSITION

Year Ended December 31, 2012

Assets

Cash and Cash Equivalents	\$ 2,523,211
Investments	1,768,536
Contributions Receivable	321,258
Prepaid Expenses and Security Deposit	155,246
Beneficial Interest in Charitable Remainder Unitrust	223,357
Fixed Assets - Net	14,469,714

Total Assets

\$19,461,322

Liabilities & Net Assets

Accounts Payable & Accrued Expenses	\$ 1,217,158
Mortgage Payable	10,720,000
Loan Payable	800,000

Total Liabilities

\$12,737,158

Net Assets

6,724,164

Total Liabilities & Net Assets

\$19,461,322





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(212) 941-9400

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(973) 622-5506

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