



BECOMING ALL STARS CAMPAIGN

10 years (2018-2027)

Creating Communities of Development,
with Youth at the Center

Becoming All Stars Campaign Newsletter | Summer/Fall 2024

ANNOUNCING

BECOMING ALL STARS: Our \$150 Million Expansion Campaign

Creating Communities of Development, with Youth at the Center

Greetings! We are delighted to share that we just announced the public phase of a ten-year, \$150 million national expansion campaign, titled **Becoming All Stars**. The news debuted on May 20, 2024, at our annual National Gala held at City Winery in New York, honoring our beloved Founding CEO, Gabrielle Kurlander. The campaign mission is to provide 100,000 underserved youth with opportunities of a lifetime.

This, our inaugural campaign newsletter, is designed to celebrate our progress and showcase the impact you are making as our diverse community of philanthropic partners and supporters. It is designed to invite and inspire others to join our community with a common vision: to provide deserving young people with opportunities that will transform their lives positively forever.

Our President & CEO, Chris Street, shares why we have launched this campaign, and why now.

“The All Stars Project has a unique opportunity to build on 25 years of groundbreaking work – at the grassroots, developing young people, building volunteerism, and inspiring philanthropic investment at the highest level. Our Becoming All Stars campaign is the next bold step in our journey, harnessing visibility and crucial resources to expand our reach and impact for generations to come.”

Young people ARE at the center of everything we do together in building the All Stars Project (ASP)... so much so that this has become our campaign tag line: *Creating Communities of Development, with Youth at the Center.*

Our National Board Chair, Nathaniel H. Christian III, agrees:

“Now is the time to tell the All Stars Project story. The young people we serve both need and crave development from a caring community. We can provide that. I can personally attest to the priceless value of support from a caring adult as a young person. It is what empowered me to become who I am today, and it continues to unlock potential for so many talented young people in the communities that we serve.”

Continued...



All Stars Project President & CEO, Chris Street announcing the Becoming All Stars campaign alongside national and regional leaders on the National Gala stage (May 20, 2024).

**WE'RE ON A
MISSION:**

\$150 million

10 years

**100,000 Young
Lives Transformed**

Continued from page 1...

We are proud that over \$90 million has already been raised toward our \$150 million campaign goal in the six-year quiet phase that started on January 1, 2018. This \$90 million came from over 8,500 generous philanthropic households and partner organizations.



Shadae McDaniel, SVP/Programs and Strategic Initiatives (left) with Antoine Joyce-Roach, SVP/City Leader, ASP of Dallas (right), will be key leaders of the Becoming All Stars campaign. They are joined by community partner, Dr. Tiffany Kirksey, of P-Tech in Dallas.

During the public phase of the campaign, which started on May 20, 2024 and will run through 2027, gifts of all sizes will continue to be solicited, welcomed, and celebrated as the campaign unfolds regionally in Chicago, Dallas, New Jersey, New York, and the San Francisco Bay Area. We'll launch a campaign website, develop campaign materials, and recruit regional and national campaign committees to motivate and engage like-minded philanthropic partners. And we'll keep you updated on the progress we make through this newsletter.

I am proud of the lives that are being transformed every day through our All Stars development through performance – on stage, and in life programs. Thank YOU for your support and caring along the way, helping us dream big and grow our reach. With your help, we know we can reach 100,000 young lives in the years ahead and continue to create a better world for all.

Thank you for being our partner in this mission!



In appreciation,

Jenny Zak
Chief Development Officer

P.S. The Becoming All Stars campaign is for everyone. It welcomes gifts of all sizes from an incredible range of people and organizations. YOU are an important part of this campaign!

All Stars Project National and Regional Boards

Over one hundred philanthropic, arts, and business leaders build ASP as members of our national and regional boards.

CLICK BELOW to meet our champions.

Meet the Belief and Confidence Brigade

We are grateful to the following philanthropic partners and organizations who each gave \$1 million or more to All Stars Project during the quiet phase of the campaign. Their belief in young people and confidence in the ASP mission is inspirational, and changing lives.

- C. Michael and Anne Armstrong
- Ashley and Greg Arnold
- Kate J. Barton
- James J. Burke, Jr. and Burke Family Foundation
- Margo Cook and Renee Cohen
- EY and EY Partners
- Hunter and Stephanie L. Hunt
- Peter and Dana Langerman
- Edward and Julie C. Malmstrom
- John and Susi Manley
- MetLife and MetLife Foundation
- Maria and Barry Morris
- Suzu and David Neithercut
- PSEG and PSEG Foundation
- RBC Capital Markets and RBC Foundation
- Gillian Teichert
- Rich Sokolow and Sharon Tomao
- Gregory and Donna Tosko
- Amy Weinberg, Ph.D. and Norbert Hornstein

8,152

Total Number of Supporters Who Have Given to the Campaign Since Inception

BUILDING ON SUCCESS

The Becoming All Stars campaign aims to raise \$150 million by 2027 to transform over 100,000 young lives.

The campaign has been building momentum since the quiet phase began in January 2018. When complete, the Becoming All Stars campaign will celebrate 10 years of sustained, innovative development programs reaching over 100,000 underserved youth nationwide, building awareness, partnership, and investment in the critical field of afterschool development. This impact will be made possible by donations of all sizes. Every dollar provides life-changing investments in four campaign pillars: **Programs, Presence, People, and Partnerships**. Read more about impact in each of our pillars below.

We are grateful to everyone who is joining All Stars Project to create high-quality, 100% free-of-charge youth development programs. We are proud to have moved into the public phase of our campaign, and invite you to join us!

Since the Campaign began in 2018:

41,500

Young People Reached through ASP Programs

1,310

All Stars Project DSY Graduates and Alumni Placed in Summer Internships

12,857

Caring Adults from All Walks of Life Volunteered in Our Youth Development and Performance-Based Programs

Our Campaign Impact Since 2018



PROGRAMS

- We delivered our signature development through performance – on stage, and in life free-of-charge programs, reaching tens of thousands of underserved youth in NYC, Newark, Jersey City, Chicago, Dallas, and the SF Bay Area, with a continued commitment to quality and inclusion.
- In response to a global pandemic, we created new approaches to developing ASP youth virtually – which have become an important part of our offerings.



PRESENCE

- We completed a 5-year longitudinal outcomes evaluation study in partnership with Southern Methodist University’s Center on Research and Evaluation, scientifically demonstrating the results of ASP ‘development through performance’ model.
- We launched a formal thought leadership track called Afterschool Development Initiatives, which has brought together hundreds of practitioners in our field.



PEOPLE

- We inspired world-class talent to join our staff, overseeing ASP reach in our cities, managing our programs, operations, and business development. Our people enable our life-changing impact for youth, and we are proud of the amazingly talented leaders who are choosing to make an impact through the All Stars Project mission.



PARTNERSHIPS

- We involved thousands of caring adults as volunteers and supporters, partnering directly with ASP youth to help transform their lives.
- We raised over \$90 million in private philanthropy to enable our mission.
- We initiated strategic partnerships with like-minded organizations, designed to enable us to scale our reach.

450

Total Number of Organizations Who Have Given to the Campaign Since Inception

OUR CITIES, OUR COMMUNITY

Snapshots of Success Since 2018

We opened our new Hub for Afterschool Development in Chicago's Printer's Row neighborhood, a beautiful home for our afterschool development programs and partnerships.



CHICAGO

We created a new home for ASP of New Jersey at the Gateway Center of Newark, sharing ASP's reach with tens of thousands of people across New Jersey each year. We will celebrate our 25th anniversary in NJ in fall 2024.

We deepened program breakthroughs with corporate partners like EY and RBC Capital Markets, who have made ASP part of their community involvement priorities. We grew our police-community relations partnership with the NYPD, and developed new approaches to performance-based "onstage" programs across NYC.

NEW YORK



NEW JERSEY



DALLAS

SAN FRANCISCO BAY AREA



Led by the Bay Area community, we created and launched Development Coaching as a new virtual program and cornerstone of SFBA innovation, reaching nearly 1,500 youth since 2020.

Thanks to multiple partners, our Afterschool Development Initiatives and Working Groups enabled us to complete our CORE evaluation in partnership with Southern Methodist University and formalize partnerships with Dallas College and other leading local institutions.

The Becoming All Stars campaign aims to raise **\$150 million by 2027 to transform over 100,000 young lives.** Every dollar contributed to every ASP city or program is part of the campaign, and makes a difference.

We are grateful to all who have joined us!

Re-inspired to support underserved youth?

Their journey of Becoming All Stars begins with you.



CLICK or **SCAN CODE** to get started.
For more information, contact Jenny Zak
(212) 356-8441 | jjzak@allstars.org

Join Us!

www.allstars.org/becoming