

February 2025



CEO

Notes from the Field

Living our values.

Dear All Stars Project of New York Community,

A new chapter is unfolding for All Stars Project of New York (ASP of NY) and our Performing Arts and Development Center on West 42nd Street, and I am excited to share several significant developments. In October, I led a series of discussions with our Board of Directors and key stakeholders about creating a bigger vision for the All Stars' unique asset on 42nd Street, and they embraced this new direction. After careful deliberation, we have concluded that returning to our beloved 42nd Street Center in June 2025 will best serve our organization and mission.

We envision transforming this unique space into a dynamic multi-nonprofit hub that will serve as both a growth destination for young people across the city and a powerful resource for nonprofits focused on arts education, performance and workforce development.

This newsletter provides updates on our emerging partnership with LEAP, the invaluable guidance we are receiving from top architects and real estate leaders, and our progress in the fundraising campaign that will make this vision possible. Each of these developments brings us closer to creating a space that will advance our reach into underserved communities, expand young people's access to the arts and serve as a catalyst for new programming.

I look forward to working with our exceptional leadership team—Diane Stiles, Jenny Zak and Shadae McDaniel—and all of you as we build opportunities and shape a future full of possibility.

Regards,

A handwritten signature in black ink that reads "Chris Street".

Chris Street
President and CEO

TWO FORCES, ONE VISION: Our Game-Changing Partnership with LEAP

The transformative power of partnership was on full display at our recent Martin Luther King (MLK) Day celebration, where ASP joined forces with LEAP, one of the city's most vibrant in-school arts education organizations. On January 20, over 115 young people, alumni and volunteers gathered to experience *The Movement*, An Acapella Musical performed by LEAP Artists LIVE! The production, written and directed by performing artist Kathy D. Harrison, brought the Children's Crusade of 1963 to life through monologues, rhythmic movement and harmonious singing.

The performance showcased the exciting potential of our emerging partnership with LEAP as young people worked alongside ASP staff and LEAP artists to create and perform their own MLK tributes. Special thanks go to **Dr. Jessie Fields**, Vice Chair of the ASP of NY Board, for her moving poem, and **Rich Souto**, LEAP's Executive Director, who shares our vision to create a multi-nonprofit center by 2026.



Expanding Our Community of Impact

We are broadening the conversation by inviting other leaders and innovators in New York City to tour the center and dream bigger dreams together. Many thanks go to actor **Tony Danza**, founder of **The Stars of Tomorrow Project**, and **Ken Walker**, Executive Vice President of Diversity, Equity, Inclusion & Culture at **Per Scholas**, for spending time with us and exploring a potential synergy of our efforts.



WELCOME TO THE TEAM: HLW Architecture to Partner on Reimagining Our Center

We are thrilled to announce significant support from leading real estate and architectural professionals, **HLW Architecture**. Thanks to major real estate developer and longtime All Stars supporter **Steve Pozyski**, Founder, Chairman and CEO of **SJP Properties**, we have partnered with HLW to design the future of our 42nd Street Center space. Under the leadership of Managing Director **Melissa Strickland** and Senior

Project Manager **Erin Vasold**, HLW is spearheading creative redesign initiatives for the Center. Their expertise will be invaluable as we reimagine this space for the next decade of youth development.

We also welcomed real estate investor and ASP of New Jersey Board member **John Saraceno** of **Onyx Equities** at 42nd Street to continue to broaden the real estate community's potential role in the 42nd Street re-opening.



BUILDING TOMORROW TOGETHER: Our Philanthropic Community Steps Forward

To ensure that our vision becomes reality, we have launched a \$10 million campaign that will allow us to pay off the building's mortgage and create a sustainable foundation for strategic partnerships, new programming, capacity building and facility maintenance. I am proud to share that Gabrielle Kurlander and I have made a leadership gift toward the campaign, along with other members of our board of directors, and we have already raised \$2.55 million in leadership gifts from five board members.

Our goal is to have \$3.5 million raised by March 31st—our first major campaign milestone. Email me or call me if you would like to find a way to help make that possible.

In March, our development team, led by Chief Development Officer **Jenny Zak**, will begin contacting our New York City and national philanthropic base for special one-time investments in this transformative project. This campaign is crucial for maximizing the flexibility with which ASP can provide leadership to the arts and non-profit community hit hard by the impact of COVID-19 on public life in New York City. Your support will deeply impact our ability to maximize use of the center.

As we work to outfit and upgrade our space, please contact us with any pro-bono possibilities, including offers of commercial-grade office furnishings and lighting fixtures. If you have resources to contribute or would like to find out more about how you can support this initiative, please reach out to **Caitlin McGuire**, Senior Director of Production and Operations of ASP of NY, at cmcguire@allstars.org.



The Leadership Team Driving the Transformation of Our 42nd Street Center

I want to give a big shout out to our talented leadership team that is spearheading the transformation of our 42nd Street Center. **Diane Stiles**, Vice President and Director of ASP of New York, leads our local operations, alongside **Caitlin McGuire**, Senior Director of Programs and Operations, who is bringing the Center's new vision to life. Senior Vice President of Strategic Initiatives, **Shadae McDaniel**, and Chief Development Officer, **Jenny Zak**, are expanding and implementing this vision for meaningful change. The team will continue to share developments and engagement opportunities throughout the project. Their combined expertise will foster a vibrant community that empowers the next generation of young people and volunteers.



**Together, we are not just returning to 42nd Street—
we're creating a new model for youth development
in New York City.**