BECOMING ALL STARS CAMPAIGN

10 years (2018-2027)

Creating Communities of Development, with Youth at the Center

All Stars Project returns to The Center on 42nd Street

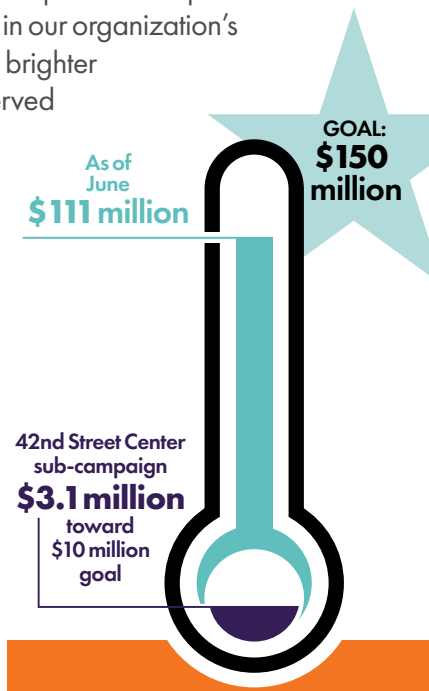
A Multi-Nonprofit Hub for National Youth Development

I am thrilled to announce All Stars Project of New York's return to our historic **Center on 42nd Street in New York City**; a 31,000-square-foot space that is being **reimagined into a multi-nonprofit hub for youth development through the arts and the workforce**. This move not only honors our storied past but also paves the way for deeper partnerships that will transform thousands of young lives in NYC and beyond.

The reopening of our 42nd Street Center marks an exciting new chapter in our ten-year **Becoming All Stars Campaign**, which is on track to raise $150 million and reach 100,000 underserved youth by 2027. **As of June 2025, we have raised $111 million toward our expansion campaign goal**—a milestone made possible by the unwavering dedication of our incredible All Stars community. This achievement reflects the collective efforts of individuals, foundations, and partner organizations who believe in the power of performance to transform lives.

Youth performers Zanasia Winbush and Azyah Fair on the Demo Room Stage at The Center rehearsing for the 2025 National Gala.

Today, YOU have the power to help us take the next bold leap in our organization's journey—creating brighter futures for underserved youth across all five boroughs.



Our new 42nd Street Center will continue to offer ASP's signature arts and leadership programs, and introduce a groundbreaking initiative designed to expand our impact. We will create a **Multi-Nonprofit Hub for Youth Development** and open our doors to collaborate, share resources, and exchange best practices to better serve our communities.

By supporting this initiative, you're helping us build a lasting legacy of opportunity and growth for NYC's youth and beyond. We're taking our best practices to the next level—bringing transformative performance programs and paid summer internships to every ASP city this year: **New York City, Newark, Jersey City, Chicago, Dallas, and the San Francisco Bay Area.**

We're proud to be at the forefront of creating stages of opportunity for ALL young people—no matter their backgrounds or circumstances—and continue working together to build a more caring 21st-century America.

In appreciation,

Jenny Zak
Chief Development Officer

WE'RE ON A MISSION:

$150 million

10 years

100,000 Young Lives Transformed

Recreating The Center

With and For Alumni and Youth

For decades, The Center has been home to generations of innovators dedicated to creating stages of empowerment for students, young professionals, and artists from marginalized communities.

Youth Onstage performers, 2006

All Stars Talent Show Network winners, 2009

Now, building on the momentum of powering Mayor Johnson's youth employment initiative, Dallas Works, we will partner with like-minded organizations to amplify our national impact on youth workforce development. The Center will also serve as the NYC home for All Stars Talent Show Network—**where our own Senior Vice President Antoine Joyce-Roach began as a teenage emcee**—and host more Operation Conversation: Cops and Kids and Performance Workshops. With your support, The Center will give thousands of young people across New York City a stage to develop their voice, and shape bold new futures through the ***transformative power of performance.***

Shadae McDaniel,
Senior Vice President |
Programs and Strategic Initiatives

"Our young people deserve a space that was designed, curated, and built so they can not only show up, but grow BIGGER! We have a lot of work to do – we have begun to renovate and reconfigure the space and we are making world class improvements to our theaters, ensuring the design is a welcoming, warm and inclusive space for youth across the city."

SVP Antoine Joyce-Roach with Rising Star honoree, Reynaldo Piniella, at the 2025 National Gala.

At our 2025 National Gala, we honored All Stars alum and award-winning actor/playwright **Reynaldo Piniella**. Reynaldo, like so many of our alumni, has dedicated much of his career to amplifying talent from diverse backgrounds and making performance more accessible. For over a year, our 42nd Street Center has hosted a workshop series for new playwrights that Reynaldo co-runs with longtime ASP builder and supporter Madelyn Chapman called **Untitled**, ***reviving the tradition of FREE developmental artistic hubs across New York City.***

Continued...

Pictured front, center: ASP alum Reynaldo Piniella with members of Untitled at our 42nd Street Center.

Reynaldo's story is one of many that speaks to the **lifelong impact of the All Stars experience**—showing how performance is a powerful tool that can ignite careers and cultivate communities of development and support. As illustrated by Reynaldo's powerful words in the Reimagining 42nd Street Center brochure, bringing **The Center** back to life will be a collective effort and require a **$10 million investment**—and we're off to a fantastic start. Already, in the quiet phase of this effort (a sub-campaign of the $150 million Becoming All Stars Campaign),13 families have committed $3.1 million to launch our public phase. We believe that, together, we can make this vision a reality. We welcome gifts of all sizes, knowing that every contribution moves us closer to fully reopening this vibrant Center.

We invite you to share your commitment by considering a naming opportunity—whether it's the Center itself, a theater, or a classroom space within. Your support will leave a lasting legacy, empowering young people from all backgrounds and fostering creativity for generations to come.

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 | jzak@allstars.org

Join Us!

EIN: 13-3148295

ALL STARS PROJECT INC.

Join us in

Reimagining

All Stars Project on 42nd Street

A NEW shared destination for Youth to
Grow through the Arts and the Workforce

WHAT WE DO

All Stars Project transforms the lives of underserved youth and communities across NYC and nationwide. Our free-of-charge youth development programs use performance as a tool for growth on stage and in life. We partner with caring adults to expose youth to the mainstream world, and the opportunities it offers for their lives and futures. We're shaping a more developmental America for all, together.

> "A new chapter is unfolding for All Stars Project of New York and our Performing Arts and Development Center on West 42nd Street. We are transforming this unique space into a world class, multi-nonprofit hub that will serve as both a growth destination for young people across the city and a powerful resource for organizations dedicated to arts education, performance and workforce development. This is the time for bold and collaborative leadership. I look forward to working with our exceptional leadership team – Shadae McDaniel, Diane Stiles and Jenny Zak — and all of you as we expand our impact, build community and create new possibilities for the future of our city."
>
> ***—Chris Street,***
> *President and CEO, All Stars Project*

Since we purchased our 42nd Street facility in 2002, with private philanthropy as our only funding source, All Stars Project has become a national leader in Afterschool Development.

- **155,000 visitors have walked through our doors**
- **125,000 young lives have been transformed in NYC**
- **We have expanded to reach youth in 5 additional cities across the country**

Today, you can ensure we successfully take the next leap in our organization's development for the betterment of young people across all five boroughs. The new center will continue to feature All Stars' hallmark arts and leadership programs alongside two new groundbreaking initiatives:

- **Establishing a multi-nonprofit home for youth development and providing shared, collaborative spaces for All Stars and other organizations to reach more young people in NYC and their communities**
- **ASP's Center for Workforce Solutions will house our national and regional thought leadership work around preparing youth to thrive in the workforce**

Youth performers light up the stage at our 42nd Street Theater.

Youth leaders graduating from All Stars programs at 42nd Street.

Our Hallmark Arts and Leadership Programs

Creating stronger community and performance spaces for the youth of NYC:

- Development School for Youth
- Performance Programs– talent shows, theatrical performance experiences
- Police-Community Relations
- Interviews, Volunteer Opportunities, Alumni Experiences, and more

A Home for Fellow Nonprofits

We will open our doors to other nonprofits that serve similar communities and share best practices and resources with each other. We envision:

- Inviting one to three complementary nonprofits to co-locate with us at the Center through long-term lease agreements
- Allowing fellow NYC nonprofits to use our office and/or performance spaces on an hourly, monthly, or daily basis depending on their needs

ASP's Center for Workforce Solutions

A new headquarters for All Stars Project's national and regional thought leadership work in the Arts and the Workforce:

- Research and Evaluation
- Writings
- CEO Roundtables
- Academic Partners
- Media Resources & Leadership Insights
- Afterschool Development Working Groups

OUR APPROACH

With help from our supporters, here's how we prepare underserved youth to perform on the stages of work and life:

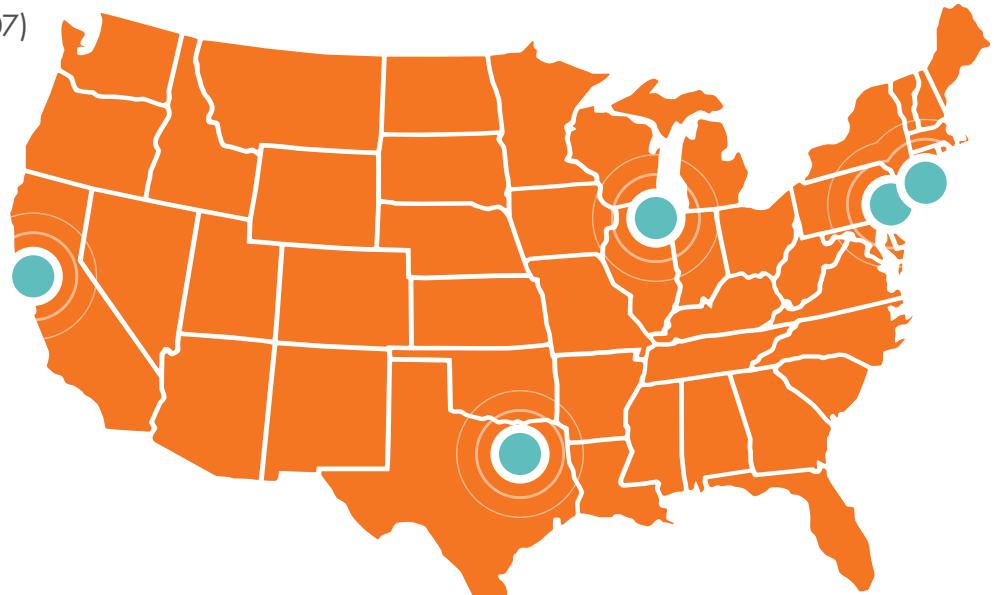
- **All Stars Project takes advantage of "outside-of-school time,"** where young people from marginalized communities have fewer resources to develop skills for their futures and lead happier, safer lives.
- **ASP has a 25+ year track record of preparing underserved youth to perform on the workforce stage** while empowering companies to create environments of belonging and support for these students.
- **We've solidified game-changing partnerships with corporations, higher education, and K-12 schools** utilizing our performance methodology to advance their practices in this arena and scale our impact.

OUR PROGRAMS

- The All Stars Talent Show Network
- Development School for Youth
- Development Coaching
- Operation Conversation
- Performance Lab
- Operation Conversation: Cops & Kids

OUR REGIONS

- New York (established 1981)
- New Jersey – Newark and Jersey City (established 1999)
- San Francisco Bay Area (established 2004)
- Chicago (established 2007)
- Dallas (established 2013)



ALUMNI HIGHLIGHTS

"Coming to 42nd Street gave me a safe space to grow, play, and expand my world beyond East New York, Brooklyn. It was my home away from home—and I was proud to call myself an All Star. Now, as an alum, I'm committed to building the next version of 42nd Street. Our lived experience gives us the power to reimagine what this Center can be—for the next generation and beyond."

– ***Reynaldo,*** *All Stars Project Alumnus, Award-winning Actor and Writer*

"All Stars pushed me to do uncomfortable things like going downtown into these large glass buildings and having conversations with people who didn't look like me. This gave me the ability to stand in spaces where I had been told that I could not or should not be.

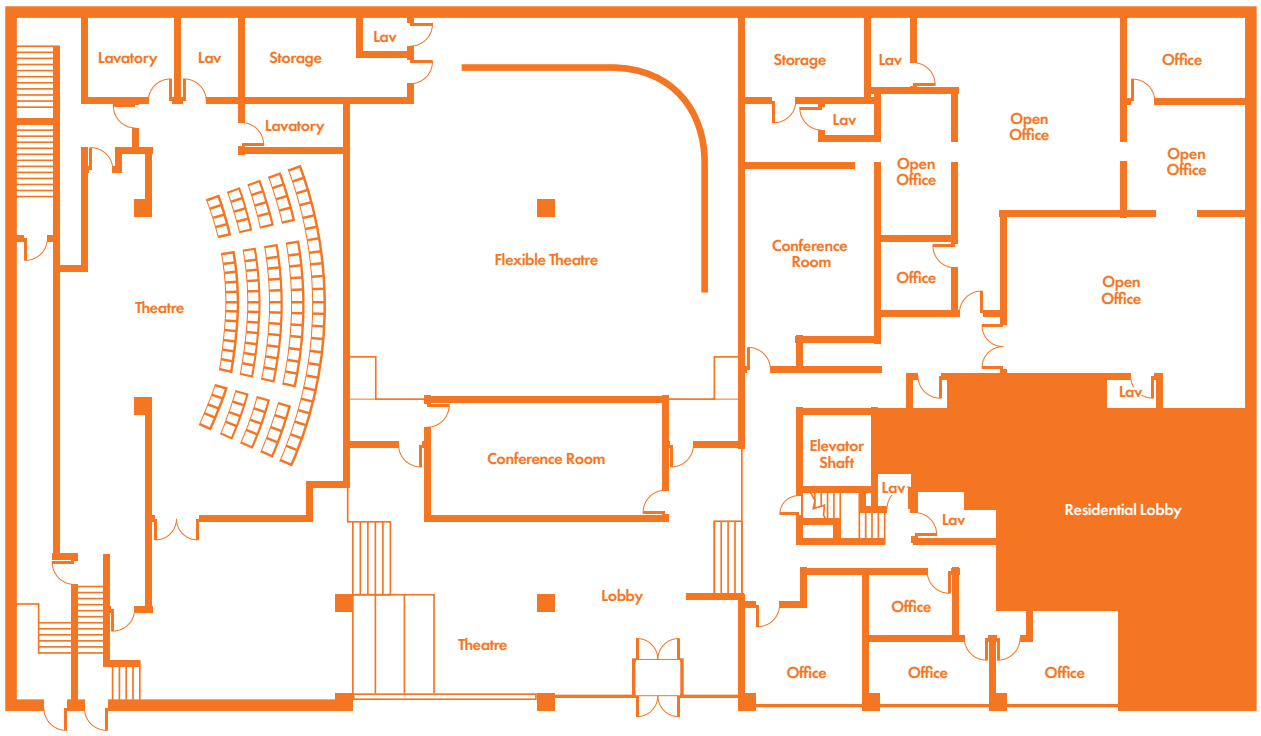
–***Cedric,*** *Development School for Youth Alumnus*

"I'm very grateful that the All Stars has provided me with so many opportunities to build the character that I am now. They have also created this perspective about community to me. I was a very sheltered, introverted kid, so I never really knew what it was like to contribute or to show out with my peers. After interacting more with people, creating new friends, both inside and outside of the DSY, I realized that community is where you show up and where you're able to reach out to people for help or assistance if they need a hand. I'm entirely grateful that the All Stars has created that perception for me, as without them, I wouldn't be where I am today. I'm very grateful for them, my ensemble and my community.

– ***Janneth,*** *Development School for Youth Alumna and Youth Speaker at the National Gala*

ABOUT THE FACILITY

- 31,000 square feet
- 160 feet of frontage on 42nd Street
- Three theaters
- Six classrooms
- Offices
- Conference room
- Meeting rooms
- Once home to the Armory of the 77th "Statue of Liberty" Division of the U.S. Army Reserve



Street Level Theater

Street Level Flexible Theater

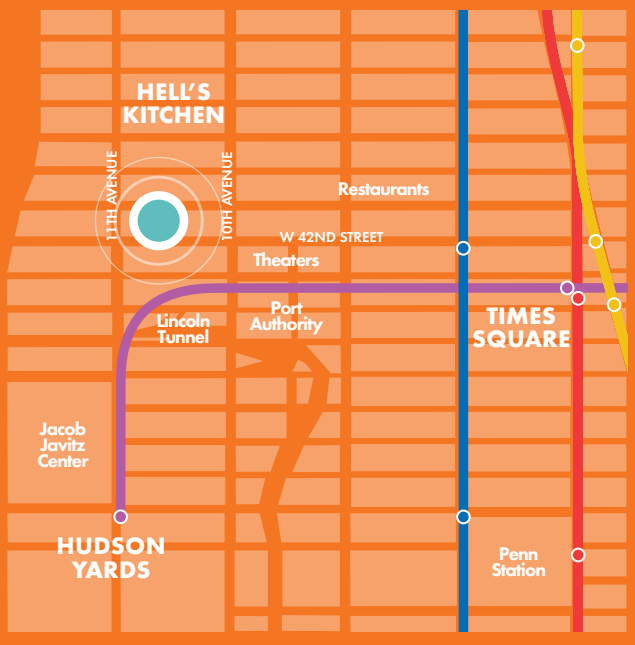
Renovations and Improvements in Progress

- Reconfigured space for three or more fellow nonprofit tenants
- World-class improvements to each theater including lighting, audio/visual equipment, and seating
- New furniture, lighting, art, and design throughout to create a welcoming, inclusive space for youth from across NYC

Downstairs Theater

ABOUT THE LOCATION

- We believe NYC youth deserve to have THEIR home on the most famous street in the world, 42nd Street!
- Close to all major subways, the Theater District, key businesses, and all that NYC has to offer



Join Us in Reimagining All Stars Project on 42nd Street

The reopening of All Stars Project's 42nd Street Center is a special strategic initiative of our national **10-year Becoming All Stars Campaign**, which is on track to raise $150 million and reach 100,000 underserved youth by 2027.

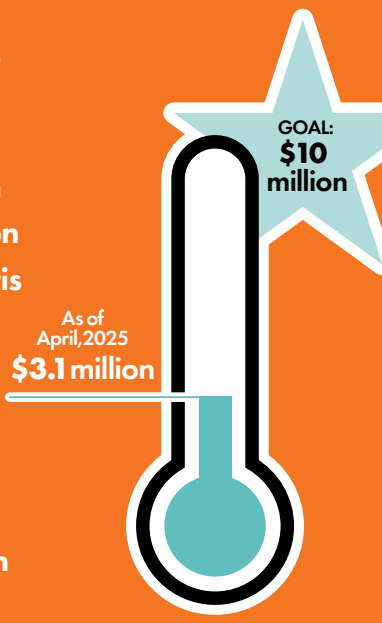
The financial investment needed to fully reopen ASP's 42nd Street Center totals $10 million, and we welcome gifts of all sizes to make this vision a reality. We warmly invite you to share your family, company, or foundation's commitment to the NYC community through a naming opportunity of the Center, or of a theater, or classroom space within.

Join ASP leaders Jenny Zak (Chief Development Officer), Shadae McDaniel (SVP, Programs & Strategic Initiatives), and Diane Stiles (VP/Director, ASP of NY) in reimagining 42nd Street.

Join Our Campaign Leaders

We are deeply grateful to our initial investors, who, as of April 2025, have donated $3.1 million toward this initiative:

Kate J. Barton
Nathaniel H. Christian, III
Sir Clive Cowdery
Gabrielle L. Kurlander and Chris Street
Peter A. Langerman
Edward C. Malmstrom
Ken and Jodi Meyerson
Maria and Barry Morris
Joe Peiser and Andrea Knapp
Blakely and John Stinebaugh
Gillian M. Teichert
Amy Weinberg and Norbert Hornstein
Eric Wenberg



Naming opportunities range from $250,000 to $5 Million.

Interested in learning more?

Contact Jenny Zak, Chief Development Officer at **jzak@allstars.org**, or call at **212-356-8441** to set up a conversation, site visit, or introduction to the NYC youth we are proud to impact, with your support.

Learn more at www.allstars.org

Our Federal EIN is 13-3148295.

ALL STARS PROJECT INC.