

WELCOME TO WONDER

THE IMAGINE CAMPAIGN

**Alliance
Theatre**

ALLIANCE THEATRE SETS WONDER FREE.

In giggles and gasps, it takes hold. And what delights during performances ignites a brighter future.

Right now, our youth face low literacy rates and rising mental health challenges. With access to wonder, they welcome resilience and brilliance.

You can invest in better tomorrows by supporting access for youth to experience world-class programming on a stage that's all their own.

Introducing the **Goizueta Stage for Youth & Families**, a transformative new space designed to showcase year-round programming dedicated to children and youth. To fulfill its promise and meet growing demand, Alliance Theatre is launching the **Imagine Campaign** to fund a \$10 million endowment that will sustain access, capacity, and programming in perpetuity so that generations will experience what wonder can do.



61%

of third grade students in metro Atlanta cannot read proficiently. They are 4X more likely to drop out of high school.

State of Education in Metro Atlanta
Annual Report 2022

1 in 3

high school students report persistent feelings of sadness and hopelessness

U.S. Surgeon General Advisory,
December 2021

IT'S TIME TO ACT.

Our community's low literacy rates and the nation's urgent youth mental health crisis carry sobering effects.

But we are optimistic because research shows we have a proven role in the solution: early and consistent access to Alliance Theatre performances has the power to help reverse these trends. Independent research and studies in partnership with the U.S. Department of Education show our arts education programming:

- ▶ Enhances reading comprehension, vocabulary, and writing skills
- ▶ Boosts standardized test scores and course grades
- ▶ Improves self-confidence and resilience
- ▶ Generates higher levels of tolerance
- ▶ Reduces behavioral infractions and absences

Now is the time to amplify Alliance Theatre's powerful impact on hearts and minds.



SUPPORT THE IMAGINE ENDOWMENT

Alliance Theatre's Imagine Endowment will ensure youth and children in our city, state, and beyond have access to the Alliance's life-changing experiences for generations.

Alliance Theatre is a national leader in arts education with decades of delivering profoundly impactful social-emotional curriculum—demand for which grew by more than 80% in the past five years. By 2026, the Woodruff Arts Center will overhaul an outdated, underutilized auditorium into the Goizueta Stage for Youth & Families, a premier performance space dedicated to unparalleled programs and professional productions for young audiences.

Your support of the Alliance's Imagine Endowment will deliver on this promise:

-  Double in-person access to reach more than 150,000 youth
-  Eliminate price as a barrier for children and families
-  Enable consistent, year-round youth and family programming to meet demand
-  Support streaming of programs to break geographic barriers to access
-  Expand grade-level field trip partnerships to all eight Metro Atlanta school districts
-  Add exceptional staff to support ambitious programming goals
-  Subsidize tickets and transportation for Title 1 schools
-  Empower positive emotional and learning outcomes that address mental health and literacy crises

IMAGINE THE POWER OF UNLIMITED WONDER

It is imperative that we transcend our limits of space and access to answer demand.

“

IT'S AMAZING TO SEE THE
IMAGINATION OF THESE YOUNG
AUDIENCES EXPAND.

YOU WITNESS
A SPARK, A
JOY, AND ALL
THE GEARS
TURNING.

—Kathy & Ken Bernhardt
Theatre for the Very Young
audience member

ADMIT EVERYONE

In the heart of our city on its most iconic street will be a space to explore, grow, connect, and belong. For everyone.

“
I BELONG HERE. WE BELONG HERE.
YOU BELONG HERE.

— Palefsky Collision Project Alumnus





WELCOME WONDER WITH A GIFT TO THE IMAGINE ENDOWMENT.

When you open our doors, you open hearts and minds.

For more information about Alliance Theatre's Imagine Campaign
or to make an endowment contribution, please email Trent Anderson
at trent.anderson@alliancetheatre.org or call (404) 733-4710

For more information about the Woodruff Arts Center's Experience Atlanta, Experience Woodruff capital campaign,
please email Kristin Hathaway Hansen at kristin.hathaway-hansen@woodruffcenter.org