

THE NEW *ballet*



**END OF YEAR
REPORT
FY2023**

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FROM THE DESK OF THE *Director*

It is with gratitude and excitement that I write this introduction to our End of Year report for fiscal year 2023, providing an update on our non-profit ballet company and school as we navigate through the aftermath of the pandemic and our path to a stronger, more inclusive future.

The past few years have undoubtedly been a challenging period for all of us, as we faced the unprecedented disruptions brought on by the global pandemic. As an organization dedicated to the arts and the well-being of our community, we felt the impact profoundly. However, it is during such challenging times that the strength of our mission and the resilience of our team truly shine through.

I am pleased to report that despite the hardships we faced, our organization adapted, innovated, and persevered. Thanks to the generous support of our funders like you, we have not only survived, but are thriving. Your steadfast commitment to our cause has been instrumental in our success, and we could not have come this far without your invaluable partnership.

Our Annual Report for this year is a testament to the strides we've made in rebuilding our financial strength. Through prudent financial management and the unwavering support of our donors, we have not only recovered from the financial setbacks of the pandemic but have also set new benchmarks for sustainability and growth.

Moreover, we have made substantial progress in increasing scholarship opportunities for aspiring young dancers. Recognizing that financial constraints should not be a barrier to nurturing talent, we have expanded our scholarship programs to ensure that no talented student is denied access to our training programs due to economic limitations. This inclusivity has not only enriched our community but has also reaffirmed our commitment to diversity and equal access to the arts. In line with our mission, we have redoubled our efforts to provide unparalleled training opportunities. Our faculty, renowned for their expertise and dedication, continue to inspire and mentor our students, helping them realize their full potential.

As we look ahead, we are filled with optimism and determination. With your continued support, we aim to achieve even greater milestones in the coming years. We envision expanding our reach, nurturing more young talent, and becoming a beacon of excellence in the world of ballet and the performing arts.

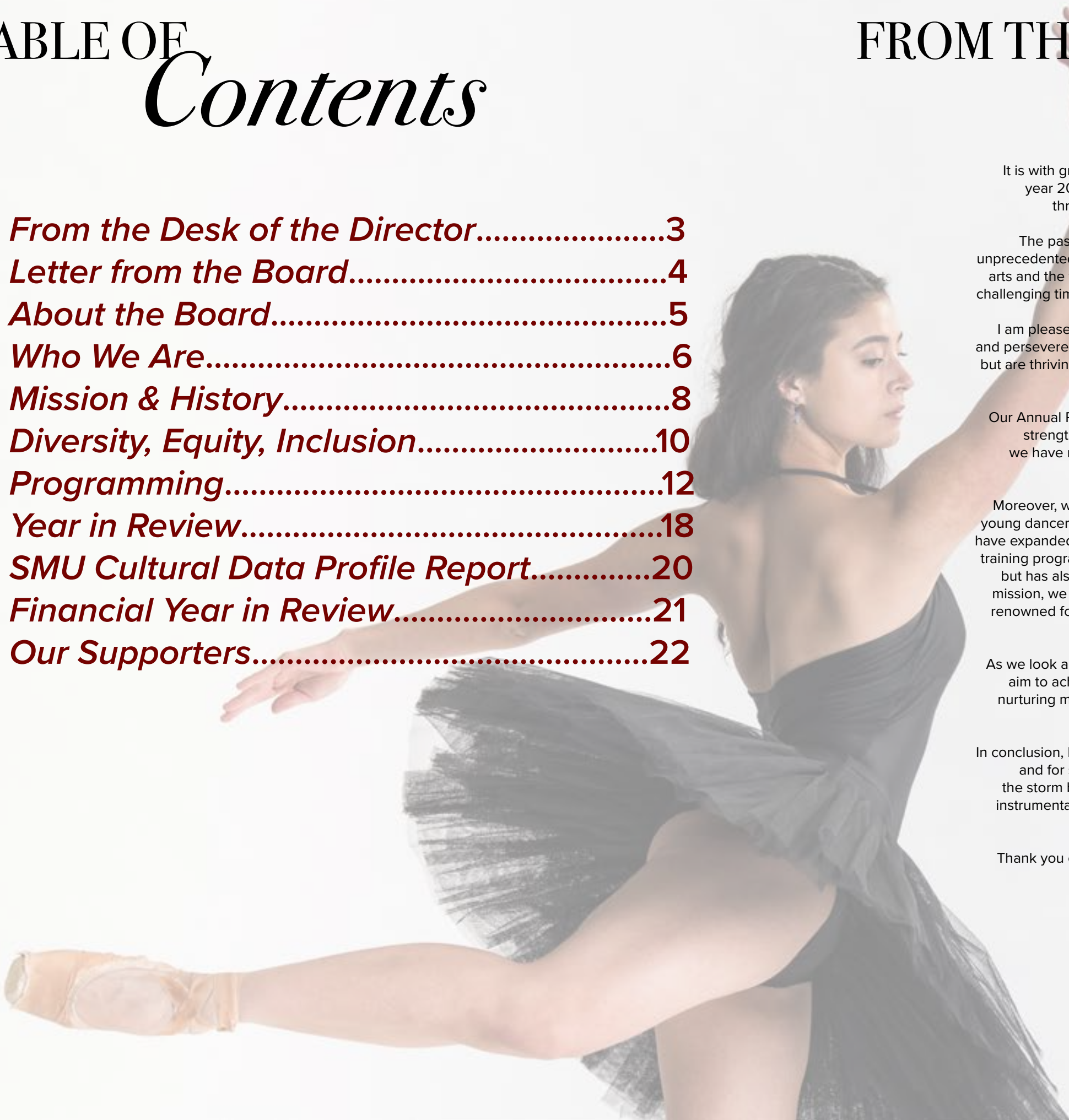
In conclusion, I would like to express my deepest gratitude for your unwavering belief in our mission and for standing by us during these challenging times. Together, we have not only weathered the storm but have emerged stronger and more committed to our cause. Your support has been instrumental in our journey, and we look forward to sharing even more remarkable achievements with you in the future.

Thank you once again for your generosity and partnership. We are excited about the possibilities that lie ahead and are proud to have you as a crucial part of our ballet family.

Executive & Artistic Director



Dalia Rawson



MESSAGE FROM THE *Board*

Along with artistic excellence, adaptability and resilience are two of the qualities necessary for an arts organization to be able to thrive in the roller coaster economic landscape of Silicon Valley. New Ballet has demonstrated these qualities since its inception with a nimble board, sound financial planning, and a confident eye to the future.

In its seven year history, New Ballet has moved into a new location and weathered COVID shutdown and constraints, continuing its legacy as an arts organization that can thrive through adversity.

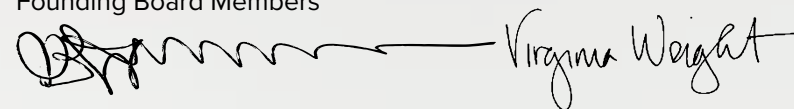
Founding Board Member Elizabeth Gummere states, "After years of experience in the bay area non-profit sector, I consulted with the former Ballet San José in early 2016 prior to their closure. A bright spot during this period prior to the organization's bankruptcy appeared in the form of Principal Dalia Rawson, whose ballet school was a thriving enterprise, financially secure, and serving an important need in the community with excellent leadership. In fact, it had financially supported the rest of Ballet San José for some years. Dalia decided to start a new school, and I was so impressed by her plans that I signed on to be the other Board officer. On February 29, 2016, leap day, we filed incorporation papers to start a new non-profit organization, and left right into a new ballet school."

Virginia Wright was also inspired to join the board of this new organization, seeing in New Ballet an opportunity to survive where others had not. "Thanks to Dalia's vision," says Wright, "and to the wonderful teaching and administrative staff who immediately agreed to move to the new organization with her, the families and students enrolled at the time were able to continue on in their training without a lot of disruption. The San José community, including students and their families, are why New Ballet exists. Their support made a successful transition possible."

So, here is to leaping forward and taking risks. Sometimes you do not know what the next step will be, but you reach out and take it. New Ballet arose out of the ashes of the old Ballet San José and is now San José's leading ballet organization. It boasts strong student participation, an excellent national and local reputation, and solid philanthropic support. It is a professional company that will be sustainable in our region, and is educating young dancers at the highest level.

We invite you to join us in the dance!

Sincerely,
Founding Board Members



Elizabeth Gummere & Virginia Wright

About the Board



Elizabeth Gummere (Santa Cruz) is the CEO of two Santa Cruz-based companies: Artistic Reflections, a residential glass installer; and Repechage Group, an accounting and marketing consulting firm. She has provided accounting and finance expertise to entrepreneurs and non-profit organizations in Santa Cruz and the Bay Area since 2001. Serving on 4 local non-profit Boards as Treasurer, her educational background includes a BS in Public Communications from Syracuse University and an MBA from Simmons College in Boston, MA. In her spare time, she enjoys ocean sculling in our beautiful Monterey Bay. Elizabeth has been on the board since New Ballet's founding in 2016.



Mike Lee (San José) is the founder and CEO of Coldbrew Creative, a Silicon Valley based creative marketing agency focused on innovation. Mike is a graduate of San José State University, and prides himself in connecting with his community as well as building lasting relationships by providing services that are of the highest quality and executed in the fastest manner. Mike has been on New Ballet's Board since 2018.



Bill Perry (San Francisco) is a medical device entrepreneur and CEO with 29 years experience in VC / private equity medical device start-ups and growth companies. Bill has led several organizations including founding multiple entities. He serves on several boards and works with several associations. A former New Ballet School parent, Bill's son Dillon now dances with the Czech National Ballet in Brno and his daughter Bryn danced professionally at Oregon Theatre Ballet. Bill has been on New Ballet's board since 2018.



Dalia Rawson (San José) is the Artistic & Executive Director of New Ballet. From 1991-2006 she danced with Ballet San José, performing principal and soloist roles in numerous productions. In 2000 she began teaching at Ballet San José School, where she took over as Principal in 2011. Also in 2011, Rawson was awarded a Fellowship for choreography from the New York Choreographic Institute, an affiliate of New York City Ballet. Dalia is a member of the American Ballet Theatre Board for Examination, and has choreographed numerous classical and contemporary works, including "The San José Nutcracker" and New Ballet's productions of "Swan Lake" and "Sleeping Beauty." Dalia has been on New Ballet's board since the company's founding in 2016.



Raul Perez (San José) is a lifelong resident of San José and has dedicated his career to public service. Following Raul's graduation from San José State University, he worked as an EMT, teacher, and at-risk mentor, before joining the San José Police Department. Raul was elected to the San José City Council in 2014 and re-elected in 2018 proudly representing San José Council District 3. While in office, Raul continued to serve in a volunteer capacity as a San José Police Reserve Officer, and in January 2023 he returned to full time status as a police officer. Raul is a proud graduate of the Latino Leadership Alliance and a senior fellow with the American Leadership Forum. Raul lives in the Northside Luna Park neighborhood of downtown San José with his wife Victoria, their son Jorge (student of New Ballet School), daughter Sofia, and their two dogs, Zoey and Birkin.



Elizabeth Striebeck (San José) is a respected San José community leader, with a depth of experience in nonprofit leadership. Beth is a key part of New Ballet's funds development team, was instrumental in leading the fundraising efforts to secure our new home, and is a leader in the ballet school's parent community. She holds a Masters Degree in Art History, and is a full time mother. Beth has been on New Ballet's board since 2019.



Virginia Wright (Felton) CFRE, MBA, is currently the Executive Director of Open Floor International, a dance and embodiment training non-profit. Previously she has held fundraising and executive positions at MAPS, Carmel Bach Festival, Santa Cruz Symphony, the Arts Council Silicon Valley, and the Global Fund for Women. She has consulted with dozens of arts and community organizations in Santa Cruz and Santa Clara counties and received her MBA from Santa Clara University. Virginia has been on New Ballet's board since 2016.



Lourdes Yashar is a Registered Nurse with over 25 years of experience in geriatric nursing. She is dedicated to Rose Meadows residents' care. She is the owner and administrator of Rose Meadows Elder Care Retirement Community. She is passionate about the arts and dance in particular and has been involved in charitable projects for New Ballet, Harker Academy and the Los Gatos Jewish Community Center.

Leadership & Administration



Dalia Rawson, Artistic & Executive Director (since its founding in 2016); Dalia Rawson is the Director of New Ballet's Company and School in San José. From 1991 to 2006, Dalia Rawson performed a wide variety of leading roles as a dancer with Ballet San José. Rawson began teaching at BSJ School in 2000, was named Ballet Mistress in 2007, Principal in 2012, and Director in 2014. In 2013 Rawson was awarded a Fellowship from the New York Choreographic Institute, an affiliate of New York City Ballet. An ABT Certified Teacher, Rawson is also a member of the ABT Artistic Board of Examiners. In 2016, Rawson's production of "The San José Nutcracker" premiered to sold out houses and critical acclaim. About the work, Tad Malone of The San José Metro said, "Ultimately, this show's captivating success comes down to the meticulous and inspired vision of The New Ballet School's executive director and choreographer, Dalia Rawson. The routines were intricate, graceful - oftentimes unfurling into each other in remarkably fluid transition."



Le Mai Linh, School Director (since its founding in 2016); Le Mai Linh trained in his native Vietnam and at the Hong Kong Academy of Performing Arts, where he won the Carl Wolz Prize. After joining Ballet San José in 1994, his work as a principal dancer received high praise in national publications. He has performed as a guest artist, notably dancing the role of Albrecht in Oakland Ballet's Izzy Award winning revival of Frederic Franklin's "Giselle." Mr. Linh is known for his meticulous coaching. His students regularly place in the prestigious Youth America Grand Prix. Linh is an ABT Fellow. He teaches students in the Junior and Senior Pre-Professional Divisions, and is invited to teach around the country as a master teacher.



Dr. Elizabeth Hutter, School Director and Company Wellness Program Director (since its founding in 2016); Dr. Elizabeth Hutter, PsyD is the President Elect of the American Psychological Association in the field Performance Psychology. She trained with Boston Ballet and danced with Boston Ballet II. She earned her B.A. at Georgetown University, her certification in Shakespearean literature and performance at Oxford University, and her Doctorate in Clinical Psychology in Chicago, followed by an internship and post-doctoral fellowship at Harvard Medical School. She worked as a psychotherapist at the Art Institute of Chicago, encouraging healthy development of artistic expression. An ABT Fellow, Dr. Hutter delights in combining her career and personal passions as Ballet Faculty and Primary Division Coordinator, and in teaching ballet in an environment that supports psychological wellness. She additionally serves as Performance Enhancement Advisor as part of The New School's Wellness program.



Thomas Shoebottom, Chief Conductor (since 2017); Shoebottom is chief conductor for New Ballet in San José, California. From 2007-2018 he was Music Director of Palo Alto Philharmonic, where he gained recognition for creating compelling concerts that featured both traditional masterpieces and newer works by various current composers. In addition, he has conducted numerous other orchestras in both the San Francisco Bay Area and elsewhere, including Peninsula Symphony, the San Francisco Concerto Orchestra, Albuquerque Philharmonic, Contra Costa Chamber Orchestra, the St. Peter's Chamber Orchestra, and the Rio Grande Chamber Symphony.



Laura Burton, MEd; Chief Operations Officer (since February 2023); With extensive experience in non-profit administration coupled with decades of arts education, Laura began her dance training as a versatile performer in many genres of dance. Burton holds a BA in Business from Virginia Tech. Following graduation, she was accepted into the advanced level of Broadway Dance Centers IAP training program. She performed for various independent companies and choreographers in New York, choreographed works featured at Judson Church and the Artists in the Kitchen festival, and was the Assistant School Coordinator and the Summer Intensive Coordinator at Peridance Capezio Center. Laura received her Master's in Dance Education from NYU. Upon moving to California she has worked at Ballet San José, Oakland Ballet, and New Ballet. Laura is an ABT® Certified Teacher, who has successfully completed the ABT® Teacher Training in Primary through Level 3 of the ABT® National Training Curriculum and has received affiliate teacher status.



Vivian Do, Accounting Manager (since its founding in 2016); Vivian is an experienced accountant who has worked with nonprofit and for-profit companies since 1999. She holds a BA in Accounting from Cal State San Bernardino and has extensive experience in financial statement analysis and bookkeeping. Vivian moved to San José in 2000, and has been the Accounting Manager for New Ballet since its founding.



Emily Concordia, MA; Administrative Associate (since 2023); With over 30 years of customer service experience in retail sales, wholesale, and management, Emily has lived across the US from Vermont to California. She holds a BA in Interdisciplinary Studies from University of Southern California and a MA in Social Sciences from University of Chicago. Growing up, she played sports through university and that helped to prepare her for two children dancing ballet full time. Her daughter is currently at University of Hawaii and her son is in the New Ballet Studio Company. Emily joined the New Ballet Administration the Summer of 2023, after volunteering backstage at performances and at the studio since 2016.



Jennifer Burton, MAT-D; Fund Development Associate (since 2022); Hailing from El Paso, TX, Jennifer Burton is a non-profit and dance education professional who brings a diverse range of experience to New Ballet. Burton holds a BFA in Dance with a Ballet Concentration from the University of Texas at El Paso and a Masters of Arts in Teaching-Dance from New Mexico State University. Since 2018, Burton has worked in nonprofit spaces in the capacities of grant writer, researcher, data analyst, curriculum design assistant, and program co-coordinator. Burton has over two decades of experience as an arts and culture writer; and nearly 15 years of experience as a dance educator, having taught in studio environments, as a university lecturer, and in coordination with community organizations in the Paso del Norte region. She is currently working towards certification with the Bill Evans Teacher's Institute.



Thomas Baxter



Ellis Broderick



Ty Danzl



Valerie Garcia



Jake Howard



Alessandra Kelly



Naomi Le



Rebecca Nugent



Erica Patton



Akira Puthisarnchai



Jazlyn Quezada



Alysa Reinhardt



Sarah Stevens



Sorcha Tate

2022-23 Company Artists

MISSION & HISTORY

New Ballet was founded in 2016 by Executive and Artistic Director Dalia Rawson with the mission of providing exemplary classical ballet training and performance to the San José community.

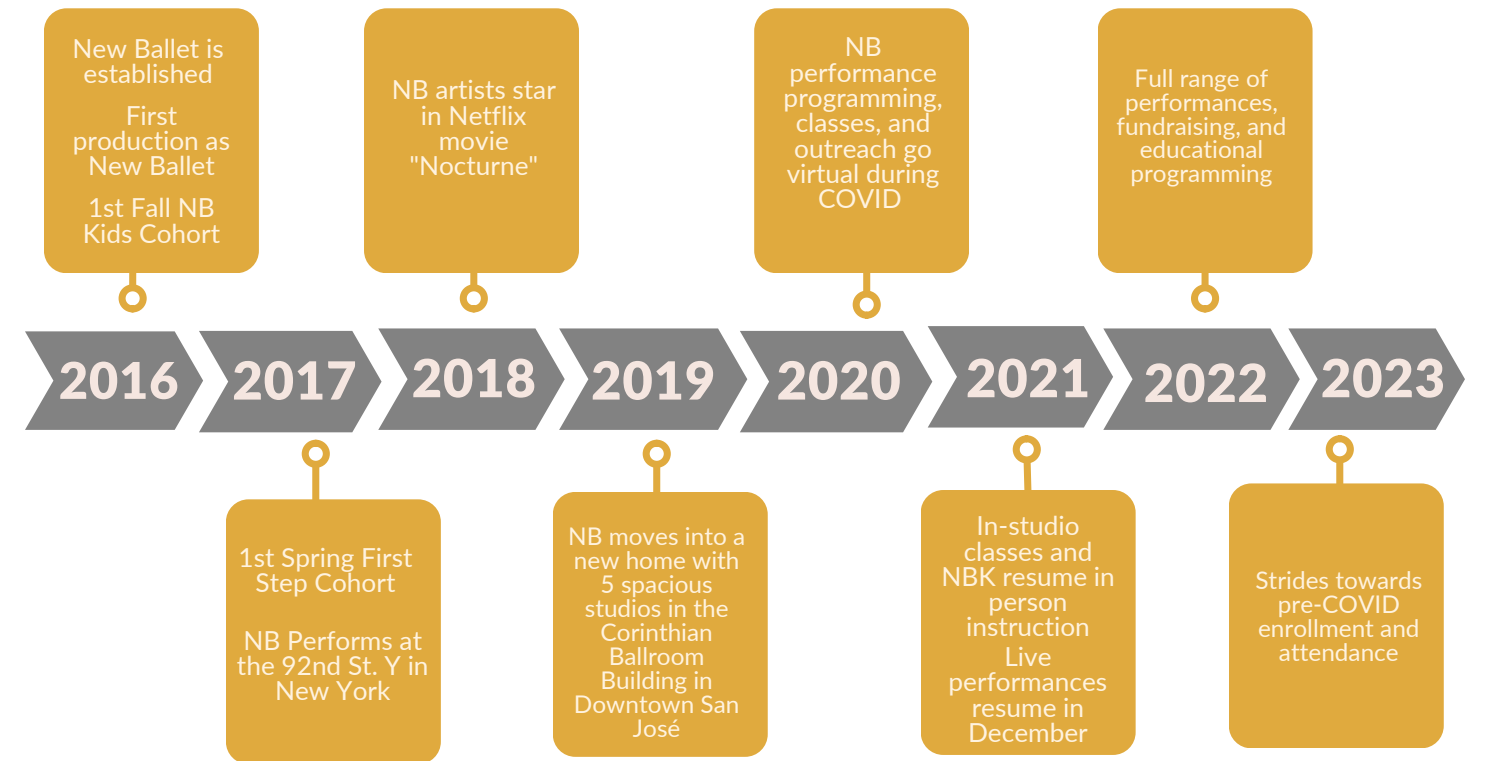
In service of this mission, New Ballet has become the leading ballet company in San José, featuring a professional dance company, in-theater and community performances, exemplary ABT certified training, and accessible opportunities for dance education focused on dancer health and individual development. New Ballet's company produces professional performance programming that appeals to audiences in San José and beyond.

Major artistic programming began in December of 2016 with New Ballet's first production of "The San José Nutcracker". Since 2016, New Ballet has offered a minimum of 3 seasonal productions to the San José community. These offerings include yearly productions of the "The San José Nutcracker", performed each December; annual concerts titled "Fast Forward", which produce new works of contemporary ballet; and annual productions of classical ballet repertoire, typically performed in May. Spring performances were halted in 2020 due to COVID-19, but resumed in October of 2020 with a production of new works titled "San José Dances", which was live streamed from the Hammer Theatre. During the 2020/21 season, New Ballet offered "The San José Nutcracker" and "Fast Forward" as streaming events, and filmed "La Boutique Fantastique" for on-demand streaming. Live in-theater performances resumed during the 2021/22 Season with productions of "The San José Nutcracker", "Fast-Forward", and "La Boutique Fantastique/Paquita", and has continued offering a minimum of 3 productions per year. Upcoming productions scheduled for the 2023/24 season include "Fast Forward" in February of 2024 and "Cinderella" in May of 2024.

In addition to these in-theater performances, New Ballet performs selections of repertoire in the community at public venues including the Children's Discovery Museum and at the San José Museum of Art. In 2017, New Ballet artists performed by invitation in New York City at the 92nd Street Y, gaining international attention. In 2018, New Ballet artists starred in and created the choreography for the Netflix dance movie "Nocturne". During the 2018/19 performance season, New Ballet performances featured South African dancers who joined the New Ballet Company as part of a cultural exchange program. Company artists now include dancers from around the country and the world, including Ethiopia and Japan.

New Ballet educational programming began in 2016. New Ballet Kids began outreach to its first cohort of in-school participants in Fall of 2016, and First Step registration began in Spring of 2017. Students who were a part of Ballet San José's scholarship program rolled over into New Ballet's Continuing Scholarship program. Between 2017 and 2020, New Ballet Kids served students at the following Downtown Title 1 schools: Lowell, Grant, Empire Gardens, Horace Mann, Washington, and Meadows elementary schools. Up to 150 New Ballet Kids students each year were invited to join the First Step program. An average of approximately 40 students each year completed 5 months of First Step classes. Between 2017 and 2020, New Ballet reached between 1,200 and 5,000 students and their families per year through in-school classes, in-school assemblies, and in-theater performances.

During COVID restrictions, New Ballet Kids, First Step, and Continuing Scholarship programs briefly halted. First Step and Continuing Scholarship students were offered online instruction from Spring of 2020 to Fall of 2021. New Ballet Kids programming resumed in schools Fall of 2021, and in Fall of 2022, approximately 210 students from Grant and Lowell elementary schools participated in the program. In-person classes for First Step and Continuing Scholarship students resumed Fall of 2021 and are ongoing. Those First Step students who participated in online instruction during Spring of 2020 were offered an additional year of First Step once in-person instruction resumed. Between 2017 and 2020, the average rate of increase for Continuing Scholarship registration was 158%. In FY2023, Continuing Scholarships increased from our pre-COVID enrollment by over 45%, with 16 First Step graduates currently receiving full scholarships.



First Step Registrations, 2016-2023

Year	Registrations	Rate of Increase\$
2016-17	13	
2017-18	59	354%
2018-19	28	-53%
2019-20	25	-11%
2020-21	8	-68%
2021-22	36	350%
2022-23	53	47%
Avg Rate of Increase		103.17%

Continuing Scholarship Recipients, 2016-2023

Year	Registrations	Rate of Increase\$
2016-17		
2017-18	2	
2018-19	4	100%
2019-20	4	0%
2020-21	11	175%
2021-22	8	-27.2%
2022-23	16	100%
Avg Rate of Increase		69.6%

DIVERSITY, EQUITY & INCLUSION

Ballet is for Everyone

New Ballet believes that when dancers are provided with a positive and uplifting experience promoting inclusivity, they will thrive. We are committed to continuing to advance diversity and inclusion in our institution as well as the ballet community at large. We embrace everyone because ballet is for everyone.

Non-Discrimination Policy

Dance as an art form provides expression, celebration, exploration, and transformation for all people. The inclusion and equitable treatment of all members of the community are core values of New Ballet and central to its mission. In achieving core values of equity and inclusion, New Ballet is committed to diversity in every aspect of its programming and services. Diversity in this context refers to groups, communities, and individuals identified by dance genre or form, race, ethnicity, national origin, gender, sexual orientation, socio-economic status, religion, age, or disability status. Inclusion means a commitment to making all members of the community feel welcome and comfortable at New Ballet. We believe gender is a spectrum. At New Ballet School, people of any gender identity are welcome in any class as long as they meet the strength and technical requirements of that class. All gender identities are welcome to audition for employment in our Company.

Equity is ensuring justice, impartiality, and fairness in procedures, processes, and opportunities. New Ballet is committed to honoring, nurturing, and advancing dance through the lens of diversity, inclusion, and equity in all aspects of its programming, services, and organization.

New Ballet and New Ballet School

San José recruits and admits students and dancers of any race, religion (creed), gender, gender expression, or sexual orientation, in any of its activities or operations to all the rights, privileges, programs and activities. In addition, the school will not discriminate on the basis of race, religion (creed), gender, gender expression, or sexual orientation in administration of its educational policies, scholarships/financial aid/fee waivers*, educational programs and/or performance activities*. In addition, the school is not intended to be an alternative to court or administrative agency ordered, or public school district initiated desegregation.

*should they exist



EMPLOYEE AND BOARD DEMOGRAPHICS FY2023

71

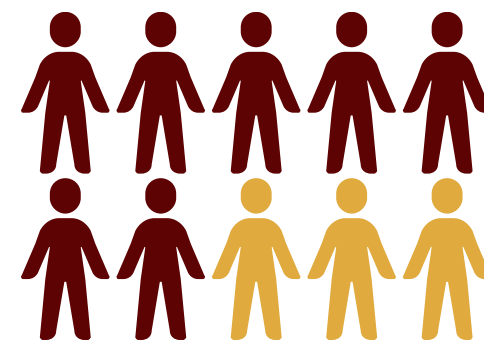
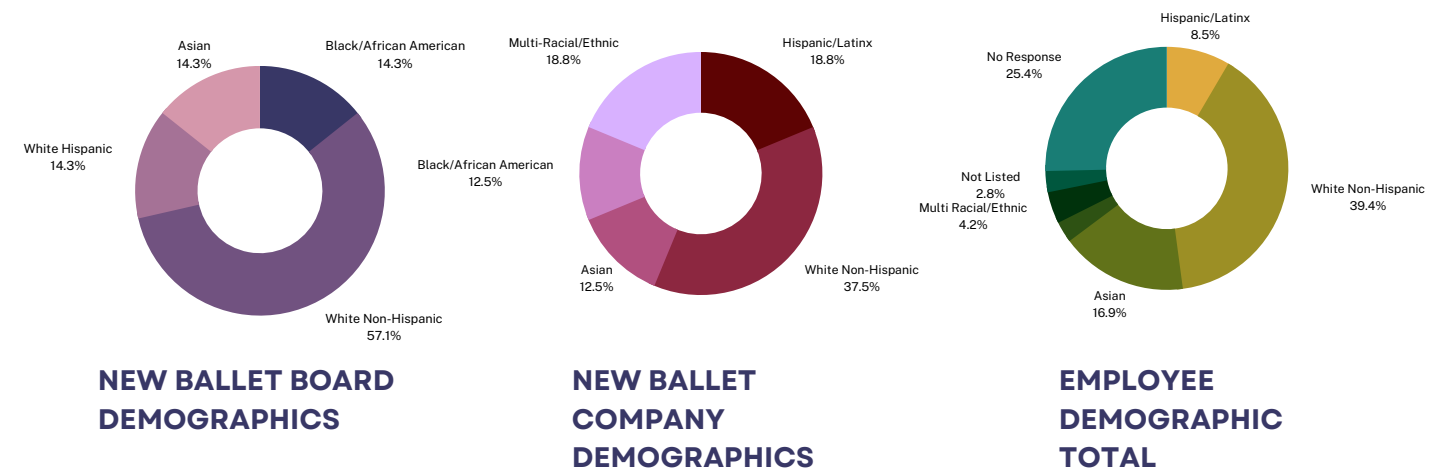
TOTAL FULL AND PART TIME EMPLOYEES

38

SEASONAL MEMBERS OF THE NEW BALLET ORCHESTRA

15

COMPANY PERFORMERS



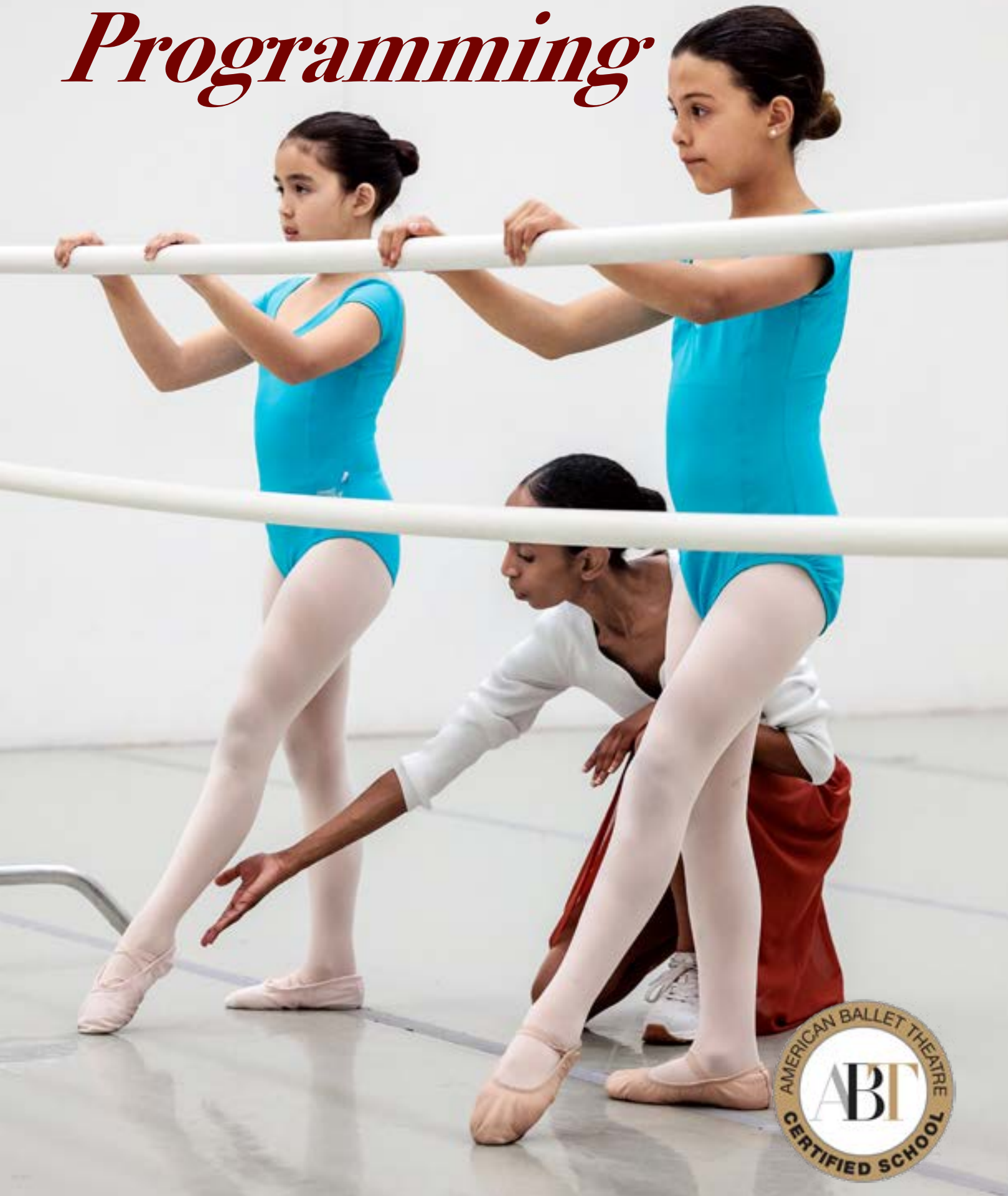
7 OUT OF 10 BOARD MEMBERS IDENTIFY AS WOMEN



67 VOLUNTEERS IN 2022

Burton, J. (2023). *New Ballet Research & Verbiage*. Google Drive. Retrieved March 16, 2023.
 Burton, J. (2023). *Employee Cultural Demographic Survey*. Google Drive. Retrieved March 24, 2023

Programming



About our Programming

Artistic programming includes annual stagings of “The San José Nutcracker”, new contemporary ballet works choreographed by New Ballet artistic staff, and re-stagings of classical ballet repertoire such as “Sleeping Beauty”, “Cinderella”, “La Boutique Fantasque”, “Paquita”, and “Swan Lake”.

Artistic programming is performed by the New Ballet Company. New Ballet’s Company is San José’s only year-round professional ballet company, with company members training and performing 15-24 hours a week for over 30 weeks a year. Performances feature professional Company Artists who receive compensation for rehearsals and performances, and the pre-professional Studio Company (SC), an audition-only group of exceptional dancers ages 17-24, who receive stipends.

New Ballet artists include musicians who provide live accompaniment during New Ballet classes and orchestral accompaniment during performances. New Ballet’s orchestra includes 38 professional musicians who are members of a variety of performance ensembles in the Silicon Valley area, and is conducted by Thomas Shoebottom.

Additionally, since 2016, New Ballet has offered specialized, accessible performance programming. These performances include seasonal performances that are modified to appeal to the youngest viewers, and special programming for families affected by sensory and cognitive disorders.

Educational Programming

THE NEW BALLET SCHOOL

The New Ballet School is the only American Ballet Theatre (ABT) Certified School on the west coast.

- 100% of ballet faculty at NBS are ABT Certified
- 245 year-round students
- Whole dancer, SEL informed approach focused on developing the human first, building skills that help students succeed no matter their path in life.
- Encourages a focus on positive body image and self-confidence.
- Wellness advisors, led by Dr. Elizabeth Hutter, president of the American Psychological Association in the field of Performance Psychology, include experts in the fields of disordered eating and physical therapy.
- Classes are performed with live accompaniment provided by local San José musicians

CLASSROOM OFFERINGS

Pre-Primary

- Developmentally appropriate pedagogy
- Creative movement for students 2.5-4 years old
- Pre-Primary for students 4-5 years old

Primary

- For students 5-10 years old
- ABT Curriculum Levels A, B, & C

Junior Pre-Professional

- Ages 8 +
- Placement required
- ABT Curriculum Levels 1A-3B

Senior Pre-Professional

- Audition required
- ABT Curriculum Levels 4A-6

Summer Classes

- Saturdays for 6 weeks through the summer
- Ages 2.5-11
- Drop-In rates available

Summer Performance Camp

- For new and continuing students
- Ages 5-11

Summer Intensives

- Intensive training for pre-professional dancers
- 6 week
- 4 week
- Competition Prep
- Contemporary Ballet
- Young Dancer
- August After School
- 2.5 hour, 5 day intensive
- 2 sessions

NEW BALLET KIDS

New Ballet Kids provides TK-3rd grade students in high need schools with exposure to basic concepts in dance education and foundational ballet vocabulary. New Ballet Kids enrollment period begins each fall semester. Mini classes are offered during the months of September and October. One mini class is conducted per interested classroom at each service school, with up to multiple classes provided per school. Classroom instructors observe their students and work with New Ballet staff to nominate motivated and enthusiastic students for inclusion in the First Step program.

Service schools have included:

- Grant ES
- Lowell ES
- Empire Gardens ES
- Horace Mann ES
- Meadows ES
- Washington ES

FIRST STEP

First Step classes take place 1 day/week over the course of 18 weeks. Classes begin in January and end in May. Classes are taught in New Ballet’s studios by our ABT certified faculty, and cover:

- Classical ballet movement vocabulary
- Musicality
- Flexibility
- Strength training

CONTINUING SCHOLARSHIPS

Students who demonstrate continued interest in receiving instruction and who are evaluated by New Ballet staff to be good candidates, receive offers for continuing scholarships in New Ballet’s academy. Scholarships cover:

- Full tuition for school year classes
- Full tuition for summer training in a variety of programs and camps
- Scholarships for winter workshops
- Fee waivers for performances and examinations
- Uniforms

Continuing scholarship recipients are re-evaluated at the conclusion of each school year, and with continued dedication to the program, this tuition-free training is available through high school.



210

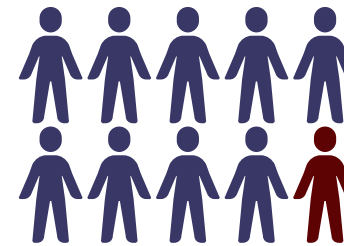
NEW BALLET KIDS PARTICIPANTS FALL 2022

53

FIRST STEP STUDENTS SPRING 2023

16

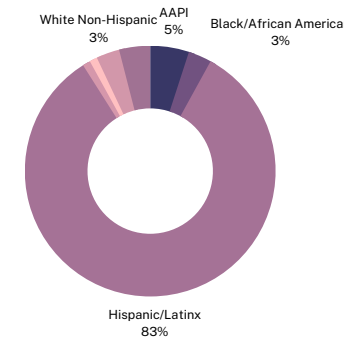
CONTINUING SCHOLARSHIP STUDENTS SY 2022-23



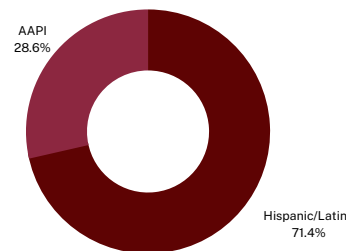
9.5 OUT OF 10 FIRST STEP STUDENTS ATTEND TITLE 1 SCHOOLS ‡



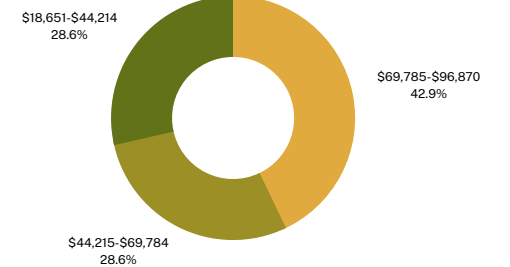
10 OUT OF 10 NEW BALLET KIDS STUDENTS ATTEND TITLE 1 SCHOOLS



CULTURAL DEMOGRAPHICS ACROSS COMMUNITY PROGRAMMINGS*



CONTINUING SCHOLARSHIP CULTURAL DEMOGRAPHICS*



CONTINUING SCHOLARSHIP HOUSEHOLD INCOME*

‡ Title 1 School refers to a Federal designation based on the number of low-income students who are considered at-risk for school achievement. To be considered a Title 1 school, a minimum of 40% of the students must qualify for free or reduced lunch.

§Note on methodology: New Ballet is prohibited from collecting demographic data for students attending individual public school classrooms participating in New Ballet Kids. Total community programming demographics reflect the total combined populations of our service schools in combination with internally collected data. Averages are then weighted according to the number of individuals from each respective program.

*Burton, J. (2023). *New Ballet Research & Verbiage*. Google Drive. Retrieved March 16, 2023.

Burton, J. (2023). *Demographic Digest*. Google Drive. Retrieved March 16, 2023.

National Center for Education Statistics. (2022). *Search for Public Schools*. Retrieved Nov. 29, 2022. <https://nces.ed.gov/ccd/schoolsearch/>

State of California Department of Education. (2022). *California School Dashboard*. Retrieved Nov. 29, 2022. <https://www.caschooldashboard.org/>

ARTISTIC *Programming*

Artistic programming includes annual stagings of “The San José Nutcracker”; new contemporary ballet works choreographed by New Ballet artistic staff, emerging, and established choreographers; and re-stagings of classical ballet repertoire such as “Sleeping Beauty”, “Cinderella”, and “Swan Lake”.

Artistic programming is performed by the New Ballet Company (NBC). NBC is San José’s only year-round professional ballet company, with members training and performing 15-24 hours a week for over 30 weeks a year. Performances feature professional Company Artists who receive compensation for rehearsals and performances, and the pre-professional Studio Company, an audition-only group of exceptional dancers ages 17-24, who receive stipends.

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ARTISTIC PROGRAMMING YEAR IN REVIEW FY2023



“The San José Nutcracker” December 16-18 2023; New Ballet’s 7th annual production of “The San José Nutcracker” choreographed by Dalia Rawson performed live at the California Theatre. “The San José Nutcracker” is a joyful holiday production that transports the well-loved story of Clara to turn-of-the-century San José, with historical references that highlight our valley setting as a birthplace of innovation. With live orchestra. Also with “My Very First Nutcracker” for our youngest audiences.

“Fast Forward” March 18, 2023; An evening of contemporary ballet at the Hammer Theatre Center featuring new works from cutting-edge ballet choreographers including Jing Zhang, Peter Merz, Mariana Sobral, Mesa Burdick, Dalia Rawson, and Le Mai Linh.



“Sleeping Beauty” May 20-21, 2023; New Ballet’s reimagined classic choreographed by Dalia Rawson, and with live orchestral accompaniment by the New Ballet Orchestra, performed live at the Hammer Theatre Center. Also with “My Very First Sleeping Beauty” for our youngest audiences.

YEAR IN *Review*

Artistic Programming

During FY2023 New Ballet provided 33 live dance performance opportunities to the San José Community, 21 of which were free and open to the public. Additionally, New Ballet offered live streamed events 48 times, all of which were free.

Live free performances included our Summer Intensive Showcase at St. James Park July of 2022, performances at the Mosaic Festival, the Urban Vibrancy Block Party, Valley Fair Winter Nights, Spirit of the Row, and SJ DanceCo Festival.

Ticketed in-theater performances were as follows: “The San José Nutcracker” (12/16-12/18/2022), “Fast Forward” (3/18/2023), and “Sleeping Beauty” (5/20-5/21/2023).

“The San José Nutcracker” saw 5 ticketed performances at the Hammer Theatre Center with 4885 ticketed attendees. An additional 250 audience members attended the free Performance Preview. Of those who attended the Performance Preview, 135 were students of Title 1 schools and their families through the New Ballet Kids program, and 115 attended through our partnership with the Autism Society of the Bay Area and the College of Adaptive Arts.

“Fast Forward” saw 1 ticketed performance with 410 ticketed attendees. An additional 85 audience members received free tickets, of whom 56 were New Ballet Kids students and their families, and 29 attended through our partnership with Autism Society of the Bay Area and the College of Adaptive Arts.

“Sleeping Beauty” saw 3 ticketed performances with 1468 ticketed attendees. An additional 297 audience members attended the free Performance Preview. Of those who attended the Performance Preview, 92 were New Ballet Kids students and their families, and 205 attended through our partnership with the Autism Society of the Bay Area and the College of Adaptive Arts.

New Ballet School

249 students were enrolled in regular classes between 9/6/2022-5/28/2023. In addition to regular classes, New Ballet held a total of 10 intensives, workshops, and camps in FY2023. These included 2 summer intensives and a summer session in July of 2022, our annual August After School series of classes, annual Winter Intensive in January of 2023, and a series of intensives in June of 2023.

New Ballet Kids, First Step, Continuing Scholarship

The 2022-23 New Ballet Kids/First Step programming season began 9/12/2022 with outreach to Grant, Empire Gardens, Meadows, Lowell, Horace Mann, and Washington Elementary schools. Of those schools that were contacted, Lowell and Grant Elementary Schools confirmed programming.

New Ballet Kids (NBK) introductory classes were scheduled at Lowell ES for 9/29/2022 and 9/30/2022. Five classrooms in total at Lowell ES participated in NBK classes on those dates. Classes at Grant ES took place on 10/26/2022 and 10/28/2022. Nine classrooms in total at Grant ES participated in NBK classes on those dates. A total of 210 students across both elementary schools participated in NBK mini classes.

Offer letters for NBK students selected for inclusion in First Step went out in fall of 2022. Registration Open Houses for First Step were held on 12/1/2022, 12/2/2022, and 12/20/2022. A total of 53 students registered for and participated in the 2023-23 cohort of First Step. Classes began 1/13/2023 and concluded 5/28/2023.

Students Served

In 2022, NBK served students at Grant ES and Lowell ES in SJUSD. Over 58% of students at Grant ES and 69% of students at Lowell ES qualify for free or reduced priced lunch (NCES, 2021). Both schools are Title 1 and have populations determined by the state as serving a student population that is more than 70% economically disadvantaged (CA School Dashboard, 2021).

A breakdown of the cultural demographics of our service schools is as follows: for students attending Grant ES: 3.17% Asian, 0.85% Pacific Islander/Native Hawaiian, 1.9% Black/African American, 79.07% Hispanic/Latine(x), 1.27% mixed race/ethnicity, and 3.59% White Non-Hispanic/Latine(x) (NCES, 2021). Cultural demographics for students attending Lowell ES are as follows: 4.28% Asian, 3.89% Black/African American, 89.11% Hispanic/Latine(x), 1.95% White Non-Hispanic/ Latine(x), 0.39% mixed race/ethnicity, and 0.39% Native American/Alaska Native (NCES, 2021).

In a survey conducted by New Ballet of Continuing Scholarship students (2022), 44% of families completed this voluntary survey. Of those who completed the survey, 71.4% identify as Hispanic/Latine(x), and 28.6% identify as Native Hawaiian/Pacific Islander. Santa Clara County defines very low income as households, “earning less than 50% of the area’s median income, or about \$58,000 for an individual” (Hanson, 2022). Of those families that responded to our survey, 57.2% meet the Santa Clara County threshold of very low income with 28.6% of families reporting their yearly household income as between \$44,215 and \$69,784, and 28.6% of families reporting their yearly household income as below \$44,214. 43% of continuing scholarship families live in 2-earner households where one parent is currently unemployed and looking for employment. 28.6% of respondents answered that more than 40% of their household income is spent on rent or mortgage (2022).

Sixteen students accepted offers for Continuing Scholarships in FY2023. Of those 16, 14 successfully completed the school year of training, and 13 participated in The “The San José Nutcracker” and/or Sleeping Beauty. Of those Continuing Scholarship students invited to take ABT examinations in 3/2023, 86% passed these assessments. Assessment fees for Continuing Scholarship students are covered by New Ballet.

Revenue

New Ballet saw a 13.8% increase in school tuition revenue from \$757,289.18 in FY2022 to \$861,914.61 in FY2023.

Individual giving, which includes gifts of stock and corporate matching, increased by 26.4%, from \$161,551.61 in FY2022 to \$203,946.52 in FY2023. Grant awards increased by 58.24%, from \$147,423.00 in FY22 to \$233,286.00 in FY2023. Overall giving decreased slightly (-6.58%) between FY2022 and FY2023 from \$468,482.64 to \$437,661.02. This is thanks to a one-time bequest received during FY2022.

Ticket and merchandise sales saw a 12.8% decrease from \$394,884 in FY2022 to \$344,371 in FY2023. Due to the holiday calendar and availability at the California Theatre in December 2022, We were only able to hold 5 performances of “The San José Nutcracker” during FY2023. New Ballet will be returning to a full 7-performance run of “The San José Nutcracker” for our FY2024 production. Ticketed performances will begin 12/16/2023 and conclude 12/23/2023.

Expenses

New Ballet saw a 5.6% increase in expenses between FY2022 (\$1,491,475.45) and FY2023 (\$1,574,792.00). This is due in large part to a 43% increase in scholarship related expenses between FY2022 (\$81,497.30) and FY2023 (\$116,555.75).

Additionally, New Ballet’s teaching and performing artists received cost-of-living increases, and additional 2 performing artists were hired bringing the total number of company members in FY2023 to 7.

Organization Information

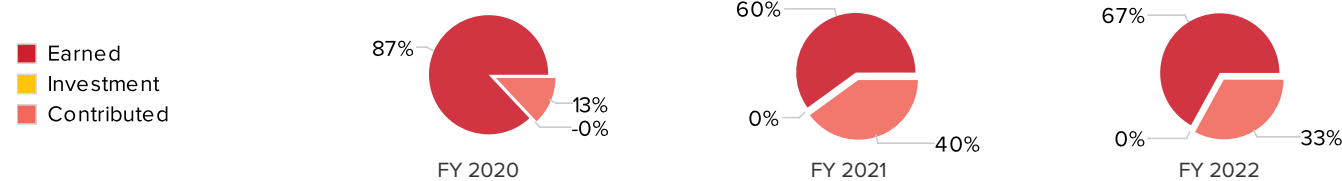
Organization name: **The New Ballet School Downtown SJ**
 City: San Jose Year organization founded: 2016
 State: CA Organization type: 501(c)3 nonprofit organization
 County: Santa Clara Fiscal year end date: 06-30
 Federal ID #: 811657501

Applicant is audited or reviewed by an independent accounting firm.

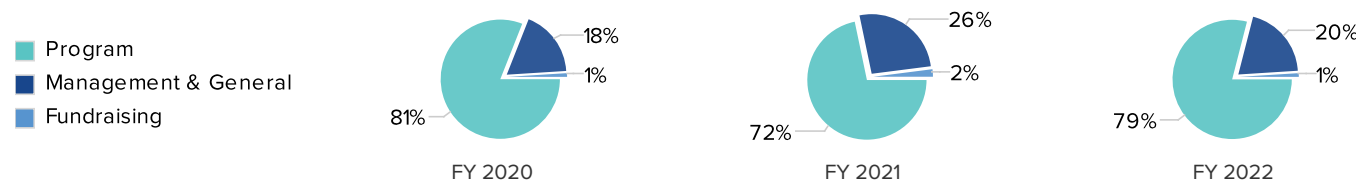
Financial Summary

Unrestricted Activity	FY 2020	FY 2021	% Change	FY 2022	% Change
Unrestricted operating revenue					
Earned program	\$1,031,581	\$656,068	-36%	\$1,136,508	73%
Earned non-program	\$137,109	\$11,705	-91%	\$28,296	142%
Total earned revenue	\$1,168,690	\$667,773	-43%	\$1,164,804	74%
Investment revenue	-\$184	\$82	145%	\$65	-21%
Contributed revenue	\$180,317	\$446,549	148%	\$578,017	29%
Total unrestricted operating revenue	\$1,348,823	\$1,114,404	-17%	\$1,742,886	56%
Operating expenses					
Program	\$1,062,346	\$723,062	-32%	\$1,184,682	64%
Management & general	\$237,607	\$266,165	12%	\$294,040	10%
Fundraising	\$18,754	\$23,298	24%	\$12,750	-45%
Total operating expenses	\$1,318,707	\$1,012,525	-23%	\$1,491,472	47%
Unrestricted change in net assets - operating	\$30,116	\$101,879	238%	\$251,414	147%
Unrestricted change in net assets	\$30,116	\$101,879	238%	\$251,414	147%
Restricted change in net assets	-\$57,227	\$83,411	246%		-100%
Total change in net assets	-\$27,111	\$185,290	783%	\$251,414	36%

Unrestricted Operating Revenue by Source

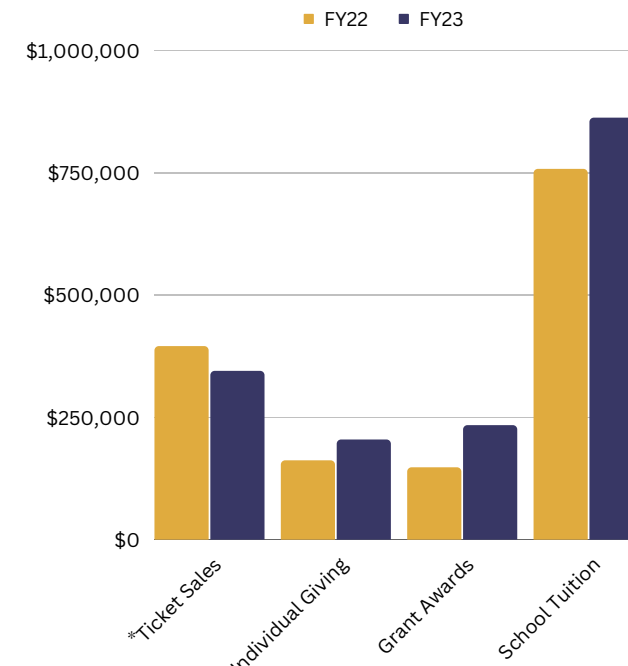


Operating Expenses by Functional Grouping



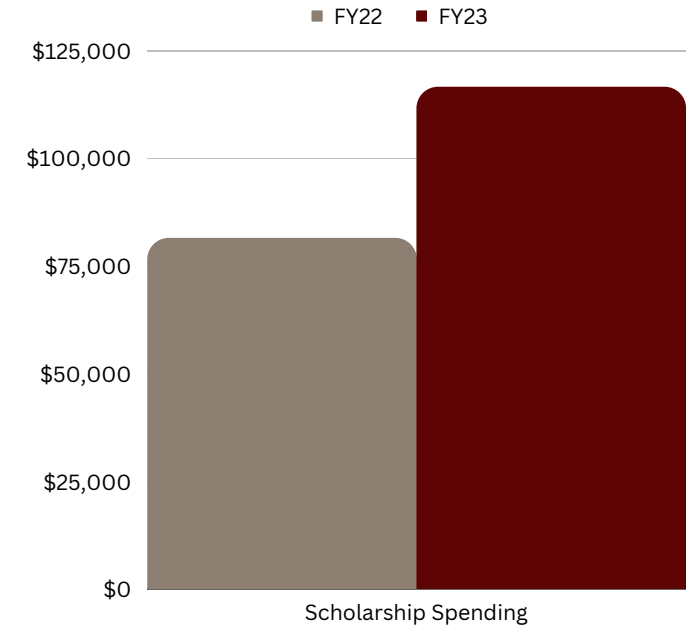
**FINANCIAL YEAR IN REVIEW
FY2023**

INCOME COMPARISON FY22-FY23

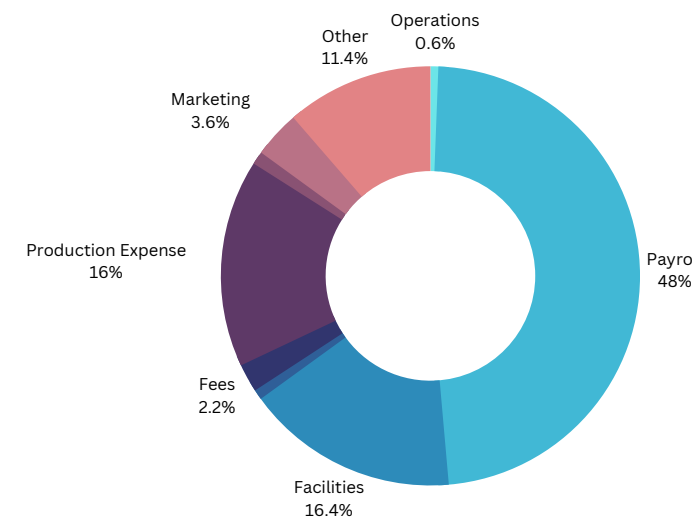


*Run of "The San José Nutcracker" was 7 shows in FY22 compared to 5 shows in FY23

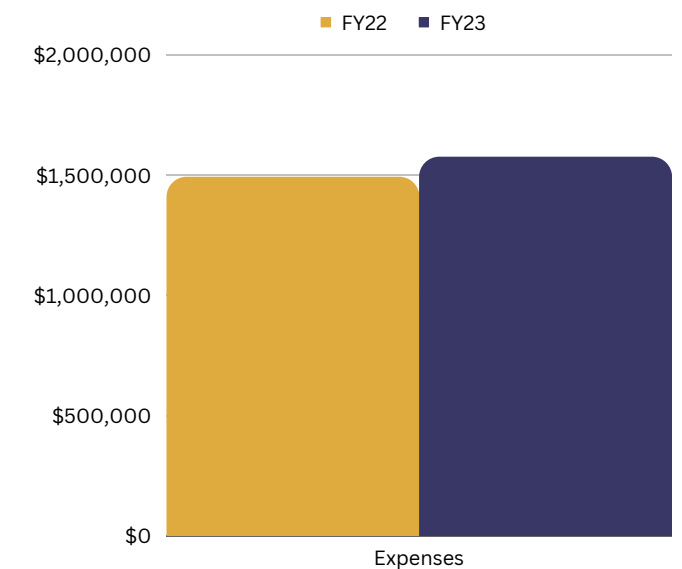
SCHOLARSHIP SPENDING FY22-FY23



EXPENSE BREAKDOWN FY23



EXPENSE COMPARISON FY22- FY23



Leading Funder

\$100,000 AND ABOVE

City of San José
Office of Cultural Affairs

Angel

\$10,000-\$99,999

Robin Ching
Catherine Montfort & John Heineke
Gareth Hughes & Dalia Rawson
Silicon Valley Creates
State of California
Warmenhoven Family Foundation
Nadine & Robert Weil
Elizabeth, Eric, Nate, & Theo Werness

Impresario

\$5,000-\$9,999

Mimi & Eric Carlson
Charles Hanes
Marie LoPresto
Lourdes & Frank Yashar
Mark Young

Partner

\$1,000-\$4,999

Anonymous
Apple, Inc
Applied Materials
Kenji Arai
Bina Bendale
City Lights Theatre Company
Suzy & Abe Darwish
Jonah Deitz
Christopher Escher
Hao Fang
Fremont Bank
Elmer & Manola Garduno
Roberta Goncalves
Linda Gonzales
Google, Inc
Intel, Corp
Nick Kledzik
Anatasia Le
Margaret Lum
Mei Ma
Brian McGee
Geoff Mendal
Nvidia
Serhan Pikel
Zivile & Eric Rawson
Andy and Rebecca Ritger
Gordana Seizovic
Elizabeth Striebeck
Melissa Toh
Katherine Williams

Friend

\$500-\$999

American Online Giving
Autism Society San Francisco Bay Area
Celine Bonutto
Seeling Cheung
Sandra Conniff
Kelley Conway
Ebay Foundation
Julie Lin Friss
Diane Grey
Jane Guerra
Alison Higuera
Eleen Kamas
Marie Kelly
Latizmo Hip-Hop Productions
Lenovo
Murial & Andrew Lin
Jun Liu
Noelle Mathews
Alexsandra Meijer in Memory of Angelika
Mendal
Suzy Papazian
William Perry
Aya Saeki
San Francisco Ballet
Santana Row
Gabriela Sexton
Clarissa Swihart
Camilo Viecco
Yuke Zhou
Kevin Zwick

Supporter

\$300-\$499

Roya Alexander
Christine Aochi
Qian Cai
Gustav Larsson
Pauline Lea
Robert Lindo
Le Mai Linh
Diana Morabito
Barbara Oates
Laura Thompson
Jeanne Torre
Virginia Wright



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Chris Conroy (pages 1-6, 24)
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Layout Design by Jennifer Burton

New Ballet Supporters between 7/1/2022-6/30/2023

