

# #208

**COMPLETE**

**Collector:** Gimbel Foundat...nd Evaluation (Web Link)  
**Started:** Thursday, August 02, 2018 2:27:29 PM  
**Last Modified:** Monday, August 13, 2018 4:03:51 PM  
**Time Spent:** Over a week  
**IP Address:** 98.189.34.66

---

Page 1

**Q1** Name of your organization.

Laguna Playhouse

---

**Q2** Grant #

20170378

---

**Q3** Grant Period

August 1, 2017 through July 31, 2018

---

**Q4** Location of your organization

City	<b>Laguna Beach</b>
State	<b>California</b>

---

**Q5** Name and Title of person completing evaluation.

Michael Garman, Grants Manager

---

**Q6** Phone Number:

(949) 715-5355

---

**Q7** Email address.

Mgarman@lagunaplayhouse.com

---

---

Page 2: Key Outcomes and Results

**Q8** Total number of clients served through this grant funding:

8,876

---

**Q9** Describe the project's key outcomes and results based on the goals and objectives. Use the following format: State the Goal: State Objective 1: Describe the Activities, Results and Outcomes for Objective 1: State Objective 2 (if applicable): Describe the Activities, Results and Outcomes for Objective 2: State Objective 3 (if applicable): Describe the Activities, Results and Outcomes for Objective 3:

**OVERARCHING GOAL:** To bring joy, learning, inspiration, enrichment, and respite to at-risk, underserved youth through the magic of live theatre with the goal of sparking imagination and hope in youth who are struggling to overcome difficult circumstances.

**OVERARCHING OBJECTIVE:** Through Laguna Playhouse Youth Theatre and TheatreReach, 7,450 underserved, low-income youth will experience educational, entertaining, live theatre, September 2017 - June 2018.

#### ACTIVITY 1 - RESULTS & OUTCOMES

During the summer of 2017, Laguna Playhouse launched a youth outreach program designed to provide respite and inspiration for homeless and youth living in transition by organizing group outings to our theatre for uplifting performances, behind-the-scenes tours and educational workshops with Playhouse personnel. Forming partnerships with local human service agencies such as Project Hope Alliance and OC Goodwill, the program quickly gained community support and praise for providing underserved Orange County residents with this unique artistic experience.

Within weeks of the program's launch, local demand soared and word spread to local nonprofit organizations providing many other integral services to our community. We began receiving interest from groups serving food insecure youth and families, students with disabilities and chronic disease, families affected by addiction, as well as military families. In conversations with these groups, we learned how challenging it was for them to provide families with artistic enrichment opportunities on top of the critical services they already provide. We recognized that the Playhouse is in a unique position to support the work of many local groups by creating opportunities for families to broaden their creative horizons and become empowered with new skills, self-confidence and resiliency that can lead them on the path towards self-sufficiency. This reality compelled the Playhouse to expand the program's mission and begin building a diverse, cross-sector coalition of local community partners.

The Playhouse is proud to share with the S.L. Gimbel Foundation that the outreach initiative outlined in our proposal, now officially named TheatreHope, has grown exponentially in scope and scale. Today, TheatreHope is a robust youth and family enrichment program which partners with a growing network of local human service agencies serving children and their families who face homelessness and housing insecurity, food insecurity, disabilities, terminal disease, and the effects of addiction. This year, we are expanding the program to serve military families as well.

Over the past year, TheatreHope has organized special outings for youth and their families at the Playhouse that provide: free tickets to a Main Stage or Youth Theatre performance; an interactive backstage tour of the Moulton Theatre; a meeting with Playhouse actors and staff about pursuing the arts as a career; an opportunity to register for acting workshops and scholarships; and information about employment opportunities at the Playhouse and with our local business partners.

TheatreHope has welcomed 1,419 youth and their families to our theatre for educational and uplifting performances thus far, far exceeding our initial goal.

The program provides low-income guests with a complimentary meal, and it also reimburses the transportation costs for organizations that needed assistance.

Since the program's inception, Laguna Playhouse has been fortunate to establish relationships with a broad coalition of nonprofit organizations, including Project Hope Alliance, Community Action Partnership, Goodwill OC, Kids Konected, Higher Ground Youth &

## S.L. Gimbel Foundation Fund

Family Services, I Think I Together, Big Brothers Big Sisters of Orange County, Iroy Camp Children, OC Children's Therapeutic Arts Center, Grandma's House of Hope, Global G.L.O.W., Project Access, and AIDS Services Foundation. In South Orange County specifically, we are working with South County Outreach, Community Outreach Alliance, Laguna Niguel & Mission Viejo YMCA, Glennwood Housing, Simon Family Foundation, Boys and Girls Club of Capo Valley, and several others to fulfill an unmet need in the local community.

Participants have attended uplifting and thought-provoking Main Stage and Youth productions such as *Oliver*, *12 Angry Men*, *Clybourne Park*, *By the Great Horn Spoon*, *The Little Princess*, and *Million Dollar Quartet*. The theatre tours and educational Q&As with Playhouse staff and actors have been instrumental in contextualizing this experience, providing guests with the opportunity to get "up close and personal" with the individuals who help bring the play to life. Guests gain exposure to the many roles and responsibilities required to produce a world-class play, such as costume design, set building, stage managing, lighting, sound work, casting, box office, executive management, screenwriting and directing. Through these experiences, participants learn about the employment opportunities that exist in live theatre, and in Southern California's robust entertainment industry as a whole. Playhouse personnel share their personal stories and professional paths to the theatre, providing guests with guidance about pursuing a career in the arts for themselves, an opportunity which may have seemed unattainable or unavailable to many participants prior to their experience at Laguna Playhouse.

TheatreHope has received overwhelmingly positive feedback from local community partners and participating families. In detailed surveys administered to partners, we asked outing leaders specific questions about the experiences of participants. Specifically, our survey questions are designed to measure the immediate impact of their visit to the Playhouse on students' well-being, outlook and attitudes towards the performing arts. Among the questions asked, below are a few examples:

- 1) What percentage of your group had their first live theatre experience at the Playhouse?
- 2) How do you feel this experience made a positive impact on the outlook or emotional well-being of participants?
- 3) What percentage of your group had a life-changing experience at our theatre?
- 4) From a scale of 1-10 please rate how engaged your students were during the performance (1 = distracted and disengaged 10 = engaged and interested)?
- 5) How many participants would like to learn more about additional opportunities at the Playhouse, including summer workshops or internships, as a result of their visit?

Below is some of the feedback we received from participants who completed surveys:

- 1) All group leaders/chaperones who completed surveys have indicated that they would attend another outing and recommend TheatreHope to a friend, family member, colleague or another community organization
- 2) For 90% of participants, TheatreHope was their first exposure to live theatre
- 3) 88% of participants had a life-changing experience at our theatre
- 4) 85% of participants expressed interest in summer acting workshops and internship opportunities at the Playhouse after their visit
- 5) All group leaders/chaperones reported that their students were engaged at a level of 7 or higher during their performance, per the scale created for the survey (1 = distracted/unengaged 10 = engaged/interested)

### ACTIVITY 2 - RESULTS & OUTCOMES

Laguna Playhouse is also pleased to share the successful outcomes of the 2018 TheatreReach: Bringing Books to Life! tour. This spring marked the 19th year of TheatreReach, the award-winning youth theatre touring program which presents live educational plays adapted from curriculum books in elementary schools throughout Orange County. This year, thanks to grant funding, the program presented 56 performances of the classic novels, *Stuart Little* and *By the Great Horn Spoon!*, for 7,457 students in schools across Orange County, representing a significant increase from last year's tour of 42 performances, and exceeding our goal of students served by 457 students.

The program toured schools in cities throughout Orange County, including Anaheim, Santa Ana, Yorba Linda, Cypress, Irvine, Mission Viejo, Lake Forest, Rancho Santa Margarita, San Juan Capistrano, Aliso Viejo, Laguna Hills, San Clemente, Dana Point and Laguna Beach. Of the 56 performances, 43 took place in Title I low-income schools. Title I schools are schools where at least 40% of the student body is low-income, and where most children do not have access to these types of enriching artistic experiences.

Two students from every school participated in each performance in small supportive roles. During the performance, actors encouraged interactivity with the audience by "breaking the fourth wall" to ask students critical thinking questions related to the plot and character

## S.L. Gimbel Foundation Fund

interactivity with the audience by breaking the fourth wall to ask students critical thinking questions related to the plot and character development. A formal question-and-answer session was conducted at the end of the performance to gauge students' comprehension and their responses to the story.

Laguna Playhouse created an extensive "Study and Activities Guide" - produced and distributed by TheatreReach staff - that was sent to teachers prior to each performance. It included lesson plans, activities for students both before and after reading the book that test knowledge about character and plot, facts about the author, vocabulary activities, as well as book report ideas and research activities. Finally, following performances, TheatreReach offered hour-long acting workshops taught by our actor/teachers for students at 12 schools. The workshops allowed students to explore the fundamental elements of acting from professional TheatreReach cast members, learning how to create characters and convey emotion using their voices, bodies and imagination. In 2019, we hope to secure additional funding to increase the number of schools provided with acting workshops.

In 2018, both productions of TheatreReach made a tremendous educational and artistic impact on the children served. Outcomes were measured by written evaluations by teachers and administrators, by student feedback during the Q&A sessions that follow each performance, and by TheatreReach staff observations. Teachers completed written surveys that included open-ended questions, multiple choice questions and rating scales. Teachers were also asked to observe and report on the attitudes of English learners towards their reading assignments following the performances. Evaluations consistently indicated progress in reading comprehension, historical knowledge, vocabulary growth and greater interest in reading. Statistical analysis from teacher surveys found that students who participated in TheatreReach performances made the following academic gains:

- 75% of students experienced greater interest in their Literature & History curricula after it was brought to life through the theatrical performance
- 90% of students demonstrated increased engagement in their schoolwork
- 85% of students showed greater interest in oral story telling
- 100% of teachers who completed surveys reported that TheatreReach is a helpful resource for remedial or limited English-speaking students

Teachers' narrative evaluations best expressed the outcomes on their students:

- "For many of my students this was their first experience with live theatre and they were mesmerized. When we returned to class we had a great discussion about all the clever ways they were able to bring the story to life in our little library. They were also interested in reading other E.B. White books." – Olive Street Elementary School
- "TheatreReach is valuable in so many areas! It brought to life a complicated text, which adds comprehension. Students can process the prose more readily. They also had great discussions!" – Peter Marshall Elementary School
- "TheatreReach encouraged my students to use their imagination when reading literature. The actors effectively modeled the way a story is played out in the imagination. It inspires children to pursue all types of creative literature." – Patrick Henry Elementary School
- "This program is very helpful to students who have trouble comprehending the novel. Also those who read and understood it are able to compare/contrast. The extra resources provided enrichment and remediation for students." - Tarbut V' Torah Day School
- "This is a wonderful tool to watch before reading. The story [By the Great Horn Spoon] is rich in history, language and setting many students are unfamiliar. The play allows them access to ideas and images they might struggle with. Watching before reading allows them to concentrate on story elements such as character/plot development, figurative language and theme." - Brywood Elementary School

In total, over the grant period, Laguna Playhouse engaged 8,876 at-risk and underserved youth and families in educational, entertaining, live theatre experiences. We are thankful for the S.L. Gimbel Foundation's generosity in supporting this work and making it possible to educate, uplift and empower so many lives through the magic of live theatre.

**Q10** Please describe any challenges/obstacles the organization encountered (if any) in attaining goals & objectives.

As we enter into the program's second year, the ongoing challenge of TheatreHope is to continue raising awareness, especially in Orange County communities that often lack access to enriching arts programming. In conversations with our current partners, especially those from Central and Northern Orange County, many express that their families were not familiar with Laguna Playhouse before their first visit. Furthermore, for 90% of participants in the last year, TheatreHope was their very first exposure to live theatre.

There were no significant challenges or obstacles during the TheatreReach tour.

---

**Q11** How did you overcome and/or address the challenges and obstacles?

We recognize that the continued success of TheatreHope is dependent upon the diligence and overall efficacy of our outreach efforts, which is why the Playhouse recently hired a full-time Community Outreach Manager in charge of building relationships with local nonprofit organizations, elected officials and community leaders to raise awareness about this wonderful program, to ensure strong participation levels and to serve as a welcoming and knowledgeable host for guests during their outings at the theatre.

In the next year, we will place special emphasis on connecting with more organizations serving homeless and food insecure families, in addition to military families. Local homeless agencies we are in talks with include: Orange County Rescue Mission, Families Forward and Family Promise of Orange County. We are working with elected officials and community leaders -- including Assemblymember Steven Choi, Assemblymember Matthew Harper, State Senator Pat Bates and Supervisor Lisa Bartlett -- to connect with food pantries in the community. Through a partnership with Subway of Laguna Beach, we provide all TheatreHope guests with a complimentary meal during their visit. Also, we are in talks with organizations such as Armed Services YMCA of Camp Pendleton, Veterans Advisory Council for OC, Strength in Support and Veterans Legal Institute to provide active military and veteran families with this unique and unforgettable experience at the Playhouse.

Laguna Playhouse's TheatreHope program has received strong praise from current partners. Through our dedicated outreach efforts, we will continue building upon this promising momentum into the program's second year.

---

**Q12** Describe any unintended positive outcomes as a result of the efforts supported by this grant.

While we initially created TheatreHope to respond to the needs of homeless and food insecure families, we were able to learn how it would benefit other groups and expanded the program to serve individuals facing food insecurity, disabilities and chronic disease, the effects of addiction, as well as military families.

---

**Q13** Briefly describe the impact this grant has had on the organization and community served.

Over the past year, TheatreReach has brought great joy and educational value to elementary school children across Orange County from diverse socioeconomic backgrounds. The program has delighted as it entertained and provided early exposure to high quality, professional live theatre to children who would not otherwise have access to this enriching experience, while advancing literacy among low-income students by facilitating comprehension, inspiring a love of reading, and educating them about the human condition. The linkage with curriculum makes this program especially relevant to the target audience in ways that encourage educators to make time for it in the busy school year. It brings an excellent experience of the arts to youth limited by geography, ethnicity and economics. Thanks to generous funding from the S.L. Gimbel Foundation, we were able to advance this work significantly in 2018. The Foundation's grant also helped us leverage funding from other sources, including foundations, corporations and individuals. We are deeply proud to be partner with the Foundation in executing this important work in our community, and we hope to renew the partnership in 2018-19.

The success of TheatreHope has highlighted Laguna Playhouse's capacity to support and enhance the work of a diverse array of local community organizations. Through these partnerships, we have gained insight into the unique challenges facing many families in our community, particularly in South Orange County, a community whose urgent – yet often overlooked -- economic and social needs are often unmet due to geographically dispersed support services and inadequate public transportation. We have also learned that many of the most dedicated and successful local organizations serving families in need often lack meaningful opportunities to communicate and collaborate with each other to achieve their shared goals. The Playhouse aims to provide a platform for local collaboration by bringing together community members, service providers, politicians, philanthropists and local businesses to facilitate important discussions and collaborative action plans to tackle pressing economic and social issues.

In November 2018, the Playhouse will host a paneled forum with our community partners to discuss ways that we can work together to link underserved members of our community to recuperative supports and local job opportunities through the Laguna Beach arts and tourism industry network. By leveraging our position as a community hub for collaboration, Laguna Playhouse will help “de-silo” the work of community service organizations, local businesses and individuals by fostering communication and by facilitating connections between our partners and vulnerable members of our community.

On behalf of Laguna Playhouse, thank you for your support of this program. We look forward to working with you in the future as we continue to create opportunities for education, enrichment and inspiration for members of our community.

---

Page 3: Budget

**Q14** Please provide a budget expenditure report of the approved line items. Include a brief narrative on how the funds were used to fulfill grant objectives.

The \$20,000 grant from the S.L. Gimbel Foundation provided integral support for Laguna Playhouse's TheatreReach and TheatreHope programs. All funds were spent on essential programmatic costs including: Laguna Playhouse Education Management, Youth Services Coordinator (now a full-time Community Outreach Manager), Student Bus Transportation, Theatre Tickets and Union Actor Fees. A budget-to-actual sheet will be emailed to the Foundation.

The grant from S.L. Gimbel Foundation also helped the Playhouse attract additional funding in 2018. Notable funders for these programs included the O.L. Halsell Foundation, the Peter and Ginny Ueberroth Family Foundation, US Bank and several others.

The Laguna Playhouse is deeply thankful to the S.L. Gimbel Foundation for supporting our education and outreach efforts over the past year. We hope to continue this fruitful partnership with the Foundation in 2018-19 as we advance our shared missions to educate, enrich and empower the most vulnerable in our community.

---

Page 4: Success Stories

S.L. Gimbel Foundation Fund

**Q15** Please relate a success story:

On December 23, 2017, TheatreHope provided hope and holiday cheer to many in need of a smile during the holidays. Laguna Playhouse produced a special holiday performance of "Aladdin and His Winter Wish" for kids and families from several nonprofit partnering groups including Project Hope Alliance, Goodwill OC's Community Services Program, Kids Konected program for those recently affected by cancer, Glennwood Housing, and Boys and Girls Club of Tustin and Laguna Beach. "We are so grateful for this partnership and bringing the world of theater to our wonderful kids," said Jennifer Friend, Executive Director of Project Hope Alliance. "The theater provides an imagination passport for children that elevates their dreams to what is possible like nothing else," she added. The performance was followed by a special Q & A with the cast.

**Q16** Please relate a success story here:

**Respondent skipped this question**

**Q17** Please relate a success story here:

**Respondent skipped this question**

Page 5: Organizational Information

**Q18** Which category best describes the organization. Please choose only one.

**Arts & Arts Support**

**Q19** What is the organization's primary program area of interest?

**Children & Families**

**Q20** Percentage of clients served through grant in each ethnic group category. Total must equal 100%

African American	<b>10</b>
Asian/Pacific Islander	<b>5</b>
Caucasian	<b>5</b>
Hispanic Latino	<b>80</b>

**Q21** Approximate percentage of clients served from grant funds in each age category.

Children ages 06-12 years of age	<b>40</b>
Youth ages 13-18	<b>50</b>
Young Adults (18-24)	<b>5</b>
Adults	<b>5</b>

**Q22** Approximate percentage of clients served with disabilities from grant funds.

Physically Disabled	<b>5</b>
Deaf & Hearing Impaired	<b>5</b>
Mentally/Emotionally Disabled	<b>20</b>
Learning Disabled	<b>10</b>

**Q23** Approximate percentage of clients served in each economic group.

At/Below Poverty Level	<b>95</b>
Homeless/Indigent	<b>40</b>

S.L. Gimbel Foundation Fund

**Q24** Approximate percentage of clients served from grant funds in each population category.

Families	<b>10</b>
Disabled	<b>40</b>
Ethnic Minority	<b>95</b>
Homeless/Indigent	<b>40</b>
Students	<b>95</b>
Children/Youth (those not included in Family)	<b>90</b>

---