

INTO THE WILD GALA

Our first public fundraising gala, “Into the Wild” at the Nature Research Center at the North Carolina Museum of Natural Sciences raised \$54,000 and brought over 200 guests. Attendees in animal-theme and animal-print attire enjoyed the displays, tasted appetizers and drinks, and watched a showcase from our LEAP team ambassadors. They enjoyed a special appearance by Paperhand Puppet and shopped at our first Silent Auction to bid on original artwork, jewelry, restaurant meals and event tickets. A special thanks to our presenting sponsor Kilpatrick Townsend, and to all of our businesses and individuals who supported this event, bought a ticket or attended to make our first gala such a success.

NEW LOGO

Also at our event, we unveiled our new NC Arts in Action logo. Our beautiful new logo and rebranding materials were undertaken as a pro-bono gift from Centerline Digital, a marketing agency in Raleigh. In addition to the logo, Centerline has designed new T-shirts, electronic signatures, stationery, envelopes, and other marketing materials for NC Arts in Action. We will begin utilizing all of these in our new fiscal year, as soon as our current supply of materials runs out. For nearly three years now, Centerline has provided support for the organization, creating videos and graphic design, as well as providing strategic advice and event support.

As our agency of record, Centerline helps NC Arts in Action share its important story with our community about the work we do on behalf of more than 1400 children in North Carolina. The Centerline team is impressive! They are deeply insightful and capable. With its focused work, Centerline is getting NC Arts in Action the recognition for the great organization that we are. Centerline is a world-class firm and their creative work inspires us.



LEAP team poses at Into the Wild Gala
Photo: Ken Demery Photography

SEASON ENDING PERFORMANCES

Eight schools held their showcase performances this fiscal year. Our theme this year was “*Animal Adaptations!*” with script and choreography created by our Associate Artistic Director Kathy Schwering. Students learned about migration, extinction, hibernation, and conservation. Our theme tied into the fourth-grade science standards. The performances have been well received by students and the community, and teachers and parents continue to give us positive feedback for our residencies. Millbrook, Lake Myra, Wakelon, Green, Rogers Lane, Southeast Raleigh, Holt and Lakewood held stellar performances from December 2019 through early March.



Holt Elementary Students
Photo: Disha Dewan



Green Elementary Students
Photos: Jennifer Scully-Thurston



Lakewood Elementary Students

RESPONSE TO COVID-19

Due to the pandemic, we have had to temporarily suspend our in-school and Saturday programs. We will continue working with our dancers using live video until we are able to dance in the same room again. We hope that happens soon. Our staff members are busy creating new ways to reach the children. We have created instructional videos to dance phrases that children can learn and practice at home. Please follow us through our social media channels to view our online educational content.

Our funding partners have been understanding of the global situation affecting us all and have committed to continue their support of NC AIA. Longstanding program supporter, Vera Tayeh will match every donation received before June 30 up to \$10,000. This 1:1 matching grant challenge from Vera will double your gift! With \$20,000 in funds, NC AIA will be able to retain its talented teaching artists and staff during this time.

Your support is invaluable to our organization. Donations can be made online at ncartsinaction.org or by mailing a check to the address below. Thanks in advance for your belief in our ability to help children succeed.

"My favorite thing about NCAIA is that it levels the playing field for all students. Regardless of academic or social obstacles, every student could participate. It was so special to see every one of my students shine." - Fourth grade teacher

On behalf of the Board, staff, and children we serve, thank you for your support. NC AIA believes that participation in the arts promotes self-confidence, builds self-esteem, self-discipline, tenacity and a commitment to excellence. Please donate today by check or online.



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