



\$1.3 million campaign to engage more children through dance and music

As a fourth grader joins her North Carolina Arts in Action class, she feels the joy of movement in concert with the rhythm of live music. She may feel frustration as she practices a difficult sequence.

As she learns new skills, she starts to feel the thrill of self-confidence when her feet and arms move in unison with her classmates. Over 16 weekly sessions, she hears positive encouragement from the NC AIA teaching professionals.

She says, *this is so fun!* Her classroom teachers and NC AIA Teaching Artists and Musicians think, *yes and...so much more!*



Life Skills Through Dance and Music

Every year, NC AIA selects a theme to integrate with the core curriculum, aligning arts instruction with classroom learning. The award-winning teaching methodology uses strategies that motivate, engage, and inspire diverse learners. And data show how this joyful and rigorous learning helps students develop self-esteem, resilience, critical thinking, and collaboration skills through the power of performance.

Numerous research studies show that dance has mental as well as physical health benefits for children. Because the NC AIA program is integrated into the school day, all children have access to the positive effects of joyful learning through the arts.

Your generous contribution to our \$1.3 million campaign helps teach more children life skills through dance and music. Please consider a three-year pledge to increase NC AIA's reach into more schools and impact on more children.

"Being able to integrate this program as part of the school day is great for our students."

Principal Carmen Graf
East Garner Elementary School

North Carolina Arts in Action teaches children life skills through dance and music at no cost to the students' families, with 21 programs in 14 public schools in Wake, Orange, Durham, and Chatham counties. Since 2005, NC AIA has reached more than 18,600 children of all abilities and backgrounds using performing arts as a unique force for engaging and motivating children to realize their full potential. The primary age group for NC AIA programs is fourth grade, with additional programs offered through summer school partners, after-school programs, and a program in an entire school at CC Spaulding Elementary in Durham.

Engaging More Children

NC AIA WILL REACH MORE STUDENTS BY:

Nearly doubling the number of schools

The NC AIA Strategic Plan charts our growth to offer 31 programs in 25 schools by 2026. Campaign funds will help NC AIA say yes to more educators who want the program in their schools.

Ensuring program impact

Campaign funds will support training in the pedagogy for more teaching professionals and expand program evaluation, to include impact on life skills and mental health.

The NC AIA Board of Directors has planned for organizational sustainability beyond the campaign. The Board developed a budget to support the Strategic Plan. Long-term budget projections for several years beyond that articulate expected increases in revenues, expenses, and operating reserves.



Commit to More Schools

\$1,000,000

Research shows that NC AIA's high-quality programs have meaningful impact on students. An NC AIA research study with Wake County Schools found statistically significant increases in students' social studies and math scores after their NC AIA experience. In addition,

- ▶ 95% of students feel better about what they can accomplish at school after completing the program.
- ▶ 93% of students feel better about going to school on NC AIA days.
- ▶ 90% report an increase in confidence.
- ▶ 94% report an increase in focus during class.

To reach more children, NC AIA will increase the number of schools we serve from 14 to 25 and programs from 21 to 31 by 2026. Growth is targeted for Wake, Orange, and Durham school districts, all of which participate today as fiscal partners, contributing per-school fees as NC AIA earned income.

The lead-time for strengthening partnerships with local schools, planning curriculum integration, and securing school budget approvals is lengthy. We must have staff trained in the National Dance Institute pedagogy and able to commit to a 16-week curriculum when it is time to launch a program. NC AIA will grow from 8 to 11 staff Directors and Teaching Artists and from 13 to 22 contract Teaching Artists and Musicians by 2026.

\$1.3M to Fuel Growth from 2023–2026

	2023	2024	2025	2026
Schools	14	18	21	25
Programs	21	25	28	31

“Their programming uses effective arts integration techniques to help our students connect their ideas to core subjects, using dance and live music as vehicles to increase understanding. Our goal is to continue to strengthen and grow this partnership.”

Jeremy Tucker, Director of Arts Education
Wake County Public School System



Ensure Program Impact

\$300,000

Training Opportunities

North Carolina Arts in Action is one of only 11 national associate programs of the National Dance Institute (NDI) of New York. The key to NC AIA program consistency and excellence in North Carolina schools year after year is ongoing professional development and training in the NDI Method.

Increased funding enables more NC AIA teaching professionals to learn pedagogical techniques at NDI's summer workshops in New York City. It will enable NC AIA to bring customized NDI training to North Carolina, engaging the national NDI organization with programs and partners here in North Carolina.

Program Evaluation

Data-driven program evaluation is a key strategy for demonstrating effectiveness and ensuring outcomes for children. NC AIA measures impact for accountability to school systems, funders, families, and ourselves. We employ evaluative metrics related to children's behavior, interests, confidence, and relationships to demonstrate that NC AIA's curriculum and teaching process create consistent results and impact on students.

As we serve more students, we will need more investment in our current quantitative evaluation methods. We also anticipate expanding our research to include study of the program's influence on social and emotional learning and mental health, positioning NC AIA as a leader in evaluation techniques among NDI associate programs.

Your Gift in Action

Placing the arts at the center of children's lives is not a luxury.

It is integral to their development. Every child deserves to feel the joy of dancing to live music, hear applause for their efforts, and be inspired by artistry. NC AIA offers all of this and more with proven techniques that engage, motivate, and empower children of all abilities, fostering success in school and in life.

Your generous support creates opportunities for more children in North Carolina to experience the power of the arts. NC AIA will expand to more schools, train more professionals in the pedagogy, and demonstrate impact through rigorous program evaluation. This campaign for expansion generates momentum for NC AIA's continued growth in North Carolina for years to come.

Please consider a three-year pledge to the \$1.3 million campaign to increase the reach and impact of NC AIA.

Thank you!



“I love how the students were actively involved. The instructors were incredibly patient and understanding of the students who struggled with participating. The program had opportunities for all students to shine.”

**Wildwood Forest Elementary School
Fourth Grade Teacher**