



FRCB

FRIENDS OF ROCKVILLE CIVIC BALLET

ANNUAL REPORT 2019

A 501(c)(3)-REGISTERED ORGANIZATION

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PRESIDENT'S REPORT

President's Report

BY SILVIE GALLARDO

President@friendsrcb.org

Dear RCB Friends and Families,

This Annual Report will reach you in the time of coronavirus. This is an unprecedented time of crisis and uncertainty. The Board and I want to wish everyone well and let you all know that we stand firm in our commitment to you and to the Rockville Civic Ballet (RCB) and we will throw ourselves – with gusto – into helping put on the shows you all love as soon as this is possible again.

Even though the current mood is somber, there is much we would like you to know about what went right and got accomplished by the Friends of Rockville Civic Ballet (FRCB) in 2019. As you will see in the following pages, we achieved so much that we can be proud of and have more plans to continue doing well, regardless of this current hard time, in the future.

FRCB and its volunteers support all of RCB's productions, yet the truly special effort we put together this year for the 45th Anniversary of *The Nutcracker* will always make me proud. They were very special shows and our



FRCB Board of Directors		
Officer	2019 Board	2020 Board
President	Silvie Gallardo	Silvie Gallardo
Secretary	Nancy Popson	Bridgette Pfeufer
Treasurer	Ganga Keppetipola	Ganga Keppetipola
VP, Outreach & Education	Bill Wood	Setu van Lare-Hodges
VP, Fundraising & Membership	Johanna Camara	Johanna Camara

work together created many special memories. Many thanks are due to the City and to the Theatre personnel for their support and to Ms. Betty Wisda and her team for the beautiful keepsake program and posters they printed for the shows. Ms. Kathryn Chongpinitchai and the Alumni Committee organized our very first Alumni Cocktail Reception for the occasion. Many thanks to her and her dedicated volunteers.

I cannot fail to mention a particularly remarkable FRCB effort. This year we were able to expand the scholarship program, upping the levels of the financial and equipment aid provided to dancers in need of support. I feel that our founder's motto of "Ballet for All" is our guiding principle and ensuring the access of every dancer who commits to the program is of paramount importance. Recognition is due to Nancy Popson for all the work she did to establish the donation program with Footlights Dance and Theatre Boutique. The Scholarship Committee and I also extend our thanks to Pam Baxter and her staff at the City's Recreation and Parks Department for their help completing class registrations for scholarship recipients.

On our project list for 2020 are: Creating a searchable database of contact information of RCB dancers and families, finishing a revision of the Bylaws, revising our budget process, enacting new financial policies, and finalizing a new FRCB Youth Advisory Board. Stay safe, be well, and stay in touch!

Friends of Rockville Civic Ballet Financials 2019 (1/1/2019-12/31/2019)

Total Assets

Inventory	723
Checking Account	16,824
Savings Account	6,205
TOTAL ASSETS	\$23,752

Checking AC

Revenue

Cash B/F	14,811
Bake Sale	2,943
Craft Sale	2,376
Individual Charitable Contributions	2,376
Flower Sale	7,513
FRCB Merchandise+ Specialty Items	1,869
Fundraising Programs	254
GoFundMe	92
Membership Dues	570
	\$32,802

Expenses

Administrative Costs	569
Archival Project	128
Artistic Support	1,500
Bake Sale COGS	224
Bank Fees	43
Capital Reimbursement	1,500
Claudia Mangan Scholarship Fund	1,239
Costume Fund	2,000
Dancer Gifts	3,211
Flower COGS	3,239
FRCB Table Expenses	600
FRCB Merchandise COGS	1,344
Show Expenses	148
Square Fee	234
	\$15,978
	\$16,824

Savings AC

Cash B/F	\$2,122
Craft Sale (<i>The Nutcracker</i>) Deposit*	1,459
Fundraising Programs	1,023
Individual Charitable Contributions	1,600
Interest Income	<1
	\$6,205

*Craft Sale Income (*The Nutcracker*) Accidentally deposited to savings. Transferred back to checking 7 Jan 2020.

Treasurer's Report

BY GANGA KEPPEPOLA

Treasurer@friendsrcb.org

This year, RCB celebrated its 45th year performing *The Nutcracker* ballet. It was remarkable to get so much appreciation for the anniversary from the City of Rockville, and commemorative posters and merchandise were created for the occasion. Serving as Treasurer of FRCB since its inception in May 2017, I was happy to be a part of the organization as it honored this milestone alongside the company. Three years ago, FRCB was founded to assist the ballet company and serve as a booster organization to raise funds, participation rates, and a sense of community.

For the past few years, we have raised money for RCB mainly from sales made in the lobby during performances (bake, craft, flower, and FRCB-branded merchandise), individual donations from our generous benefactors, dine-out fundraisers at various local restaurants like Chipotle, Habit Burger, and Modern Market, and of course the efforts of our hardworking FRCB board members and parent volunteers. We were also able to give back to the Rockville community by creating the Claudia Mangan Memorial Scholarship, which aims to achieve Ms. Mangan's goal of "Ballet for All" by covering the costs of ballet classes for recipients.



FRCB 2019 Activities

OVERVIEW

FRCB, in accordance with its mission, expanded their activities in support of RCB during 2019. FRCB organized volunteers to support RCB productions, provided funds for production expenses not covered by the City of Rockville, supported the RCB community through the Claudia Mangan Memorial Scholarship Fund, participated in programs with the Rockville arts community, archived documents and video of past RCB performances, reached out to RCB alumni, and expanded its social media presence. FRCB raised funds for these efforts through sales of crafts, flowers, merchandise, and baked goods in the lobby during performances; dine-out fundraisers; voluntary dues; and individual and corporate donations.

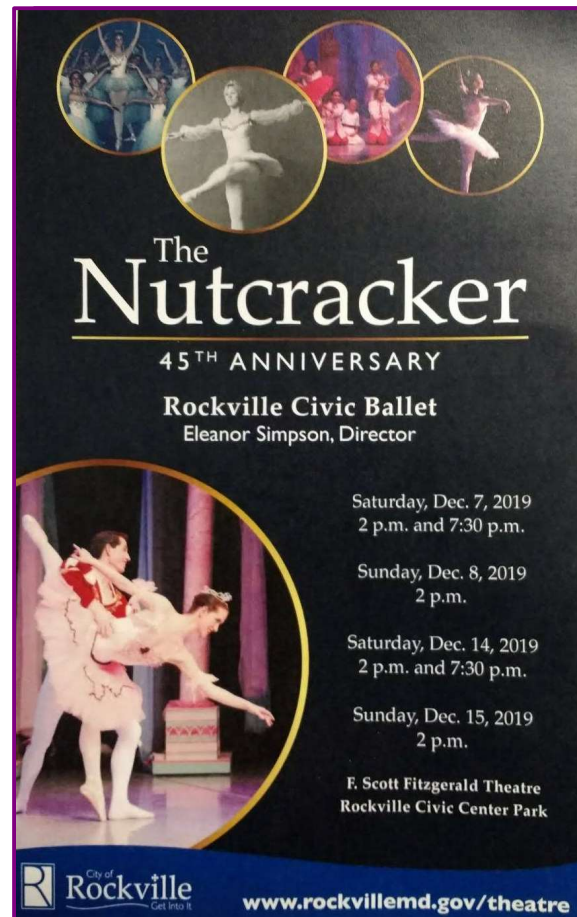
FRCB MEMBERSHIP CHANGES

FRCB has always been a membership-based organization, bringing together RCB dancers and their families with alumni, patrons of the arts, and community members in support of RCB. The members of FRCB were clear in their desire to ensure there are no barriers to becoming a member. In light of this, membership dues were made optional in 2019. Further, in September 2019, membership rules were changed to make membership in FRCB automatic for all current dancers and their families. In July 2019 FRCB switched from the RCBFamilies Yahoo Group platform for membership communication to FRCB Google Group. Dancer Members are automatically included in the FRCB Google Group. In addition, FRCB created "Supporting Cast Members" for members who wish to support FRCB but are not current dancers. FRCB continues to encourage members to donate voluntarily to support the organization's activities.

SUPPORT FOR RCB PRODUCTIONS AND THE 45TH ANNIVERSARY OF *THE NUTCRACKER*

2019 was a special year for RCB as it marked the 45th year of performing *The Nutcracker* at the F. Scott Fitzgerald Theatre in Rockville. Six performances of *The Nutcracker* attracted an audience of over 2000. RCB's talented set design team updated the throne and sleigh used for *The Nutcracker* performances. In addition, RCB staged three performances of *Don Quixote* and two performances of *Alice in Wonderland* that together drew over 1500 audience members. FRCB supported these productions through organization of backstage and lobby volunteers, advertisement through social media, and funds for production expenses, costumes, and dancer gifts. In 2019, FRCB created a Costume Fund to provide RCB greater flexibility in rehabilitating older costumes and creating new costumes.

In honor of the 45th anniversary of RCB's production of *The Nutcracker*, FRCB worked with the Director of RCB and the City of Rockville to hold celebratory events during *The Nutcracker's* performance run. FRCB organized an alumni cocktail reception on Friday, December 6 and displayed photos and documents of past performances from RCB archives at the Theatre. Dancers were invited to stay at the Theatre between performances on December 7 to view photos and hear oral histories from dancers who had been in past productions. FRCB held



a contest for dancers to design a commemorative 45th Anniversary T-shirt and the winning design was printed on shirts and sweatshirts. The entire community came together to celebrate Rockville Civic Ballet.

Recognizing the efforts of RCB and the volunteers of FRCB, the City of Rockville presented Certificates of Appreciation to RCB Directors and FRCB Board Members.



CLAUDIA MANGAN MEMORIAL SCHOLARSHIPS

A large part of the mission of FRCB is to support RCB Founder Claudia Mangan's vision of a community that supports the idea of "Ballet for All." To pursue that goal, in 2019 FRCB launched the Claudia Mangan Memorial Scholarship Fund. The Fund provides scholarships to RCB dancers in need. Scholarships cover the majority of class tuition and student performance fees. In its first year, the Claudia Mangan Memorial Scholarship Fund sponsored two scholarships for the Winter session, three for the Annual Student Performance, three for the Summer session, and four for the Fall session. The total amount of scholarships provided was \$1,239. Thanks to a generous donation from Footlights Dance and Theatre Boutique, FRCB was able to offer scholarship recipients in the Fall session gift certificates to the store to help purchase shoes and dance supplies. Footlights also donated gift certificates for soloists in RCB performances.

FRCB SUPPORTS ARTS IN ROCKVILLE

This year FRCB actively participated in the larger arts scene in Rockville. On May 4-5, 2019 the Rockville Arts Festival took place in Town Square, showcasing local artists and performers. RCB danced and FRCB volunteers staffed a table to provide information on the company and ballet classes.

The City of Rockville Department of Recreation and Parks included FRCB in a study they commissioned on the breadth, depth, reach and overall nature of existing cultural assets in Rockville. As the supporter organization for RCB, FRCB was included among Rockville's arts, culture and creative economy stakeholders. The study will provide a snapshot of current conditions and present a series of suggested recommendations and next steps in furthering cultural development in Rockville. In a series of meetings and presentations, FRCB was glad to have a voice for RCB at the table and is grateful to the City Government for making the effort to include local arts groups in crafting a vision for the future of the City of Rockville's cultural scene.



FRCB 2019 ACTIVITIES

ARCHIVAL PROJECT

Part of FRCB's mission is to preserve the history of RCB through photography, videography, and document archives. RCB has a large collection of programs, performance videos, and photographs in need of conservation. FRCB has supported the digitalizing of the RCB archive. In 2019, 150 photos from past performances of *The Nutcracker* were archived. In addition, 25 programs have been scanned and 15 performances digitalized.

ALUMNI PROGRAMMING

The 45th Anniversary of *The Nutcracker* provided special impetus for FRCB to reach out to RCB alumni. Over the past year, FRCB has set up a Facebook page, a dedicated email, and Google Group for communication with alumni. Alumni were invited to a cocktail reception to celebrate the occasion.

SOCIAL MEDIA EXPANSION

During the past year FRCB has increased its social media presence using Facebook and Twitter as a form of digital media to market RCB, engage the FRCB community and keep the larger community abreast of FRCB activities. Targeted campaigns were developed to coincide with performances as well as during community events, such as the Rockville Arts Festival. FRCB's Facebook posts related to the 45th Anniversary of *The Nutcracker* reached 3,700 people. Of those, 141 responded and 26 bought tickets by clicking through to the Theatre box office. FRCB will continue to increase its social media presence in 2020.

FUNDRAISING IN 2019

In order to provide financial support for RCB productions and to fund the Claudia Mangan Memorial Scholarship Fund, FRCB conducted a variety of fundraising activities in 2019, including lobby sales, dine-out fundraisers, and direct donations of individuals and corporations.



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By far the largest portion of FRCB's revenue came from the profits of sales of flowers, crafts, merchandise, and baked goods in the lobby of the F. Scott

Fitzgerald Theatre during RCB shows and the Annual Student Performance. Lobby tables are staffed entirely by FRCB volunteers. The majority of bake sale items are donated by FRCB members. The flower sale is incredibly popular, offering inexpensive bouquets to congratulate dancers and the option to have flowers delivered onstage to advanced company members. In 2019, FRCB made approximately \$11,000 in profits on lobby sales.

Photo Credits: Dinis Camara, Kevin DiBartolo, Steven Lunsford, and William Mills

In December 2019 FRCB teamed up with Jenn Auroux to provide FRCB merchandise on demand. Merchandise created for *The Nutcracker* anniversary production was sold in this way and alleviated the problem of having to keep an inventory of merchandise on hand between shows.

During the week of Technical Rehearsals for each production, FRCB organizes a dine-out fundraiser with a local restaurant, which agrees to provide a portion of the evening's profits to FRCB. An important community-building event, in 2019 dine-out fundraisers were held at Chipotle, Habit Burger, and Modern Market. These restaurants together donated over \$1000 to FRCB in 2019.



FRCB de-activated the GoFundMe page that was set up in 2017, initially to raise funds for *The Nutcracker* Act I set and then to support set and costume improvements. In 2019, FRCB received \$91.50 in GoFundMe donations and almost \$4000 in individual and corporate donations, plus \$1600 designated for the Sustaining Fund. FRCB's participation in the Amazon Smile program raised over \$250.

FRCB conducted surveys of current and former dancers and FRCB volunteers in July and August 2019 in order to gather information on participation in RCB and FRCB activities. Along with age and ethnicity info, the surveys asked both current and former RCB dancers about the means by which they learned about, and their participation in city classes and RCB performances (including the Annual Student Performances). Volunteers were asked about the means by which they learned about RCB and the amount and types of volunteer activities they have participated in. In addition, the survey asked what RCB has meant to them. Results will be used in future fundraising requests.



ACKNOWLEDGEMENTS

Acknowledgements

Special recognition is due to Dinis Camara and Setu Van Lare-Hodges, who helped FRCB establish and maintain an active social media presence, which spread the FRCB message and served to further unify the community with dancer profiles and useful information.

To Bill Wood and Nancy Popson, our outgoing Vice President for Outreach & Education and Secretary respectively, FRCB extends the biggest thanks for their service and dedication. Neither one of them, however, have backed out of being part of FRCB and continue to volunteer. FRCB welcomes Setu Van Lare-Hodges, taking over for Bill Wood, and Bridgette Pfeufer, the new Secretary.

SPECIAL MESSAGE FROM THE FRCB BOARD

In Memoriam

Earlier this year, we lost a valued and well-loved member of our family, Mrs. Dolores O'Connell, who passed away in January. For many years and for countless shows, Mrs. O'Connell worked indefatigably and with good humor and grace on RCB's wardrobe. RCB's shows would not have been as successful without her. She will be so very much missed by all of us and will always be part of our memories.



The Inaugural RCB Alumni Cocktail Reception in the Theatre Lobby



FRCB wish to express appreciation for generous support in the form of contributions & personal efforts by individuals, families & organizations of our community:

Individual Donors

Bill Wood and the Legacy of Claudia Mangan
Lia Balenger Book
Jefferey Burkett
Irene Elliott
Shauna Hill
Carmen Jeeves
Linda Jenks
Sigrid Mary Kaufer
Linda Lee
Martina Leinz
Ximan Liao
Besianne T. Maiden
Karla Maloveste
Charles Pavitt and Elaine Gilby
Bridgette Pfeufer
Nancy Popson
James Robertson
Justyna Sadlowska
Stephanie Seaman
Mark Simpson
Adrienne Van Lare
Setu Van Lare-Hodges
Elke Wojan
Anonymous Donors
GoFundMe Donors

Organizational Donors

Amazon Smile
Chipotle Mexican Grill
The Habit Restaurants LLC
Footlights Dance & Theatre Boutique
HST Cultural Arts Institute
Modern Market LLC
Network for Good

Thank you to the entire RCB community who contribute to our bake sales for each performance. We could not be successful without you!