



FRCB

Friends of Rockville Civic Ballet

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Annual Report 2020-2021

A 501(c) (3) - Registered Organization

From the President

President's Report

BY SILVIE GALLARDO

President@friendsrcb.org

Dear RCB Friends and Families,

This Annual Report reaches you after a delay that we regret, but which we hope does not occur again. The good news is that after the tragedy that was living through the pandemic, we came back and put on “Nutcracker 2021” to great success, as well as our customary Spring (“Cinderella”) and Summer (“Ballets of the Thistle”) shows in 2022.

We have just wrapped up “Nutcracker 2022” and had many new families join our community. The FRCB is glad to also see returning dancers and their families, who continuously come back after short, or long, absences and are always welcome with open arms.

I feel very privileged to have the opportunity to send a message of thanks to each and every dancer, to my fellow members of the FRCB Board, and to honor our Directors, Eleanor Simpson and Erin Kwong. However, none of us does anything alone, we are all supported by our families and friends in this endeavor. Enormous thanks and appreciation goes out to the volunteers who donate so selflessly of their time, talents and bring goodwill to our community. Thank you for all you do.

Stay safe, be well and stay in touch!



From the Treasurer

Treasurer's Report

BY GANGA KEPPETIPOLA

Treasurer@friendsrcb.org

Since the inception of the Friends of the Rockville Civic Ballet in 2017, the organization has been a tremendous asset to the Rockville Civic Ballet and its members. Our goal as a diverse and inclusive non-profit is to expand the capacity of the Rockville community in order to support the art of dance. The FRCB was formed in partnership with the City of Rockville, Department of Recreation and Parks and the legacy of Claudia Mangan, founder of the Rockville Civic Ballet. As we approach the five-year anniversary of the FRCB, it is important to reflect on the wonderful contributions made by committed dancers, families, and friends who created a network of support and aid for the Ballet that will have an impact for years to come.

It is also important to reflect on how much these contributions meant to us during one of the most difficult times for our community. As the worldwide COVID-19 pandemic began in early 2020, the FRCB was not able to function fully for the first time since its inauguration. The pandemic proved to be difficult for everyone, especially as we halted performances, classes, and sales for almost two years. However, over the past few years we have been able to gradually expand and raise funds to aid our dancers in many other ways – we were able to relieve some production costs, help dancers with scholarships and small monetary gifts, and more. We were also able to continue raising funds through various other platforms including dine-out fundraisers, the Amazon Smile program, and of course our wonderful donors who have continued to contribute to the FRCB. We are so grateful to those who helped to support us in such an uncertain time – it is truly a testament to the amazing and supportive community that exists within the Rockville Civic Ballet.

FRCB Board of Directors		
Officer	2021 Board	2022 Board
President	Silvie Gallardo	Silvie Gallardo
Secretary	Bridgette Pfeufer	Bridgette Pfeufer
Treasurer	Ganga Keppetipola	Ganga Keppetipola
VP, Outreach & Education	Setu van Lare-Hodges	Setu van Lare-Hodges
VP, Fundraising & Membership	Johanna Camara	Johanna Camara



FY 2020

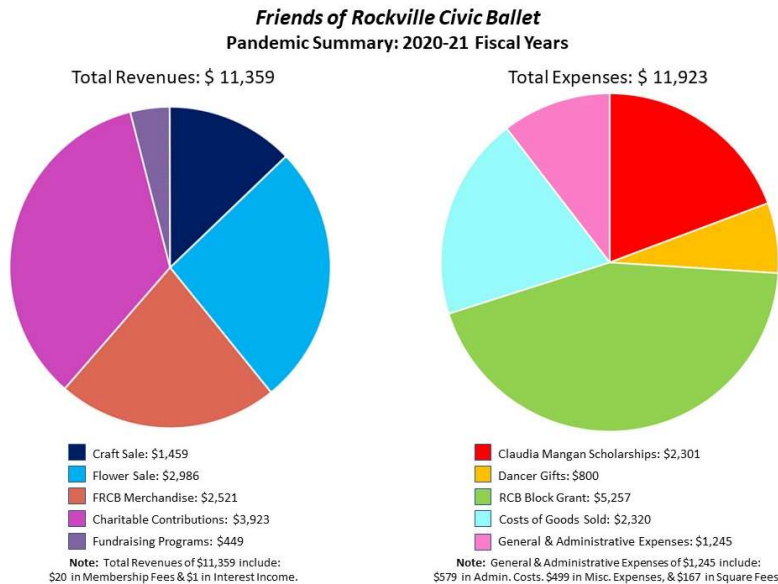
In March 2020, the RCB was ready to stage the spring production of *Swan Lake*. However, health concerns arising from the COVID-19 pandemic steadily became more and more serious, eventually resulting in a shutdown of all public events before the show could be performed. Our amazing donor, Nancy Stevenson, had contributed several brand-new tutus for the dancers to wear, yet due to this shutdown they were disappointingly unable to use them for the performance.

As the pandemic continued to worsen in 2020, the FRCB almost came to a standstill in operations. Thankfully, we were still able to get a small number of contributions from the Amazon Smile program. We extend our gratitude to the members who chose the FRCB as their charity of choice when purchasing online items from Amazon.

There was no significant movement in the FRCB bank account during this time, aside from the contributions received from three adult company dancers, and sales of performance DVDs. In the month of November, we were able to distribute these DVDs to those who ordered them, bringing in revenue for our funds. This was in large part due to the hard work of our former FRCB secretary Nancy Popson, who ensured the safe delivery of the DVDs in compliance with COVID-19 health and safety protocols.

FRCB quarterly meetings were held virtually via Zoom, and board members also met virtually on occasion to discuss FRCB-related matters. This was a safe and functional alternative to in-person meetings, and it was helpful to see the faces of all of our members while we were all quarantined due to the pandemic. Financial statements and other related information were distributed electronically in the usual way, via the FRCB Google group.

Financial Statement for FY2020-2021



In 2021, the FRCB was able to continue raising funds through the sale of performance DVDs. Once again, these DVDs were safely delivered in compliance with COVID-19 health and safety protocols.

In an attempt to continue ballet instruction in the face of continued pandemic restrictions, online classes were offered to students for the first time in 2020. With the addition of two more ballet teachers, students were able to register and take classes via the Webex platform provided by the City of Rockville. Online teaching was challenging, especially as younger dancers had to adapt to a new way of learning and maintaining their dancing technique. However, it was a unique opportunity and motivation for our dancers to keep dancing throughout the pandemic, and the FRCB was able to disburse scholarship funds to recipients who continued their instruction online. These virtual classes were offered to students through the summer, and by June 2021, classes were back to being offered in-person at limited capacity.

FRCB quarterly meetings and all other FRCB-related meetings continued to be held virtually via Zoom in 2021.



Nutcracker 2021

In the Fall of 2021, the RCB was given the green-light to stage our annual production of the *Nutcracker* after a full year without performances. This was a major accomplishment for the RCB, and dancers were excited to return to the stage once again for six shows. However, the COVID-19 pandemic was still occurring worldwide – dancers had to follow all the necessary health and safety precautions while in class and on stage. They were required to wear face masks at all times, and each performance’s audience was at half capacity to encourage social distancing.

Prior to the pandemic, lobby sales during performances had been our major fundraiser. Yet, COVID-19 safety guidelines such as maintaining distance and limiting interpersonal contact precluded our ability to have bake, craft, or flower sale tables physically set up in the lobby in December 2021. Despite this setback, we did manage to successfully set up an online platform for contactless flower sales that allowed dancers and their families to safely continue contributing to support the RCB.

We were able to receive individual charitable contributions totaling \$1139 during our production of the *Nutcracker*. This was a huge accomplishment after a year of operational standstill, especially since the FRCB has been functioning solely on individual charitable contributions and monies from fundraising programs.

Thank you to all those who made contributions and helped to support both the FRCB and the RCB over the last two years. We are so grateful for your assistance at a time when the pandemic challenged us in both financial and personal ways. Thank you for all that you do, we could not have done it without you!

FRCB Activities 2020-2021

FRCB 2020-2021 Activities

Overview:

The Friends of Rockville Civic Ballet (FRCB), in accordance with its mission, expanded their activities in support of Rockville Civic Ballet (RCB) in 2020-2021. 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 Rockville arts community, archived documents and videos 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 donations; 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 made clear 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 October 2019, membership rules were changed to make membership in the FRCB automatic for all current dancers and their families. FRCB continues to use the Google Group platform for membership communication. Dancer Members are automatically included in the FRCB Google Group. In addition, FRCB created “Supporting Cast Memberships” for members who wish to support FRCB but are not current dancers. Previous Dancer Members who are not actively participating in current production are moved to the Supporting Cast Membership. FRCB continues to encourage members to donate voluntarily to support the organization’s activities.

FRCB supported these productions through organization of backstage and lobby volunteers, advertisement through social media, and funds for production expenses, costumes, and dancer gifts. FRCB continues to support a Costume Fund created in 2019 to allow RCB greater flexibility in rehabilitating older costumes and creating new costumes.



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. To date, 150 photos from past Nutcracker Performances have been archived. In addition, 25 programs have been scanned and 15 performances digitized.

Social Media Expansion

FRCB significantly expanded its social media presence in 2019, with active Twitter and Facebook accounts. In November 2021, FRCB added an Instagram account. These social media accounts were used extensively during the 2021 Nutcracker Performances to advertise "Clara's Magical Journey" through Rockville in which all dancers performing as Clara were photographed throughout City of Rockville facilities and parks.

Fundraising in 2020-2021

In order to provide financial support for RCB productions and to fund the Claudia Mangan Memorial Scholarship Fund, the FRCB conducted a variety of fundraising activities in 2020-2021. These included lobby sales, Dine-out Fundraisers, and direct donations from individuals and corporations.

Although membership dues were made optional in 2019, FRCB members continued to support the organization, contributing \$20 in donations.

By far the largest portion of FRCB's revenue came from the profits of sales of flowers with a new online pre-order system prior to RCB performances. This system was developed to allow flower sales with minimal interactions and crowding during COVID-19 limitations. 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 2020-2021, FRCB profits on flower sales amounted to \$2,986

During the week of Technical Rehearsals before each production, FRCB organizes a Dine-Out Fundraiser with a local restaurant. The restaurant agrees to provide a portion of the evening's profits to FRCB. This has been an important community-building event, including local businesses and families. In 2020-2021 the Dine-Out fundraisers raised a total of \$216.24.



In 2019 FRCB de-activated the GoFundMe page that had been set up in 2017, initially to raise funds for the Act I Nutcracker set and then to support set and costume improvements. Individual donations are now encouraged through PayPal on the FRCB website and by check. Over the course of 2020-2021, FRCB received almost \$1600 individuals which were designated for the Sustaining Fund. In addition, FRCB's participation in the Amazon Smile program brought in \$233.13.

FRCB 2020 & 2021 Donors

FRCB DONORS

Terry & Kay Baker
Lia Balenger Book
Janet Burrowes
Irene Elliott
Elaine Gilby
Setu van Lare-Hodges
Linda Jenks
Sigrid Mary Kaufer
Martina Leinz
Ximan Liao
Besianne T. Maiden
Karla Maloveste
Marilyn Mullan
Chihchung Pan
Charles Pavitt
Bridgette Pfeufer
Nancy Popson
Justyna Sadowska
Stephanie Seaman

Mark Simpson
Nancy Stevenson
Adrienne Van Lare
Bill Wood
Elke Wojan

GOFUNDME DONORS

Paul and Doris Popson
Anonymous Donors

CORPORATE AND COMMUNITY DONORS

Amazon Smile
Chipotle Mexican Grill
Footlights Dance & Theatre Boutique
HST Cultural Arts Institute
Jersey Mike's
MOD Pizza
Network for Good

FRCB 2020 & 2021 Acknowledgements

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

2020 & 2021 FRCB Board Members

President:

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Vice-President for Outreach & Education:

Setu van Lare-Hodges
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Vice-President for Fundraising & Membership:

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