



October 25, 2011

Dear parents, participants, and friends,

I want to take this opportunity to introduce myself to those of you I have not yet met and to thank you for your continuing support of MoCo Arts. Since I joined the organization in early April, I have been impressed by our outstanding staff, our vibrant programs, and the commitment of our participants. It is an honor to be a part of MoCo and I am committed to doing whatever is necessary to keep our programs strong and our business financially sustainable.

After six months of many changes, MoCo Arts has started this fall's programs moving full speed ahead. Current class enrollment has exceeded our expectations (over 416 individual students) and our programs have expanded their reach in our local community.

Our Dance Program Director, Reagan Messer, is gearing up for the annual repertory show, *Time To Dance*, which will take place this coming January at the Redfern Arts Center at Keene State College. We are excited to announce that we are collaborating with the Apple Hill String Quartet for a segment of this performance, which will give our students the unique opportunity to dance to live music played by this renowned ensemble. The Dance Program is also presenting a student choreographed production along with its regular schedule of performances.

Our Theatre Program, under Marty Hennem's direction, is working with local illustrator, Allison Barrows, and musician, Michael Cohen, on an original musical based on Allison's syndicated comic strip, *Pre Teena*. The performance will feature references to local businesses, attractions, and landmarks. It will be a pre-teen's *Our Town* based on the city of Keene and the Monadnock Region. In addition, the Theatre Program will continue with its regular schedule of exciting programming including a Black Box production of *The Selfish Giant* and *The Wiz*, which will be presented at the Redfern Arts Center.

Our Young Arts program is in the process of creating a children's yoga book. Program Director Danielle Fitzpatrick is planning a tour of area libraries and venues to introduce children to StoryTime Yoga. Copies of the book will also be donated to local libraries. In January, we will present *Stone Soup* in the Black Box. In addition to our regular program offerings, Danielle will continue to explore other creative Young Arts ideas, opportunities, and venues.



All three of these core Programs and our Vacation/Summer Camps continue to set the standard of excellence throughout this region for creative and performing arts endeavors serving young people from 18 months to 18 years. We can all be so very proud of our faculty and staff in this outstanding achievement!

In spite of the success of our programs, we continue to face financial challenges. Like most non-profits, the income generated by our classes does not now cover, nor has it ever covered, our operating costs. This year we reluctantly decided to raise class prices modestly in light of the challenging economy. While I am happy to report that we have over 400 students enrolled, we have awarded all of the scholarship funds for Fall Semester to 22 deserving students and have welcomed an additional 25 individuals who are still hoping for assistance. Therefore, while the demand for our programs remains high, the ability to pay full or partial tuition is seriously strained which is part of the purpose of this letter.

This year we are combining our Annual Appeal and Curtain Raiser efforts into our Organizational Support Campaign. Historically our Annual Appeal has helped sustain MoCo Arts with general operating support while Curtain Raisers have specifically helped us to cover the costs of offering our productions in a professional environment. While this is a very expensive undertaking – the Colonial Theater and Redfern at KSC expenses range from \$10,000 to \$12,000 for each event - we strongly believe that this is a very important aspect of our arts education practice and philosophy. Any extra funds we receive over and above the amount needed to cover our administration and production costs will be used to augment our scholarship fund. So, please take a moment to complete the enclosed pledge form and return it with your contribution today.

In addition, in the near future, we will be hosting several living room chats to further discuss MoCo's future goals and to get your ideas about the ways that you can help us to achieve them. We will look forward to your input.

Thank you again and don't forget to put the dates of our performances on your calendar. You will not want to miss seeing our wonderfully enthusiastic and talented students in these upcoming events. We greatly appreciate your generous consideration and look forward to seeing you soon.

Sincerely,

George F. Preston
Executive Director