



juniorplayers

2024 ANNUAL REPORT

Since 1955, Junior Players has been empowering young voices by providing free, high quality, arts programming to North Texas children and youth.

**And thanks to your support,
we've only just begun.**



214-526-4076



www.juniorplayers.org



2804 Swiss Avenue,
Dallas TX, 75204

A Letter from our Executive Director

Dear Junior Players Family,

As we step into 2025, we are not only entering another chapter in our story but celebrating a monumental milestone, our **70th anniversary**. Since 1955, Junior Players has been rooted in our community, nurturing creativity, resilience, and artistic growth among North Texas youth. Today, I am filled with gratitude as I reflect on the rich legacy we've built and the exciting future we are cultivating together in this *Season of Growth*.

This year, our annual campaign theme, *Deep Roots - New Growth*, speaks directly to our journey. Our roots run deep - built over decades of hard work, passion, and commitment to empowering young voices. But this year, new growth is emerging in bold and inspiring ways. We have planted seeds of creativity and equity, and now, we see these efforts blossoming into opportunities that are transforming lives.

2025 also marks another key milestone: the relocation to our new space! This move symbolizes more than just a physical change - it marks a new era of sustainability and possibility. With rent expenses alleviated for the next five years, we are positioned to invest even more in our youth programs, ensuring that each dollar goes further to create meaningful impact.

The heart of Junior Players has always been about access and inclusion, and as we continue to evolve, our commitment to this remains unwavering. This year, our arts education initiatives will reach even further into the community, engaging thousands of young artists from all walks of life - whether they step into our studios, partner spaces, or engage with us virtually. Through storytelling, music, performance, and visual arts, we are not only teaching them to grow as artists but empowering them to become the change agents our world needs.

As we celebrate 70 years, it's important to reflect on the work that got us here. From expanding Social Emotional Learning and EDI frameworks into all our programming to launching new innovative initiatives like Shakespeare with Henry and other landmark productions, we are proud of what we've accomplished together. Our young performers have astounded us with their talent, resilience, and determination, and they continue to inspire us all.

To each of our stakeholders - whether you've been with us from the start or are new to our community - thank you. You are the roots that anchor this organization, and because of you, our programs thrive. The next generation of game changers is counting on us, and together, we will continue to cultivate the future, one artistic experience at a time.

Join us as we honor the past and embrace the new growth of 2025. Let's build on this legacy with renewed passion, innovation, and unity. Here's to 70 more years of making a difference through the arts!



With deep appreciation and excitement for what's to come,

A handwritten signature in black ink, appearing to read 'Rosaura Cruz', written over a white background.

Rosaura Cruz
Junior Players' Executive Director and Junior Players Alumna 1999-2002



JUNIOR PLAYERS PROGRAMS

TRANSFORMING KIDS' LIVES THROUGH THE ARTS

In 2024 alone, Junior Players has provided **3,332 classroom hours** to youth across DFW, hosting programs in **88 unique locations**. Junior Players programs teach youth to resolve conflicts using non-violent communication strategies such as reflective listening skills, identifying emotions, and pivoting to non-violent solutions. All Junior Players programs are integrated with TEKS (Texas Essential Knowledge and Skills) objectives for grades K-12, including 110) English Language Arts and Reading, 113) Social Studies, 116) Physical Education and 117) Art, Music and Theatre.



Junior Players provided **free programming** to **50 different zip codes** throughout DFW featuring **18 different art forms** – meeting the needs of each unique community!



In 2024 alone, Junior Players contracted **113 highly qualified local artists** as Teaching Artists, **60 of whom are BIPOC**.

EMPOWERING YOUNG VOICES

Junior Players has provided **FREE arts education** (including visual, performing, media, and dance) programming to the youth of North Texas since 1955. Junior Players continually adapts programming and outreach to meet the needs in our community. Each year, Junior Players serves thousands of kids and teens throughout the North Texas area.



OF PARTICIPANTS SAY THEY FELT THEIR SELF-ESTEEM INCREASE THROUGH JUNIOR PLAYERS PROGRAMMING

VISIT [JUNIORPLAYERS.ORG/PROGRAMS](https://www.juniorplayers.org/programs) TO LEARN MORE!

"I wanted to be a part of the community and thanks to Junior Players I have that opportunity."

- Junior Players Participant



Our Youth. Our Responsibility.

Junior Players has served over 300,000 kids and teens since 1955



Junior Players' participant demographic breakdown is 60% Hispanic, 30% African American, 7% White, and 3% Asian/Other.

For every \$1 spent, the community receives \$30 worth of high-quality arts education programming!



Junior Players Family

2024 Board of Directors

Liz D'Aloia, *President*
Greg Franklin, *Vice President*
Don Herring, *Treasurer*
Bryan Tony, *Secretary*
Andrea Winn
Angie Parra
Augustine Jalomo
Cherie Braaten
Eric Cedillo
Isabelle Morgan
Katie Clark
Liz Sankarsingh
Michael Cohen
Nalex Cordova
Nicole Williams
Tunji Ogunmefun

2024 Advisory Board

Alex Singer
Bill Rolley
Carol Wright
Carolyn Holloway
Cynthia Rodegast
Dana Roland
David Kurtz
Derwin Broughton
DiAnn L'Roy
Gwen Echols
Janet Smith
John Avila
Kathy Palter
Lee Dorsett
Monica Stansberry
Patricia Hammerbacher
Vanessa Salinas-Beckstrom
Vikas Adam

2024 Junior Players Staff

Rosaura Cruz, *Executive Director*
Jamal Sterling, *Development Director*
Abby Stigler, *Communications Director*
Shunia Taylor, *Program Director*
Jeremy Saxton, *Events and Outreach Manager*
John Barajas, *Office Coordinator*

2024 ORGANIZATION BREAKDOWN



**\$329,764 IN
INSTITUTIONAL
GIVING**

**9 STUDENT
SCHOLARSHIPS
AWARDED**



**\$31,835
RAISED ON
NORTH TEXAS
GIVING DAY**

**228 UNIQUE
DONORS**



**\$131,625
RAISED AT
THE FUTURE
STARS GALA**

FOLLOW US ON SOCIAL MEDIA



@JuniorPlayers
juniorplayers.org/facebook



@JuniorPlayersDallas
juniorplayers.org/instagram



@JuniorPlayers
juniorplayers.org/linkedin



@JuniorPlayersDallas
juniorplayers.org/tiktok



juniorplayers.org

Junior Players Supporting Cast

Ruby Level

(\$50,000 - \$99,999)

City of Dallas -
Office of Arts and Culture
The Addy Foundation

Platinum Level

(\$10,000-\$24,999)

Shakespeare in American Communities
George Family Foundation -
Next Generation Fund
Graham and Carolyn Holloway Family
Foundation
The Koz Foundation
Harold Simmons Foundation
Central Market
Fichtenbaum Charitable Trust
John R. McCune Charitable Trust
TACA
Carolyn G. Holloway and Valerie
Holloway Skinner
Dallas Afterschool
Diane and Hal Brierley Foundation

Gold Level

(\$5,000-\$9,999)

Roy Petty
Texas Commission on the Arts
Karen and Mike Javadi
Andrew Fleming
Nicole Williams and Chris George
Kathy Palter
Carol & Kevin March
Champion Management
Fidelity Charitable Fund
Melinda and Jim Johnson
Sharon & Michael Young

Silver Level

(\$2,500- \$4,999)

ASIC AM Specialty Insurance
Company
EQ-Global LLC
Thompson Coburn LLP
Isabelle Morgan
Gregory Franklin
Katie Clark
Edward W. Rose III Family Fund at
The Dallas Foundation

Bronze Level

(\$500-\$2,499)

The Sankarsingh Family
Nalex Cordova
Don Herring

Liz D'Aloia

Sunflower Dental
First United Bank
JWC Real Estate
BGT Strategies
PhlegmCo - A Subsidiary of
PhlegmDawg Industries
HR Virtuoso Company
Weaver
Andrea Winn
Harrah LLC

PricewaterhouseCoopers LLP
Total IT, Inc./Kurtz & Company

Tunji Ogunmefun
WFAA

Angie Parra
Tara Lewis

DiAnn L'Roy

Louise W. Kahn Endowment Fund at

The Dallas Foundation
ISM Insurance Services &

Management LLC

Tim and Kathy Mortenson Family Fund

Jim and Deborah Nugent

Linda Kruger

Olivia Trevino

Valerie Skinner

Cherie and George Braaten

Erin Miller

Cindie and David Kurtz

Mona Gupta

MEOWWOLF

Lake Wood Brewing

Manhattan Project Beer Company

Serendipity Wines

Doug and Courtney Noell

Eric Torres

Laurie and Eric Cedillo

Karol Kay Omlor

Megan Bowdon Wilkinson

The Stansberrys

Nic DeVoogd

Neena Wiora

Ruben I. Tenorio D.O.

Tanya McDonald

Partners Level

(\$250-\$499)

Bill and Lori Rolley

Bola Ogun

Bryan Tony

Clyde Valentin

Deb Weatherwax

Diane Martichuski

Felipe Reyna

Jeremy Saxton

Karen Mcfarland

Keral Fryar

Kristy Faus

Leah Sandock

Mara Richards Bim

Mary Fleming

Nathan Johnson

Pat Coomes

Reed Bateman

Samantha Turner

Stephanie Montgomery

Susan Lor

Tish O'Connor

Valerie Hauss-Smith

Benefactor

(\$100 - \$249)

Adrien Lewis

Alex Phillips

Anna Lassiter

Angela Orr Heath

Augustine Jalomo

Basil J Asaro

C. Brent Franks

Caitlin Glass

Carmen Martinez

Carlos Cruz

Carol Wilson

Chad Bowden

Clarence A Hollis Jr.

Clifton Harvey

Deborah and Craig Sutton Foundation

Douglas Davis

Elizabeth L. Dorsett

Emily Bywaters

Esmeralda Cruz

Fred and Katherine Connally

Jamal Sterling

Janet Smith

Jasmine Wynton

Jennifer Rudenick Ecklund

Joyce and Bob Trecartin

Karen Ptacek

Keidron Dotson

Kevin Williams

Laura Catron

Linda Ortman

Lisette Sandoval Perez

Lynn Gibson

Lynne A. Messina

M and B Coomes

Mark Indelicato

Mike Bohling

Milfred and Patricia Hammerbacher

Monica R. Alonzo

Patsy Micala

Pogo's

Renee and Jeff George

Rosaura Cruz

Stefan Newman

Stephen Grable

Steven McClung

Junior Players Supporting Cast

Thad Matula
Thomas Goebel
Total Wine & More
Victoria C. Every
Vikas Adam
Yvonne N Perkins
Zhen Barrientos

Friends

(\$25-\$99)

Charities Aid Foundation America
Abby Stigler
Allison Allen
Andrew Bautz
Ann Fink
Becca Stewart
Breanna Rae Gaddis
Brianna Vivian
Cameron Shaw
Carol and Doug Wright
Cat Rigdon
Cheryl Poole
Dave Turner, III
DeAnna and Sebastian Ayel
Donna Zinke
Drew Campbell
Dylan James Snowden
Elizabeth Baker
Elizabeth Schmitt
Franceanna Campagna
James Alford
James Johnson
Jan Wilbanks
Janet Eickmeyer
Jeremy Graham
Jessica Quintanilla-Shelton
John F Pallanch
Jordan Fraker
Juan Perez
Julie Forrester Rogers
Justin Schofield
Kameshia Freeman
Karen Robinson
Katherine Morales
Kelley Rowley
Kendall Quirk
Kroger
Kyle Lemieux
Larry Baron
Laura Catron
Laura Pratt
Lauren Herrington
Linda Carranza
Linda Mendenhall
Lisa Bowlden
Lori Chapes
Ludy Aguilar
Luke Labbe-Lane
Lupe Smith
Lyda Akin

Lyndsey Luu
Macka Jones
Mark N Barling
Melinda McKinley
Michael Cohen
Michael Mason
Michael Parra
Monica Parra Varela
Nicole M. LeBlanc
Nicole Collins
Nicole Norwood
Owen Levine
Rachel Harrah
Raven Lawes
Rebecca Ray
Robert Vergona
Rosanne Messineo Mills and Rex Mills
Sammy Newcombe Birdwell
Sean Woodard
Shari Fahey
Taylor Matthews
Tim Hettinger
Thomas Eugene
Traci Mauricio
Victoria Leo
Victor Robinson
Wade and Martha Moran

Donations *in Honor Of:*

Bola Ogun
Donated by Dylan James Snowden

Carol March and Tara Lewis
Donated by Kristy Faus

Diane Ragsdale
Donated by Clyde Valentini

Isabelle Morgan
Donated by Cheryl Holcomb

Liz D'Aloia
Donated by Carol Wilson

Tara Lewis and Carol March
Donated by Mara Richards Bim

Donations in *Memory of:*

Dianne Kettle
Donated by Mark N Barling

John Palter
Donated by Tanya McDonald
Donated by Kathy Palter

Linda Dotson
Donated by Keidron Dotson



AWARDS

DCEO NONPROFIT AND CORPORATE CITIZENSHIP AWARDS FINALIST

Junior Players was thrilled to announce that we were selected as a finalist in D CEO's 2024 Nonprofit and Corporate Citizenship Awards, held in partnership with Communities Foundation of Texas and sponsored by Capital One.

Junior Players was named as a finalist in the Outstanding Innovation category. D Magazine received a record number of nominations this year— with over 800 submissions demonstrating the depth and strength of the nonprofit community in North Texas and deep engagement with the companies that support them. We are very proud and honored to be included in this year's list of finalists.

ONECAUSE RAISE AWARDS – STORYTELLER OF THE YEAR FINALIST

OneCause, a leading provider of digital fundraising technology, announced the nonprofit organizations and individual fundraising professionals chosen as finalists in the seventh-annual Raise Awards.

The Raise Awards, established to spotlight remarkable achievements in the nonprofit sector, recognize the exceptional contributions of organizations and fundraising professionals across three dynamic categories: Innovative Nonprofit of the Year, Storyteller of the Year, and Fundraiser of the Year.

Junior Players was honored to be one of the finalists for the Storyteller of the Year Award, which is given to nonprofits to recognize excellence in communicating purpose and vision through branding, narrative, and promotion that informs the mind and moves the heart.

DALLAS BUSINESS JOURNAL LEADERS IN DIVERSITY AWARDS RECIPIENT

The 2024 Leaders in Diversity Awards, presented by the Dallas Business Journal, is an annual event that recognizes and celebrates individuals and organizations that have demonstrated exceptional leadership and commitment to diversity, equity, and inclusion (DEI) in the North Texas region. The awards program aims to honor those who have made significant contributions to fostering a more inclusive and equitable workplace, promoting understanding and respect among diverse groups, and driving positive change within their communities.

The event serves as a platform to showcase the achievements of individuals and organizations that have championed DEI initiatives and serves as an inspiration to others to continue the work of creating a more diverse and inclusive society. **Junior Players was honored to receive an award alongside 8 other organizations and 16 individuals.**





Open Door Initiative

We believe in the power of the arts. Participation in arts activities equip our youth with the skills and abilities they need to confidently express themselves at home, in school, and throughout their professional lives. Through the arts, entirely new worlds are opened, full of possibility and potential.

But what do you do when the doors to these worlds have been closed to you?

Enter our Open Door Initiative. Junior Players believes that no one should be denied access to high-quality arts education programs and arts activities due to realities outside of their control. Where different socio-economic factors close doors to our youth, Junior Players opens them, and through this initiative, **you can too.**

By making a donation to our Open Door Initiative, you help create new pathways and brighter futures for our youth. All funds raised through this initiative will go towards providing complimentary tickets to all Junior Players' productions for our youth and their families, ensuring that no one is denied access to the transformative power of the arts.

Visit juniorplayers.org/opendoor to make a donation today!

“ **Experiencing the arts as a young person can change a life, broadening perspectives and opening up worlds of possibility. Last year, the launch of our Open Door Initiative showed the power of breaking down financial barriers, providing free access to live theater, dance, and the arts for countless young people and their families. This year, we're excited to grow this initiative, reaching even more youth and allowing them to see what's possible. Every contribution, large or small, helps us create these vital experiences. Please consider supporting this powerful cause.** ”

- Jamal Sterling, Development Director





NEW YEAR, NEW OFFICE



Junior Players is ringing in our 70th anniversary by moving in to a new office space!

The Meadows Foundation has selected us to be the newest addition to the collaboration of nonprofits who currently reside within the Wilson Historic District. We are thrilled to be able to officially join this inspirational community.

Located just east of downtown Dallas, the Wilson Historic District was created in 1981 to restore and preserve the most extensive collection of Victorian structures in the city, establish a home for The Meadows Foundation, and provide nonprofits with rent-free office space.

ABOUT THE WILSON HISTORIC DISTRICT

Since 1981



170

Nonprofit Tenants



22

Acre Campus



\$56 Million

Capital Investments



\$56 Million

In-Kind Rent Value



23

Restored Structures



2804 Swiss Avenue, Dallas, TX 75204

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TRANSFORMING KIDS' LIVES THROUGH THE ARTS

Thank you for supporting Junior Players, the arts, and our youth. You have made a difference in the lives of over 15,000 kids and teens.

As this year closes out and we approach our 70th anniversary, we are filled with appreciation for you, our incredible supporters, without whom our work would not be possible.

If you would like to make an additional donation to show your support and empower young voices, please visit juniorplayers.org/donate.



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