

LA
JOLLA
PLAY
HOUSE



MILITARY OUTREACH INITIATIVES IMPACT REPORT

Fiscal Year 2021 & Fiscal Year 2022
(April 1, 2020 - March 31, 2022)

TABLE OF CONTENTS

SERVING THE MILITARY: AN OVERVIEW.....	4
YOUR IMPACT.....	6-8
SHARING THEIR THANKS.....	9
THANK YOU TO OUR SPONSORS & SUPPORTERS.....	10

Mission Statement

La Jolla Playhouse advances theatre as an art form, telling stories that inspire empathy and create a dialogue toward a more just future. With our intrepid spirit and eclectic, artist-driven approach we will continue to cultivate a local, national and global following with an insatiable appetite for audacious work.

We provide unfettered creative opportunities for a community of artists of all backgrounds and abilities. We are committed to being a permanent safe harbor for unsafe and surprising work, offering a glimpse of the new and the next in American theatre.

Values Statement

At La Jolla Playhouse, we believe that stories enhance the human experience, instill **empathy** and help us see the world in new ways. We **respect** all races, ethnicities, cultures, physical/cognitive abilities, ages, genders and identities, and endeavor to be an anti-racist and **accessible** organization that removes barriers to engagement. As a community of life-long learners who celebrate the spirit of **play**, we **innovate** and **collaborate** to bring theatre to life.

We practice **empathy** by listening, challenging our assumptions and staying open to all perspectives.

We **respect** and recognize the complexities of all lived experiences, identities and cultural backgrounds. We honor the Kumeyaay Nation, the original caretakers of the land on which our theaters sit. We will fight against anti-blackness, the many forms of racism directed at BIPOC (Black, Indigenous, People of Color) and all types of discrimination and harassment, to be a more inclusive space where everyone feels welcome onstage and off.

We work with our community to identify, understand and address ways to make our theatre more equitable and **accessible**.

We infuse the spirit of **play** into everything we do, sparking creativity, fun and life-long learning.

We **innovate** and take risks to propel theatre as an art form and as a pathway toward fostering belonging and enhancing human connection.

We **collaborate** by prioritizing inclusive practices from which diverse voices, talents and ideas can strengthen engagement and creative thinking.

We vow to grow and embrace these values. When we falter, we will hold ourselves accountable through transparent communication, measurable outcomes, self-reflection and humility. With great joy and a strong sense of responsibility, we commit to these values in every aspect of our work.

A MESSAGE FROM OUR DIRECTOR OF ARTS ENGAGEMENT



La Jolla Playhouse is proud to support our local active-duty service members, veterans, and their families through our many Military Outreach Initiatives. Thank you to everyone who partnered with us!

I could not be more proud of the Playhouse for all of the ways we support our military community. As the daughter of a Purple Heart recipient and combat veteran of the Vietnam War, I am honored to be able to give back and serve the military community of San Diego through creative enrichment and therapeutic opportunities at the Playhouse.

In FY21 and FY22, with your generosity, La Jolla Playhouse was able to continue and grow our Military Outreach Initiatives. Programs like Military Night Out, Military Family Day, Veterans Playwriting Workshop, and our POP Tour for Young Audiences and Military Families create a profound and lasting impact in the community and at the Playhouse.

Events like these provide military families with a chance to bond and reconnect over their enjoyment of the theatre. Danae, a military spouse, shared that Military Night Out helped make up for lost time with her loved one. ***"This was an opportunity to build memories that we have missed. This event helped to make up for all of the birthdays, anniversaries, and special occasions we have missed, building new memories to cherish together."***

An Army Veteran reflected on his experience with the Veterans Playwriting Workshop. ***"Being in a community of like-minded people was very encouraging. The [instructors] that led the workshop were a delight to work with, and their sharing was very helpful in developing a new script. I also met some really talented people that I hope to engage with again."*** This workshop helps veterans find their voice and gain confidence in their ability to create. What starts as a writing class frequently becomes breakthrough moments of self-growth.

We are excited to continue these programs and expand the reach to more participants in the seasons ahead. We look forward to continuing our impact in the 2022/2023 Season and are thankful for your shared passion for establishing theatre as a creative and restorative place for the military.

With gratitude,

A handwritten signature in black ink, appearing to read 'Jacole Kitchen'.

Jacole Kitchen
Director of Arts Engagement

SERVING THE MILITARY: AN OVERVIEW

The military community plays an important role in the San Diego community, and La Jolla Playhouse is proud to acknowledge their service with dedicated programming that enhances their quality of life. The Playhouse's Military Outreach Initiatives connect, inspire, and entertain local active-duty service members, veterans, and their families through the following programs:

Veterans Playwriting Workshop

In the Veterans Playwriting Workshop, over the course of 6-8 weeks, participants work with teaching artists who are veterans themselves to craft and share their stories, finding community and healing along the way. The multi-phase program is divided into three sections that can be taken as many times as desired: Beginning, Intermediate and Development stage for select works. This workshop is free of charge for participants and open to veterans, active-duty military, spouses and national interpreters.

Military Night Out

With a pre-show reception and complimentary tickets for a Playhouse performance, Military Night Out creates magical moments of reconnection for military members and their families. More than 500 military guests each year attend one of these special nights. Together, loved ones can create new memories, helping to make up for some of the holidays and celebrations they have missed over the years. Our new partnership with the Gary Sinise Foundation provides enhanced meal options and additional essential resources to our military and veteran attendees.

Military Family Day at Without Walls (WOW) Festival

Like Military Night Out, Military Family Day provides an opportunity for families to gather and enjoy a day of theatre. Participants have the opportunity to watch and interact with family-friendly performances and have some hands-on fun with artists and performance-connected activities.

POP Tour for Young Audiences and Military Families

Every year since 1987, the Playhouse has made a concerted effort to bring the Performance Outreach Program (POP) Tour (geared toward elementary school children) to military families. This tour includes dedicated performances on military bases, inviting military families to free public performances, and visits to schools that have large populations of military children. Each year's play highlights a real-life topic or timely issue for students to discuss. Due to the quarantine, both the 2021 and 2022 POP Tour was offered free of charge as a digital recording. This digital recording was shared in May 2022 through United States Organizations (USO) San Diego to their members and to more than 50 schools in San Diego and beyond.



YOUR IMPACT

During the 2020-2021 and 2021-2022 Seasons, Playhouse donors contributed nearly \$35,000 to Military Outreach Initiatives. These dollars helped underwrite the cost of tickets, workshops, arts education, and engagement programs for military families. A big thank you to all who supported us – your generosity and desire to keep the arts alive during this unpredictable time is deeply appreciated.

Highlights from Fiscal Year 2022 (April 1, 2021 - March 31, 2022)



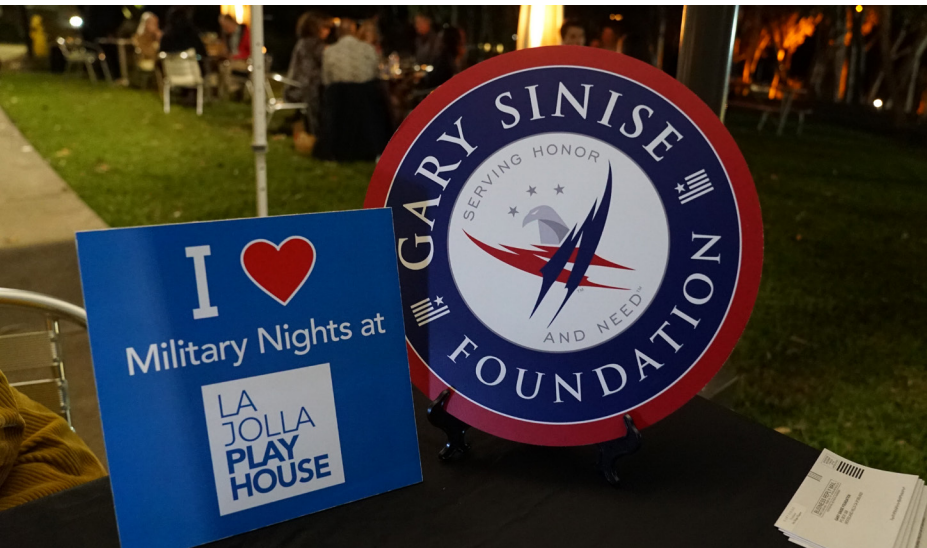
- Three Military Nights Out. These events were hosted for the following shows and events:
 - *The Garden* on October 15, 2021
 - *to the yellow house* on December 10, 2021
 - *Bhangin' It* on April 15, 2022
- A new partnership with The Gary Sinise Foundation allowed us to offer enhanced meals and critical resources to attendees.
- The Playhouse offered over 300 complimentary tickets to our military community for *The Garden*, *to the yellow house*, and *Bhangin' It* for Military Nights Out and other performances.
- The Playhouse offered the 2021 POP Tour, *Pick Me Last*, digital recording free of charge to military families, resulting in more than 6,000 views.
- The Playhouse partnered with 25 military guests to experience a staged reading of the 2022 POP Tour, *Hoopla!* on-site at La Jolla Playhouse on September 14, 2021. Families were invited to come early for a meal and stay for a post-show talkback.
- Our Veterans Playwriting Workshop had 7 participants in the fall of 2021 and 10 participants in the spring of 2022.

Highlights from Fiscal Year 2021 (April 1, 2020 - March 31, 2021)

When our theatre doors closed in March 2020, the Playhouse developed ways to reach existing and new audiences in their homes. Throughout the quarantine, we offered the following virtual events and shows for our military community.

- The Playhouse gave 100 complimentary tickets to the local military community to enjoy the world-premiere live-capture of *Charles Dickens' A Christmas Carol* featuring Playhouse alumnus Jefferson Mays (*I Am My Own Wife*).
- The Playhouse gave 80 complimentary tickets to military families to enjoy *The Wizards of Oakwood Drive*, a live, zoom-centered performance for young audiences as part of our Digital Without Wall (WOW) series.
- The virtual 2021 POP Tour, *Pick Me Last*, was offered free of charge to military families. To accommodate the COVID safety protocols put in place by the County, we created a website that hosted the 2021 POP Tour performance, along with interactive videos by teaching artists to prompt engaging conversations. The link was shared with USO San Diego to share with their members, consisting of 142,000 active duty military population and 230,604 USO San Diego Program & Service participants.
- 263 military families viewed projects from the Digital Without Walls (WOW) series free of charge





PARTNER SPOTLIGHT | Gary Sinise Foundation (GSF)



In summer 2021, members of the Playhouse philanthropy department met Chris Thorne, president of the newly-launched San Diego Chapter of the Gary Sinise Foundation, and Susan Miller, a San Diego Chapter board member. A natural partnership soon formed as there was an alignment of missions between the theatre background of Gary Sinise himself and the military and veterans focus of both the Gary Sinise

Foundation and La Jolla Playhouse. The Gary Sinise Foundation generously provided catering services and a team of volunteers to help serve the food for the veterans who attended Military Night Out for *The Garden*. They also set up a Gary Sinise Foundation tent to welcome and check in the guests and share information about the many impactful programs that Gary Sinise Foundation provides to veterans in our San Diego region. This first venture was so successful that the Playhouse and the Gary Sinise Foundation agreed to partner on all Military Nights Out at the WOW Festival for the remainder of the 2021/2022 Season and the 2022/2023 Season. The Playhouse is deeply appreciative of the Gary Sinise Foundation's generosity and unwavering support, which creates a profound impact on the San Diego community and the Playhouse.

What's Happening in Fiscal Year 2023 (April 1, 2022 - March 31, 2023)

- Military Nights Out: one for each of the six productions in our Subscription Season.
Lempicka on June 17, 2022
Here There Are Blueberries on August 5, 2022
Fandango for Butterflies (and Coyotes) on September 18, 2022
Kristina Wong, Sweatshop Overlord on September 30, 2022
As You Like It on December 2, 2022
The Outsiders on February 24, 2023
- Military Family Day at the Without Walls (WOW) Festival.
- 1,000 tickets are be dedicated to members of the military community throughout the Subscription Season, including Military Nights Out and other performance opportunities.
- Three Veteran Playwriting Workshop sessions:
Beginner Workshop: April 6 - May 1, 2022
Intermediate Workshop: July 6 - August 24, 2022
Beginner Workshop Part 1: November 30, 2022 - February 1, 2023
- Offer the digital recording of the 2022 POP Tour, *Hoopla!* by Cheryl L. West, free of charge to military families.
- School and military base visits of 2023 POP Tour, *Jin Vs. the Beach*



SHARING THEIR THANKS



"Thank you to La Jolla Playhouse for this wonderful family event! We enjoyed a night of family, tradition and the arts. Given these unprecedented times, it was especially special to be able to view a theatrical performance of *Charles Dickens' A Christmas Carol* by Jefferson Mays from the comfort and safety of our home. My family and I truly appreciate your thoughtfulness and generosity"

– Antonio, Air Force Veteran

"The moderators were exceptional artists and human beings. The honesty and camaraderie were so good. Being able to reconnect with my voice was priceless. I learned what to shoot at in the Army, this opportunity gave me something to shoot FOR! It is my sincerest hope that I'm able to participate again."

– VPW Participant, Army Veteran

"The community that was created was something special! The willingness of the fellow playwrights and the two instructors was so inspiring. I've never experienced anything like it. This workshop is something I will never forget!"

– VPW Participant, Navy Veteran

THANK YOU TO OUR 2020/2021 AND 2021/2022 SPONSORS & SUPPORTERS

Pollitt Family Charitable Fund



Ellen Browning Scripps Foundation

Individual Support Provided By

Gil and Annabelle Balaoing, Robert and Maxine Braude, Mica Estrada and Tom Hollenbeck, Julius and Debroah Faulkner, Victoria Gallagher, Mr. Louis Goldich, Jim and Toni Harker, Sonja Harlow, Craig and Beth Jackson, Richard and Sharon Leib, Daniel and Tracie Monk, J. and Sheila Poggenburg, Qualcomm, Mr. Nathan A Rasmussen, Kent Swedell and Mark Cujak, Jean-Louis and Maria Tardieux, Norman and Linda Vadnais, Walt Disney Company Foundation

If you have any questions or would like to learn more about how you can support our Military and Outreach Initiatives, please contact Madeleine McManus, Individual Giving Manager, at mmcmanus@ljp.org or (858) 228-3086.

For Corporate Support, please contact James Skeet, Corporate Relations Manager, at jskeet@ljp.org or (858) 228-3078.