

OrigiNation Cultural Arts Center



Building a Nation of Empowered Youth Leaders - One Dancer at a Time.™

FOUNDED: 1994

CURRENT ORGANIZATION BUDGET: \$262,500

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Investment Opportunity

OrigiNation seeks an investment of \$650,000 over the next two years to increase youth enrollment, subsidize students' tuition and fully staff the organization. OrigiNation also seeks investors and in-kind architectural design services for transforming its storefront into a vibrant cultural arts center. Through new partnerships, OrigiNation hopes to offer arts engagement opportunities to more low-income youth and families, expand its programming to communities beyond Boston, and increase the visibility of its dance performances and events.

OrigiNation Cultural Arts Center transforms young people's lives through the art of dance, theater, and spoken word. The Center provides children and youth, ages 2 to 18, from diverse areas of Roxbury, Dorchester, and Mattapan, with 9-month repertory dance training as well as opportunities to audition for its professional dance division, perform in concerts and events, and tour internationally. Through dance, OrigiNation builds youths' confidence, well-being, and voice through its core principles of "Learn, Serve, and Teach."

OrigiNation is a vital cultural resource in communities with limited arts access. According to researchers, Black and Latino youth are less likely to receive art instruction in school than White students. In fact, while the vast majority of Boston Public School students want to learn a range of art forms, 37% have no formal arts training in school and just 9% experience artistic training outside of school.

Moderate arts exposure has been found to lessen behavioral problems and increase academic achievement and civic engagement among at-risk youth. OrigiNation staff and teachers use dance as a method for instilling discipline, social awareness, and the desire to reach greater heights in over 1,500 young people annually.

Two-Year Goals

- Increase youth enrollment in dance classes by 67%, from 150 to 250 students. Offer additional subsidized tuition to students
- Increase full-time and part-time staff salaries to be competitive with the market
- Redesign storefront to increase public awareness of OrigiNation as a vibrant, community-based, cultural arts center
- Recruit 3 new Board members with expertise in public relations, marketing, and fundraising

Ways to Invest

FINANCIAL

- \$470,000 to increase staffing to 3 full-time staff: Executive Director, Artistic Director, and Development Coordinator, and 1 part-time Program Coordinator
- \$80,000 will fund an engaging redesign of the storefront
- \$50,000 to subsidize dance classes for 50 new students for one year
- \$50,000 for an additional 5 part-time dance instructors

IN-KIND

- Host an event to promote OrigiNation to new audiences
- Provide marketing and public relations support
- Provide printing services of concert and event programs
- Set up online registration system to help organization "go green"
- Introduce to schools for workshops, lecture demonstrations, and events

Leadership & Governance

OrigiNation has a small but active Board of Directors, led by the Founding Artistic Director Shaumba-Yandje Dibinga. Board members provide expertise in nonprofit management, arts education, strategic marketing, and cultural arts production and management. In addition, there is a four-person Advisory Board whose members are experienced dance and literary professionals and arts organization leaders. Board meetings are held monthly, except for July and August. The organization is seeking to expand its Board membership over the next two years. It is seeking new members who will be dynamic cheerleaders and networkers and offer public relations and fundraising support.

“

Joy is 10, and last night at the [Camille A. Brown] workshop, she was one of the first children to go into the big circle of dancers to try out what they had just learned. I feel so proud of her courage, self-confidence, and willingness to be less than perfect!

”

DEENA, PARENT



ORIGINATION'S MODEL



BUILDING A NATION OF LEADERS, ONE DANCER AT A TIME

OrigiNation offers a range of programs for different ages and levels, aimed at developing artistic and life skills in its youth members.

PERFORMING ARTS ACADEMY

The Performing Arts Academy trains youth, ages 2 to 18, in ballet, tap, jazz, African, hip hop, salsa, Tae Kwon Do, and contemporary forms of dance. They perform in the annual Kwanzaa and Spring Concerts.

PROFESSIONAL DANCE DIVISION

This program has four companies: Aleye Boyz Troupe, IMANI Jr., Girlz of IMANI, and NIA Dance Troupe. 65 children, ages 8-18, are admitted annually by audition. These aspiring dancers attend master classes, workshops, and dance intensives led by renowned dance companies. They also develop life and job skills through leading dance rehearsals, creating choreography, designing costumes, offering workshops in schools, fundraising, and performing community service.

SPRING & SUMMER DANCE INTENSIVES

OrigiNation facilitates two dance intensives—1 week in the spring and 5 weeks in the summer—in which dancers of all levels participate in daily classes meant to strengthen techniques, condition bodies, and improve overall performance in a fun, engaging, and nurturing environment.

YOUTH EMPOWERMENT TOUR

This cultural exchange program raises youths' awareness and exposure to diverse cultures through conducting lecture demonstrations and performances around the world. The company has travelled to Ghana, Senegal, South Africa, Trinidad, Jamaica, and the United Kingdom.

COMMUNITY OUTREACH & EDUCATION PROGRAM

Through this program, the OrigiNation experience is brought to youth who are unable to participate in our regular programming. We travel to schools, youth programs, and various organizations throughout the United States and abroad to give lecture demonstrations and performances.

“
OrigiNation changed my life. My mother enrolled me 13 years ago and it has made me stronger, fearless, more confident, and a proud African American young woman.
 ”
 AUTUMN



MORE THAN DANCE - ORIGINATION TRANSFORMS LIVES!

For 25 years, OrigiNation has offered high-quality arts and cultural programs to underserved Boston youth and witnessed the transformative effects on hundreds of lives. OrigiNation alumni have overcome hardships, such as deportation, homelessness, drug addiction, and attempted suicide; they can now pursue careers that seemed unimaginable when they were children.

OrigiNation uses a sequential training structure that increases in the level of difficulty over time. It serves to continuously build up participants’ persistence and resilience, which is invaluable preparation for when they seek to become professional artists or to enter the workforce.

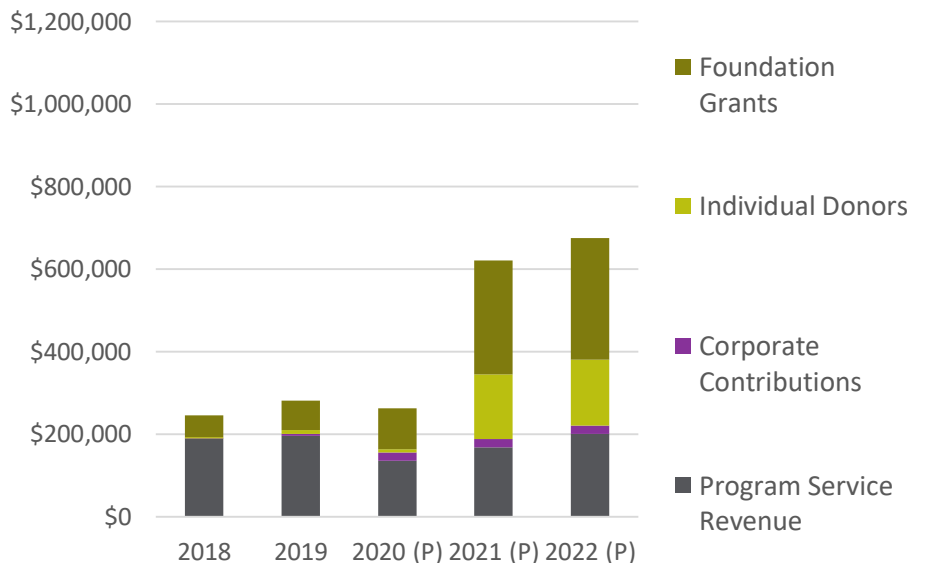
Youth are trained in technique, performance, and dance etiquette for mastery on the stage. They also are educated on the business side of the arts—auditions, networking, branding, and promotion. They receive help with applications to other high-level arts programs, independent high schools, and colleges for continuing their growth.

Program graduates perform with major companies such as Alvin Ailey American Dance Theater and Ronald K. Brown/EVIDENCE A Dance Company and choreograph for major artists, such as Jennifer Lopez. Beyond dance, alumni have been successful in many ways. They have earned college degrees, started businesses, given back to their communities, and raised their own families. Many attribute their success to lessons learned at OrigiNation.

FINANCIAL SUSTAINABILITY

OrigiNation has relied on earned revenue from student tuition and ticket sales to operate. Over the next two years, it will diversify revenue through increased foundation and donor support, which will allow the center to expand to 3 full-time and 1 part-time employee(s) and serve 67% more youth.

Revenue by Source



- Key Investors**
- CONVERSE
 - LINDE FAMILY FOUNDATION
 - MASSACHUSETTS CULTURAL COUNCIL
 - THE SHOUT SYNDICATE/ THE BOSTON FOUNDATION
- Partners**
- ALVIN AILEY AMERICAN DANCE THEATER
 - ARTSEMERSON / EMERSON CUTLER MAJESTIC THEATRE
 - BOSTON PUBLIC SCHOOLS
 - CELEBRITY SERIES OF BOSTON

Success Story: Belén Pereyra

Belén Pereyra wanted to become a dancer from an early age. She auditioned for and joined OrigiNation’s senior dance company, NIA Dance Troupe, when she was a junior at Boston Arts Academy. At the time, she faced various struggles and was nearly kicked out of school because she wasn’t a Boston resident. She traveled daily from Lawrence to Boston to pursue her dreams.

OrigiNation’s Executive Director took Belén into her home during Belén’s senior year so she could stay at her high school. She ultimately graduated as valedictorian of her class.

Today, Belén is in her 9th season with the Alvin Ailey American Dance Theater in New York. She returns annually to OrigiNation to meet with youth members and convey to them the importance of setting goals, believing in oneself, working hard, and never giving up! It was the discipline, nurturing, and encouragement that she received through OrigiNation that helped Belén make the transformation from girlhood to internationally acclaimed dancer.



PROGRAM PERFORMANCE AND ORGANIZATIONAL HEALTH

Below is a summary of the key measures OrigiNation will track to demonstrate progress, create internal accountability, incorporate lessons learned, and adjust strategy as necessary.

	FY 2020	FY 2021 (P)	FY 2022 (P)
PROGRAM PERFORMANCE			
Enrolled students	150	200	250
School lecture demonstrations	6	8	10
School residencies	3	4	4
Audiences and event attendees	2900	3300	3600
ORGANIZATIONAL HEALTH/CAPACITY-BUILDING			
Individual donors	30	50	75
Board members	4	6	7
Full-time staff	2	3	4
Total Revenue	\$262,500	\$620,000	\$675,000

SOCIAL IMPACT

OrigiNation instills the principles of “Learn, Serve, and Teach” into young lives. The profound transformation that its participants experience from childhood to adulthood is evident through the graduates who attend college, dance in acclaimed companies, choreograph for noted celebrities, and work at local nonprofits and as teachers. OrigiNation provides the nurturing, high expectations, and tough love that develop participants’ whole selves so that they become the best people they can be for their families and their communities.

Below is a summary of the social impact OrigiNation expects to have on youths’ lives during the next two years.

INDICATOR	2020-2022
Youth participants who grow in confidence, voice, and leadership abilities	100%
Youth participants who have greater understanding of their cultural heritage and identities	90%
Youth participants who graduate high school and go to college	80%
Youth participants who pursue the arts as part of their lifestyles	33%
Professional Dance Division youth who increase their career readiness and job skills	80%
Professional Dance Division youth who travel beyond their neighborhoods and broaden their social and global awareness	100%

Since 1994, OrigiNation has engaged over 40,000 youth in cultural arts programming. It has a 94% retention rate of dance students; has employed 350 youth in jobs; and has taken 110 youth abroad to perform in Ghana, Jamaica, Senegal, South Africa, Trinidad, and the United Kingdom.