

HADLEY GRANT/SPONSORSHIP REQUEST

I. COVER SHEET

To obtain an electronic version of this application, visit www.hadleypresents.org

Date: August 31, 2021

Contact Information

Organization Name: Hedgerow Theatre Company
Address: 146 W. Rose Valley Road
Phone: (610) 565- 4211
Website: <https://www.hedgerowtheatre.org/>
Year Founded: 1923
EIN: 23-1892381

Contact Person Name: Marcie Bramucci
E-mail: mbramucci@hedgerowtheatre.org
Board of Directors Chair Name: Ann Byun

Have you received grant/sponsorship money from the Hadley Presents in the past?
Yes ___ No X Not Sure ___

Which of these Hadley priorities are embedded in your program?

X ___ Cultural Enrichment
___ Diversity/Isms; Bringing Disparate Groups of People Together to Promote Understanding
___ Environmental Justice & Education
___ Healthy, Sustainable Practices for Individuals and Communities
___ Peace, Justice & Non-Violence
___ Other:

Who do you envision will primarily be attracted to your program? (approximate percentages, please)

| | |
|------------------------------|-------------------------|
| <u>80</u> ___ Latinos | |
| ___ Youth | |
| ___ African Americans | <u>100</u> ___ Families |
| ___ White Caucasians | ___ Seniors |
| <u>20</u> ___ General Public | ___ General Public |
| ___ Other: | ___ Other: |
| 100% Total | 100% Total |

How many people from the Kennett region will be served by this program?

___ less than 25 X ___ 26-100 ___ 101-999 ___ over 1,000 ___ over 5,000

Personnel

8 ___ # of Paid Staff 0 ___ # of Board Volunteers 0 ___ # of Non-Board Volunteers

Timing

Proposed Program Date: Sun, Oct 3rd ___

Hadley Funding/Sponsorship Decision Desired by the first day of what month:

___ Jan ___ Feb ___ Mar ___ April ___ May ___ June ___ July ___ Aug ___ Sept X ___ Oct ___ Nov ___ Dec

Finances

\$ 1,250 ___ How much grant/sponsorship funding do you seek from The Hadley Fund?

\$ 21,960 ___ What is your overall budget for this program?

\$ 480,527.84 ___ What is your overall budget for this year?

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III. DESCRIPTION

Please describe briefly:

1-What is your nonprofit's mission?

- Hedgerow Theatre is a resident repertory theater dedicated to providing cultural enrichment, engaging entertainment, and training in theater arts and management in the Philadelphia region.

2-What are you trying to achieve with this program?

- On Sunday, October 3rd, Hedgerow Theatre will present a family-friendly production of *Peter Pan* in partnership with Casa Guanajuato at Anson B Nixon Park. Casa Guanajuato enjoys a robust membership of families interested in cultural events, and this performance will provide an opportunity to gather those families around a delightful and participatory live performance.
- Hedgerow and Casa Guanajuato aim to provide this live, affordable, and accessible entertainment opportunity for the children and families of Kennett Square and the surrounding area. Because arts and cultural opportunities have been diminished over the last year Hedgerow has prioritized expanding its reach to serve a broader geographic region across the Philadelphia suburbs. The Children's Theatre touring program, featuring *Peter Pan* and other plays was specifically designed for Hedgerow's resident artists to travel and stage shows in all types of environments for individuals and families of all ages.

3-How you will discern the impact and results of this program?

- Patron engagement is a significant indicator of program impact. The performance of *Peter Pan* includes audience interaction and participation, which is one way of gauging audience enjoyment. Each performance ends with a Q&A talkback between the actors on stage, and the audience. After the performance actors typically continue to interact with audience members and tend to receive anecdotal feedback and reviews. Program success and impact will be gauged quantitatively in the interest in and attendance at the performance. Hedgerow and Casa Guanajuato will confer to assess program impact after the event as well, and reflect on membership feedback that may be received at the performance and afterwards.

4-Why is it important to fund this now?

- For many families the last year has been uncertain and isolating. As students begin to return to school we feel it's important to provide families a fun, comfortable, and safe opportunity to gather with one another and enjoy live performance once again. We created these travelling shows to bring this experience to as many people as possible, with the hope that our audience members leave with a sense of relief and excitement.

III. ATTACHMENTS

E-mail or mail this support information

1. Copy of 501 (c) (3) federal tax-exempt letter
 2. List of Board of Directors, with their affiliations
 3. Most recent annual report and financial statement, audited if available
 4. Organizational operating budget with actual results for prior fiscal year and current fiscal year to date
 5. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.
- **E-mail proposals are strongly encouraged to Hadley@chescocf.org**
 - Receipt will be confirmed by e-mail.

Questions? Please contact Stephenie Stevens at (610) 696-0501 or Hadley@chescocf.org

Hadley

c/o CCCF, 28 W. Market Street
West Chester PA 19382

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