

# Act Up

T H E A T E R

MOBILIZING THE POWER OF THE ARTS



## WHO WE ARE

Learn more about us  
and the history behind our work

## HOW WE SERVE

Discover our core programs  
and how we mobilize the arts

## OUR FUTURE

Explore our vision and  
join us to achieve our purpose



# WHO WE ARE

ActUp Theater, Inc is a 501(c)3 non-profit performing arts organization that offers comprehensive talent development, arts educational curriculum, and creative exploration to serve all ages in our community.



# OUR MISSION

ActUp Theater's mission is to mobilize the power of the arts to promote equity and social justice activism within our community.

# OUR PURPOSE

Provide exceptional performing arts education and opportunities to the often marginalized and disenfranchised individuals in the Hartford and surrounding communities.

# OUR VALUES

ENRICH, INSPIRE, &  
TRANSFORM LIVES

KEEP COMMUNITY IN  
COMMUNITY THEATER

EQUITY FOR ALL

DON'T JUST TALK,  
SAY SOMETHING

CHAMPION DIVERSITY

CHANGE THE CULTURE

# OUR HISTORY

Faithlyn Johnson founded ActUp Theater in 2015 based on her vision to showcase talent and provide a positive outlet in Hartford, Connecticut, and its surrounding communities. Faithlyn grew up in Hartford, Connecticut, and her first original production, "Where do We Go From Here," hit the stage during her time at Weaver High School. With a University of Miami Bachelor in Fine Arts in Theater & Management graduate and a Master in Education from the University of Hartford, she operated major theaters in Miami and California. In addition, Faithlyn took her talents overseas for numerous years to teach the arts internationally, winning competitions for original and traditional productions. Returning to the States, she served as the Founder and visionary of the Greater Hartford Arts Council's Neighborhood Studios.

Impacted by the activism experienced after Trayvon Martin's tragic death, Faithlyn knew the power of the arts and that activism can be mobilized through the arts. She realized that arts education, access to opportunities, and equity of resources could provide an outlet for expression, healing and untapped talent in the community. As a result, Faithlyn started ActUp Theater intentionally to expand the narrative of her beloved hometown.

With this vision to change the culture through the arts, Johnson got to work directing original and reimage classic plays while centering diversity and social justice. It is essential that our audience and participants see themselves reflected in adaptations of traditional works that relate to their journey. ActUp Theater has thrived by providing a creative outlet for all ages to challenge themselves, challenge unfair customary practices, and challenge their community.

ActUp Theater has expanded its reach from a local theater program to a performing arts company with a wide array of other aesthetic expressions and various programming opportunities to serve our community even more.



# OUR ACTIVISM

ActUp Theater shows up! ActUp's social justice activism has cemented its stake in the community. They have mobilized the power of the arts to support their inner-city so often silenced by violence, drugs, gangs, and despair. They also mobilize cast members, parents, and supporters to be active directly in their community.

ActUp Theater is interconnected within the community, elevating its visibility by working with figures such as Senator Douglas McCrory and Mayor Luke Bronin, the Board of Education, churches, and community organizations such as the Girls for Technology, Women's March, Mothers United Against Violence, and Partnership for Strong Communities, etc.



# OUR SERVICE

**100%**

**POSITIVE CHANGES**

We intentionally exist in the inner city of Hartford, CT, to participate in our productions and programs. We shine a light on our community, where all are welcome!

**5500+**

**COMMUNITY MEMBERS MOBILIZED**

Parents saw an increase of self esteem and confidence in their child when involved. An improvement of speaking and presentation skills were also observed.

**30+**

**SCHOOLS ENGAGES**

Participants from all over the region are represented in each of our productions. From Hartford Public Schools to schools in Canton, Vernon and Springfield, MA.





# OUR QUANTITATIVE IMPACT

- 100%** of parents saw a increase of SELF-ESTEEM or CONFIDENCE in their child
- 96%** of participants increased training and development of ACTING, DANCING, SINGING, and STAGE PRESENCE skills
- 93%** of participants increased in life skills such as TEAMWORK, SELF-DISCIPLINE, COMMITMENT, and FOLLOWING DIRECTIONS
- 97%** of participants ENJOY their experience with ActUp Theater and desire to return for another production or programming
- 98%** of participants complete ActUp Theater programming

# OUR QUALITATIVE IMPACT

- Increase capacity to understand, respect, and value perspectives different from their own.
- Unifying with people from different ages, geographical and socio-economic backgrounds
- Provide opportunities on and off stage the expand perspective of arts as a viable career path
- Building relationships confidence and social skills to better connect with like-minded creatives
- Develop critical, problem solving and social and emotional intelligence levels.
- Learn the importance of discipline, resilience and commitment
- Improve public speaking, articulation, and presentation skills
- Encourage good behavior and citizenship in school, culture and community
- Create lifelong memories



# LEADERSHIP

**FAITHLYN JOHNSON** | EXECUTIVE DIRECTOR


**TYLER JOHNSON** | PRODUCTION & TECHNICAL DIRECTOR

**PRIESTLEY JOHNSON** | CHIEF OPERATIONS OFFICER

**JAMILA TAYLOR** | CHIEF DEVELOPMENT OFFICER



# HOW WE SERVE



**ACTIVATE**, are an interactive leadership and empowerment workshops created to provide participants with the opportunity to learn more about themselves, who they are, and the impact they want to make in the world. Serving over 3500 students since 2021 these guided workshops that cover themes like Leadership, Cultural Identity, Girl Power, Arts As Healing, and Resilience empower participants to **ACTIVATE!**

Workshops Include:

- An Interactive Workshop - 60 minutes
- A Live Facilitator for Productive Courageous Conversations
- Monologues, Dancing, and Songs
- Pre/Post Activities and Educational Resources for Continued Conversation



# ACTIVATE

**ActUp Theater's Arts Academy (ATAA)** is an intensive skill development and learning experience intended to champion creativity and growth. ATAA is designed to help youth and teens build techniques, expand their artistic repertoire, participate in an immersive, transformative experience and while having a great time!

With a rigorous day of skill-building, our Masterclass recruits highly skilled and accomplished master teaching artists to develop the creativity and talent of each participant. An example of a Master Teaching Artist we brought was Jamile McGee, finalist of So You Think You Can Dance.

*Masterclass*

Our **Summer Academy** is a 4-week, full-day intensive summer program in July.

- **Youth Program** ages (8-13) is an academic enrichment program's dynamic curriculum enhanced by creativity, curiosity, and passion for the arts.
- **Fellows Program** ages (14-19) is an interview-based program with a robust curriculum developing their talent while getting paid!

**Summer Academy** culminates in a Showcase and a trip to see a Broadway show!

*Summer Academy*



**ACTUP  
THEATER  
ARTS  
ACADEMY**



# HOW WE SERVE

**PopUp With A Purpose** will bring ActUp Theater to you! From small community gatherings to large events, we offer mini-performances that are curated with your event in mind. ActUp Theater thoughtfully selects a collection of song, dance, and spoken word with a message focused around social justice activism. Our talented professionals deliver quality, impactful performances that will add a positive, community-driven element to any event. Captivate your audience by celebrating the arts and claiming joy!

## POPUP *With A Purpose*



## PRODUCTIONS

Lauded as "The Broadway in our Community". **Productions** are a significant way we serve our community through the arts. ActUp brings a Broadway style exciting, colorful story highlighting talent from the Hartford community. Twice a year open auditions are held for all ages to be a part of their main stage productions. We bring to the stage family affair performances of classic and original plays featuring unique costumes, set design, music, and dance.

Shows that have been featured are *Ebony Annie*, *The Wiz*, *Hairspray*, *Cinderella*, *STAND*, *Raisin in the Sun*, *The Lion King*, and many more.



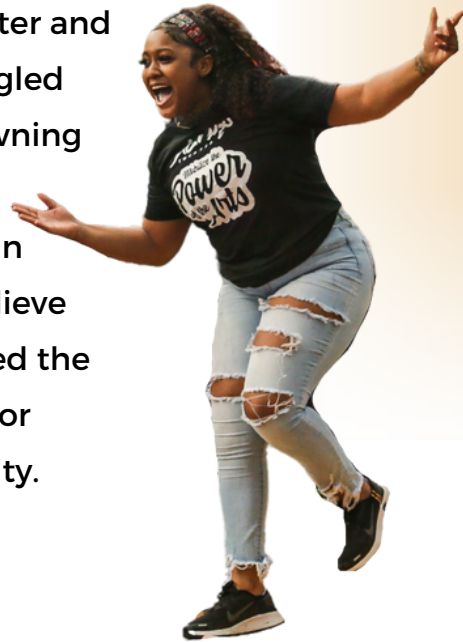
# OUR FUTURE SERVING & GROWING





# ACTUP COMMUNITY ARTS CENTER

The ActUp Community Arts Center in Hartford, Connecticut is a major goal of ActUp Theater Inc. and remains to be what we are most passionate about. We are looking for a facility to double as a community arts center and a hub for ActUp Theater and community programming. For years we have struggled with the financial and creative limitations of not owning our rehearsal and programming space. As we have expanded our service offerings, we are faced with an opportunity to grow within our community. We believe this is our purpose. to be accomplished, we will need the support of the government, public and private sector organizations, and most importantly, the community.



A HOME FOR  
THE ARTS &  
COMMUNITY

## ACTUP THEATER PROGRAMMING

(Productions, ACTIVATE Workshops,  
ATAA Youth Programs)

## VENUE FOR LOCAL VENDORS

(Retail, Food, Artisan Crafts)

## GALLERY FOR LOCAL EXHIBITIONS

## VENUE FOR COMMUNITY EVENTS

(Open Mic Nights, Dance Classes,  
Highlighting Renown Artists)

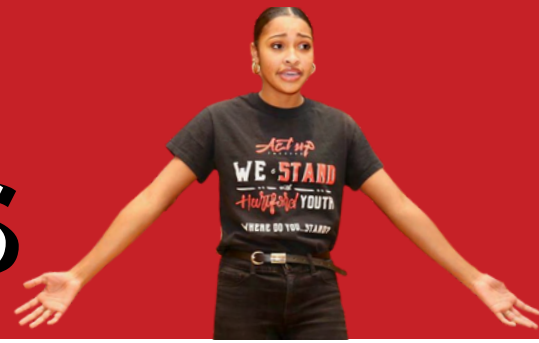
## EDUCATIONAL TRAININGS FOR THE COMMUNITY

# INCREASE IN OPERATIONS

Our core lies in serving the community and providing quality productions and programming. An increase in an operations budget better positions us to hire exceptional staff to support our future.



# SPONSORSHIP & GIVING LEVELS



## \$100,000 ARTS CHAMPION

- Title sponsor of ActUp Theater's **main stage productions** with prominent logo placement
- 10 complimentary tickets to one ActUp Theater production
- Provides an opportunity for scholarships to be distributed to participants in need
- Significant operations support
- Invitation to the Annual VIP Benefit Reception
- Feature in print and marketing materials and website

## \$75,000 ARTS ADVOCATE

- Title sponsorship of our **ActUp Theater Arts Academy Summer Academy**
- 8 complimentary tickets to one ActUp Theater two main stage production
- Provides an opportunity for scholarships to participants in need
- Significant operations support
- Invitation to the Annual VIP Benefit Reception
- Feature in print and marketing materials and website

## \$50,000 ARTS ANGEL

- Title sponsorship of ActUp's **Annual Benefit Reception**
- Speaking opportunity at Annual Benefit Reception
- 6 complimentary tickets to one ActUp Theater production
- Provides an opportunity for scholarships to participants in need
- Significant operations support
- Invitation to the Annual VIP Benefit Reception
- Feature in print and marketing materials and website

## \$25,000 ARTS BENEFACTOR

- Title sponsorship one (1) **ActUp Theater Arts Academy Masterclass** allowing
- recruitment of renowned artists
- 4 complimentary tickets to one ActUp Theater production
- Provides an opportunity for scholarships to participants in need
- Significant operations support
- Invitation to the Annual VIP Benefit Reception
- Feature in print and marketing materials and website

## \$10,000 ARTS ENTHUSIAST

- 2 complimentary tickets to one ActUp Theater production
- Provides an opportunity for scholarships for participants in need
- Provides operations support to serve our mission
- An invitation to the Annual VIP Benefit Reception
- Feature in print and marketing materials and website

## \$5,000 ARTS PATRON

- 2 complimentary tickets to one ActUp Theater production
- Provides operations support to serve our mission
- An invitation to the Annual VIP Benefit Reception
- Feature in print and marketing materials and website

## \$1,000 ARTS GIVER

- Invitation to the Annual VIP Benefit Reception
- Feature in print and marketing materials

### SUPPORT ACTUP COMMUNITY ARTS CENTER CAPITAL CAMPAIGN

Support our Capital Campaign with a \$1,000 donation towards our Named Brick Tribute in our new facility.

### CORPORATE SPONSORSHIP

Businesses large and small can receive a myriad of benefits including in-person and online marketing opportunities, invitations to special events, and the opportunity to collaborate for special initiatives close to your business's values.

### PLANNED GIVING

You can leave a lasting legacy of support and guidance for young artists of color by including the ActUp Theater in your estate planning.



# CONTACT US

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