



FORWARD MOTION

ANNUAL REPORT 2016-17

SETTING THE STAGE

A LETTER FROM **STEVE BARBERIO, EXECUTIVE DIRECTOR**

When I first came to Joy of Motion in early 2016, I was asked repeatedly what our motto (“Dance is for Everyone”) meant to me. To be honest, as someone who loves the performing arts, but is not a dancer, I found the question rather difficult—and for months, puzzled over how to answer it.

For years, “Dance is for Everyone” was part of the Joy of Motion mission statement and that didn’t seem to be quite the right place for it. So was our 40th anniversary in 2016 the time to retire it and dream up something different? Should we usher in the next forty years with a new rallying cry?

In fact, no! I have since realized that this phrase speaks volumes about Joy of Motion’s spirit. It speaks to access and inclusion, to creating spaces where everyone is welcome. Now more than ever, we had to hold on to and even recommit to these words, which is why we have added them to our Core Values this year (see page 4). But still I wondered, what does this value mean to me?

After all, how can dance be for someone who doesn’t dance? Is Joy of Motion only for dancers? What about the parents and guardians whose kids adore dance class, but who don’t dance themselves? What about those who prefer to watch from the audience? What about our donors who make dance possible with their treasure and time? Maybe these words mean something different to each of us.

That’s it, I realized. I love the art of dance and I love supporting dancers, which is why I moved across country to be here. I didn’t come to Joy of Motion to dance. I came to support the work of dance professionals and students and to bring dance to a larger audience. “Dance is for Everyone” does not have to mean that dancing is for everyone. “Dance” is the key word—the art form as much as the activity. People who love to dance are included, of course, but so too are non-dancers who believe that that the arts can transform lives.

And with that discovery, I started to feel at home at Joy of Motion and I can truly say that I believe in the statement that “Dance is for Everyone.”

See you in the studio, on stage, or in the back of the house!

A LETTER FROM **HEIDI THIBODEAU, BOARD CHAIR**

Welcome to the Joy of Motion Annual Report. I am so pleased to present this overview of where we have been and where we are headed. During the past year we have clarified our class offerings and programmatic direction, we’ve expanded our community engagement, and increased our overall presence across the region. It’s been an amazing year and we have so much work yet to do.

I am proud to be a member of this Board of Directors and for me it has been an opportunity to give back to an organization that has given me so much. At Joy of Motion, we create communities that dance. It happens every day in classrooms, local schools, and community centers. In every class you have the opportunity to learn from an instructor who is a leader in their field and you become part of that world. I’m in the studio on a weekly basis and I still take performance classes because I love the energy of being on stage and working closely with classmates from all walks of life.

I would like to thank the Joy of Motion staff and faculty for their hard work and dedication to the organization. Through their leadership, we will continue to grow and develop as an organization.

ABOUT US



MISSION:

Joy of Motion Dance Center unites dance professionals, students, and audiences by providing exceptional dance education and performances that stimulate a universal love of dance.



VISION:

A thriving, creative community that celebrates its diversity through dance.



CORE VALUES:

PERSONAL GROWTH - challenge those we serve to realize their fullest potential

COMMUNITY - foster authentic interpersonal connections and a strong sense of belonging

INCLUSION - are committed to the principle that Dance is for Everyone and create space for all to participate

EXCELLENCE - pursue the highest standards of quality at all levels of dance education and performance

LOOKING BACK

IN SPRING 2016, JOY OF MOTION CELEBRATED ITS **40TH** ANNIVERSARY IN THE NATION'S CAPITAL.

In that time, we have grown from a small Cleveland Park studio with just three instructors to the “the area’s most comprehensive dance institution” (Washington Post), with 60 faculty members and teaching artists, 8,000 unique students, 350 weekly classes, and locations in Near Northeast DC, Friendship Heights DC, and Bethesda, as well as a dozen school and partner sites.

While numbers have grown, our core philosophy has remained strong and constant. At Joy of Motion, dance is not the province of an elite or talented few. Dance belongs to us all, and we all belong in the studio and on the stage -- growing and learning, moving and creating.

Among the performing arts, dance in particular engages the mind and body simultaneously -- inciting both personal growth and interpersonal connections. In uncertain and divisive times, this art form can be more essential than ever before.

Let’s keep connecting.

Let’s keep moving.



LAYING THE FOUNDATION

In spring 2016, Joy of Motion reorganized our existing programs into four different "pillars" in order to demonstrate the true depth and breadth of what our community can do.

DANCE INSTITUTE:

Provides rigorous training in a conservatory environment.

- Youth Dance Ensemble (YDE)
- American Dance Conservatory (ADC) - launching in Fall 2017
- LEAP! adult program - launched in Fall 2016
- Master classes

COMMUNITY DANCE SCHOOL:

Offers classes and workshops that train, inspire, and support dancers of all ages and stages of development.

- Drop-in program (adults)
- Series classes (youth and adults)
- Summer camps (youth)
- Workshops
- Youth Financial Aid program

MOTION EXCHANGE:

Strengthens communities and education through dance, with a focus on creative youth development.

- In-school and after-school dance education, integration, and residencies
- "De/Rail: The Underground Truth" and "Modern Dance Retrospective" (free educational concerts)
- Step Ahead (summer program for older youth)

CENTER STAGE:

Produces concerts and events that build appreciation and support for dance.

- Joy of Motion Dance Festival at Fort Reno Park
- Youth Performance Companies (5 hip hop, 3 jazz, 2 ballet, 1 tap)
- Studio to Stage (Performance classes for adults)
- Presented work from local, national, and international companies

MOVING >>>>> >>>>> FORWARD

In the final months of our 2015-16 season, the Joy of Motion staff and Board of Directors crafted a two-year strategic plan, with the aim of broadening our reach in Greater Washington and better serving our students and artists in the years to come.

OUR GOALS FOR 2016-18:



Improve the quality and consistency of all programming.



Improve the quality of existing studio spaces and operations.



Strengthen Joy of Motion's brand identity in an expanding market.



Grow contributed revenues to support artistic, educational and outreach programs.



Expand Joy of Motion's geographical reach in Greater Washington, DC.

OUR PLAN:

5
GOALS

20
OBJECTIVES

77
ACTION
STEPS

13

Members on our Board of Directors.

60

Full- and part-time dance educators and choreographers.

16

Full-time arts professionals in dance programming, production, marketing, fundraising, community relations, and administration.


\$3.3

Million annual budget.

11

Studios in three locations: H Street NE, Friendship Heights, and Bethesda.

IN THE STUDIO




In any given week, Joy of Motion provided more than **94 DROP-IN CLASSES FOR ADULTS**. Over the past 12 months, Joy of Motion had **1,312 NEW DROP-IN STUDENTS**, **33,918 DROP-IN VISITS** and engaged **4,887 UNIQUE STUDENTS**. Styles of choice ranged from hip hop to contemporary jazz to Broadway tap to Samba fusion.

In spring 2017 alone, youth dancers (age 2-18) enjoyed **151 CLASSES**, with **2,172 STUDENTS** joining us throughout the year in Community Dance School classes, the Youth Dance Ensemble, and Youth Performance Companies.

The **YOUTH FINANCIAL AID PROGRAM** grew by **90%** this year, with more than **150** receiving need-based awards.

Our total number of **STUDIO VISITS** last year was **102,514**.

ON THE STAGE

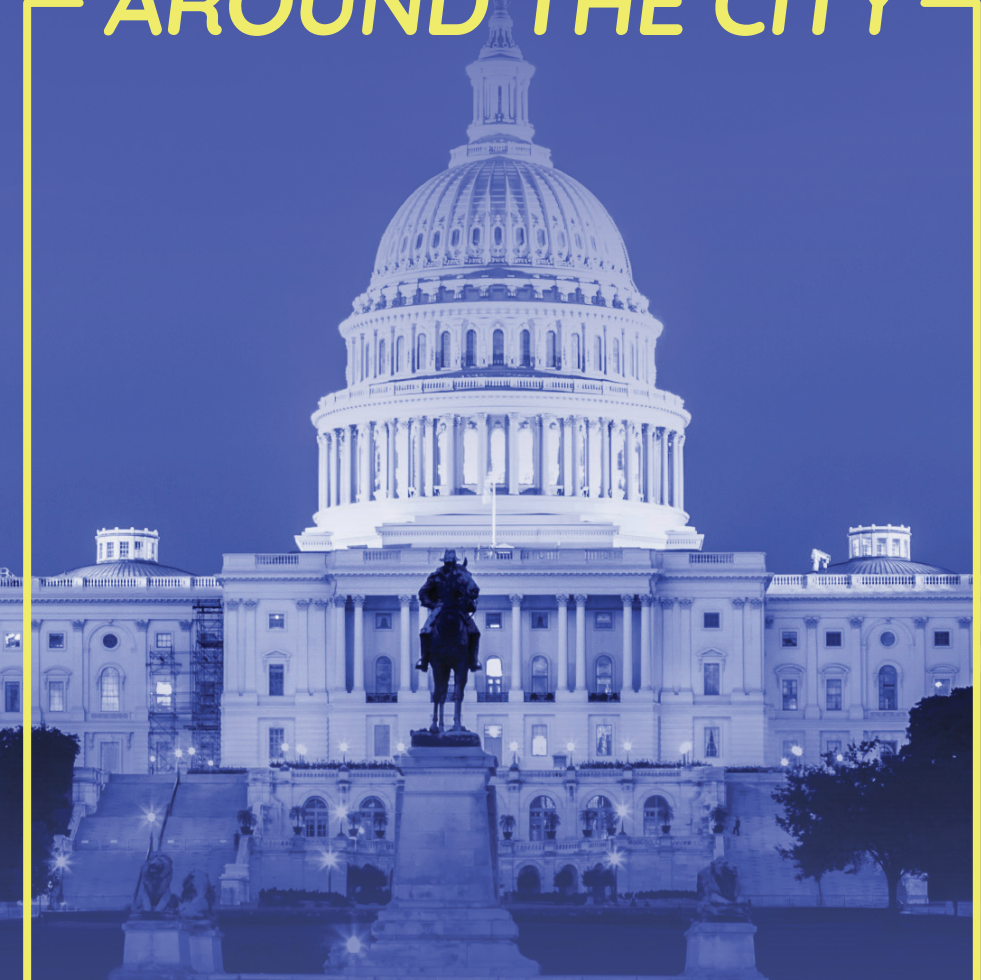


In 2015-16, **7,955 DANCE ENTHUSIASTS** purchased a ticket to a Joy of Motion event, with **259** celebrating at the 40th Anniversary Concert and **3,505** attending the **YEAR-END YOUTH RECITAL** (which featured **117 DANCES**).

Our **STUDIO TO STAGE** dancers premiered **20 PIECES**, while our **YOUTH DANCE ENSEMBLE** and **YOUTH PERFORMANCE COMPANIES** performed **59 NEW WORKS** at their spring 2017 concerts.

Together, we gave the DC area more than **50 EVENINGS** of presented and produced work.

AROUND THE CITY



You will find in-school and after-school Joy of Motion dance programs at **12 DC PUBLIC, CHARTER, AND INDEPENDENT SCHOOLS** and partner sites in six wards of the city, reaching **536 YOUNG PEOPLE**.

In the summer, **30 TEEN GIRLS** come to our Atlas studio for the **STEP AHEAD PROGRAM**, provided in partnership with the Summer Youth Employment Program.

Total number of **ACTIVE CONTACTS** on Joy of Motion's mailing list? **28,284**.



- STUDIO LOCATIONS
- PARTNER SCHOOLS
- PERFORMANCE VENUES

WHERE HAVE WE BEEN IN 2016-17?

STUDIOS

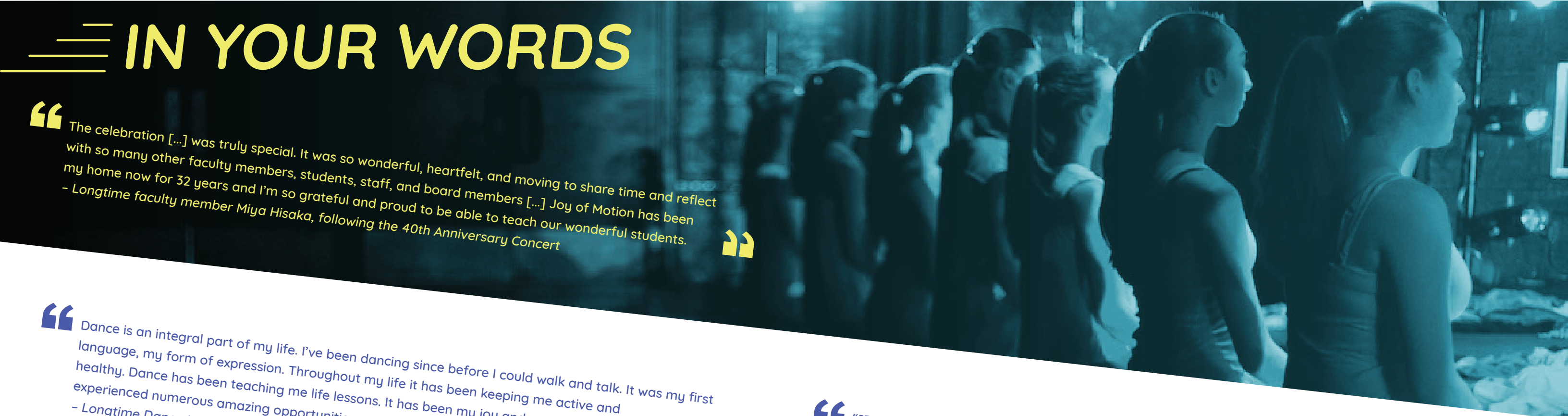
- 1 - Atlas Studio
- 2 - Bethesda Studio
- 3 - Friendship Heights Studio

PARTNER SCHOOLS

- 1 - Beacon House Community Ministry
- 2 - City Arts + Prep Public Charter School
- 3 - Dunbar High School
- 4 - Franklin Montessori School
- 5 - Friendship Tech Prep Charter School
- 6 - J.O. Wilson Elementary School
- 7 - Ludlow-Taylor Elementary School
- 8 - Maury Elementary School
- 9 - Payne Elementary School
- 10 - Stuart-Hobson Middle School
- 11- Washington School for Girls
- 12- Wheatley Education Campus

PERFORMANCE VENUES

- 1 - Arena Stage at the Mead Center for American Theater
- 2 - Atlas Performing Arts Center
- 3 - Greenberg Theatre
- 4 - H Street Festival
- 5- The Jack Guidone Theater
- 6- Lisner Auditorium
- 7- The National Mall
- 8- Walter E. Washington Convention Center

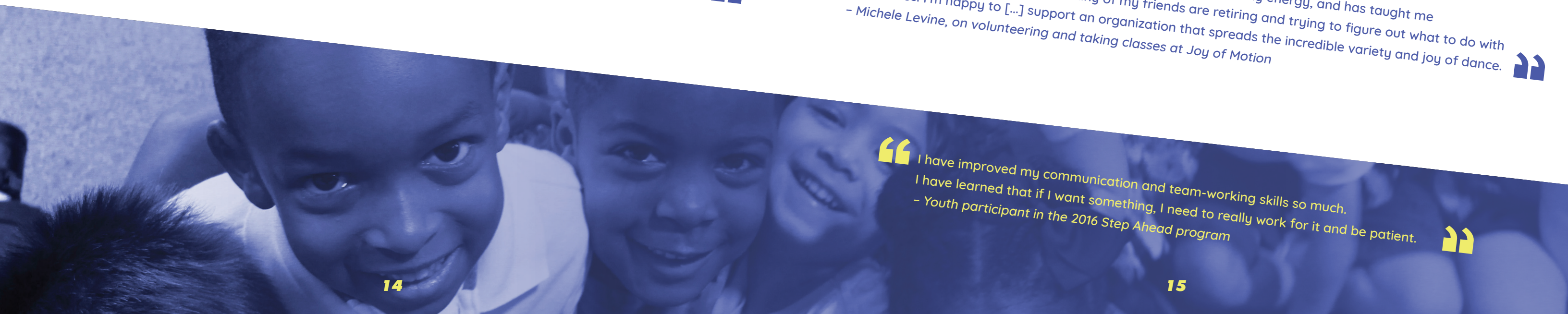


IN YOUR WORDS

“ The celebration [...] was truly special. It was so wonderful, heartfelt, and moving to share time and reflect with so many other faculty members, students, staff, and board members [...] Joy of Motion has been my home now for 32 years and I'm so grateful and proud to be able to teach our wonderful students.
– Longtime faculty member Miya Hisaka, following the 40th Anniversary Concert ”

“ Dance is an integral part of my life. I've been dancing since before I could walk and talk. It was my first language, my form of expression. Throughout my life it has been keeping me active and healthy. Dance has been teaching me life lessons. It has been my joy and my guide. I have experienced numerous amazing opportunities and met incredible people through the community.
– Longtime Dance Institute student, age 18 ”

“ “[Dance] makes me feel full of vitality and good health, directs my energy, and has taught me competence at a time of life when many of my friends are retiring and trying to figure out what to do with themselves. I'm happy to [...] support an organization that spreads the incredible variety and joy of dance.”
– Michele Levine, on volunteering and taking classes at Joy of Motion ”

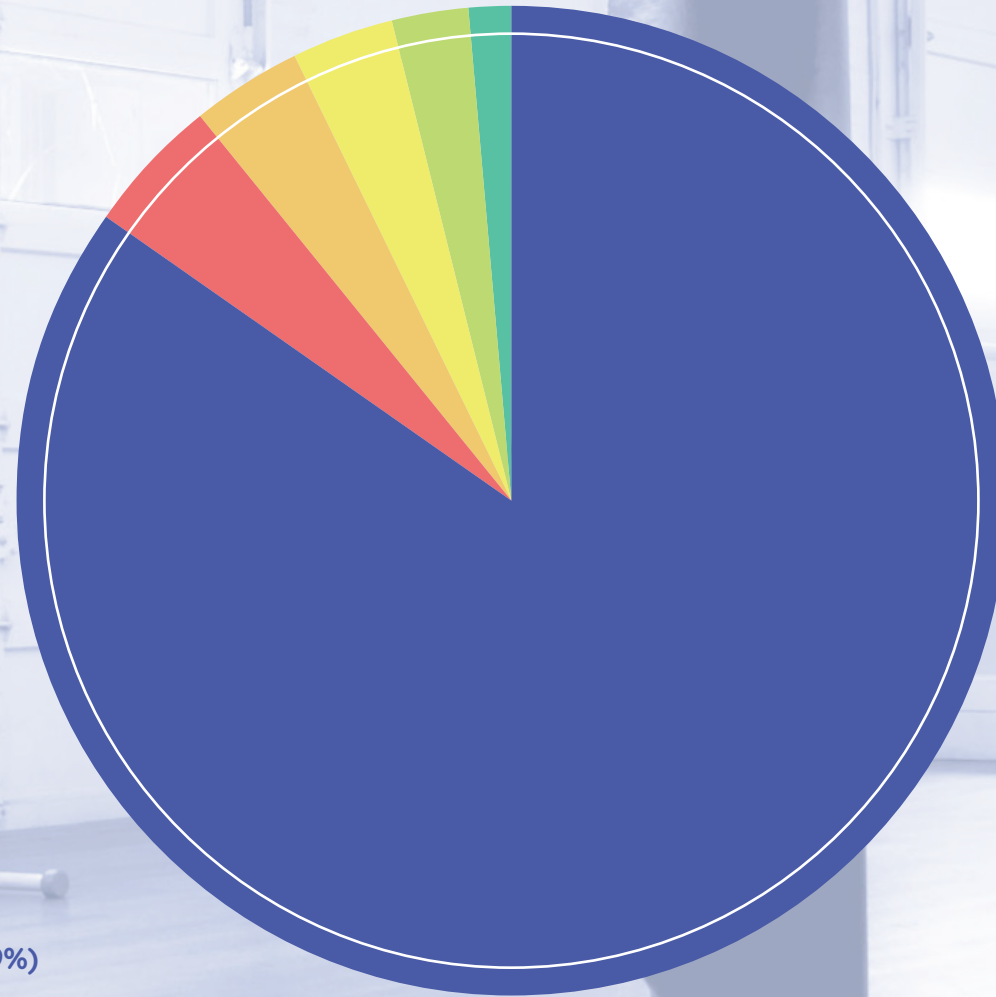


“ I have improved my communication and team-working skills so much. I have learned that if I want something, I need to really work for it and be patient.
– Youth participant in the 2016 Step Ahead program ”

2015-2016 AUDITED FINANCIALS

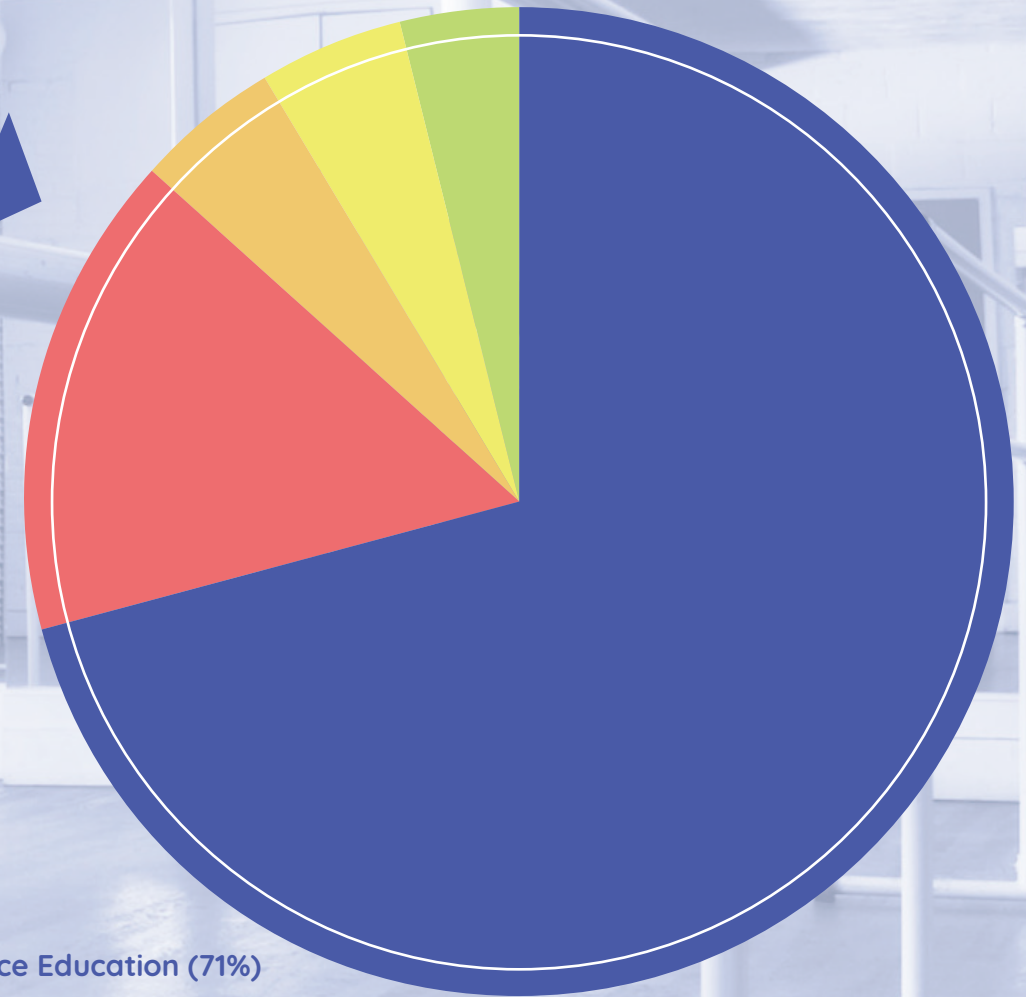
Our audited financials and Form 990 for 2016-17 will be available online and on Guidestar in early 2018.

2015-16 REVENUE



- Tuition & Fees (83.9%)
- Sales (4.5%)
- Government Grants (3.4%)
- Foundation Grants (3.4%)
- Individual & Other Contributions (2.4%)

2015-16 EXPENSES



- Adult & Youth Dance Education (71%)
- General & Administrative (15.7%)
- Community Engagement (4.9%)
- Fundraising Expenses (4.7%)
- Fundraising Expenses (Concerts & Production) (3.7%)

MEET THE TEAM

STAFF

Steve Barberio, Executive Director
Vanessa Rowan, Director of Operations
Julia Harman Cain, Director of External Relations
Danielle Quirion, Community Dance School Director
Helen L. Hayes, YDE Program Director & Dance Institute Director
Sarah Chapin, Director of Production
Ayanna Williams, Director of Motion Exchange
Maggie Walker, Marketing Manager
Maddie Maranto, Graphic Designer
Alex Schools, Studio Manager, Friendship Heights
Andrea D’Annunzio, Studio Manager, Bethesda
Arrian Maize, Studio Manager, Atlas
Sydney Todd, Assistant Manager, Atlas
Kerry Gallagher, Assistant Manager, Friendship Heights
Malika Hackley, Assistant Studio Manager, Bethesda
Bekah Elles, Assistant Manager, All Joy of Motion Studio
Desmond Jordan, Studio Assistant

THANK YOU TO OUR 2016-17 DONORS!

GOVERNMENT, FOUNDATION, AND CORPORATE FUNDERS

DC Commission on the Arts and Humanities
Philip L. Graham Fund
United Way of the National Capital Area
The Share Fund
Anonymous
Clark-Winchcole Foundation
Morris and Gwendolyn Cafritz Foundation
Harman Family Foundation
Corina Higginson Trust

BOARD OF DIRECTORS

OFFICERS
Steve Barberio, Ex Officio Member
Heidi Thibodeau, Chair
Natalie Adler, Vice Chair
Beth-ann Roth, Secretary

DIRECTORS
Mannone Butler, Board Member
Samantha Kirby Caruth, Board Member
Kevin Edwards, Board Member
Katie Cissel Greenway, Board Member
Alan Helfer, Board Member
Stacey Kohl, Board Member
Aleta Margolis, Board Member
Anita LaRue McAfee, Board Member
Marvin Washington, Board Member

Dallas Morse Coors Foundation for the Performing Arts
Eugene M. Lang Foundation
ANC 3E
Capitol Hill Community Foundation
Combined Federal Campaign
Dimick Foundation
Nora Roberts Foundation
Shrager Family Foundation

CORPORATIONS AND BUSINESSES

JOY OF MOTION DANCE FESTIVAL – 2017 SPONSORS AND DONORS:
Footlights • Little Red Fox • BSharper Real Estate
Capital Pilates • Jones Maresca & McQuade • Ministry of Supply • Pete’s New Haven Style Apizza

CORPORATE DONORS – 2016-17:
360 Live Media • City First Bank • Japanese Commerce Association of Washington, D.C., Inc. • IT Works! • Whole Foods

CORPORATE MATCHING GIFTS – 2016-17:
Bank of America • AARP • Salesforce • Microsoft

INDIVIDUAL AND FAMILY DONORS

Annual Donors
Natalie Adler and Chris Walker
Barbara Belzer
Rochelle Bobroff
Evelyn Brandt
Beth Buck
Flachs Family Fund
Robert and Mary Eccles
Katie Cissel Greenway
Christopher Holmes
Stacey Kohl
Min Mitchell
Elisa Rapaport
Juan Carlos Rincones and Thomas Pheasant
Heidi Thibodeau

Anonymous
Loren Amdursky and Edward Nelson
Elaine Goldman
Catherine Kuchta-Helbling
Jerry Kuo and Jianping Shi
Ivette Rivers Hayes and Michael Hayes
Sharon Parrott and Ari Blumenthal
Steve Percy
Attlee G. Shinaberry
Marti and Ken Williams
Jonathan Young and Nellie Wild

Brent Agnew
Janet Butler Berry
William Cain
Michelle Cooper
Barbara and John Franklin
Jennifer Jackson
Judith Lee
Asmahan and Ivan Limansky
Susan Morita and Alan Matsumoto
Susan McCarthy
James Roof
Roberts Shinaberry
Lisa Page
Helen Trilling
Jill Weiler

JoyFest Sponsors
Anonymous
Natalie Adler and Christopher Walker
Katie Cissel and Bill Greenway
Alisa Klein and Craig Goldblatt
Stephanie Meyer and Eric Dunn
Mumford-Gitchell Family

The Joyful Circle
Steve Barberio
Joe Gitchell and Elizabeth Mumford
Tom and Nancy Gavin
Helen Hayes
Anita LaRue
Jessica Lerner and Daniel Pink
Yao Odamtten
Beth-ann Roth

Erva Cockfield
Jonathan DeVilbiss
Leah Kalinosky
Nadia Landry
Roslyn and Laurence Korb
Ute Moeller
Margaret Riddle
Karen Zhang