

TOY FOR TOMORROW

HELP KEEP THE MAGIC ALIVE AT THE THEATRE OF YOUTH



WE KNOW THERE'S A BETTER TOMORROW – INSIDE AND OUTSIDE OUR THEATRE. AND THAT GETS US EXCITED.

But we need your help to ensure we're able to provide a neighborhood theatre.



where creative thinking knows no bounds



where education is enhanced



where imaginations are stimulated



where empathy is felt



where young minds flourish beyond measure



where social skills are practiced



where confidence is developed



where a lifelong connection to the arts takes root

Is there anything better than the expression of joy on a child's face when immersed in a live theatre performance? Watching as they swell with wonder and delight, captivated by color, sound, movement and beauty.

AT THE THEATRE OF YOUTH, THE EXPRESSIONS NEVER GET OLD, THE ENERGY NEVER LOST.



WHY TOY? WHY NOW?

When you're looking for the perfect blend of charm and creativity in Allentown, look no further than the Theatre of Youth. A pillar of Western New York, it's in this small, intimate theatre that stories come to life on shoestring budgets. As the area's only professional theatre dedicated to children and their families, the shows only go on thanks to the generous support of donors, sponsors and patrons like you.

As you'd expect, 2020 presented challenges, but TOY was up to the task and met each challenge head-on with solutions that kept the magic of theatre alive in partnership with Independent Health.

CAN WE COUNT ON YOU?



VISIT WWW.THEATREOFYOUTH.ORG TO GIVE TODAY!

Virtual Workshops

Weeklong sessions for K-12 children

Winter Workshop

A winter session for Girl Scouts

Monthly Schooltime Performances

Unique and original monthly videos to support Independent Health Foundation's Fitness4Kids Challenge

DIGITAL STREAMING PRODUCTIONS

Once Upon a Time

An Interactive Digital Musical: Second Generation Theatre and Theatre of Youth have collaborated to create an interactive theatre experience for theatre patrons ages 5-12 live on Zoom.. Originally written in 2019 by Philip Farugia, Kelly Copps and Amy Jakiel, *Once Upon a Time* follows traditional fairy tale characters as they learn about inner strength and becoming the heroes of their own stories. An upbeat, high-energy musical with captivating melodies, *Once Upon a Time* empowers children to proudly be themselves.

New Kid by Dennis Foon

TOYs 2018 archival production, the story of an immigrant family and our central character, Nick, who hopes to make new friends in his new school. It explores differences in one another, bullying and change. Students are provided an online workbook and a digital playbill.

The Outsiders

The Outsiders is a poignant and heroic story of belonging, friendship and maintaining hope in the face of struggle, a powerful reminder of what young people encounter. It's a searing story of real kids in tough situations with consequences seen through the eyes of young Ponyboy. Territorial battles between the have-it-made rich kids—the Socs—and Ponyboy's tough, underprivileged "Greaser" family and friends are just a part of life. But even in the midst of urban gang life, somehow Ponyboy can't forget a short poem that speaks to their fragile young lives. Based on the book by S.E. Hinton, Adaptation by Christopher Sergel.

WHAT WE'VE DONE

Winter/Spring Digital Workshops

two six-week sessions, Now – May 21

Summer Workshops

In-person and digital classes, July 6 – August 20

LEAVING AN IMPRESSION

"TOY inspired my children to imagine a bigger world at a time when we all felt alone. I'll always be grateful for that."

"In a time of uncertainty, TOY gave my daughter a bright light in her day. She was literally counting down the seconds for her daily classes. The teachers were just fabulous!"

"TOY workshops gave my children something fun to look forward to, and a sense of belonging, when the world went dark."

"My daughter's confidence and sense of the dramatic has exploded in the past few months. I love seeing her grow and have fun in the TOY workshops!"

THE OUTSIDERS TESTIMONIALS

"The Outsiders' was a wonderful production, beautifully realized."

"We hope to give each of our cohorts a sense of a shared theatrical experience. We teachers have LOVED it!! Kudos to the cast and crew. You've done an outstanding job."

"I watched 'The Outsiders' earlier this evening and was in awe of the entire production once again. I did see the first public performance of the play and felt the work was more effective on stage at TOY than the movie version. YOUR "movie version" is, in my opinion, better than the Hollywood movie; much more real and much more potent. My compliments to all involved in the production!"

"We just finished watching this and it was amazing!! I was totally transported. Thank you."

"My family and I watched it this past weekend. And we absolutely enjoyed it. Superb acting and so well done, and it really just made our weekend. Just wanted to extend my thanks to you and the cast and let you know what a great show it was. Thanks again for doing that."

ONCE UPON A TIME TESTIMONIALS

"I felt the production was very well done, very organized. The show kept my grandchildren engaged...ages 7, 5, 4. The attention to detail on the tech part really helped. Great way for kids to experience a performance and to be able to interact is a bonus...with props, too!!! Very well done! A lot of work went into this and we all really enjoyed it and appreciated all the talent!! Great to be able to support these local groups, too. Thank you!!"

"I was shocked how well organized this was. Whoever had the controls was a Zoom wizard!"

"You're doing great!"

"Our little one loved getting up close to the musical numbers and interacting with the performers."

"We enjoyed the interactive activities and the new stories. It was a little slow starting with the technical set up but other than that it was fun and enjoyable."

"We had an absolute blast. We've done lots of classes, story hours, preschool classes. None of them came close to captivating him like this one."

"I would think, especially right now with such small classroom numbers, that maybe you could be doing interactive things in the kids schools. When I was a kid (going back 30 years) a group came to my elementary school with a huge trunk of costumes and props and they did all kinds of interactive stuff. This would seem easy enough to do with only 10 kids in each class!"



THIS YEAR WILL BE GOLDEN!

In a year full of so many emotions, TOY is proud to be celebrating our Golden Anniversary. For 50 years, our beloved small theatre with a big heart has brought smiles to the faces of so many children – all thanks to the support of our community. But we're not stopping now! With your help today, we'll be here for the next 50-plus years!

STRENGTH IN NUMBERS

50th season



A cornerstone of the Buffalo Arts & Cultural community since

1972

44 artists employed during the pandemic

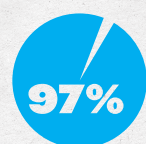
More than

30,000

children attend TOY performances



say they were satisfied with TOY shows



would recommend TOY to a friend

A GIFT THAT GOES ON

\$100

allows a family of 4 to attend an interactive virtual play

\$500

sends an entire school class on a virtual field trip

\$750

gifts a sponsorship of one virtual Summer Workshop session for children grades K-12

\$1,000

supports scenic elements, such as costumes and set design, for one production

\$50

provides one child the opportunity to attend a weeklong virtual education workshop

\$25

supports improvements made to the historic Allendale Theatre

