WE BELIEVE ALL CHILDREN DESERVE TO HAVE ACCESS TO THE ARTS
We are honored to have the opportunity to work with and support San Diego’s young artists.

We teach students how to stand confidently in front of an audience while also being loving and inclusive and discovering the creative thinkers, designers, programmers, artists, and business leaders within themselves.

Our vision is to have a theater of our own right here in our incredible city. In 2017, we became steadfast in our search and hired the expertise of consultants Jones Lang LaSalle Brokerage, Inc. to help. A home venue will generate new revenue and allow us to reach more audiences to serve and impact thousands of lives with year-round arts education programs. It is time for CYT San Diego to take root and grow and prosper as the unique theater arts community we have become.

In April, we were pleased to bring back The Best Of The Follies to a full house. Directed by our co-founder Paul Russell, the production showcased the talents of people 55 years plus and served as a joyful reminder that music, dance, and the arts are a vital part of life no matter your age.

We are always in awe of the extraordinary talent of our CYT San Diego community and their passion for live theater. It is thanks to your financial contributions that we are able to fulfill our mission and continue to empower individuals of all ages across the county to shine on and off stage.

We are one of the most well-known and largest theater groups in San Diego County and we don’t take our role for granted. Thank you for your ongoing support. Together, we can raise the curtain on the exciting journey we have ahead of us.

Laura Bertagnolli
Managing Director
CYT San Diego
laura@cytsandiego.org

Janie Russell Cox
Artistic Director
CYT San Diego
janie@cyt.org
Our mission is to develop character and creativity in children of all ages through quality theater arts training that brings families and communities together while reflecting the Creator.

**WHAT WE VALUE**
- Treating every individual with respect and significance.
- Developing character traits including discipline, self-confidence, and integrity.
- Bringing families together through the use of individual talents and abilities.
- Share the love of Christ in word and deed.

**WHY WE DO IT**
Research has shown that children who receive regular exposure to the arts are four times more likely to be recognized for academic excellence, earn on average a 15% higher GPA, and have a 34% higher graduation rate.

**WHAT WE DO**
Our mission is to develop character and creativity in children of all ages through quality theater arts training that brings families and communities together while reflecting the Creator.

**Alumni**
Many of our alumni go on to pursue careers in theater arts education and land roles in television and on Broadway. They say that CYT helped prepare them for their future path, and they graciously return to visit us and share their inspiring experiences with the next generation of CYT students. We couldn’t be prouder of each and every one of them.

**Community Partners**
Our community partners provide us with the venue space and equipment we need to hold our classes and shows. We also partner with local organizations and businesses to participate in community events to raise our visibility and give back to the communities that give so much to us.

**Donors & Sponsors**
Our generous family of donors and sponsors make CYT possible. Our revenue comes through class tuition and ticket sales, but donations and sponsorships enable us to cover the costs required to deliver the premiere programming we are known for and reach even more children in our communities.

**Volunteers**
Family volunteers donate their time to help us create and deliver our arts education curriculum. It is all “hands on deck” at CYT and parents do everything from building show sets and sewing costumes to selling refreshments and helping backstage. The opportunity brings families together and fosters lifelong friendships between parents.

**IMPACT BY NUMBERS IN 2017**
- 150 Classes
- 2,044 Students
- 588 Campers
- 17 Shows
- 37 Schools
- 2,176 Patrons
- 2,864 Students
- 5 Residency Programs

**OUR 2017 SHOWS**
- Aladdin
- Annie Jr.
- Beauty & the Beast
- Elf Jr.
- High School Musical
- James & the Giant Peach
- Jungle Book
- Junie B. Jones
- Madagascar
- Peter Pan
- The Best of the Follies
- Schoolhouse Rock!
- Seussical the Musical
- Shrek
- The Addams Family
- Tom Sawyer
WHY INVEST? YOU MAKE THE DIFFERENCE
CYTSANDEGO.ORG/DONATE

According to “The Value and Quality of Arts Education: A Statement of Principles”, students who participate in the arts do better in school, stay in school longer and win more academic awards. They are also three times more likely to go to college and become more confident, considerate, pro-social, and pro-civic citizens. Your donations to CYT San Diego ensure that our students are given these benefits, so that they can go on to build a stronger world for future generations.

CYT is a 501(c)(3) tax-exempt non-profit organization. Since revenue from ticket sales and class tuition is not enough to cover operating costs, every dollar you contribute ensures that we can continue to deliver top-notch, affordable programming and achieve our goals.

89 cents of every dollar goes right back into CYT programs!

As a result of your generosity, in 2017, we received over $146K in donations and sponsorships that we put right back into our curriculum.

WHERE CONTRIBUTIONS COME FROM

- CYT Families: 4%
- Non-Profit Foundations: 7%
- Corporations: 13%
- Local Government: 76%

SPONSORSHIP OPPORTUNITIES

As a sponsor, you are incorporated into everything we do from advertising and marketing to community engagement activities to special events, to reach thousands of individuals of all ages who appreciate the arts as much as you do. You also receive an allotment of complimentary tickets to the shows.

BRANCH

Becoming a Branch Sponsor is an opportunity to collaborate with us and put your business in front of 40,000 show patrons as well as over 24,000 students over the course of the sponsored year. $10,000

CHAPTER

Being a Chapter Sponsor is an opportunity to sponsor one of our six chapters across San Diego to reach more than 7,000 patrons. $1,800

SHOW

Sponsoring a show is a quick and effective way to support a production while communicating your business message to the 2,000 patrons in the audience with you. $600

Give CYT to a Student: One Gift, Twice the Impact

CYT aims to give access to theater arts for all children regardless of their financial situation by offering scholarships to families in need. Your matching donations help us give kids who don’t have the financial means to participate in our programs the chance to do so. In 2017, CYT San Diego gave away $5.5K in scholarships to students so that they can be part of the CYT family. Thanks to matching donors, we were able to raise $4.6K to help fund these scholarships. As a result, we welcomed 50 new students into CYT.

SAN DIEGO 2017 BOARD OF DIRECTORS

Ryan Dentt, Broker, Pacific Realty Advisors, LP / Dentt Properties Inc.
Bob Shepard, Director of Operations, Capital Companies
Kyle Nelson, CPA, Controller, TrendSource, Inc.
Patricia Chavez, Director, South Bay Community Services
Jeff Eddington, Business Relationship Manager, Wells Fargo
Krista Morgan, Ghostwriter, *nv*s*ble *nk ®
Joyce Schumaker, Theater Arts Educator, Choreographer, Miss Senior California
Scott Seaton, Account Manager, Stryker Medical
Kipp Williams, Esq., Blanchard, Krasner & French

Members of the “Standing O” Society are individuals or businesses who support CYT with a monthly recurring monetary gift. This support is vital to our financial health and helps us continue to provide training in the arts in an atmosphere of excellence.
YOUR INVESTMENT AT WORK

**Classes**
cytsandiego.org/classes
CYT classes include drama, voice, dance, and behind-the-scenes training in makeup, costumes, tech, and more. A high-energy showcase is held for students to perform the skills they have learned for family and friends.

**Shows**
cytsandiego.org/shows
Our shows are family-friendly, Broadway-style musicals. Students audition to participate on stage or as backstage crew, technical teams, and ushers. We also produce school day performances for local public and private schools to make live theater accessible to more children.

**Camps**
cytsandiego.org/camps
Our Musical Theater Summer Camp is one of the most affordable, high-quality musical theatre camps in San Diego and offers theater workshops, including dance, drama, voice, and exciting theater games. Our overnight camp is jam-packed with games, activities, and interactive workshops that build performance skills, self-confidence and teamwork. Through praise, worship, prayer, and daily devotions, CYT teen camps are particularly focused on spiritual growth.

**Programs**
cytsandiego.org/programs
Our after school and residency programs support performing arts training in public and private schools and include drama, voice, and dance training. Residency programs are offered during the school day and are customized to the individual school and their program needs.

**Christian Community Theater (CCT)**
The purpose of CCT is to provide a place for children, teens and adults to take the stage together.

**HYpE**
HYPE stands for High School Youth Pursuing Excellence and is our leadership training group that helps challenge and guide advanced CYT students to be leaders inside and outside of the theater.

**imProVeRaThEn**
This is an annual comedy improvisation showcase and competitive theater event for CYT students. It gives them the chance to showcase their talents, think on their feet, and step out of their comfort zones.

We live in a time when it is critical, now more than ever, to educate children using the arts. CYT is in the business of developing character in kids of all ages. We want to inspire creative thinking in all that we do and strive for excellence while producing a quality product. As has been our focus since the beginning, we aim to create a space where kids feel safe to develop confidence, integrity, work ethic, and empathy for others.
INSPIRING EXCERPTS

SAN DIEGO FINANCIAL OVERVIEW

Until August of 2016, CYT’s headquarter office and warehouse rent in El Cajon, CA were paid through the generosity of a long-time supporter. With the passing of this supporter and associated trust, CYT became responsible for $15K/month in rent for the first time in its history. Due to program revenue growth in 2017, we were able to make up half of the new annual rent obligation of $182K. Our $(99k) net loss for 2017 is solely due to the addition of this new expense.

We are currently looking for auditorium and classroom space of our own as we pay $475K in total combined rent annually. $330K of that rent will be displaced once we have our own space that we manage. Additionally, by controlling our own space, we will be able to grow program revenue by an additional $1.2M annually.

We invite you to support us in our dream to own our own theater. Please visit us at cytsandiego.org/donate for more information and to find out how you can join our family of donors.

MY CYT STORY: Facing Your Fears
Robyn S, CYT Mom, musical director and teacher
This girl, my daughter Hope... today she faced her biggest fear... performing in front of a large audience. She woke up this morning telling us she had a nightmare that she ruined the entire show for everyone! But we got to the theater and many other friends assured her she'd do great. Before her first number, she took a deep breath, smiled at me and said “Mommy, I’m gonna be brave, I can do this!” And she sure did! After our 2 shows, she said “Mommy, I love performing with my friends!” And that’s really what it’s all about... facing your fears with your friends by your side.

MY CYT STORY: Just Getting Started
Lauren R, CYT Student
I was introduced to CYT when my best friend crewed a CYT show during the fall. It was Annie and he loved it! He told me I had to get involved with CYT immediately. I did the winter show Wizard of Oz where I played a munchkin. I was very nervous because I didn’t get a callback. But when I saw my name on the cast list my face lit up. My family and I screamed because we were so excited! I had so much fun in that show and knew I wanted to continue CYT. I auditioned for Hairspray that spring where I met my best friend. He and I clicked instantly. We did a swing class that season together and we were partners! To this day, we are still best friends!

MY CYT STORY: Giving it All
Megan H, CYT Student
Before I knew what happened, I was being grabbed by someone as I ran down the hallway. When I turned around I saw two teenage girls. They sat me down for a roughly one minute conversation that changed the course of my life. Without their encouraging words, theater would not have been a part of my life because I was headed for the parking lot with no intention of turning back. Instead I made up my mind to go back in and give my very poor rendition of Do-Re-Mi. Little did I know that in five years I would be one of the other girls in the story. And this is that story. Much to my surprise, I was cast in that very show. I had a blast and decided to go on a summer trip with my new friends.

REVENUE

EXPENSE

NET

ASSETS

LIABILITIES AND NET ASSETS

TOTAL PROGRAM REVENUE

AUDITED BY: MATRANGA & COMPANY
THE WORLD CAN BE CHANGED THROUGH A GOOD STORY

As the largest children’s theater organization in the country, we measure our success by how many families we positively impact and the difference we make in the lives of the next generation through the use of theater arts.

Over the years, we have watched many of our alumni go on to make a positive difference in their communities by winning Teacher of the Year awards, receiving Tony and Academy Award nominations, creating humanitarian non-profits, and winning medical research awards from the Bill and Melinda Gates Foundation. We are so proud of them.

The story of Christian Youth Theater is proof that dreams do come true. My wife Sheryl and I started CYT nearly forty years ago with the belief that theater arts education is a God-given tool that can be used to impact youth. We produced The Sound of Music in our garage with fifty cast members from forty different churches. Today, CYT serves nearly 24,000 students, between the ages of four to eighteen, through our 28 branches across the United States. Under the guidance of our dedicated and talented artists and teachers, our curriculum serves public and private schools and branch communities, helping children and teens gain confidence, develop leadership skills, and learn valuable character lessons.

We launched our new website www.cyt.org this past year and had a whole lot of fun shooting our first-ever music video Welcome to CYT. Please check them out if you haven’t already. You will see many familiar faces!

Thank you for supporting the mission. Our growth and continued dreams are made possible because of you. I believe now is the time to use the momentum CYT has built to catapult our organization into the next forty years.

The world can be changed through a good story and we want the next generation to be the best storytellers of all. We would be honored if you would join us as we enter the next chapter.
NATIONAL FINANCIAL OVERVIEW

CYT Inc. managed licenses for 28 branches with a combined license fee revenue of $290K. Additionally, our annual National EXPO (San Diego), our annual National Leadership Conference (New York City), and our camp in Shanghai, China brought in collectively $150K in revenue.

Thanks to our wonderful family of donors, $150K or 25% of total revenue was donated so that we could impact more lives with what we do and expand our reach to more cities.

In 2017, we refreshed our brand after 37 years. By refining our mission and objectives, we build awareness of our programming and set the stage for global expansion.

$586,908 REVENUE

- $297,704 - License Fees
- $149,177 - Contributions
- $129,538 - Special Events
- $10,655 - Royalties
- $6,034 - Store & Other

50% 22% 31% 2% 1%

$529,031 EXPENSE

- $291,397 - Payroll Related
- $105,122 - IT/Re-brand
- $95,132 - Special Events
- $17,921 - Insurance/Legal
- $12,405 - Store/Programs
- $7,054 - Office/Overhead

1% 3% 18% 20% 56%

$57,877 NET

- Cash $188,592
- Accounts receivable, Net $41,120
- Prepaid expenses $13,757
- Store inventory $7,185
- Fixed assets - Net $2,881

Total Assets $253,535

LIABILITIES AND NET ASSETS

- Accounts payable $104
- Accrued expenses $22,606
- Owed to Branches $24,490
- Deferred revenue $9,150

Total current liabilities $56,350

- Net assets unrestricted $197,185

Total liabilities and net assets $253,535

ASSETS

#GIVINGTUESDAY

GIVE CYT!

Give CYT To The World: One Gift, Twice The Impact

CYT participated in #GivingTuesday for its second year and thanks to 115 donors, we were able to raise $39,425 in funds to help get CYT to more cities, communities and families.

23,810 Students
279,948 Patrons
139 Shows
1,365 Classes
216 Camps
65 CYT@school Programs
329 HYPE Students

Branches

Atlanta | 2003
Austin | 2015
Baton Rouge | 2013
Chicago | 1997
Dallas | 2016
Fredericksburg | 2006
Front Range | 2017
Houston | 2006
Indianapolis | 2009
Kansas City | 2000
Lafayette | 2009
Lake Charles | 2017
Nashville | 2012
New York City | 2012
North Idaho | 2007
Phoenix | 2006
Portland | 2013
Riverside | 2011
Sacramento | 2012
San Antonio | 2011
San Diego | 1980
Santa Cruz | 2011
Seattle | 2016
Spokane | 1998
Tri-Valley | 2014
Tucson | 2005
Waco | 2014
Wichita | 2009
#FindYourCharacter