



# *Windsor Performing Arts Academy*



## **Mission Statement:**

Children are able to access the empowering tools that they already have within themselves when they are encompassed about in an environment that is physically and emotionally safe, nurturing, and educationally rich. Our youth and our community are uplifted and improved when we share our talents and resources and help others develop their own.

## **Vision:**

WPAA is an organization where

- Students and staff will be able to perform to their highest capability without being required to compromise their values: avoiding profanity, avoiding immodesty, serving in the community, and celebrating what is good and uplifting in life.
- **All** students are welcome to come and learn to Act, Dance, Sing, Create and be kind to each other.
- Long lasting friendships are established and enjoyed.
- Students of all ages learn to work together to provide high quality entertainment for the Community.

## *What is unique about WPAA?*



### **WPAA ONLY PRODUCES MUSICALS:**

Music is a tool that affects the physiology and behavior of human beings for good and for bad. The founders of WPAA choose only musicals that carry a positive vibe or message that will uplift the community and the performers.

**Bugsy Malone Jr. (2009, 2016)** We can be anything we want. Let's choose to be good guys!

**Fiddler On the Roof (2010)** When we pull together as a community we can overcome tragedy.

**Thoroughly Modern Millie (2011)** Love is more important than money.

**Grease School Version (2012, 2013)** We CAN all be friends.

**The History of Windsor the Musical (2012, 2015)** ALL of our community members MATTER. Our elderly community members have done a lot for us. There's a lot to be grateful for.

**The Phantom Tollbooth (2013, 2017)** Education is important. Time is not a thing to waste.

**Little Women (2013)** Family is important.

**Charlotte's Web (2014)** Friendship, kindness and sacrifice make the world a better place.

**Pirates of Penzance (2014)** Honesty above all else, and humor can be clean and funny.

**The Snow Queen (2015)** Being a true friend gives you power over your obstacles.

**Mary Poppins (2015)** Anything can happen if you let it!

**Olive Oil (2016)** A Sense of Humor is vital in life.

### **WPAA IS LESS EXPENSIVE THAN MOST PROGRAMS:**

As of 2016

Roustabout Theater in Santa Rosa charges \$695 per student to be in a summer play.

6<sup>th</sup> St. Play house in Santa Rosa charges \$600 per student to be in a summer play.

Spreckels Theater in Rohnert Park charges \$650 per student to be in a summer play.

H-Town/Young Actors Studio in Healdsburg charges \$550 per student to be in a summer play.

The Windsor Performing Arts Academy in Windsor charges \$400 per student to produce a play during their annual Summer Camp and only charges \$35 dollars for the productions during the year in the Windsor schools. (This covers the cost of the T-shirt and memory DVD)

### **WPAA SERVES PUBLIC SCHOOLS IN A UNIQUE MANNER:**

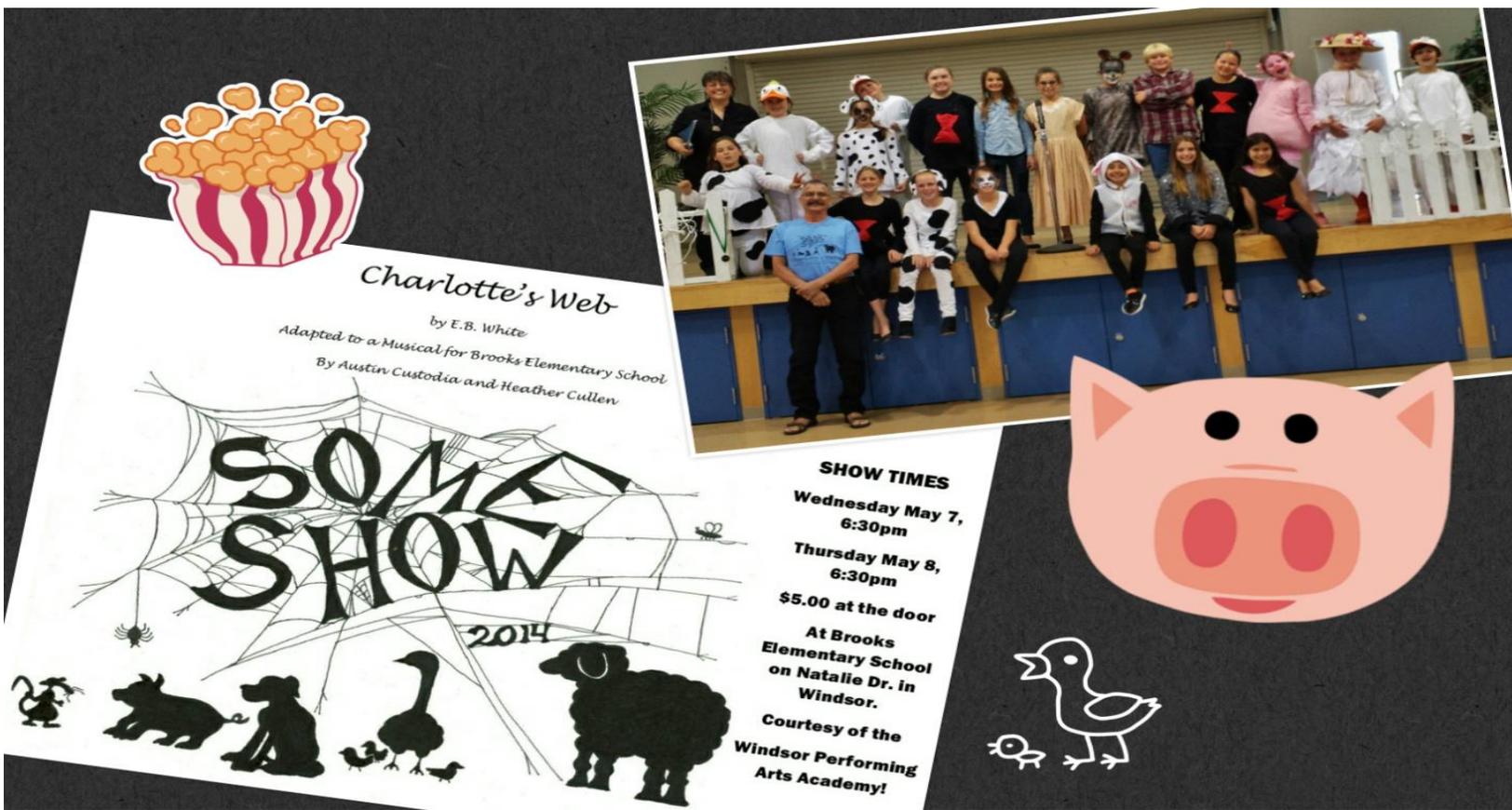
**WPAA** provides after school theater experiences at school sites at no cost to the school. **WPAA** provides, professional choreographers and directors, costumes, and sometimes lighting and curtains (if the site needs it). The students get to take their show on the road and perform for other campuses during the school day to provide FREE Assemblies for grades K-8.

### **WPAA REALLY DOES THRIVE WHILE SERVING AT RISK STUDENTS:**



Because we have a no cut policy, the **WPAA** enriches the lives of students from all academic, social, and economic backgrounds. Our students include several races found in our community: Caucasian, Asian, Philippino, Polynesian, African American, Native American, and Hispanic. Our participants also include students of all abilities including students labeled as “at risk”: autistic, behavior problems, Asbergers, GATE, learning disabled, anxiety disorders, Down Syndrome, etc. The nature of our program and our “No negativity. Not even in Jest” policy allows all students to be supported in their weaknesses, develop their strengths, blossom and thrive. We often use older teenagers and young adults to help us. This allows the older students to grow as they learn to teach and manage people in healthy and productive ways.

# How are we involved in the community?



## WPAA IS SUPPORTED BY THE COMMUNITY

WPAA has received donations from individuals, Windsor Rotary, Windsor Lions, Windsor Soroptomists, Windsor Kiwanis, Active 20-30s clubs of Healdsburg and Santa Rosa, Windsor Masons, Windsor Odd Fellows, Santa Tim, Atrellis, Casteñas, Super Cuts, Creative Sonoma and Home Depot.

## WPAA GIVES BACK TO THE COMMUNITY

WPAA is grateful to the community for their support and friendship. WPAA's children's community choir performs for community events for free.

WPAA mentors 6-10 Windsor High School Juniors and Seniors for their Projects every year.

WPAA runs their summer program through the Town of Windsor Parks and Rec. (even though WPAA could make more money doing it without the town) in order to support the Town Parks and Rec. Programming and all the good things they do.

WPAA provides Murder Mystery Dinner events for local service clubs' silent auction fundraisers. These dinners have raised \$400 to \$1600 for the WeFoundation, Kiwanis, Rotary, and Santa Tim.

## *OUR 21<sup>st</sup> Century Skills are Timeless*



**WPAA's program inspires Creativity, Innovation, Critical Thinking, Problem Solving, Communication, and Collaboration.**

Students are encouraged and taught to be creative in developing the characters they portray. They explore the “why’s and how’s” of their character (even the "no name" ensemble characters) to make them more believable.

Because we insist on an emotionally safe environment students are free to fail and try and fail and try until they have crafted the perfect character or performance.

The opportunities older students have to mentor, create sets, design costumes, and choreograph for younger students build a sense of individual worth and prepares them for future careers in working with others, problem solving, and collaborating to maximize the effectiveness of their final production.

All students are taught how to interact with each other in proactive and effective ways. They focus on problem solving and not “blaming and accusing”, being a part of the solution not a part of the problem, and only competing with one’s self to be better than yesterday instead of tearing others down.

## *What are our goals?*



### **Goals:**

To provide opportunities for students to master skills in acting, singing, and dancing in a safe environment.

To provide three musicals a year for the community.

To provide one Family Talent Show as a fundraiser each year. (4<sup>th</sup> Friday of February)

To maintain light centered values of honesty, integrity, modesty, service and virtue while providing the highest quality of entertainment possible.

To ultimately find funding so that all of our programs can be offered to students at no cost.



Heather Cullen is our Founder, Artistic Director, and Board President.

She comes highly qualified with 35 years of teaching and production experience. During the school year she teaches over 650 children ages 7 to 18 a week.

She is a music teacher at Windsor Creek Elementary and Windsor Middle School. She teaches a CTE: careers in performing arts class at the middle school as well. She is the Director of Odyssey of the mind in Windsor and coaches/mentors teams from Brooks Elem., Windsor Middle School, Calicalmecac Language Academy, and Windsor High School. Her high school team has won the right to compete at the World competition twice.



Maddie Daniels is our esteemed Choreographer.

Madeline Daniels has been dancing since she was two years old and has studied Ballet, Modern, Jazz and, Hip-Hop. She has studied dance throughout Sonoma County. She received to her BA in Theater Arts with a concentration in Dance at Sonoma State University in 2016. She looks forward to expanding her dancing, choreography, and teaching skills as she continues to train and teach children of all ages.



Cathy Whiteman is our co-founder and our Secretary Treasurer. In addition to having a keen business mind and being really good at accounting, Cathy is an artist and can often be found sewing costumes, creating props, and decorating foyers for our show! She truly is a Jane of all trades.

Cathy is a book keeper for several small businesses and a non-profit consultant.

ALL THE REST: Each show we recruit professional and qualified community members to help us direct our productions. Each independent contractor is fingerprinted to ensure additional safety for our students.



WPAA is fiscally responsible and frugal. These are the numbers from year 2014-15

<b>INCOME</b>					
400	Ticket Sales	\$ 7,946.19			
420	Production Fees	\$ 7,731.00			
430	Donations	\$ 2,085.00			
440	Treat Sales	\$			
450	Misc Sales (DVD)	\$ 337.50			
460	T-shirt Sales	\$			
800	Interest earned	\$ 0.79			
<b>TOTAL INCOME</b>		<b>\$ 18,100.48</b>			
<b>EXPENSES</b>					
510	Cost of Production	Script & Music		\$ 410.72	
520	Cost of Production	License		\$ 2,772.04	

530	Cost of Production	Theater Rent		\$592.75	
540	Cost of Production	Sub Contractors		\$ 4,600.00	
550	Cost of Production	Set & Lobby design		\$ 527.43	
560	Cost of Production	Costumes/props		\$ 252.97	
570	Cost of Production	Advertising		\$ 1,941.72	
571	Cost of Production	Printing costs		\$ 190.35	
590	Cost of Production	Misc Prizes		\$ 649.01	
TOTAL COST OF PRODUCTIONS				\$ 11,936.99	
599	Cost of Production	Equipment		\$391.50	
610	Office Expense			\$ 39.23	
620	Postage			\$ 198.75	
640	T-shirt cost			\$ 369.75	
680	Repair and maintenance piano			\$ 277.03	
710	Insurance cost			\$ 310.00	
741	Website Fee			\$ 149.00	
750	Bank fee			\$ 18.49	
770	Cast Party			\$ 125.26	
780	Membership fees			\$ 124.70	
790	Donations to other Charity			\$ 97.75	
799	Misc Expense			\$ 79.60	
600	WPAA Producer's fee			\$ 500.00	
910	Prior Year taxes	federal			\$ 405.31
920	Prior Year taxes	state			\$ 60.79
999	Scholarships given out			\$ 1,200.00	
TOTAL GENERAL AND ADMINISTRATIVE COSTS				\$ 3,881.06	
<b>TOTAL EXPENSES</b>				<b>\$ 15,818.05</b>	

## *What are members and parents are saying!*



Heather,

You never cease to amaze me. You are an inspiration to all the kids and adults alike. Lali and I learned so much about ourselves, each other and our community through this amazing experience. None of it would have been possible without your open heart and open mind in accepting students with varying abilities and giving them all the opportunity to learn, grow, and shine.

Sincerely, Lali and Family



To Whom it May Concern,

I have had the good fortune to have my children involved with Heather Cullen's music and performance instruction for the past ten years. First, my oldest daughter was in her community choir and a barbershop quartet that Heather coached. Then my youngest was also in the choir and this past summer she participated in a production of Bugsy Malone through the Windsor Parks and Rec. under the direction of Heather.

Over the ten years that my daughters have participated with Heather's groups I have observed Heather to be a champion for the children and the communities that they live in. She expects her students to be professional, holds a high bar for them and gives them loving encouragement when they need it, never wavering in holding the idea that they will succeed. When "failure" occurs she looks at it as a learning opportunity and helps the students to also see this. On the walls backstage there were signs that said, "SMILE! BE CALM-You are lovable and capable." A reminder of what Heather appears to believe about each and every one of her students.

When there was conflict she held a peace circle and the students shared their feelings and everyone was given the chance to start fresh.

At the cast party each and every student was acknowledged with personal stories of their successes and a certificate of those achievements. My daughter loved her experience and plans to return next summer!

If you have any questions or would like more information, please do not hesitate to contact me:  
707-799-2477

Best, Davida Elsbree



Dear Active 20-30s international Club,

Thank you for the scholarship that allowed me to be a part of Heather Cullen's Acting camp. The friendships that I've made are unbreakable and the things I've been through are unforgettable. One of the actresses was having a bad day and ran off. I followed.

One of my other friends followed after me and we both tried to comfort her. The director just called us in but me and my friend were determined to cheer her up. Finally, after 5 minutes of convincing her that we all loved and needed her, she gave us a hug, saying that we were amazing friends, and followed us back.

I also learned how to deal with difficult people. Our director was having a hard time controlling the scenes we were on. Whenever she got stressed she raised her voice. It made us cast members feel very belittled and uncomfortable when she did that. We had a cast circle that made us think about what we were going to improve backstage. Our director said that she would work on not raising her voice. Since she said that she would try to not raise her voice, she has been very different and patient. Heather made it so that no one pointed fingers at our director and helped us get to know how to deal with her yelling.

I am very grateful for this amazing experience. I really hope that this will help me through tough times in my life. I also hope that it will affect the new people in our cast the way it has affected me. Once again, thank you so much for this scholarship. I'm so glad that I've had this opportunity to make something amazing come to life.

Sincerely, Lorien Stevens

WPAA Note: This was the first year we used the director mentioned above and we were glad we were able to train her in our philosophy at the beginning of the camp.