



juniorplayers

2025 ANNUAL REPORT

SINCE 1955, JUNIOR PLAYERS HAS BEEN EMPOWERING YOUNG VOICES BY PROVIDING FREE, HIGH QUALITY, ARTS PROGRAMMING TO NORTH TEXAS CHILDREN AND YOUTH.

**AND THANKS TO YOUR SUPPORT,
WE'VE ONLY JUST BEGUN.**



214-526-4076



www.juniorplayers.org



2804 Swiss Avenue,
Dallas TX, 75204

A LETTER FROM OUR EXECUTIVE DIRECTOR

“Every performance, every classroom workshop, and every young person who steps into a rehearsal room exists because someone chose to believe in their potential.”

Dear Junior Players Family,

For more than seventy years, Junior Players has opened doors for young people across North Texas through the power of the arts. Since 1955, generations of students have stepped into our programs to discover their voice, their confidence, and a community that believes in their potential. As both an alumna and the Executive Director of this organization, it is a privilege to witness that transformation continue year after year.

But this moment in our history is not only about celebration, it is also about responsibility.

Across North Texas, access to the arts is quietly disappearing in many schools. Budget reductions are forcing difficult choices, and in far too many cases theater, dance, and visual arts programs are the first to go. For many middle school students, those critical years of artistic exploration are simply no longer available.

When access disappears, something much larger is lost.

The arts are not simply enrichment; they are the foundation of creativity, collaboration, and confidence. They help young people imagine new possibilities for themselves and the world around them. When students discover their creative voice, they gain skills that extend far beyond the stage or studio - skills that shape future innovators, leaders, and problem solvers.

At Junior Players, we work every day to ensure those opportunities remain within reach. Through partnerships with schools, recreation centers, and community organizations, we continue to bring high-quality arts education to thousands of young people throughout North Texas.

Yet as the need for arts access grows, so does the importance of sustainability.

Organizations like Junior Players are increasingly called upon to fill the gap left by shrinking arts programs in schools.

We are proud to carry that responsibility, but sustaining this work requires a strong and committed community of supporters.

This is the purpose behind our 70 for 70 Season of Growth Campaign (70 for 70 Campaign), an effort to strengthen individual giving and invest in the future stability of Junior Players. By building a dedicated circle of supporters, we can ensure that our programs remain accessible to the young people who need them most and that the bridge between opportunity and access remains strong for the next seventy years.

Every performance, every classroom workshop, and every young person who steps into a rehearsal room exists because someone like you chose to believe in their potential.

Your support ensures that the next generation will continue to find their voice through creativity, storytelling, and artistic expression.

Together, we are not only celebrating the legacy of Junior Players - but we are also securing its future.

If you believe every young person deserves the chance to discover their creative voice, I invite you to join us in supporting the 70 for 70 Campaign and investing in the sustainability of Junior Players for the next generation. www.juniorplayers.org/70

Thank you for being part of this extraordinary community and for helping us build the next chapter of impact for the young artists and leaders who will shape tomorrow.

With gratitude,



ROSAURO CRUZ

*Executive Director
Proud Junior Players Alumna
(1999 - 2002)*

Programmatic Snapshot

Now in our 71st year, Junior Players has been empowering young voices by providing free, high quality, arts programming to North Texas children and youth since 1955.

Today, thousands of young people across North Texas continue to discover their voice, confidence, and creative potential through Junior Players, because of supporters like **you**.

**Number of
Students Served**

11,669

**Number of
Audience Members**

1,751



In addition to staff positions, Junior Players employs an average of 150+ contractors annually as Production Team Members and Teaching Artists.



**25
Summer
Camps**

**478
Program
Classes and
Workshops**

**2
Temporary
Exhibitions**

**2
Fairs and
Festivals**

**16
Performances**

**63
Rehearsals**

Our Mission and Approach

Mission

The mission of Junior Players is to encourage intellectual growth, mental well-being, and the development of life skills in youth through mentoring, creative expression, and participation in the fine arts.

Core Principles

Arts Education as Youth Development

Through theater, storytelling, and creative collaboration, students build communication, leadership, and problem-solving skills that support growth on and off the stage.

Social Emotional Learning in Practice

Junior Players integrates SEL throughout residency-based programs, helping young people strengthen empathy, resilience, teamwork, and self-expression through the creative process.

Access & Equity at the Center

Programs are intentionally delivered in historically underserved communities across North Texas, ensuring access to high-quality arts education.

Expanding Community Partnerships

In 2025, Junior Players expanded programming through partnerships with Dallas Park and Recreation Department, community centers, and regional schools.

Innovation in Arts Education

New programs blend traditional theater with interactive performances, movement-based learning, and community exhibitions.

Program Impact

Arts Education

Expanding Access Through Schools & Community

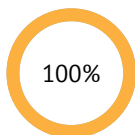
Junior Players delivered arts education programs across North Texas through partnerships with Dallas-area schools, charter networks, and community organizations—bringing creative learning directly to students who may not otherwise have access.



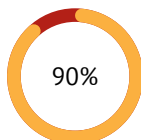
Key Partnerships & Program Sites

- ◆ Dallas ISD campuses
- ◆ Resource Center South and West
- ◆ Teen Tech Center at Juanita Craft Recreation Center
- ◆ City of Dallas Park & Recreation Department
- ◆ Young Women's Preparatory Network
- ◆ Young Women's STEAM Academy at Balch Springs

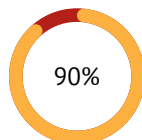
Measurable Outcomes



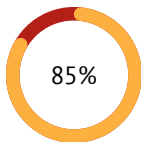
of students want to continue building their arts knowledge and skills.



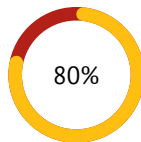
say their voice and experiences mattered.



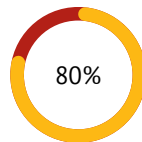
felt the classroom was inclusive of their identity and culture.



reported increased confidence and self-esteem.



feel more confident speaking in front of others.



of parents observed increased confidence and arts knowledge in their child(ren).

Program Impact

Performance & Productions

Focus Areas



Student
Leadership Development



Artistic
Skill-Building



Audience
Engagement

Highlights



WINTER MUSICAL PRODUCTION

Students developed acting, vocal performance, choreography, and ensemble collaboration skills through months of rehearsal and performance.



PUP FEST 2025

An annual partnership with Dallas ISD and Kitchen Dog Theater, young artists served as writers, directors, and performers, bringing original stories to life.



SUMMER SHAKESPEARE PRODUCTION

Students performed Shakespeare in the round indoors for the first time, creating immersive audience experiences.



SCHOLARSHIP SUPPORT

\$7,800 awarded via the
Paltergeist Scholarship Fund: In Honor of John Palter
and the Emily Javadi Memorial Scholarship.



COMMUNITY IN ACTION

When a storm knocked out power on the final day of the summer Shakespeare production, students and families transformed the moment into an outdoor performance - demonstrating resilience and creativity.



Artistic & Strategic Partnerships



Our **Dance Residency Programs** began in Fall of 2025 - thanks to support from **Texas Women's Foundation**.



Our collaboration with **Theatre Three** expanded access to professional theatre environments for participants and audience members.



Our **Broadcast/Film Programs** began in Fall 2025 - thanks to support from **PwC**.

"The programs offered are great. The teaching artists are always prepared and keep the students engaged. They are flexible with good classroom management and able to work with multi-level age groups. The students are learning lifelong skills."

- *Kyrin Lewis, Program Coordinator of Youth and Family Programs at Frazier Revitalization*

Junior Players collaborates with organizations that expand access to arts education, including:

BROTHER BILL'S
helping hand 



 Dallas
Park & Recreation
Bringing Communities Together

**DALLAS
CHILDREN'S
THEATER**

 **DALLAS
COLLEGE**

DALLAS 
INDEPENDENT SCHOOL DISTRICT

 **FRAZIER**
revitalization

"Thank you for the programs for the youth and the community. This is a great opportunity, and the resources just needed to be made available . . .

Junior Players has gone above and beyond to make the programs successful, and I cannot thank you enough for the follow-through."

- *John King, Superintendent, City of Dallas, Park and Recreation Department*

Special Initiatives



Shakespeare with Henry

Junior Players was excited to bring the first ever youth focused Shakespeare in Prison program to Texas in 2023 – making Dallas home to a groundbreaking new program.

Junior Players and The Henry Wade Juvenile Justice Center paired young individuals with professional Junior Players' teaching artists. Through this partnership, they delved into the rich tapestry of Shakespearean works, culminating in captivating performances of excerpts from *Henry V* and *Macbeth*.

The culminating performance from this program took place in January of 2025.

Arlington Museum of Art & Dallas Love Field Partnerships

Junior Players was excited to partner with the Arlington Museum of Art and Dallas Love Field to bring temporary exhibitions featuring our Summer Shakespeare production to new audiences.

These exhibitions took a deep dive into the enduring legacy of Shakespeare's poetry and plays and featured costumes, photographs, original sketches, and more from several previous Junior Players' Shakespeare productions.

Through these exhibitions, visitors saw firsthand how Junior Players brings Shakespeare's works to life outside of the original historical context as well as the profound impact our process has on young performers.



Dallas Arboretum Collaboration

Junior Players initiated a new cross-collaboration partnership with the Dallas Arboretum and Botanical Garden in 2025.

Junior Players participants caroled throughout the Holiday Village - promoting their upcoming production of *Hadestown*, bringing new audience members to the Arboretum, and showing a new audience the talent North Texas has to offer.

This partnership is expected to continue in 2026 - proving Junior Players' belief in Nonprofits supporting nonprofits and the strength of the Dallas community.

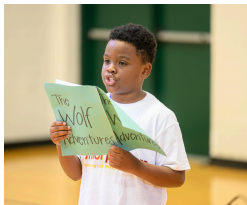


70 for 70

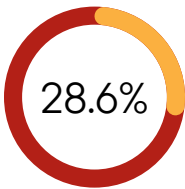
From One Dream to 70 Years of Transformation

The 70 for 70 Campaign supports long-term sustainability as Junior Players celebrates 70 years of empowering youth through the arts.

The campaign began July 30, 2025, and continues through July 30, 2026.



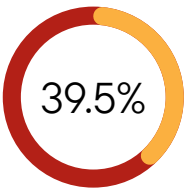
Giving Levels and Progress



Champions Circle
\$25,000 +
7 donor goal | 2 current



Center Stage
\$2,500 +
20 donor goal | 4 current



Standing Ovation
\$500 +
43 donor goal | 17 current



\$73,500 Raised **\$246,500 Goal**

As we celebrate 70 years of impact, we're not just reflecting -
we're building what comes next.

In July of 2025, Junior Players launched our 70 for 70 Season of Growth Campaign, inviting 70 committed supporters to step forward and help secure the future of Junior Players.

In 1955, what started as a small group of volunteers with a simple belief - that every young person deserves access to the arts - has grown into a movement that has served over 350,000 students across North Texas. That kind of impact only happens because people like you choose to show up.

Now, we need you again.

As funding for the arts shrinks and demand for our programs continues to grow, we are focused on sustaining what matters most: keeping every program free and accessible to all youth.

That's where you come in.

By joining our 70 for 70 Campaign, you are making a direct, measurable investment in young people:



CHAMPIONS CIRCLE – \$25,000

Funds an entire production season, transforming 100+ teens.

Benefits include: VIP recognition, private receptions, exclusive behind-the-scenes access, and legacy listing.

CENTER STAGE – \$2,500

Provides 50+ hours of teaching artist mentorship.

Benefits include: unlimited tickets, production sponsorship recognition, table at the Future Stars Celebration, and social media highlights.

STANDING OVATION – \$500

Sponsors one youth's full-year participation.

Benefits include: preferred seating, production tickets, recognition in programs, and Future Stars Celebration access.

Your gift doesn't just support a program - it opens doors, builds confidence, and creates life-changing opportunities.

23 campaign members joined in 2025.

Will you join them in 2026?



Join us today and be part of the next 70 years:
www.juniorplayers.org/70





Champions Circle

Holloway/Skinner Family
March Family Foundation

Center Stage

Amy Eckels
Andrew Fleming
Deedie Rose via Edward W. Rose III Family Fund at the Dallas Foundation
Nicole Williams & Christopher George

Standing Ovation

Andrea Winn
Angie Parra
Bryan Tony
Cherie & George Braaten
David & Brooke Salisbury
Deborah & Jim Nugent
Don Herring
Dr. Elba Garcia and
The Law Office of Domingo Garcia

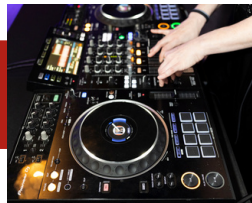
Eric Cedillo
Gregory Franklyn
Isabelle Morgan
Karol Omlar
Kathy Palter
Katie Clark
Liz Sankarsingh
Tara Lewis
Tunji Ogunmefun

Fundraising Events

A Night at Studio 70 - Raised \$138,725

✦ Featuring Honorary Chair,
Carolyn Holloway

✦ Galaxy of Stars Sponsor,
Carolyn Holloway and Valerie Holloway Skinner



North Texas Giving Day 2025 - Raised \$35,000

✦ Over 140 unique donors
participated

✦ Surpassed fundraising goal
by over \$5,000



Spirit Tasting - Raised \$2,785

✦ Hosted by

GT GreenbergTraurig

STILL AUSTIN
— WHISKEY Co —



Swing for the Arts Golf Tournament - Raised \$16,292

✦ 105 players participated
in this inaugural event

✦ Located at



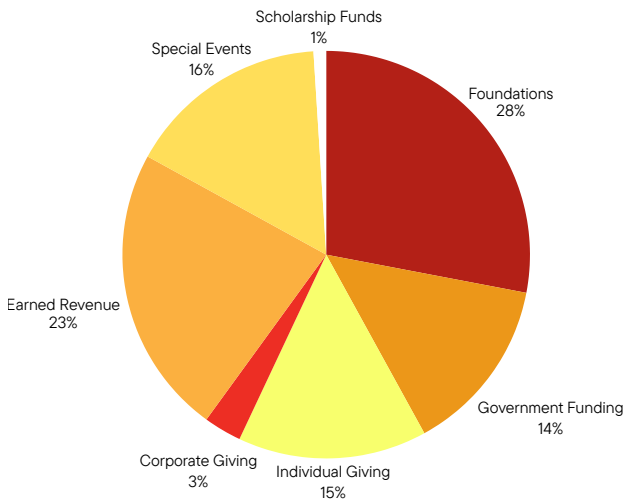
THE GOLF CLUB
OF DALLAS



Financial Snapshot

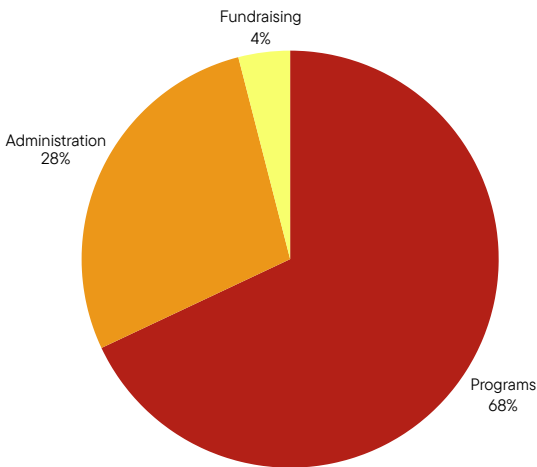


Strategic cost management, including elimination of a second office lease and relocation to rent-free space through a partnership with The Meadows Foundation, has strengthened financial stability while directing resources to youth programming.



Revenue Sources

Expense Categories



Leadership

2025 Board of Directors

President – Greg Franklin, *Greenberg Traurig LLP*

Vice President – Angie Parra, *Requisite Capital Management*

Treasurer – Don Herring, *Don Herring Mitsubishi*

Secretary – Bryan Tony, *BGT Strategies LLC*

Andrea Winn, *Duro Hospitality*

Augustine Jalomo, *Augustine Jalomo Consulting*

Cherie Braaten, *American Airlines*

Eric Cedillo, *Law Offices of Eric Cedillo PC*

Isabelle Morgan, *PWC*

Katie Clark, *Thompson Coburn, LLP*

Liz Sankarsingh, *Cafe Momentum*

Michael Cohen, *On the Levee and Astoria Event Center*

Nicole Williams, *Thompson Coburn LLP*

Tunji Ogunmefun, *J.P. Morgan*

2025 Advisory Board

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Carolyn Holloway

Carol Wright

Cynthia Rodegast

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Derwin Broughton

DiAnn L'Roy

Gwen Echols

Janet Smith

John Avila

Kathy Palter

Lee Dorsett

Monica Stansberry

Patricia Hammerbacher

Vanessa Salinas Beckstrom

Vikas Adam

Leadership

2025 Staff



Rosaura Cruz
Executive Director



Joel Durbin
Development Director



Shunia Taylor
Program Director



Abby Stigler
Communications Director



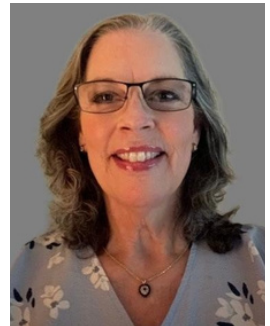
Jeremy Saxton
Events and Outreach Manager



John Barajas
Office Coordinator



Megan Morrison
Grant Writer



Michele Beavan
Financials Coordinator

2025 Donors

Ruby Level **\$30K - \$99K**

City of Dallas Office of Arts and Culture
Holloway Family Foundation
Texas Women's Foundation
George Family Foundation -
Next Generation Fund

Champions Circle Members **\$25K - \$30K**

Holloway/Skinner Family
March Family Foundation

Platinum Level **\$10K - \$29,999**

Harold Simmons Foundation
Texas Commission on the Arts
Texas Bar Foundation
Anonymous
TACA
Dallas Tourism Public
Improvement District
Total IT
Anonymous
Fichtenbaum Charitable Trust,
Bank of America, N.A., Trustee
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Christopher George
Diane and Hal Brierley Foundation
Roy Petty
Rea Charitable Trust
Central Market

Gold Level **\$5K - \$9,999**

The Meadows Foundation
City of McKinney Arts Commission
Amy Eckels
Karen and Mike Javadi
Don Herring

Thompson Coburn, LLP
WB Development Partners
Huckin Family Foundation Fund at The
Communities Foundation of Texas
Adolph and Pauline Weinberger Fund at
The Communities Foundation of Texas
W.P. & Bulah Luse Foundation, Bank of
America, N.A., Trustee
WFAA

Silver Level **\$2,500 - \$4,999**

Isabelle Morgan
Kathy Palter
PhlegmCo - A Subsidiary of
PhlegmDawg Industries
Greenberg Traurig, LLP
Liz D'Aloia
Dallas Arts District Foundation
Louise W. Kahn Endowment Fund
at The Dallas Foundation

Center Stage Members **\$2,500**

Amy Eckels
Edward W. Rose III Family Fund at the
Dallas Foundation
Andrew Fleming
Nicole Williams and Christopher George

Bronze Level **\$500 - \$2,4999**

Andrew Fleming
Angie Parra
Law Offices of Eric Cedillo
Tunji and Cindy Ogunmefun
BGT Strategies
BBK Pest Control
Champion Management
Brenda Herring

2025 Donors

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Olivia Trevino
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Dallas Housing Coalition
Edward W. Rose III Family Fund
at The Dallas Foundation
Ruibal's Plants of Texas
Liz Sankarsingh
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Stephanie Montgomery
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Matt Domitrovich
Jen Fisher
Gary Hasty
David and Ketherine Helffrich
Tish O'Connor
Tara Lewis
Dana and Anthony Roland
Mackenzie Wallace
Kathleen Williams

Standing Ovation Members **\$500**

Karol Kay Omlor
Jim and Deborah Nugent
David and Brooke Salisbury

Tara Lewis
Dr. Elba Garcia & The Law Offices of
Domingo A. Garcia, PC
Cherie and George Braaten
Don Herring
Isabelle Morgan
Andrea Winn
Liz Sankarsingh
Kathy Palter
Law Offices of Eric Cedillo
Katherine Clark
Gregory Franklin
Bryan Tony
Angie Parra
Tunji and Cindy Ogunmefun

Partners Level **\$250 - \$499**

Mr. Nic deVoogd
Elliott Bouillion, Jr.
Garrett Hill
Philip Jones
Jim and Deborah Nugent
Jo Ellen Carr
Gale E Dunleavy
DiAnn L'Roy
Honorable Monica R. Alonzo
Lonneda Arnett
Mary Fleming
Mona Gupta
Lynn McBee
Jeff Newman
Yvonne N Perkins
Chad Ruback
The Stansberrys
Pat Coomes
Don Grantham
Glenwood Hill
Mark Indelicato
Alexandra Rossetti

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Linda Ortman
Jaime Palmer

Karen Ptacek
Melanie Rawls
Nicole Rickett
Jayna Rust
Shunia Taylor
Joyce and Bob Trecartin
Philip Vilar
Mark Williams
Adam Wood

Friends Level \$25 - \$99

Nikki Chriesman-Green
Nicole Collins
Becca Ray
Amanda Arizola
Andrew & Lisa Bautz
Cristina Bustillos
Joseph Dahlstrom
Sharyl Fahey
Robin Go
Emily Sophia Gray
Taylor Havins
Brenna Hill
James Johnson
Bobbie Lott
Melanie Marioni
Carmen Martinez
Cathy McClellan
Aaron Mendonsa
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Letetia Patin
Gabriela Perez
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Bryan Pitts
Jason Pondrom
Mary Richarte

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Kyle Lemieux
Diane Martichuski
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Kendall Quirk
SJ Richman
Lo and Karen Robinson
Jenn Small
Luz Vasquez

In Memory of John Avila

Rosaura Cruz
Don Herring
Liz D'Aloia
Angie Parra

The Paltergeist Fund: In Honor of John Palter

Kathy Palter

In Memory of William Kelly

Cathy McClellan

In Memory of Norma Valles

Mary Richarte

In Memory of Jo Moritz - Founding Volunteer

Joan Brown

In Memory of Juanita Rocha

Chely Rocha

Dedicated to Rosaura Cruz

Camila Correa Bourdeau
Michael Meadows

Dedicated to Abby Stigler

Kendall Quirk



**MAKE A DONATION,
MAKE A DIFFERENCE.**

WWW.JUNIORPLAYERS.ORG/DONATE



juniorplayers

TRANSFORMING KIDS' LIVES THROUGH THE ARTS

Thank you for supporting Junior Players, the arts, and our youth.

Join us as we build the next 70 years of creativity, access, and opportunity for young people across North Texas.

WWW.JUNIORPLAYERS.ORG/DONATE



@JuniorPlayers



@JuniorPlayersDallas



@JuniorPlayersDallas