



CARAMIA
THEATRE

IMPACT REPORT 2023

UNITING ALL PEOPLE THROUGH LATINX THEATRE

LEARN MORE:

- **Fiscal growth from diverse revenue streams**
- **Economic impact on employment of Dallas artists**
- **National leader in Latinx theatre**

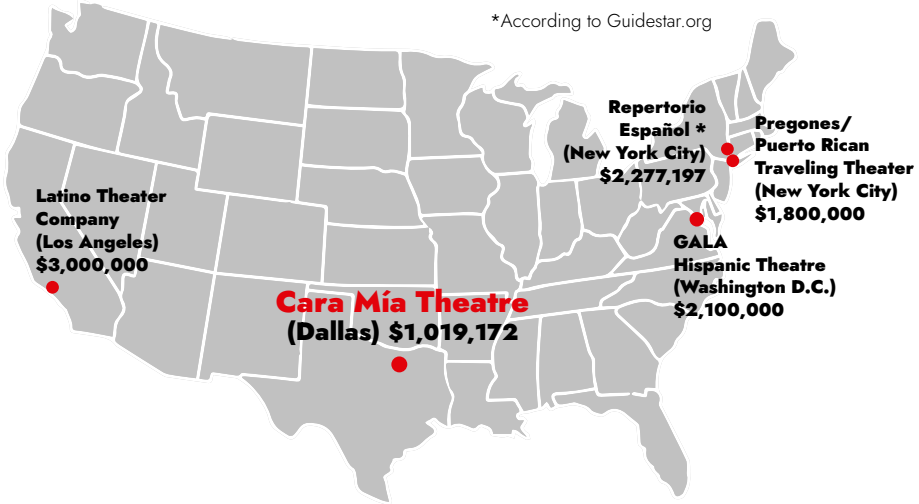
CARA MÍA THEATRE CONTINUES TO GROW.

Cara Mía is now one of the largest Latinx theatre companies in the United States.

Latinx Theatres with Annual Budgets over \$1 Million

Based on operating budgets for FY 21/22

*According to Guidestar.org



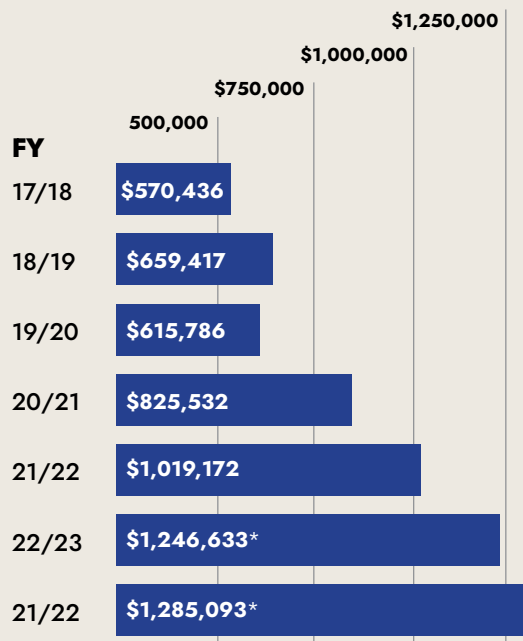
DIVERSE REVENUE STREAMS THROUGH PLAYS, EDUCATION, AND COMMUNITY

To expand revenue beyond ticket sales, Cara Mía has diversified revenue streams through touring, programs for schools, and community action. These funding sources, paired with Cara Mía's enthusiastic donors, are the key to our continued success.

Cara Mía's current and future momentum is built on the Transformation Fund, a three-year capacity campaign to fulfill the goals of our strategic plan, kicked off during our 2021-22 season.

As we head into the third and final year of the Transformation Fund, Cara Mía's supporters continue to help make our growth a reality.

ANNUAL OPERATING BUDGET GROWTH



* Board Approved budget



**A RECENT PRODUCTION
AND TOUR OF CRYSTAL CITY
1969 PROVIDE INSIGHT
INTO OUR GROWTH**

TOP ROW: Gisela Guajardo, Dayan Rodriguez, Mies Quatrino
BOTTOM ROW:
Co-writer and Director David Lozano, Civil rights leader from Crystal City Diana Serna Aguilera, Co-writer Raul Trevino Jr.
Photo by Ben Torres.

The production of *Crystal City 1969* was presented in part by Santander Consumer USA Foundation and the tour was presented by the Center for Mexican American Studies at The University of Texas at Austin.

CARA MÍA THEATRE'S THREE PROGRAMMATIC PILLARS DURING CRYSTAL CITY 1969

PLAYS

- 19 Performances in Dallas at the LCC
- 5 Sold-out shows in San Antonio

EDUCATION

- 7 Student matinees in Dallas and San Antonio
- Over 2,000 Youth Reached

COMMUNITY

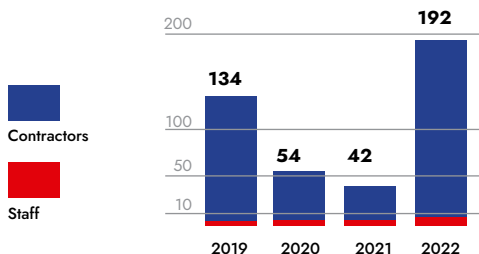
- 11 Post-show discussions
 - With Historical Figures & Community Organizers in Both Cities
- 1 Rx Racial Healing Circle at the Latino Cultural Center
- Reached people from 238 zip codes
 - Audiences from 121 zip codes to the Latino Cultural Center, Dallas
 - Audiences from 117 zip codes to Guadalupe Cultural Arts Center, San Antonio

CRYSTAL CITY 1969 DEMONSTRATED IMPACT ON DALLAS ARTISTS

- Project budget: \$315K
- Salaries & Fees: \$187K (60% of project budget)
- 6 Staff on project – \$55K (18% of project budget)
- 41 Contractors & Vendors on project – \$132K (42% of project budget)

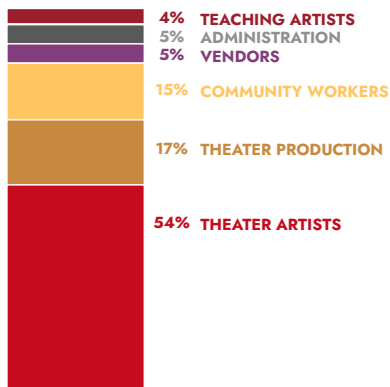
RECORD SETTING EMPLOYMENT

In the calendar year 2022, Cara Mía Theatre hired more people than any year in the company's history. This comes at a time when theatres across the country were scaling back on hiring and programming.



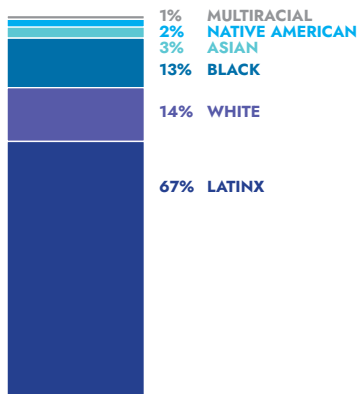
Cara Mía is a vital source of employment for Dallas theatre artists.

2022: 192 Individuals in Six Skill Categories



Cara Mía's hiring demonstrates our commitment to diversity.

2022: Racial/Ethnic Diversity



The Transformation Fund supporters help Cara Mía achieve one of our primary goals: To increase employment for Dallas artists, administrators, technicians, and community leaders.



“I always feel a deep sense of giving back and paying forward to my community when I work with Cara Mía. My work feels like a tribute to the neighborhoods and communities that raised me.”

– Tara A Houston,
Scenic Designer and Cultural and Community Liaison at
Oregon Shakespeare Festival



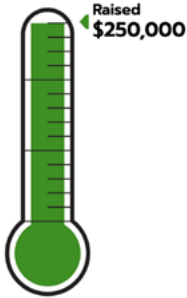
“The vision of the company and its commitment to ethical practices, social justice, and expansive artistry is admirable.”

– Caridad Svich,
Obie Award-Winning Playwright

THE TRANSFORMATION FUND: YEAR 3

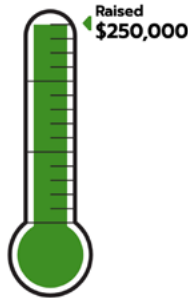
YEAR 1

\$250,000



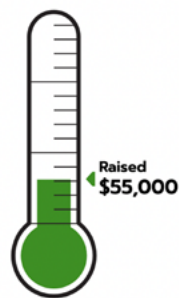
YEAR 2

\$250,000



YEAR 3

\$250,000



LOOKING FORWARD

In the months ahead, Cara Mía Theatre needs your support in raising \$195,000 to complete the Transformation Fund’s goals for the 2023-24 season, the final year of our capacity campaign.



CONSIDER MAKING A CONTRIBUTION

to this “Fulfillment Year” of our capacity campaign and strategic plan.

Go to caramiatheatre.org and click donate.



THANK YOU

TOP SUPPORTERS OF CARA MÍA THEATRE

PRINCIPAL SPONSOR OF THE 2021-2022 SEASON

The Law Offices of Domingo Garcia

SOÑADOR (DREAMER) \$100,000 +

Center for Mexican American Studies at the University of Texas-Austin
Mellon Foundation
Santander Consumer Foundation USA
City of Dallas Office of Arts and Culture
National Endowment for the Arts
Anonymous *

VISIONARIO (VISIONARY) \$50,000 - \$99,999

Anonymous *
TI Foundation *
The Arts Community Alliance (TACA)
The Shubert Foundation

ASTRÓLOGO (ASTROLOGER) \$25,000 - \$49,999

Catalina E. Garcia, MD *
Dallas Tourism Public Improvement District
Marguerite Casey Foundation in Honor of Julián Castro *
Melinda and Jim Johnson *

Fichtenbaum Charitable Trust *
Central Market *

SABIO (SAGE) \$12,500 - \$24,999

Harold Simmons Foundation *
JKW Foundation *
National Association of Latino Arts and Culture (NALAC) in partnership with the Kellogg Company *
Texas Commission on the Arts
Communities Foundation of Texas *
The McDermott Foundation

DRAMATURGO (PLAYWRIGHT) \$7,500 - \$12,499

Deborah and Craig Sutton *
James and Gayle Halperin Foundation *
National New Play Network *
Rea Charitable Trust *
Roy and Christine Sturgis Charitable Trust *
Sammons Center for the Arts
State Fair of Texas *
Diana & David Aguilera*
Anonymous *

*Supporter of The Transformation Fund.



SEE THE ENTIRE LIST OF DONORS AND LEARN MORE:

caramiatheatre.org/the-transformation-fund