

RISE UP SCHOOL OF DANCE

IMPACT

REPORT

Prepared by **2024** Alyssa Bertelsen

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www.riseupschoolofdance.com





VISION & MISSION



Vision

RUSD strives to see hundreds of thousands of students' lives impacted through being seen, known, loved, and valued as 'humans first, dancers second.' When students are seen, known and loved they are empowered to overcome obstacles, invest in their community, and grow into the people they are meant to be.

Mission

- To harness the power of dance, mentorship, and community
- To empower students to realize their unique value through the development of physical, mental, emotional, and social skills
- To equip students with skills and provide them with opportunities to grow into full realizations of themselves
- To remove socioeconomic barriers to dance by establishing dance studios in and around underserved areas and by providing financial aid for students in a dignified, accessible, and sustainable way
- To eliminate the stereotype of the "perfect dancer body" by promoting body positivity, offering health and wellness education, and by maintaining diverse and inclusive environments both in the classroom and on stage

SUMMARY

In 2024:

150 students on average danced per session
47 students on average relied on a need based scholarship each session
\$60,000 awarded in need based scholarships
100% of students had access to free dance wear
1800+ hours of dance instruction taught

Thank you for your support in touching the lives of these students and their families. Being seen, known and loved creates lifelong impact with PRICELESS value.

We know our investment in each of their lives will result in ripple effects as they go forward as confident, compassionate humans in the world.

It is our honor to partner with you to do this beautiful work!

Journey of a Student

New student hears about RUSD from a friend, online or an RUSD partner.



WELCOME

First, Shelley, our Administrative Director, assists students in enrolling and choosing classes that fit their age and skill level. Tuition rates are set based on family need, and the students are ready to go!

EQUIP

Next, they visit Swap Shop where they choose free new-to-them leotards, tights and dance shoes. Students donate their outgrown dancewear in exchange for a new size. Swap Shop is used by all of our dancers, regardless of income level. Sustainable, eco friendly, and so fun!

INVEST

Now they are ready to dance! Our studio is open 6 days a week, creating opportunities for students to learn ballet, jazz, contemporary, tap and more. Here they meet their teachers, who mentor, guide and challenge them, teach them to care for their bodies, minds and souls, and nurture strong trusting relationships with them and their classmates. SPARK Social Emotional Learning and Mindfirm Method training is incorporated into dance classes monthly!

CONNECT

Creating a strong community happens in and out of the studio. Amy, our Events and Community Director, throws events throughout the year to give families a chance to connect and enjoy time together. Our students give back to the community through service opportunities and outreach performances. Students ages 10+ are invited to "Grow" events, focused on leadership development, mentoring, and fun bonding together.

SUSTAIN

Behind the scenes is April, our Development Director. She matches partners like you with students who need a sponsor, creates pathways for volunteers and experts to connect their passions to needs at RUSD, and keeps us connected to the heartbeat of the local community. All this ensures that RUSD is here for our students for years to come.

EMPOWER

Students put their hard earned skills on stage twice a year. There is nothing more powerful than seeing them bravely share their hearts on stage, cheer one another on as dear friends and not competitors, and tell stories that matter. Our shows are free of charge, but the impact on students and audience members alike is priceless. Every body type, every color, every age (adults too!), come together, confident that here they are seen, known and loved.



In 2024 students received all dance wear (shoes, tights, leotards, skirts, shorts, shirts) needed to participate, free of charge within the week of enrollment.
We gave 486 pieces of dancewear in 2024.
100% of students performed in costumes fit for them at no cost, altered to their needs- over 364 costumes!

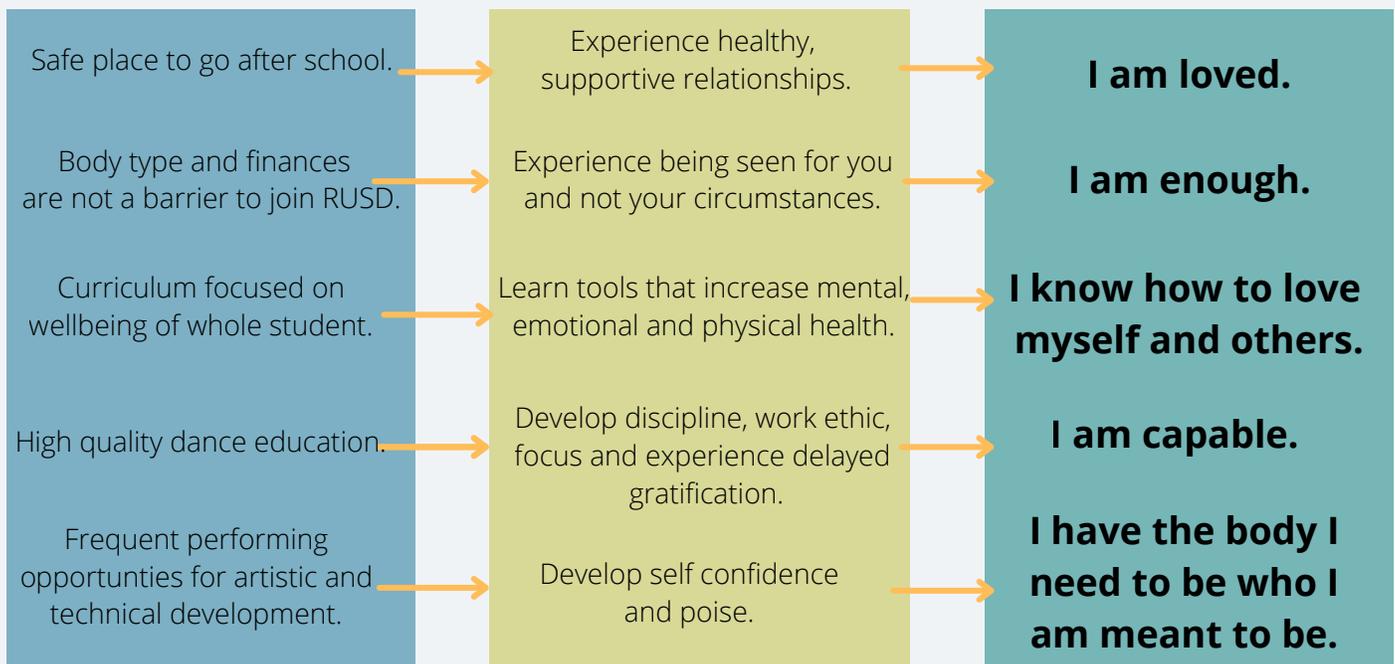
IMPACT

CREATE LIFELONG IMPACT

In their day to day.

In their hearts.

In their identity.



“Having [student] enrolled in dance has given him a way to express himself in a positive light. He is so excited to show others his accomplishments and is always encouraging others to do the same. Thank you for allowing us the opportunity to participate in various dance sessions.”

-RUSD Parent





ANNUAL IMPACT



	Spring 2024	Summer 2024	Fall 2024
Students	150	103	149
Scholarshipped Students	49	26	49
Leadership Team	6	6	6
Teaching Team	9	6	8
Youth Classes	28	20	27
Adult Classes	8	8	5
Hours of Classes Held/Wk	36	28	32

An average of **49** students EACH session received scholarships based on financial need in 2024.

Over **\$60,000** in scholarships were given to students in need in 2024.

An average of 60% of students in 2024 were of ethnic minorities.



PRODUCTIONS

“Inside Out” Spring Recital (2 performances)

- **662** Live Audience Members
- Youtube Livestream Recording Streamed **707xs**
- **143** students performed (all ages, all styles)



Clara's Storybook Nutcracker (2 performances) Presented by The Michel Foundation and Friends

- **850** Live Audience Members (sold out)
- Youtube Livestream Recording Streamed **1309xs**
- **131** students performed (ballet and creative movement)



All costumes fees, performance fees, etc. are rolled into monthly tuition. There are no extras fees for RUSD dancers to perform in these productions!

All RUSD families are required to volunteer 10 hours a year, many helping with productions as student chaperones, costume crew, greeters, ushers, set up and tear down crews and more. Some utilize special skills like photography, lighting, and translating.



Thanks to our title sponsor, The Michel Foundation and Friends, All tickets to CSBN were FREE, to secure access to the arts for all family members, neighbors, friends and community members.

VIP EXPERIENCES

RECAP

Throughout 2024, we held 6 separate onsite VIP experiences where small groups of donors and community partners gathered at the Rise Up School of Dance (RUSD) Studios for a meaningful occasion of joy, inspiration, and admiration. Guests experienced the heart of RUSD and observed our mission in action, through studio tours, viewing of dance classes in real time, and receiving a presentation of the history, mission and impact of RUSD. We also had an opportunity for questions and answers, as well as an opportunity as partners, to brainstorm and fuel ideas for increasing the reach of our impact. RUSD Leadership were the guests' hosts and all enjoyed delicacies and drinks.



EVENTS RECAP

GROW EVENTS: In 2024, we hosted our students ages 10+ to special events at the studio OUTSIDE of dance class focused on building stronger relationships with one another and empowering them as leaders within the studio and in life! There were 18 students on average in attendance.

- Scavenger Hunt was lots of fun and ended with a conversation about our vision: to see, know and love every student!
- Game Night provided an opportunity for student to enjoy a variety of small and large group games and connect with each out.
- Spa Night featured a yoga class, nail stations and reflecting on gratitude.



STUDIO WIDE EVENTS: All RUSD families and students were invited to our Fall Kickoff Potluck in the Park, two Food Giveaways and two Clothing Giveaways, and to attend Alice in Wonderland and The Nutcracker by Mountain West Ballet free of charge.



OUTREACH: We love connecting with the community through pop up classes, tabling, and/or performing at the follow community events: ZAP Summer Passport Location, Goldfish Swim School, Rose Park Neighborhood Center, a local Young Women's Group, Safe Kids Fair, Glendale Neighborhood House, Rappel for Refugees, Pacific Heritage Academy, National Charity League Philanthropy Fair, Groove in the Grove, Spence Eccles Boys and Girls Club.



FINANCIAL STATEMENT

2024 Revenue: \$285,080.37

Donations \$104,920.38

Tuition \$98,754.90

Grants \$53,558.00

Rollover Funding from 2023: \$27,847.09

2024 Expenses: \$285,080.37

Staff: \$220,069.28

Operating Costs: \$65,011.09



We are grateful to have had our expenses covered through earned income, new grants, and funding received in 2023 allotted for 2024 programming.

“[Student] has loved dancing at Rise Up. She enjoys her peer relationships in class and feels inspired and empowered to try new things. She is typically pretty stormy on the way to class so it's always rewarding to observe her when she comes home joyful and reveling in movement.”

-RUSD Parent

“Rise Up is a welcoming, kind, supportive place full of magical staff and wonderful dancers. I'm grateful for all I've learned! The acceptance and love and personal attention is genuinely the best part of my week! Thank you to everyone at Rise Up! It's so much more than dance class.”

-RUSD Student

VOLUNTEERS 2024

374 volunteer hours donated

Productions (bi-annual)

Ushers, greeters, lighting, sound, set up, tear down, altering costumes, photography, videography, live-streaming, donations table, bouquet sales

Studio Work Days (throughout the year):

Maintenance and repairs, costume alterations, applying no-slip solution to dance floors

Other:

Tabling at community events, annual newsletter folding/stamping/ mailing, flyer distribution to community partners and more!

Big thanks to our RUSD families for volunteering over 200 hours this year to make productions possible!



IN KIND DONATIONS

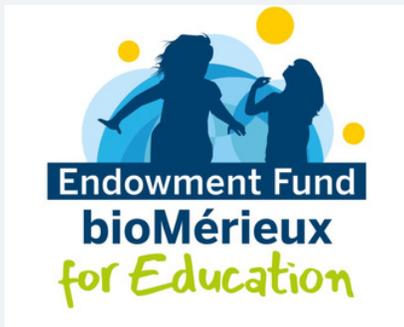
We were grateful to receive in kind donations
from the following:

- McKinley Stake Center: venue for Spring Recital
- The Union Event Center: venue for December Recital
- Tutulist: Dance wear and Costumes
- Donate2Dance: Dance wear and Costumes
- Missio Dei Community: Space for GROW Events and other studio functions
- Performance Roses: The Cox Family, The Askvig Family, The Conroy Family
- Marketing Coaching and Portfolio Creation: Sheena Goss
- The Davidson Family: Staff Retreat Location

"Thank you for helping make this wonderful dance company possible! I see the diversity of happy faces and healthy bodies and know they're getting such an exceptional, special experience, along with outstanding instruction."

-RUSD Parent

ONGOING PROGRAM SUPPORT



John and Martha
Veranth

The Vern and Marva Wolcott
Charitable Foundation



ARTS, CULTURE, &
ENTERTAINMENT
ACE Grant provided by the SLC Mayor's Office

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

MEET OUR TEAM



Leadership Team

Executive Director: Alyssa Ruesch
Costume Director, Instructor Lead: Savanna Hunter
Administrative Director: Shelley Bertelsen
Development Director: April Diaz
Event and Community Director: Amy Fry
Marketing Director: Moriya Krinke

Board of Directors:

Jeremy Cox, Heidi Cowan, April Diaz, Jennifer Weber

Teaching Team

Savanna Hunter
Amy Fry
Amelie Bennett
Abby Barber
Erika Muhlrاد
Moriya Krinke
Ellie Germaine
Jilli Snow
Serenity Casteneda
Laura Stewart (maternity leave Dec 2024)
Sierra Bates (maternity leave May 2024)

Thank you to our 2024 donors.

Vern and Marva Wolcott Charitable Foundation	Broadcom	Jennifer Stitt
bioMérieux Endowment Fund for Education	Jeff and Michelle Davis	Dylan Lyman
Larry H. and Gail Miller Family Foundation	Michael Fry	Rachel Yeager
Marathon Petroleum Foundation	Matthew Higgins	Sally Yeager
The Church of Jesus Christ of Latter-Day Saints	Tom Callanan	Natalia Latourrette
Salt Lake County Zoo, Arts and Park	Carole Capen	Ingrid Sanabria
Salt Lake City Arts Council	Mimi Shen	Marilyn Foster
Gabrielle and Jon Gay	Emily Pass	Marilyn Stevenson
The Michel Foundation	Troy D'Ambrosio	Riego Castillo
Michael E. Deputy	Dixine Wentworth	Tammi Duncan
Tom Lloyd	Rebecca Allred	Kristin Anderson
John and Martha Veranth	Jean Walker	Lynn and Cheryl Shuman
Jill Knight	Lance Brady	Geordie Mcleod
WCF Mutual Insurance Company	Michael Mathioudakis	Missy Dawson
Rocky Mountain Power Foundation	Ann Gygi	Sharann Hansen
Bonneville Exchange Club	David Koldewyn	Bruce, Ellen, Mike Woolsey
Fredrick H. Barth Foundation	Ted Lewis	Carol Cremer
Sheena Goss	Brenner Adams	Nicole Porter
Rocky Mountain Power	Carole's Bible Study Class	Dale Hooper
ACE Funding provided by The Salt Lake City Mayor's Office	Kylie Golden	Alyssa Ponce
Del and Becky Ruesch	Emilie Woolsey	Lesley Shuman
ChadKris Fund	Ann Keith Omura	Maree Baez
Jeff and Jessica Trousdale	Lynn Dial	Shelley Bertelsen
Charlie and Kate Hartman	Kent and Elaine Dibble	Rachel Brady
Megan and Will Sala	Andres and Stacey Calderon	Liana Osgood
Jim and Kristine Keener	Stefanie Park	Yearim De Leon
Mark and Marsha Adams	Alison Holmes	Ryan Miller
Analise Keen and Jason Snyder	Hector Gutierrez Soto	Daniel and Diana Perez
Rod and Heather Bonham	Heather Johnson-Gutierrez	Kathleen Nelson
Barry and Christy Jordan	Kathleen and Richard Taufer	Javier Farfan
Susan Barr Hunter and Chris Hunter Fund	Robert Collyer	Cassie Firth
CR and Amy Oldham	Jaclyn Ntow	Stephen Ward
Dinesh and Kalpana Patel	Kimber Einhorn	Ronald Ward
GIV Development	Tamara Taggart	Raven Bowman-Reddoch
Kevin & Holly Ricklefs Family Foundation	Emma Dugal	April Diaz
James Benton	Craig and Ellen Garrett	Sydney Joy
Mary Catherine Snyder	Piotr Stapor	Micah Murdock
	Mo Sesay	A Kimball
	Paypal Giving Fund	Sarina Kay
	Anonymous	Kevin Anderson
		Terrece Pearman

Monthly Donors:

<i>Mike and Krista Norris</i>	<i>Kyle Costello</i>	<i>Jan Fugit</i>
<i>Barry and Christy Jordan</i>	<i>Cindy Jardine</i>	<i>Jeff and Jessica Trousdale</i>
<i>Ben and Jaye Stewart</i>	<i>Haley Taggart</i>	<i>Debra and Larry Brady</i>
<i>Alex and Jenna McFarlin</i>	<i>Justin Rae</i>	<i>Kathleen and Richard Taufer</i>
	<i>Scarlette Long</i>	<i>Amanda Bearden Rainey</i>

THANK YOU

" I am deeply grateful that my daughter has a space where she can truly be herself, surrounded by like-minded peers who inspire and support her. I am thankful for the opportunity she has each week to immerse herself in the beauty of dance, guided by a caring group of women who serve as wonderful role models for our girls. Every session, she is welcomed with joy, given the freedom to express herself, and encouraged to learn new skills and dances. Thank you Rise Up!" -RUSD Parent



Thank you for supporting the work of RUSD in bringing dance to underserved communities, developing children's confidence and self esteem, and connecting them with a supportive community and tools for lifelong change.

RUSD Programs and Services

YOUTH CLASSES: (Sessions are Aug-May and June-July)

3-5 Yr Old: Creative Movement

6-8 Yr Olds: Ballet, Tap and Jazz

8-18 Yr Olds: Ballet, Tap, Jazz and Contemporary

ADULT CLASSES: (8 week sessions)

Ballet 1, Ballet 2, Ballet 3, Pointe

Contemporary 1 and 2

Jazz

Tap 1, Tap 2

SERVICES:

Swap Shop: each dancer is offered dancewear, dance shoes, and costumes at no cost

Performances: each dancer is invited to participate in professional performances 2x/year

Grow Events: Outside of regular dance classes, 10-18 yr old students are invited to events to develop leadership skills, enhance mental, emotional and social awareness, and to engage in service opportunities.

SPARK: a Social Emotional Learning (SEL) curriculum taught and integrated with the dance curriculum for youth dance students.

Outreach: Performances at community festivals like Safe Kids Fair, outreach classes taught for Rose Park Neighborhood House and local Young Women's Group, tabling at Goldfish Swim School, Glendale Neighborhood House Spring Carnival, Pacific Heritage Academy, National Charity League Philanthropy Fair, Spence Eccles Boys and Girls Club, Groove in the Grove.

