

**"May I have this dance,
please?"**

Introduction to Creating a New
Dancing Classrooms Affiliate
in Your Community



Creating connections. Inspiring confidence.



Through a distinctive in-school residency program, Dancing Classrooms gives students the confidence, connection and community to take the lead in their lives – inspiring their success today and tomorrow.

Children in our residencies develop essential life skills through the practice of social dance. Our highly trained teaching artists turn ballroom dance lessons into a fun, dynamic activity that inspires personal and peer-to-peer growth.

Respectful partners

Empathetic allies

Uplifting advocates

Joyful mentors



Dancing Classrooms serves 5th, 7th and 8th grade students in public, private, charter and parochial schools through ten-week residencies where children learn the following dances: Merengue, Foxtrot, Rumba, Tango, Swing and Waltz.

In addition to a high-quality arts education experience, students learn and develop important social-emotional learning (SEL) skills, including respect, teamwork and cooperation, while they grow in pride and self-confidence.

The power of our work has been nationally and internationally recognized. Serving over 450,000 children in 25 cities since 1994, our program has inspired two critically acclaimed documentaries (*Mad Hot Ballroom*, *Dancing in Jaffa*) and a feature film (*Take the Lead*). In addition, several research studies have shown significant SEL and fitness benefits of our program.

Respectful partners

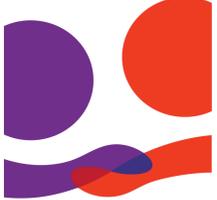
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It starts
with
a step



DANCING CLASSROOMS

Starting a Dancing Classrooms program in your community is an exciting opportunity to positively enhance the lives of thousands of children in your school districts. However, to have a successful Dancing Classrooms program, you'll need the following building blocks:

- A non-profit home
- A customer base of schools
- Relationships with the philanthropic and business community of your geographic area
- An experienced and responsible program leader and team of teaching artists

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DANCING CLASSROOMS

Non-Profit Home: There must be a local, legal entity that can enter into a licensing agreement with Dancing Classrooms, Inc., contract with school districts to provide the program and collect revenues, generate grants from foundations and corporations, and manage the operations of a Dancing Classrooms program.

Customer Base: It is beneficial for the Dancing Classrooms licensee to have existing relationships with the education community in your area, especially district superintendents and principals. Those representing Dancing Classrooms need to be able to speak the language of educators and make the case for an in-school residency when many schools are concerned with limited time and financial resources. Schools are expected to pay approximately 50% of the program costs.

Funding Relationships: As with any non-profit venture, the ability to raise funds through individual, institutional and corporate giving is paramount. A Dancing Classrooms affiliate is responsible for its local development efforts.

Program Staff: The heart of any Dancing Classrooms program is its Teaching Artist staff. An affiliate must be able to recruit and retain TA and Educational Liaison staff that can receive mandatory training at our NYC headquarters, be available during school hours and appropriately represent the Dancing Classrooms brand. Dancing Classrooms, Inc. provides all the training necessary to successfully implement the program and provides quality control visits to maintain its high program standards.

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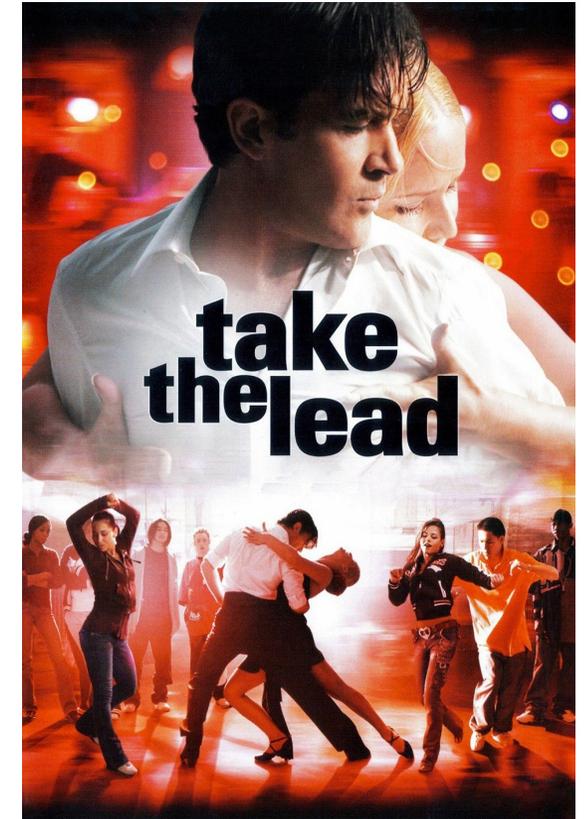
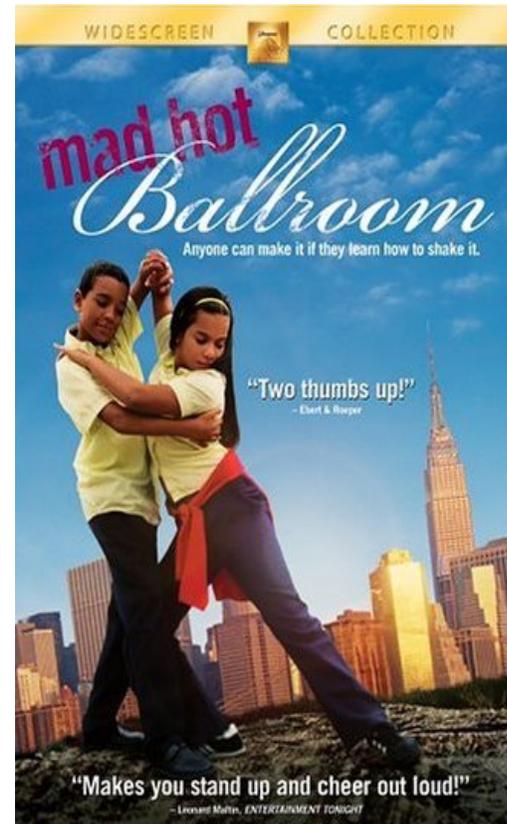
Joyful mentors



DANCING CLASSROOMS

You have the opportunity to join a network of Dancing Classrooms affiliates that serve over 50,000 children annually.

- **1994:** New York City
- **Mad Hot Ballroom: 2005**
- **Take the Lead: 2006**
- **2007-2008:** Omaha, NE; Dallas/Ft. Worth, TX; Newark, NJ; Toronto, ON; Philadelphia, PA; Long Island, NY, Ft. Myers, FL and Cleveland, OH
- **2009:** Geneva (Switz), Lake Charles, LA; Pittsburgh, PA; St. Louis, MO & US Virgin Islands
- **2010:** Winston-Salem, NC & Seattle, WA
- **2011-2012:** Los Angeles, CA, Zurich (Switz), Israel
- **2012-2013:** Greater Richmond, VA, Washington DC, Boston, MA; Chicago, IL and Jordan
- **Dancing in Jaffa: 2014**
- **2015:** Minnesota



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Next Steps?

Speak with a member of the Dancing Classrooms team to discuss whether or not an affiliate partnership is right for you.

After the initial consultation, if appropriate, Dancing Classrooms would work with you to create a Community Stakeholders Meeting to gauge the interest of having a program in your area and get them excited about it! Such a visit would include meetings with potential funders, educators, elected officials and others who could support a new Dancing Classrooms program in your community as well as demonstration lessons in one or two of your local schools for observers to see the magic and power of Dancing Classrooms first hand.

We'd love to hear from you!

Please call (212) 244-9442 or visit www.dancingclassrooms.org



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