2017

PLAYBACK MEMPHIS

ANNUAL REPORT

PLAYBACK MEMPHIS

BRINGING STORIES TO LIFE & LIFE TO COMMUNITIES

LETTER FROM OUR E.D.

Dear Friends,

As I reflect on 2017, and all that we quested after, accomplished and enhanced, I couldn't be more proud and grateful. Now, we are poised for an even bigger year with our tenth anniversary as an organization on the horizon. The promise of our future is powerful, my friends!

Our programs, **Be the Peace**, **Memphis Matters** and **Performing the Peace**, to name a few, are profoundly impacting our community and those who call Memphis home. Donors like you are unlocking healing, transformation, and joy in our city every day.

Because of you, Memphis Police Department officer Chris Street, who, in the past, sometimes met aggression with violence on the job, now garners trust in the community by applying empathic listening, non-violent communication, and cultural humility. And the impact doesn't stop there. 2017 also brought Playback Cultural Awareness training for all new recruits at MPD and a commitment from leadership to make this training mandatory.

You are the reason we are able to support law enforcement in better serving the community.

You are the reason our Lifeline Apprentice Ensemble members led inspiring, transformative change in their neighborhood in 2017 through Be the Peace. And you are the reason 5th graders, King and Terry, now use I-Statements to resolve classroom conflict peacefully.

You are the reason more people know about our mission and work.

We are honored and privileged to share this report with you and hope you will join us for a future performance in the following months ahead. We couldn't do this work without you.

Together, through Playback we are building beloved community in spaces where this has been unimaginable. We are growing together in awareness and compassion, building a legacy of safety, kinship, and hope for future generations.

Virginia Murphy
Executive Director

OUR PEOPLE

OUR BOARD

Lisa Hume
Lisa M Hume Consulting
Fontaine Brown
Crye Leike Realtors
Tarrin McGhee
Pique Creative
Charlene Honeycutt
Orpheum Theatre
Kathy Fish
Fish & Associates

Katie Spencer
PeopleCap
Laura McArtor
Widow's Peak Web Design
Leigh Mansberg
Bridge Capital
Rachel Gray
Rachel Gray Interior Design
Dr. Theresa Okwumabua
LeMoyne Owen College, Job Corps

Susan Sanford
Former Executive Director, Memphis Food Bank
Matt Timberlake
Jewish Community Partners
Coleman Thompson
Executive Director, Pyramid Recovery Center

OUR STAFF

Virginia Murphy
Founder and Executive Director
Virginia's entrepreneurial mindset and determination combined with her love of Memphis and its people have propelled Playback from an idea to a vibrant enterprise engaged in transformative work.

Ozge Kovarik
Development Coordinator
Oz has fallen in love with playback theater and loves the selfless acts of the non-profit soldiers.

Ann Wallace
Program Manager
Ann Perry Wallace is an actor, writer and proud company member of Playback Memphis.

Jeff Hulett
Communications Director
Jeff looks forward to helping us grow our circle and gain more visibility for our mission and work.

Kristin Fox-Trautman
Director of Grants and Operations
Kristin has been doing project-based work with Playback Memphis for the past 2 years, and she is thrilled to be joining the team in a fuller capacity.

OUR ARTISTS

As an arts organization, we pride ourselves on treating our artists and musicians really well and paying them above and beyond a living wage. Our talent is key to our mission and work.

Ekpe Abioto
Musician

Bill Baker
Actor

Leslie Jones
Actor

Bob Klyce
Actor

Holly Lau
Actor

Giovann "Gio" López
Actor

Glenda Mace
Actor

Joe Murphy
Actor

Virginia Murphy
Founder & Director

Portia Owens
Actor

Wayne Smith
Actor

Ann Wallace
Actor

Darius Wallace
Actor

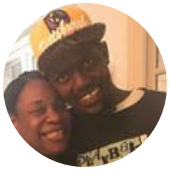
APPRENTICE ENSEMBLE

Gabrielle Cole

Terric Edwards

William Golden

Eric Hammond



Lasalle Pratt

OUR PROGRAMS

Playback Memphis serves and connects a wide cross section of Memphians through dynamic and empathetic storytelling, creating a more unified and, thus, stronger community.

Playback theatre is not simply a performance art, but also an innovative tool used to promote healthy communities and relationships through five core programs:

Memphis Matters - Each year, we host six public performances where audience members are invited to share their experiences of living and working in Memphis. Seeing different stories and perspectives come to life through Playback strengthens the audience's sense of shared community and lifts our collective civic spirit. The proceeds from these shows support our Community Matters program.

Community Matters - Each year, we host six performances/workshops in partnership with local non-profits that work with people who have a human imperative for their voices to be heard. Our 2017 partners were: Cocaine/Alcohol Recovery Program (CAPP, Inc), Life Story Program at Christ Community Health Services Women's Health Center, Thistle and Bee Enterprise, Family Matters, Advance Memphis and Alzheimer and Dementia Services.

Be the Peace – is our school-based initiative in Frayser, which builds upon our successful three-year collaboration with Lifeline to Success – equipping and employing Lifeline neighborhood-based leaders to bring the transformative power of Playback into elementary schools, strengthening social-emotional competencies and building trauma-informed positive school cultures.

Performing the Peace (PTP) – is a pioneering collaboration which brings together Memphis police officers and formerly incarcerated individuals (Lifeline to Success Re-Entry participants) to break down barriers and work together to increase safety, kinship and hope. Graduates gather monthly in Wholehearted Leadership Circles to continue their training and trustbuilding.

Cultural Awareness Training for MPD New Recruits – was developed by Performing the Peace officers and Playback Memphis staff in alignment with a national movement to provide support for officers, while making them more effective protectors of the community. This training initiative draws upon research in social and psychological science, recognizing ways to help police officers develop the skills they need to de-escalate volatile situations, improve community relations, and better handle the demands of their jobs.

PLAYBACK STATS AT A GLANCE

2,455 total participants served in 2017

488 Memphis Matters attendees

178 Be the Peace students

177 Community Matters participants

80 Be the Peace teachers

99 MPD New Recruits

18 Performing the Peace Wholehearted Leadership Circle

1,423 Fee-for- Service partner participants

8 Fee-for- Service Partner Agencies engaged:

1. Universal Parenting Places (UPPS)
2. Le Bonheur Hospital Community Health Outreach
3. St. Mary's Episcopal School
4. BRIDGES
5. Rhodes College Freshmen Experience
6. IOBY
7. LeMoyne-Owen College
8. Freedom Journey

Playback Memphis strives for racial equity and diversity in all aspects of our work.

68% of our 2017 paid ensemble members were persons of color

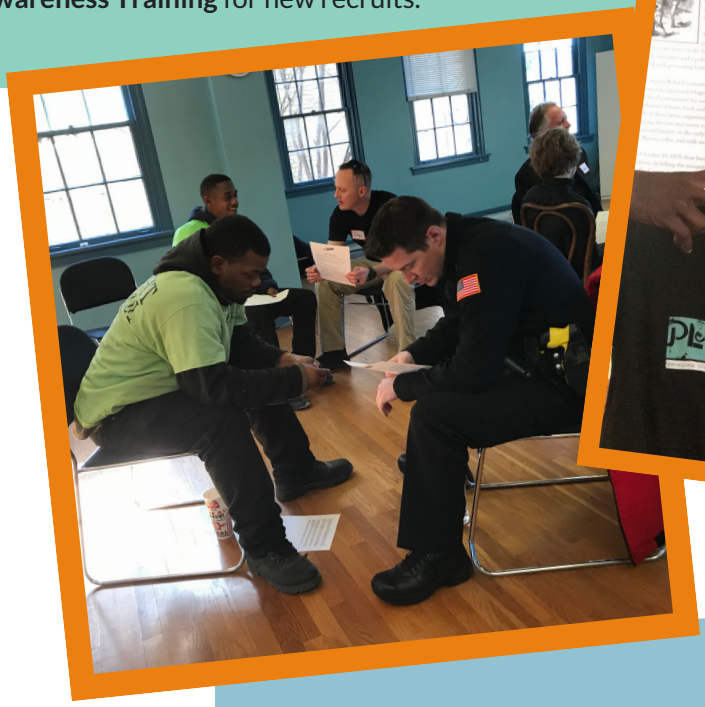
61% of our 2017 program participants were children and youth

43% of our 2017 Memphis Matters attendees were persons of color

PERFORMING THE PEACE

In response to feedback from **Performing the Peace** graduates desiring more dialogue and training with each other, monthly Whole Hearted Leadership luncheons were launched in 2017. These sessions help to reinforce lessons learned through PTP and give participants support needed to bring these skills and values into their respective communities. Through these ongoing leadership circles, Lifeline to Success participants and MPD officers helped to envision and plan for our new **Be the Peace** programming in Frayser and our new **MPD Cultural Awareness Training** for new recruits.

18 Performing the Peace Wholehearted Leadership Circle



"I am moved and inspired by the work that Playback Memphis is doing. I have a renewed hope for the Memphis Community. I was blind but now I see ... the change is REAL. The seeds Virginia and her team are planting throughout this city will benefit generations to come. Memphis, open your eyes, ears and hearts and see what's brought ex-criminals and police officers together working towards a common goal: A BETTER MEMPHIS."

Tiffany Street, Heart Transplant Coordinator at LeBonheur Children's Hospital, wife of PTP Officer Chris Street.

BE THE PEACE

While we have facilitated the **Be the Peace** anti-bullying workshops in schools for several years, this year was the inaugural launch of our comprehensive **Be the Peace** school-based initiative in the Frayser community. We look forward to building our first Playback Youth Ensemble, among **Be the Peace** students, to compliment our professional and apprentice ensembles in 2018.

178 Be the Peace students

80 Be the Peace teachers

"Be the Peace has been a tremendous blessing for me. When I first came to my class I had 36 kids, 20 of which were boys. I had a lot of fights, but since the program all of the fighting has reduced, and the boys are learning how to deal with the obstacles they face every day. The boys are saying 'I don't want to get in trouble, I want to BE THE PEACE'. Just hearing them say that is a tremendous blessing. Be the Peace has really changed my classroom."

#FrayserMatters

Sandra Gillespie, teacher at Frayser Elementary

CULTURAL AWARENESS TRAINING FOR MPD NEW RECRUITS

The Cultural Awareness Training for MPD New Recruits was a response to needs identified and strategies developed by **Performing the Peace** officers in collaboration with Playback Memphis staff and aligned with a national movement to provide support for officers, while making them more effective protectors of the community. This training initiative draws upon research in social and psychological science, recognizing ways to help police officers develop the skills they need to de-escalate volatile situations, improve community relations, and better handle the demands of their jobs. Our inaugural 4-hour training was implemented among all 99 new recruits in fall 2017 and received very positive feedback from participants.

99 MPD New Recruits

"Definitely keep doing this!"

"Please give more sessions."

"Very good class…needs to be in every Academy!"

"Communication and listening are two essential components (I learned from the training) that I hope to apply to policing. They'll better help me police my ward."

new recruits after training

MEMPHIS MATTERS

Through a unique combination of improvisational theatre, personal narrative, and community dialogue, **Memphis Matters** provides audiences a wonderful opportunity to connect with the 'heart' of Memphis. At performances, we gather together to reflect on our identity as community members of this unique and growing city. Seeing our impressions, observations, and stories come to life via Playback strengthens our shared community and lifts our collective civic spirits. You are always welcome to share a story, or just sit back and watch the magic unfold.

488 Memphis Matters attendees

"My first time tonight to see Playback Memphis - Memphis Matters. What a terrific, moving, powerful and pertinent experience! Terrific cast of improv actors - everyone should experience this. Thank you for giving meaning and spreading the love in Memphis!"

Peggy Ingram Veeser

COMMUNITY MATTERS

Our 2017 **Community Matters** partners were: Cocaine/Alcohol Recovery Program (CAPP, Inc), Life Story Program at Christ Community Health Services Women's Health Center, Thistle and Bee Enterprise, Family Matters, Advance Memphis and Alzheimer and Dementia Services.

177 Community Matters participants

"Playback was actually like an extension of their voices. It gave the audience an opportunity to see emotions demonstrated that, in some cases, they were not aware they had... bringing things out that needed to be brought out. It was also incredibly validating. The overwhelming feedback was that it was very therapeutic."

Dr. Katherine Lawson
Executive Director
Victims to Victory, providing advocacy and support for those bereaved by homicide

FEE FOR SERVICE WORK

Our **fee for service work** in 2017 was robust and impactful! In addition to our ongoing partnership with the ACE Awareness Foundation's Universal Parenting Places, our contracted work grew to include a significant partnership with LeBonheur's "Be Proud! Be Responsible! Community Health and Well-Being" initiative. Through this partnership, we have facilitated our anti-bullying workshop among hundreds of Shelby County School students and are continuing this work into spring 2018.

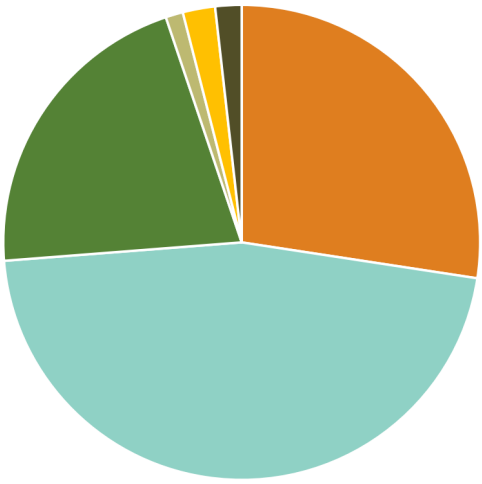
1,423 Fee-for- Service partner participants

"For me, the Playback experience bonded our team in ways that we unexpectedly needed. We couldn't have anticipated how one afternoon with Playback Memphis could so simply and quickly help us build more trusting relationships and friendships."

John Carroll, Executive Director of City Leadership, Founder of Choose 901

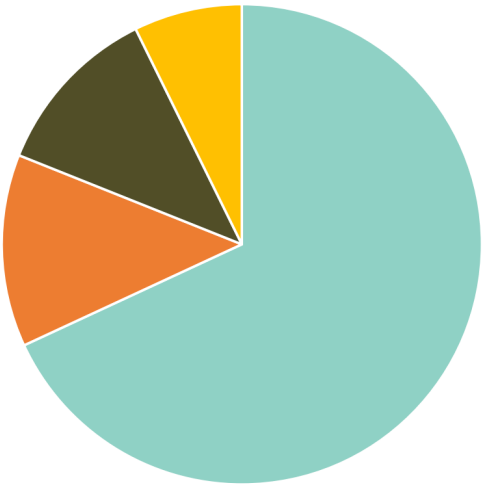
PLAYBACK NUMBERS

REVENUES



46%	Grants	$158,532
28%	Individual Contributions	$93,796
21%	Fee for Service	$72,125
2%	Corporate Contributions	$7,500
2%	Investment Income	$6,104
1%	Box Office	$4,030

EXPENSES



68%	Programming	$195,963
13%	Management	$37,302
12%	Development	$33,546
7%	Marketing	$20,994

PLAYBACK DONOR LIST

Our donors generously gave to Playback between January 1, 2017 and December 31, 2017. Every attempt has been made to include and spell all names correctly.

Pillars of Hope ($50,000+): Anonymous

Trust Circle ($10,000+): Deupree Family Foundation, Tennessee Arts Commission, Thomas W. Briggs Foundation

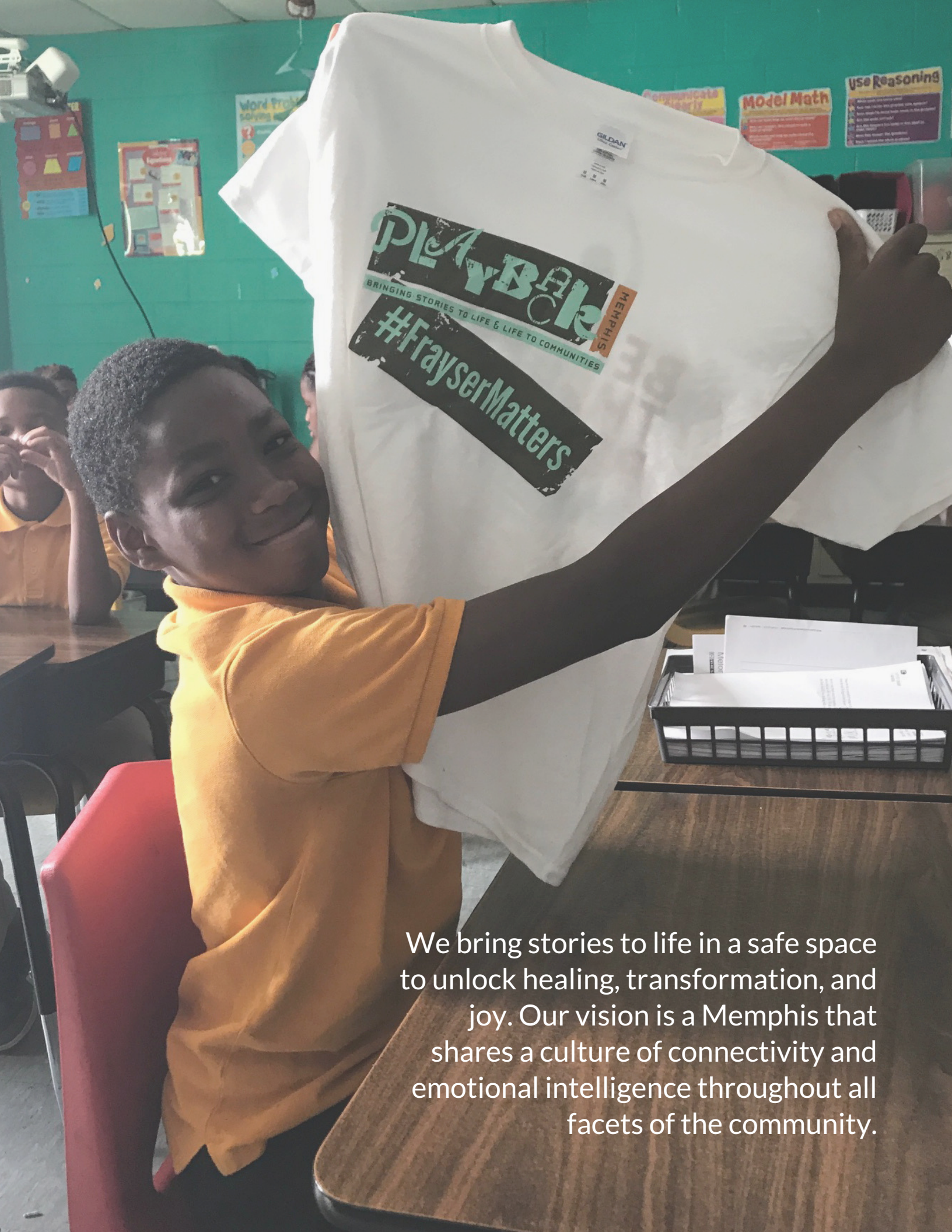
Wisdom Circle ($5,000-$10,000): ArtsMemphis, Rose Johnston, Ellen C. Klyce, McDonnell Family Foundation, McNeal and Pam McDonnell, Plough Foundation, Gayle S. Rose, The Community Foundation of Greater Memphis

Community Connectors ($2,500-$5,000): Commissioner Melvin Burgess, Kelly and Kathy Fish, Anne and Andy McCarroll, Henry and Lynn Turley

Fellow Travelers ($1,000-$2,500): Anonymous, Irene Ayotte, Glenn Carlson, Mary Allison and Andy Cates, Mr. and Mrs. Scott Crosby, Jim and Lucia Gilliland, Liz Gilliland, Rachel Gray, Ricky and Lucia Heros, Charlene Honeycutt, Lisa M. Hume, Dr. Jeanne Jemison, Munce and Penny Keras, Mr. and Mrs. Bruce J. Landau, Janet Lo and Lucas Elijovich, Dr. Theresa Okwumabua, Linda Pelts, John Planchon, Pooja and Kush Shah, Chris and Katie Spencer

Travelers Circle ($500-$1,000): Blair Breard and Rob Leaver, Fontaine T. Brown, Caroline Garrett, Kate and Robert Gooch, Rabbi Micah Greenstein, Eddie and Jane Hankins, Mr. and Mrs. B. Lee Mallory, Leigh Mansberg, Bill and Barbara Nixon, Lee and Loren Powell, William King Self Jr., Nancy W. Smith, Cynthia H. Spangler, Mr. and Mrs. John Stokes, Buddy and Sally Palmer Thomason, Ashley Tobias, Henry and Valerie Valk, Alison Wetter

Friends ($1-$500): Ekpe Abioto, Katherine Allen, Jeanne and Bill Arthur, Bill Baker, Bert and Carol Barnett, Matt and Jodi Barron, Adolfo and Ellen R. Bermudez, Anthony Berryhill, Charissa Bertels, Sal and Georgene Cachola, Elizabeth Cappas, Jennifer and Paul Chandler, Joseph and Victoria Clark, Joe Clark and Vickie Wooten, Herbert and Posey Cochrane, Christine Conley, Christopher Damm, Christine Davenport, Eric Dawson, Blanche and Mike Deaderick, Carol DeForest and Barron Boyd, John and Ann Dillard, Melissa Dyer, Mary Ann Eagle, David and Heather Erickson, Tom and Susan Fagan, Ann Fay, William Bert Ferguson, Rebecca Fisher, Esther Flanders, Lauren and Drew Fontenot, Kristin Fox-Trautman, Margaret and Hugh Fraser, Diane Fulton, Molly Gamble, John and Kim Gaskill, Jep and Zada Gates, Lela Gerald, Kathryn and Jim Gilliland, Jodie and Patrick Gilmore, Martha and Jerrold Graber, Mimi Graves, Mary Jo Greil, Dan and Ashley Harper, Allison Harris, Sally and Nate Helms, Sarah Henley, Suzanne Henley and James P. Cole, Todd and Anna Holtzclaw, Linda House, Louise Hoyt, Kathy Hughes, Jeff Hulett, Kathleen Irwin, Michael and Darla Ives, Teresa L. Jenkins, Leslie Jones, Mr. and Mrs. Roy Keathley, Lurene and Chris Kelley, Lauren and Ben Keras, Ozge Kovarik, Paula Kovarik, Holly Lau, Jesse Lau, Camille Lemaster, Courtney and Brad Leon, James Lester, Anthony Lester, Jeni Linkous, Carol and Dell Livingston, Bob and Mary Loeb, Moira Logan, Gio Lopez, Mike and Shirley Lupfer, Glenda Mace, Kimberly MacQueen, Katy Hutchins and Richard Mann, Brent Orr and Julie Markham, Laura McArtor, Andrew J. McBeth, Eugene McDermott, Holley McGehee, Tarrin McGhee, Margaret and Alec McLean, Margot McNeeley, Gayle Moore, Lisa Moore, Charles and Nancy Mullins, Bryan Mulroy and Ray Phillips, Megan Marie Murphy, Daniel and Marie Murphy, Sarah and Kevin Murphy, John and Courtney Murrah, Jamie Naylor, Margaret and Lytle Nichol, David Onek and Kara Dukakis, Emily J. Osburn, Meredith Pace, Brian Peevy, Vincent Perry, Erin Phillips, Cristina Pinkham, Kathleen Rawlsky, Mary Reed, Ulrike Reiss, Todd Richardson, Fred Ridolphi and Margaret Thomas, Ellen Rolfes, Elizabeth Rouse, Robin and Erik Salant, Susan Sanford, Lila Saunders, Doug and Melanie Schrank, Brannon and Sam Schroerlucke, Peggy Seessel, Cindy Shainberg, Elizabeth S. Sheppard, Carol Simmons, Beth L. Simpson, Wayne Smith, Dorian Spears and Lester Merriweather, Josh and Ginger Spickler, Bob Neimeyer and Kathy Story, Becky Taylor, Fontaine M. Taylor, Coleman Thompson, Robert Thomson, Kathryn Thomson, Idia and Rashard Thurston, Matthew Timberlake, Betty P. Turner, Drs. Bill and Peggy Veeser, Ann and Darius Wallace, Sally Fay Watson, Megan Wilkins, Nancy and Robert Williams



We bring stories to life in a safe space to unlock healing, transformation, and joy. Our vision is a Memphis that shares a culture of connectivity and emotional intelligence throughout all facets of the community.

PLAYBACK MEMPHIS

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Memphis, TN 38104
playbackmemphis.org