

# MOMENTUM

A CAMPAIGN FOR OUR FUTURE | NEWSLETTER



## Imagine, if you will...

Imagine, there is no Proctors, no Capital Repertory Theatre and no Universal Preservation Hall. There is no Collaborative School of the Arts, no Addy Learning Center, and no Marquee Power.

Stay with me another minute: no Broadway series, no locally produced year round Equity theater and no spectacular music in downtown Saratoga Springs. No 700,000 visitors and 40,000 students a year; no renovated facilities in Schenectady, Saratoga Springs, and Albany, no summer camps, no theatre tech high school program, or High School Musical Theatre Awards.

How could we even imagine starting over to beautify our communities and bring fabulous opportunities to our students? Now think about the Momentum that has defined our last 30-40

years. Think of the community risks and commitments that had to be made to give us this Momentum.

And Momentum is what we now continue to want and need by guaranteeing, over the long term, that we have the capacity to function through crisis; that we can continue to say "yes" to every interested student in the Capital Region; and that we can thank you, each of you, for guaranteeing our long term success.

We are looking for Proctors to have a \$35 million endowment, the REP to have a \$10 million endowment and UPH to have a \$5 million one. We don't expect all of the money now or tomorrow, but we hope to know, over the next few years, that you agree and can support our effort for long term, sustainable Momentum.

Thank you, in advance, for participating and helping us to reach out to new opportunities.

Philip Morris  
CEO, Proctors Collaborative

## Momentum Co-Chairs:

Gary & Aimee Dake  
Mona Golub & Marie DeBrocky  
George & Christine Hearst  
Chet & Karen Opalka

## Collaborative Endowment Campaign Steering Committee:

Carolyn Anderson  
Rai Archibold  
Rick Barlow  
Peggy Becker  
Sonny Bonacio  
Carmine DeCrescente  
Al DeSalvo  
Jennifer Dorsey  
Rachel Dunn  
Janine Dykeman  
Kathleen Fyfe  
Kimberly Sanger Jones  
Todd LaRoche



Jacob Frenyea,  
Education Programs Manager

## JACOB'S STORY

The Collaborative School of the Arts encompasses a broad variety of programs which offer first time arts exposure for young people to training programs focused on careers in the theatre from acting to production and theatre technology. Each year, over 40,000 students find their lives enhanced by our programming.

*"My journey with Proctors Collaborative has spanned seven years, beginning as a student who was involved with the summer programs. I commuted every day from Johnstown to hone my craft as a performer. When I graduated from high school, my journey took me to The Crane School of Music where I studied music education with a concentration in voice performance.*

Jacob Frenyea as Tevye in the 2024 Broadway Camp production of "Fiddler on the Roof."  
Photo by Lorraine Toth.

*During my summers throughout college, I returned to Proctors as an intern in the summer education programs where I explored the business side of theater and how the shows are not only rehearsed, but marketed, financed and overseen. Last summer, as an alumni, I was cast as Tevye in Broadway Camp's production of "Fiddler on the Roof" – a role of a lifetime and amazing opportunity to share my love of this art form.*

*Today my journey has come full circle, in February, I became the Education Programs Manager for the Collaborative School of the Arts – a program that has changed my life."*





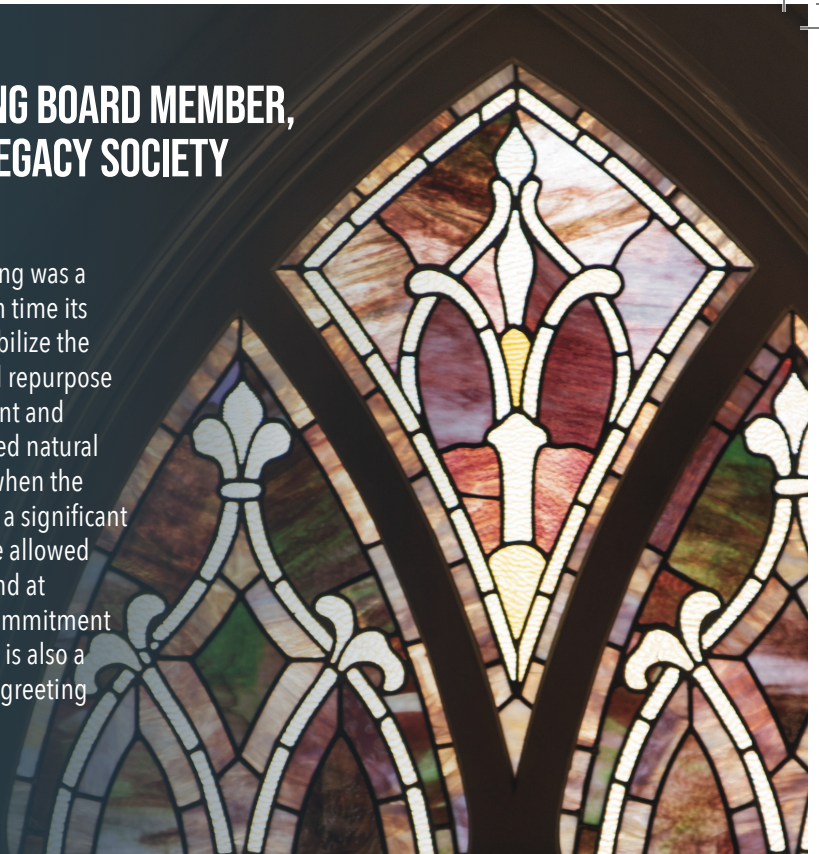


*"I was on the founding board of directors and now, all these years later, I'm a volunteer. It has been a privilege to be part of this meaningful restoration project from the beginning, and now I'm very happy to help secure its future."*

*Jennifer Armstrong*

## TRIPLE THREAT: FOUNDING BOARD MEMBER, VOLUNTEER, AND NOW LEGACY SOCIETY MEMBER

For nearly 10 years, Jennifer Armstrong was a generous donor to UPH during which time its volunteer leaders worked hard to stabilize the building's structure and finances and repurpose the storied church as an entertainment and community event venue. So, it seemed natural to her to step forward to help again when the building reopened after COVID. With a significant gift from her donor advised fund, she allowed us to establish UPH's endowment fund at Fenimore Asset Management. Her commitment isn't limited to financial support. She is also a steadfast volunteer usher often seen greeting our patrons.



## OUT OF SIGHT, NOT OUT OF MIND

For over 25 years, Roberta and Don Steiner were generous Angel Donors at theREP and in 2017 they deepened their commitment by naming theREP as a beneficiary in their estate plans.

They relocated to Maryland in 2024 to be closer to their children and grandchildren. At the last Angel event before their departure, Roberta challenged the room to join them in ensuring theREP's future through planned giving.



*"Those of us in the Capital Region have been fortunate to have easy access to wonderful theatre presented by Capital Repertory Theatre. You can't take it with you, so why not leave it to the arts and enable future generations to enjoy it too!"*

*Don & Roberta Steiner*

As they discover arts venues in their new community to enjoy and support, they know that they have left a legacy here in Albany.

### Upcoming Events :

Legacy Dinner at Proctors  
Wednesday, June 11

Fall Estate Planning Seminar  
October 2025

For more information contact:  
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Endowment Campaign Director  
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[bward@proctorscollaborative.org](mailto:bward@proctorscollaborative.org)



Deirdre Dunkin, Teisha Duncan, Lauren Wilmore and Trisha Jeffrey in "Beautiful: The Carole King Musical." Photo by Kevin Montano.



Caesar Samayoa in "Seared." Photo by Kevin Montano.