

My Nose  
Turns Red

# Adrift

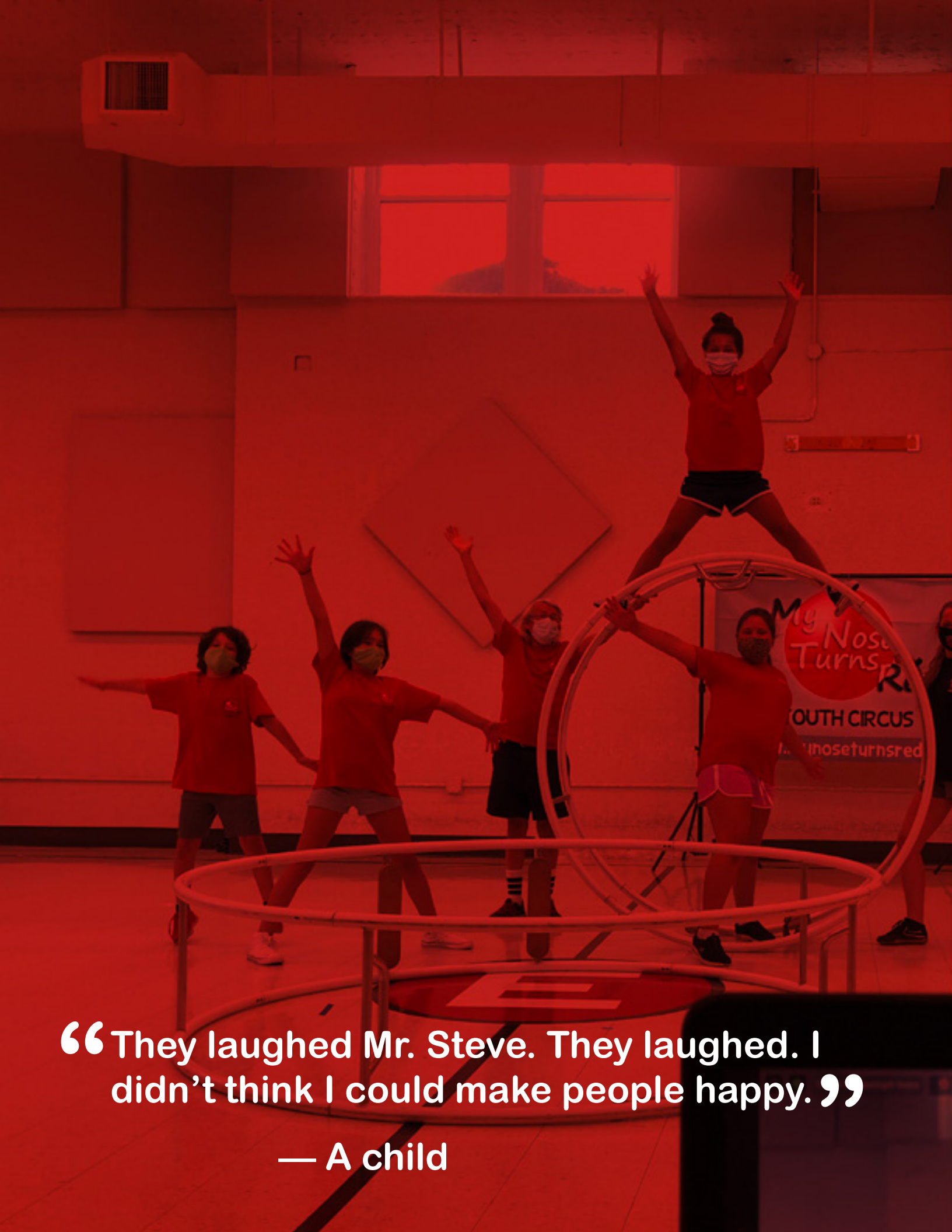
circus in the h2o



My Nose  
Turns Red

2020  
Annual Report

May 10, 2pm



“They laughed Mr. Steve. They laughed. I didn’t think I could make people happy.”

— A child





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# Letter from the Executive Director



To say that 2020 was a challenging year is an understatement. We were poised for an incredibly successful year. Early camp registration was more significant than ever before. Every Saturday in the summer was booked with a library show or other community engagement events. We had a solid strategic plan, a dedicated board of directors, and great coaches and staff. We had a healthy number of students in our home base at the Evendale Cultural Arts Center and six after-school circus programs through Cincinnati Public Schools. MNTR also had ongoing programming at DCCH Center for Children and Families and with LADD for Adults with Developmental Disabilities.

By now, you know the story; on March 13, everything shut down. We created a Zoom account. Our board of directors met weekly via Zoom, navigating the world of Small Business support for PPP forgivable loans. ArtsWave offered financial and resources help. We applied for and received the NEA CARES Act grant. All of this

support kept us going through 2020. Our supporters were very generous.

We were able to finish most of our classes online. However, we knew our students were suffering because isolation is hard on youth, especially the teens. When Evendale Cultural Arts Center opened up, we knew we needed to get back to in-person classes. Through the help of the two attorneys on our board, we revised our policy and waiver of release. We adopted the Hamilton County Covid recommendations and held our first in-person camp of the summer. Reduced numbers, masks, hand washing, and temperature taking were in place.

Meanwhile, our marketing committee, Jarrod Elliott, Erin Roll, and I met via Zoom weekly to redesign our website. Since we could not gather for performances, we hired a former student, Samiya Shamma, to videotape our showcase, Circ-A-Thon, and later the Youth Circus Extravaganza in the spring of 2021. Samiya had studied videography in college and works for a wedding company. Her talents amazed us, and we had fun exploring the many ways to perform circus virtually.

Jarrod premiered each production through YouTube Premiere. He helped set up how we sold tickets through our fundraising software, Little Green Light. During Cir-A-Thon, Nico van der Klaauw, our board volunteer, set up our auction and navigated how we raised money during our fundraiser. All of these details sum up how we survived 2020.

Both Steve and I want to thank the board of directors for the help and talent in getting My Nose Turns Red Youth Circus through the COVID pandemic. We thank our students who courageously continued to train and our coaches for their kindness and talent. We thank the parents for supporting their children.

There are many silver linings in this story. We learned how to use our technology software and website more effectively. Our resolve to support our student's social and emotional well-being was intensified, realizing the effect that isolation had on them.

Most of all, we want to thank you, our friends, and donors, for supporting My Nose Turns Red.

Jean St. John  
Executive Director

# Introduction COVID 2020 By the Numbers

**Founded:** 1984



Years of Youth Circus

23



Total Registrations

212



Decrease of

58%



Under-Served Students  
who Attend for Free

34%



Total Hours Spent  
Learning Zoom



*In 2020 My Nose Turns Red Students Traveled. . .*

100

Miles by German Wheel



2,000

Miles on the unicycle



1

Reverse Parade



1

Neighborhood Parade



# Introduction

## Our Mission

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*Through the art of the theatrical clown and the one-ring circus, My Nose Turns Red cultivates a supportive environment that inspires youth to challenge themselves, develop essential life skills, and engage audiences.*

My Nose Turns Red Youth Circus (MNTR) provides a non-competitive, safe environment for students of all ages to be courageous, to set personal goals, to persevere, to work together, to be inspired, and to have fun. MNTR serves over 450 (pre-pandemic) students per year through after-school programs, year-round classes at the Evendale Cultural Arts Center, and summer camps. Through funding from ArtsWave, the National Endowment for the Arts, SC Ministries Foundation, Ohio Arts Council, and the Greater Cincinnati Foundation, MNTR is able to provide free after-school circus classes and summer camps to underserved youth.

## History

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My Nose Turns Red was founded in 1984 when co-founders Jean St. John and Steve Roenker began touring as theatrical clowns, Juice and Shootang, bringing their art form to thousands of children through school performances, workshops, and residencies. In 1997, MNTR created a circus program designed to give youth the opportunity to experience the joys and challenges of circus training and performing.





# Introduction Board & Staff

## Board of Directors

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Grace Royalty, President

Jarrold Elliott

John Morris, Treasurer

Nicolette Van der Klaauw

Minet Williamson, Secretary

Monisha House

## Staff

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### **Steve Roenker, Artistic Director/Program Manager**

#### **MNTR Co-Founder**

Co-founder and artistic director of My Nose Turns Red, has 30+ years of experience as a performer and arts educator. While Steve still loves to perform and conduct residencies, his real love is the youth circus program. Steve considers himself lucky to work with all these great children.

### **Jean St John, Executive Director**

#### **MNTR Co-Founder**

Co-founded MNTR 37 years ago with Steve Roenker. They performed their clown act to countless schools, libraries, festivals, children's museums, and clown festivals as well as conducting school residencies. In 1997, they began the youth circus program. On April 1, 2019, Jean became the executive director of My Nose Turns Red. She is very proud of all the circus students and is constantly amazed at their courage, strength, discipline, and talent.



### **Jesse AlFord, Head Coach**

Jesse is the past board president of the American Youth Circus Organization and the American Circus Educators. He is immensely grateful for the opportunity to get to teach such an incredible group of My Nose Turns Red students!

### **Natalie Roenker, Coach/Social Circus Project Manager**

Natalie grew up in the My Nose Turns Red Youth Circus program. She is a graduate of Northern Kentucky University in theatre and dance. She has completed Cirque du Monde's social circus training program and participated in Carrie Heller's Adaptive Recreational Circus Arts Training at the Circus Arts Institute. She has also been on the American Youth Circus Organization and American Circus Educators' work-study team since 2014.





# Programming

## Classes and Camps

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My Nose Turns Red offers your child the opportunity to run away and join the circus without leaving home. Students learn how to juggle, balance on the rolling globe, and learn the basics of creating a clown character. Classes are highly engaging; challenging youth to walk on the wire, balance on the rola bola, and build human pyramids, which builds their physical literacy and hand-eye coordination. Students play a wide variety of circus games that build teamwork and cooperation, trust, and friendship. We strive to build your children's self-confidence and creativity in a safe and non-competitive environment. My Nose Turns Red classes are led by highly experienced, professional circus coaches and experienced assistant coaches. Gym wheel coaches are certified by Internationaler Rhönrادتturn-Verband.

My Nose Turns Red conducts weekly after-school circus classes in the Greater Cincinnati Area. After-school classes are led by director Steve Roenker, Natalie Roenker and Circus Youth in Action teens for 6-12 weeks. In 2020, after-school circus classes were held at:

- Fairview-Clifton German Language School
- Hyde Park Elementary School
- Woodford Paideia Academy
- Roberts Paideia Academy
- Mt. Washington Elementary
- Clifton Area Community School

## Social Circus

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My Nose Turns Red Youth Circus has been nationally recognized as a member of the Social Circus Network with the American Circus Educators Association. The Social Circus Network is designed to bring up-to-date research and resources to the 18-member network in order to increase youth circus participation and improve program design.

Social Circus is defined by The American Circus Educators defined social circus as "Social Circus refers to the use of circus arts as a medium for social justice and individual wellness and uplifts the role of art and culture as powerful agents for change. Social Circus practitioners support participants as creative change-makers through the collective development of self-esteem, solidarity, and trust.

My Nose Turns Red's strategic plan calls for 30% of enrolled students to be underserved and attend for free. In 2020, it was 34%. This included scholarships, two 24-week sessions at Woodford Paideia Academy and Roberts Paideia Academy, ongoing programming at Diocesan Catholic Children's Home (14









# Programming

years), and the TALL Institute, an organization for adults with intellectual and developmental challenges as well as L.A.D.D. After the pandemic, we were able to serve our students at Roberts through Google Meet administered by their staff. By August 2020, we were able to teach in-person, thanks to our partnership with Transformations CDC, who serve the Hispanic immigrants in Price Hill. Overall, we had a 58% reduction in enrollment.

## **Circus Youth in Action**

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Circus Youth in Action (CYA) is My Nose Turns Red's creative youth arts leadership development program for teens 14+. Members are a part of MNTR's Advanced Circus Ensemble. They receive instruction on safety, giving instruction, etc. as well as creating solo and group acts. CYA members are valuable members of MNTR's teaching staff. Many serve as assistant instructors at camps and after-school programs.

## **Community Engagement**

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My Nose Turns Red engages the community through performances, workshops, and special events. In 2020, My Nose Turns Red performed at:

- R.C. Durr YMCA
- St. James Catholic School
- Rhinegeist Charity Suds
- Lakota East - Camp Fair
- Lakota West - Camp Fair
- Unicycle Birthday Party through ArtsWave's Everything But the House, Auction
- Big Art Party Reverse Parade



# Performances

## **2020 Youth Circus Extravaganza** Adrift Circus in the H<sub>2</sub>O

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For the first time in 21 years, we had to cancel the 2020 Youth Circus Extravaganza. We had the poster, theme, and title: Adrift: Circus in the H<sub>2</sub>O. For the first time, we decided to hold in a gymnasium to create a one-ring circus atmosphere. Plans were underway to hold it at Gamble High School.

## **Circ-A-Thon**

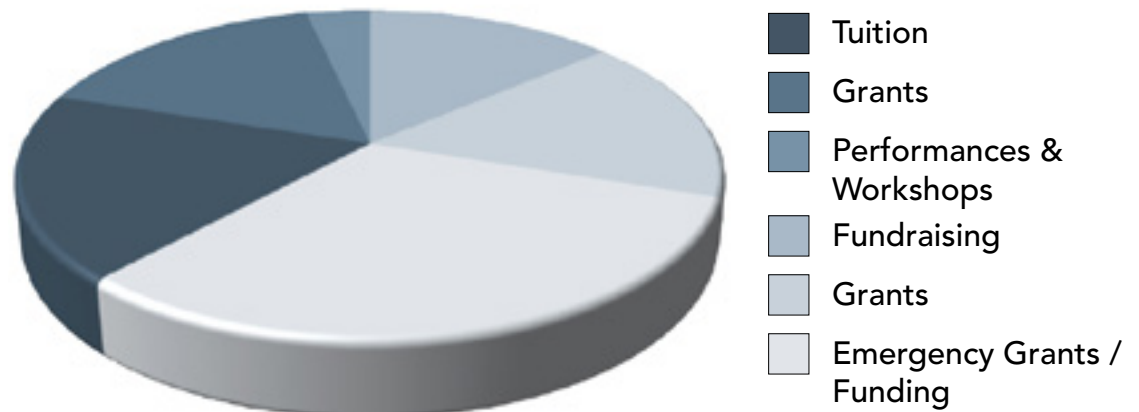
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Our annual fundraiser was held virtually. Luckily a former student, Samiya Shamma is a videographer. Thanks to the talents of our board, the auction was created by our volunteer coordinator Nico van der Klauuw through 32 Auctions. Jarrod Elliott created the webpage for viewing through YouTube Premiere, John Morris fielded the donations. Erin Roll created the web and postcard designs. It was an amazing learning curve!

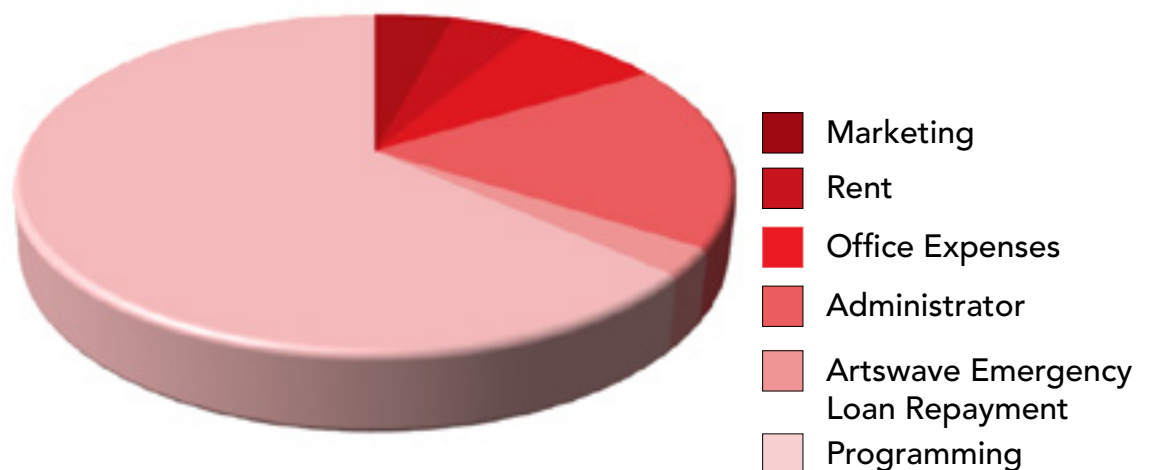


# Finances 2020 Financial Report

## Revenue



## Expenses





Revenue	
Camp Show	\$360.00
Dine to Donate & Rhinegeist	\$400.00
Fundraisers (Kroger, Amazon, etc.)	\$471.00
Performances	\$700.00
Diocesan Catholic Children's Home	\$882.00
Flying Pig	\$1,331.00
Sponsorships	\$1,500.00
Spring Scholarship Fund	\$1,820.00
Individual Fund Raisers	\$1,950.00
Board / VIP Contributions	\$2,480.00
After School Tuition	\$3,290.00
Workshops	\$5,432.00
Annual Campaign	\$9,059.58
Circ-a-Thon	\$9,685.00
MNTR Camp Tuition	\$16,018.00
PPP	\$19,777.00
NEA	\$31,032.00
Grants	\$49,384.00
<b>Total Revenues</b>	<b>\$174,181.00</b>

Expenses	
Wages	\$66,690.00
Fringe Benefits / Health Insurance	\$10,800.00
Ad Exp. – Printing & Mail	\$1,979.00
Ad Exp. – Paid Ads	\$2,775.00
Ad Exp. – Website	\$540.47
Auto – Fuel & Parking	\$484.00
Auto – Repair & Maintenance	\$53.00
Auto – Registration & License	\$98.13
Bank/Paypal Charges	\$200.83
Conventions & Conferences	\$141.00
Dues & Subscriptions	\$320.00
Insurance – Life	
Insurance – Liability	\$1102.00
Professional Consultant	\$4,000.00
Meals	\$54.00
Artistic Director	\$26,250.00
Office	\$2,840.00
Office – Technology	\$8,249.00
Supplies & Small Equipment	\$577.00
Promotional – Other	\$1,475.00
Props & Costumes	\$3,091.00
Costume T-Shirts	\$842.00
Rent	\$6,636.00
Taxes – Payroll	\$6,999.00
Worker's Comp	\$786.00
Telephone – Cincinnati Bell	\$951.00
Arts Wave Loan Repayment	\$4,000.00
Interest Expense Line of Credit	\$105.00
<b>Total Expenses</b>	<b>\$155,524.98</b>

# Finances Supporters & Donors

## Grant Supporters

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## Corporate Supporters

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*Furnishing great  
places to learn.*



## Thank You to our Annual Campaign Donors

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### Jugglers \$0 – \$49

Mark Kleemeier	Kathy Wooton	Emily Moses
Marie Kobayashi-Lynch	Shirley Ann Dolder	Dylan Murphy
Beth Pogue Barr	Mary Davies	Elaine Olund
Kenneth Roenker	Natasha Keyt	Scott Powell
Maureen Schaefer	George Wadih	Tamara Gentile
Cheryl Taylor	Matthew Hallock	Dana Propes
Deborah Von Bokern	Beth Harrick	
Sharidon Wolz	Jaisy Geans	

### Clown Patrons \$50 – \$99

Kenneth Roenker	Lorriane Williamson	Jean St John
Natalie Roenker	Shannon Gillespie	Richard Lajoie
Todd Saberton	Debbie Westheimer	Jeanne Stephens
Phyllis Schiff	Rebekah McIntosh	Melissa Volck
Nancy Sullivan	Laura Koon	Michael Emmerich
Nancy Turner	Gayla Gorman	Steven Roenker
Jan Van Beek	Bill Hammons	Joshua Tripp
David Weston	Beverly Hansen	

### Ringmaster Patrons \$100 – \$499

Renee Jose	Kathleen Gentile	Luke Shelly
Mary Shaffer	Tina Dyehouse	Helen O'Connor
Rebecca Cooper	Erin Roll	John Towsen
Rick Ney	John Morris	
Jason Wolz	Dick Roenker	

### Circus Tent Patrons \$500+

Ryan Reinke	Susan Taffe	Ken Matson
Nicola Weatherston	Jarrod Elliot	Kathy Marcus
Minet Williamson	Nives Zimmerman	Nicolette Vanderklaauw
Kristen Whalen	Michael Gorman	John Hall



# Restart 2021 Hope is Right Around the Corner

Just like our students, we persevere. We are thankful for our circus family and appreciate the many hours our board has dedicated to working through this crisis. Both ArtsWave and the American Circus Educators helped us navigate the waters through dialogue and resources. We want to thank our funders and donors for your ongoing support.

We have been back to in-person classes since July 2020 at a reduced capacity. All performances in 2020 were virtual. Due to the pandemic, we reduced all of our classes and camps to eight students for 2020. We raised it to twelve in 2021. When the vaccine is available for 5-11-years-olds, we will raise it to 15 students per class.

Our work with Hispanic immigrant students from Roberts Paideia Academy that Transformations CDC serves is one shining light. Since MNTR could not get into the schools last year, Transformations director Nancy Sullivan transported seven students throughout the Winter/Spring session to our studio, where they learned more advanced circus skills. They participated in the virtual youth circus extravaganza, Pixels, Prisms, and Pies: A Pigment of Your Imagination.

Since coming to our gym meant access to more equipment, we have continued to host Transformations on Thursday afternoons. Mia Gorman, Natalie Roenker, and Steve Roenker coach while Nancy Sullivan and I cheer them on.

We are also excited about our new Circus in the Parks program. We piloted three performances in 2021 and are planning on performing at ten parks next year. Circus in the Parks meets our Diversity, Equity, Inclusion, and Access goals by providing diverse students the opportunity to create a sense of belonging and engage the public.

As Cincinnati's premier youth circus, we are working to broaden our access by partnering with other organizations. We are committed to creating an inclusive environment where children and youth can challenge themselves physically, collaborate, create acts, create a sense of belonging, and develop essential life skills.

Our core mission is to provide a framework for youth transformation through circus arts.









# Donate Contact Us

Visit: <http://www.mynoseturnsred.org/>

**or**

Contact Jean St. John

Email: [info@mynoseturnsred.org](mailto:info@mynoseturnsred.org)

Phone: 859-581-7100

Payments are accepted via PayPal on  
<http://www.mynoseturnsred.org/support-us-2/>  
or via check to My Nose Turns Red  
Theatre Company, PO Box 14445, Cincinnati OH  
45250.

## See us in Action!

