



SMART. GUTSY. BOLD.

2025 IMPACT REPORT



Last season reminded me just how powerful the arts can be—bringing hope, connection, and joy to so many. From the laughter in our theatre to the learning sparked in our outreach programs, every moment reflected the heart of our mission. I'm inspired every day by our artists, staff, and supporters who make this work possible, and I'm filled with gratitude for all we've accomplished together—and all the promise that lies ahead.

**RACHEL MAY
CO-FOUNDER &
ARTISTIC DIRECTOR**



WHAT A TIME TO MAKE THEATRE

I'm deeply proud to serve and represent this remarkable organization. Our 24-25 season was a true success—thanks to the passion of our artists, the dedication of our staff, and the generosity of our supporters. It's an honor to be part of something that brings people together and makes such a positive impact in our community.

**RAHSAAN SHEARS,
BOARD CHAIR
KPMG**

2024-25 SEASON IN NUMBERS



18,275
INDIVIDUALS REACHED
across metro Atlanta

265
PRESENTATIONS

287
DAYS OF PROGRAMMING

650
LOCAL ARTISTS

7800
STUDENTS REACHED
at 85 schools

ON OUR STAGE

SUZI BASS
AWARDS:
RECOMMENDED
NOMINATED
AWARD-WINNING

BOLD VOICES

POTUS

The Dark Lady

The WASH @ Art farm Serenbe

FAMILY SERIES

A Year with Frog & Toad

Petite Rouge

Mufaro's Beautiful Daughters

STRIPPED BARE

A Play Formerly Known As...

I Am the Dead Man


Intergenerational Caregiving Pretzel

Viscera



2024-2025
SEASON





BEYOND THE STAGE

NEW PROGRAM:

PLAYMAKING FOR WOMEN

Serving Atlanta women who are survivors of sex trafficking

PROGRAM

POPULATION SERVED

EDUCATION & OUTREACH

NEW STAGES LITERACY TOUR

Elementary schools students in Clayton, Fulton, and Cobb County

PLAYMAKING FOR KIDS & PLAYMAKERS

Students ages 4 - 14 through afterschool workshops and summer camps

PLAYMAKING FOR GIRLS

Refugee girls and girls in group homes through workshops, year-round classes and a summer program

WORKFORCE DEVELOPMENT

PRODUCTION BOOT CAMP

Recent college-grads and early career technicians and production/stage managers

INTERNSHIPS

College students and early career theatre professionals

DESIGNERS OF COLOR

Early career diverse designers and their mentors

KEY ACHIEVEMENTS & MILESTONES

RADICAL ACCESSIBILITY

increased accessibility through our pay-what-you-can performances, discounted tickets to Title I schools, and our new \$10 tickets available for every performance.

STRIPPED BARE ARTS INCUBATOR PROJECT

funded 4 projects and received a record number of project submissions from Atlanta's hottest artists

PRODUCTION BOOT CAMP

surpassed over 100 technicians and stage/production managers who have completed our paid, professional training program

PLAYMAKING FOR GIRLS

deepened its commitment to refugee girls and girls from group homes, communities affected by funding changes

PLAYMAKING FOR WOMEN

launched as a new initiative at 2 locations to help Atlanta survivors of sex trafficking reclaim their voices

PLAYMAKING FOR KIDS & PLAYMAKERS

grew afterschool residencies to reach 450 students at schools and community centers & offered 200+ scholarships

NEW STAGES LITERACY TOUR

reached a record # of students throughout metro Atlanta. 6000 saw a show, read the book, wrote plays, and attended workshops around Petite Rouge

NOTEWORTHY STORIES OF IMPACT

SYNCHRONICITY
THEATRE 2025
IMPACT

INSPIRED A LOVE FOR THEATRE

Our actors look out on a sea of dancing, grinning 3rd graders. Kids have come from Fulton County schools to our partner, The Teaching Museum, to see our touring performance. One boy in the front row can't stay in his seat—he jumps up every few minutes, arms flying with excitement. He's just one of the 6,500 students who saw our fall tour last season. After the show, his teacher said,

"For several of my students, this was their first play. They said, wow—I never knew plays could be so much fun! They'll take back a new love of theatre!"



UPLIFTED THE VOICES OF WOMEN

"Synchronicity was the first professional theatre I ever worked at! As a literary intern, reading the new plays that came into the theatre sparked my passion for new plays and playwrights, which has become a significant part of my career as a director. Coming back this season to direct The Dark Lady, was a full circle moment. To have my first show out of Yale graduate school be at the theatre that gave me my first professional job is so meaningful. Synchronicity's commitment to young women and local artists cannot be overstated — I'm so thrilled to be part of their community."

**-Alexis Kulani Woodard,
Director of The Dark Lady**

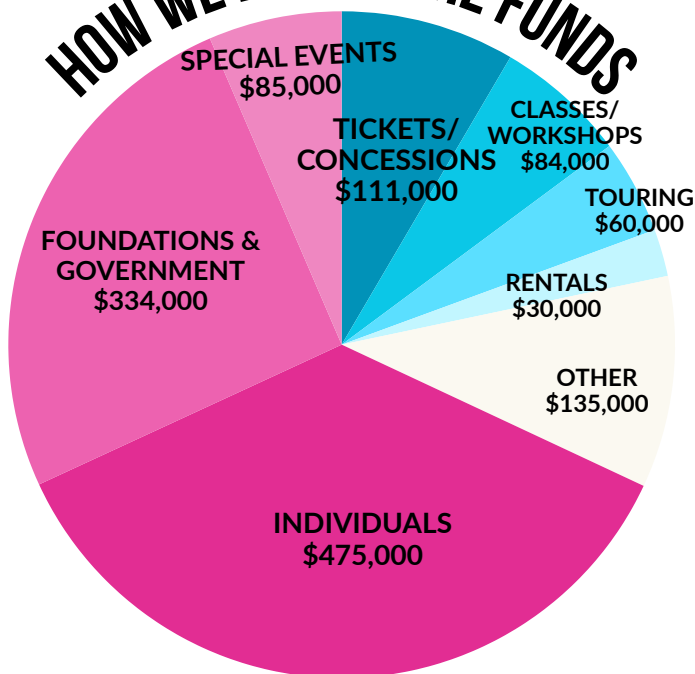


FINANCIAL SUMMARY



Synchronicity Theatre proudly earned the 2025 Candid Platinum Seal of Transparency, the highest level of recognition from Candid (formerly GuideStar), the leading source for nonprofit data in the U.S. This honor places us among fewer than 1% of nonprofits across the country to achieve Platinum status. Earning the Candid Platinum Seal of Transparency requires rigorous public reporting on financials, strategy, impact metrics, governance and more. **We make every dollar count – to create art, uplift voices, transform communities, and commit to pay parity.**

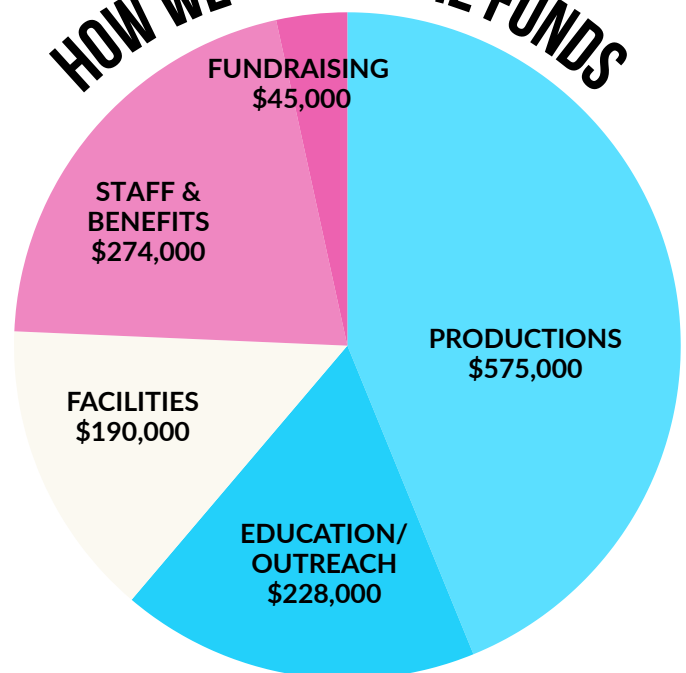
HOW WE RAISED THE FUNDS



TOTAL REVENUE

\$1,314,000

HOW WE SPENT THE FUNDS



TOTAL OPERATING BUDGET

\$1,312,000

OUR MISSION & VISION

OUR MISSION

Synchronicity Theatre produces smart, gutsy and bold theatre to spark community connections and uplift the voices of women and girls.



OUR VISION

We manifest a brave space that fosters authentic community through theatre.



CORE VALUES

Synchronicity Theatre exists to UPLIFT. We are committed to reflect our artists, audiences, and the metro Atlanta region in all that we do, and to build community through great theatre.



HOW WE THRIVE...

SYNCHRONICITY
THEATRE 2025
IMPACT

At Synchronicity, our work is grounded in responsiveness, resilience, and responsible stewardship. Each season brings new opportunities to meet our community where they are, to cultivate audiences with care, and to adapt boldly to a changing funding landscape. Whether we are expanding programs to reach students who need us most, deepening partnerships that open doors for new audiences, or navigating shifting financial currents with intention, we remain committed to thoughtful growth and to honoring every dollar invested in our mission.

...WITH YOU!

FILLING THE NEED BEFORE THE FUNDING

When we see a need in the community, we commit to finding a solution - sometimes even before all funding is secured. We expanded our New Stages tour ten fold to over 6,000 students - many who had never seen a play and many who were reading below grade level.

COMMUNITY IS KEY

Audiences must be curated through thoughtful partnerships and community engagement. We build authentic relationships with partners and show-specific audiences to deepen understanding across divides and grow community connections.

FUNDING REQUIRES DIVERSITY & AGILITY

We recognize when funding trends are shifting and look to new sources and approaches. This was essential to staying above water this season in a volatile and unpredictable landscape. We are rigorous with how we steward donations while also matching our diversity of programs with a range of funding sources.



OUR VISION FOR THE FUTURE

In the coming year, we will:

Fully launch Playmaking for Women, in support of Atlanta survivors of sex trafficking

Produce two world premieres by women (one as a NNPN rolling world premiere) and commission a new musical adaptation of a book by Grace Lin.

Continue to strengthen and explore new partnerships to create community

Graduate our first cohort of production and community engagement fellows

Kick-off a 3-year fundraising campaign to ensure fiscal stability

Expand our free, reduced cost, and Pay-What-You-Can tickets for greater audience access



A CALL TO

ACTION

Your support brings the power of theatre to those who need it most.

Now more than ever, your support is urgently needed to sustain our productions and life-changing programs, ensuring every curtain rise brings light, hope, and possibility.

Please make your donation today. Help us keep Synchronicity Theatre a place where art thrives, voices are heard, and hope takes center stage.



DONATE



JOIN US AT A SHOW



BE OUR ADVOCATE



1545 Peachtree St. NE, #102
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<https://donate.synchrotheatre.com>



development@synchrotheatre.com

THE POWER OF OUR COMMUNITY



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Community Volunteer



Melissa Blunte
Director Consumer Experience,
Georgia Pacific



Terry Burrell
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Mary Grace Gallagher
Senior Associate , ALSTON & BIRD



Jackie Castañeda
Secretary and Healthy Culture Team Lead
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THE STAFF

SYNCHRONICITY
THEATRE 2025
IMPACT



Rachel May *Director*
Co-Founder / Managing Artistic



Celise Kalke
Managing Director



Elisabeth Cooper
Associate Producer



Dawn V. Eskridge
Patron Services Manager



Stephanie Harvey Galer
Development Director



Lisa Green
Rentals Manager



Taylor Imani Jackson
Marketing & Communications Director



Taryn Janelle
Education Director



Jennifer Kimball
Stripped Bare Co-Producer



Abbey Kincheloe
*Education and Group Outreach
Manager*



Susie Spear Purcell
Playmaking for Girls Program Director



Stephanie S. Scott
Stripped Bare Co-Producer



Emma St. Kathryn
Education Associate



Leah Thomas
PFG Associate



Vallea E. Woodbury
Production Manager

MAJOR FUNDING PROVIDED BY:



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