



San Francisco Arts Education Project • Educating the Imagination

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December 20, 2013

Dear SFArtsED Friends and Family:

The San Francisco Arts Education Project helped me land on Broadway this year. Now SFArtsED needs you and the children of San Francisco need SFArtsED.



Last summer, just as rehearsals for SFArtsED's summer production of *On the Town* were beginning, I received word that I had been cast in the Broadway production of *The Book of Mormon*. As one of SFArtsED's alumni performers/mentors, I was torn, having two productions to let go of: *On the Town* as well as *Fake Your Way to the Top*, the debut show from the Bay Area Theatre Company, a troupe I co-founded this year. But as my co-founder, Marcelo Pereira said, "When Broadway calls, you answer!" So I did, and I couldn't be more thankful.

I first encountered the San Francisco Arts Education Project at age 10 when I was in 4th grade at 21st Century Academy Elementary School in the Bayview district. Exposure to this whole new world of expression, education, enlightenment, entertainment and enjoyment helped me discover my own opinions and interpretations. Singing soon became one of my passions, along with entertaining people. My mother tells me that SFArtsED Master Artist Danny Duncan pulled her aside when he visited my school and said he saw something special in me. From that point on up until high school I was on scholarship with SFArtsED's amazing musical theater program, the Players.

Of course, not every SFArtsED student will be on Broadway. I was one of the lucky ones. SFArtsED doesn't just teach arts – it gives children perspective on humanity and how to build strong relationships that last forever. The arts were as important for me as academics, full of discipline and innately taught self-respect and self-awareness. If there's a better, more powerful form of education, I don't know it.

Now I'm asking you to help SFArtsED provide the kind of experience I had to children in San Francisco public schools. As you have in the past – and thank you for that – please make a generous contribution and become a member of SFArtsED's Donor Circle. More information is enclosed.

I would not be where I am today without SFArtsED. Your support means young people like me are finding their voices, discovering their talents and engaging with the world in new and exciting ways, educationally, emotionally and creatively. Thank you for your generosity.

Sincerely,

A handwritten signature in blue ink that reads "Rodney".

Rodney Earl Jackson, Jr.
SFArtsED Alumnus, Theatre Maker, Producer, Actor, Son