

**BALLET
PROJECT OC**

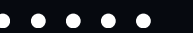
WWW.BALLETPROJECTOC.ORG

A NEW LEGACY

OF BALLET IN ORANGE COUNTY

AN OFFICIAL 501C3

2023 - 2024



BALLET PROJECT OC

Nonprofit Organization- 501c3

Ballet Project OC has established a professional ballet company and affiliated school with a focus on technical and creative brilliance. Since 2019, we have been organizing performances in diverse locations, as well as through broadcast networks. Our work emphasizes collaboration between leadership and dancers. Ballet Project OC is committed to elevating, entertaining, and delivering expertly choreographed ballet performances, setting a new standard for SoCal's dance community.





Ally Helman

FOUNDER & ARTISTIC
DIRECTOR

•••••

Ally Helman, a Southern California native, cultivated a passion for dance from an early age. After receiving pre-professional training, she attended The School of American Ballet in New York City, where she later went on to perform with the New York City Ballet. In 2019, Helman founded Ballet Project OC, as well as the streaming platform Ballet Project TV, through her unwavering dedication. Since its inception, Ally has been instrumental in taking on artistic leadership, choreography, and dance roles. She has commissioned over forty original pieces for Ballet Project OC, and continues to guide the company towards a bright and prosperous future. In 2023, “The School of Ballet OC” was launched as the official school of Ballet Project OC.

THE CHALLENGE



A Quest to Keep the Art Form Thriving

Ballet is facing a decline across America, and there are several reasons for it. The lack of community support results in fewer job opportunities offered by professional ballet companies. Additionally, the industry has been impacted by unfair practices, bias, and subjective factors that favor wealthy or politically influenced dancers while others are pushed out of the field.

Identifying the Issue of Unprofessional Standards

The absence of a professional ballet company in Orange County has resulted in the decline of ballet standards due to a inconsistent dependence on out-of-state dance groups. This has caused a drop in the quality of ballet in the area, emphasizing the significance of a local, professional company to serve its own community.

Recognizing Up-and-Coming Talent That Goes Elsewhere

In our area, the absence of a professional standard has resulted in young, gifted individuals seeking better opportunities elsewhere. This was the experience of Founder Ally Helman. And it highlights the importance of exposing students to professional environments and providing opportunities for interaction with established artists, as it allows them to unlock their full potential here in OC.

THE SOLUTION

A Professional Ballet Company Local to Orange County will....

CREATE MORE JOBS AND EXPOSURE

It is crucial to establish a local organization that can serve and collaborate within our community in engaging, educational, and thrilling ways to keep ballet thriving in OC. Our objective is to present a fair platform and provide opportunities for both artists and audiences to experience ballet in a new, positive, and rewarding manner. This will ensure that ballet remains a cherished art form for many generations to come.

SET A PROFESSIONAL STANDARD IN OC

Elevating the Dance Scene in OC with a Professional Company
A professional dance company in the local area will put Orange County on the map for high-caliber dance. By setting a standard of excellence and professionalism, the dance scene as a whole will be inspired to improve and reach new heights.

NURTURE THE FUTURE GENERATIONS

Encouraging Local Retention through Professional Ballet Companies
By having a professional ballet company with an associated school (School of Ballet OC), youth in the Orange County area are more likely to remain in their community, rather than seeking higher levels of achievement elsewhere.

PROGRESS

45 New Works & 35 Professional Dancers

2019

- Innagural Performance

2020

- Three Events/Performances
- Eight New Works
- Eight Choreographers
- Innagural Nutcracker

2021

- Five Events/Performances
- Fourteen New Works
- Ten Choreographers

2022

- Eight Events/ Performances/ Films
- Twenty-Three New Works
- Balanchine's Themes from "The Four Temperments"
- Fifteen plus Choreographers



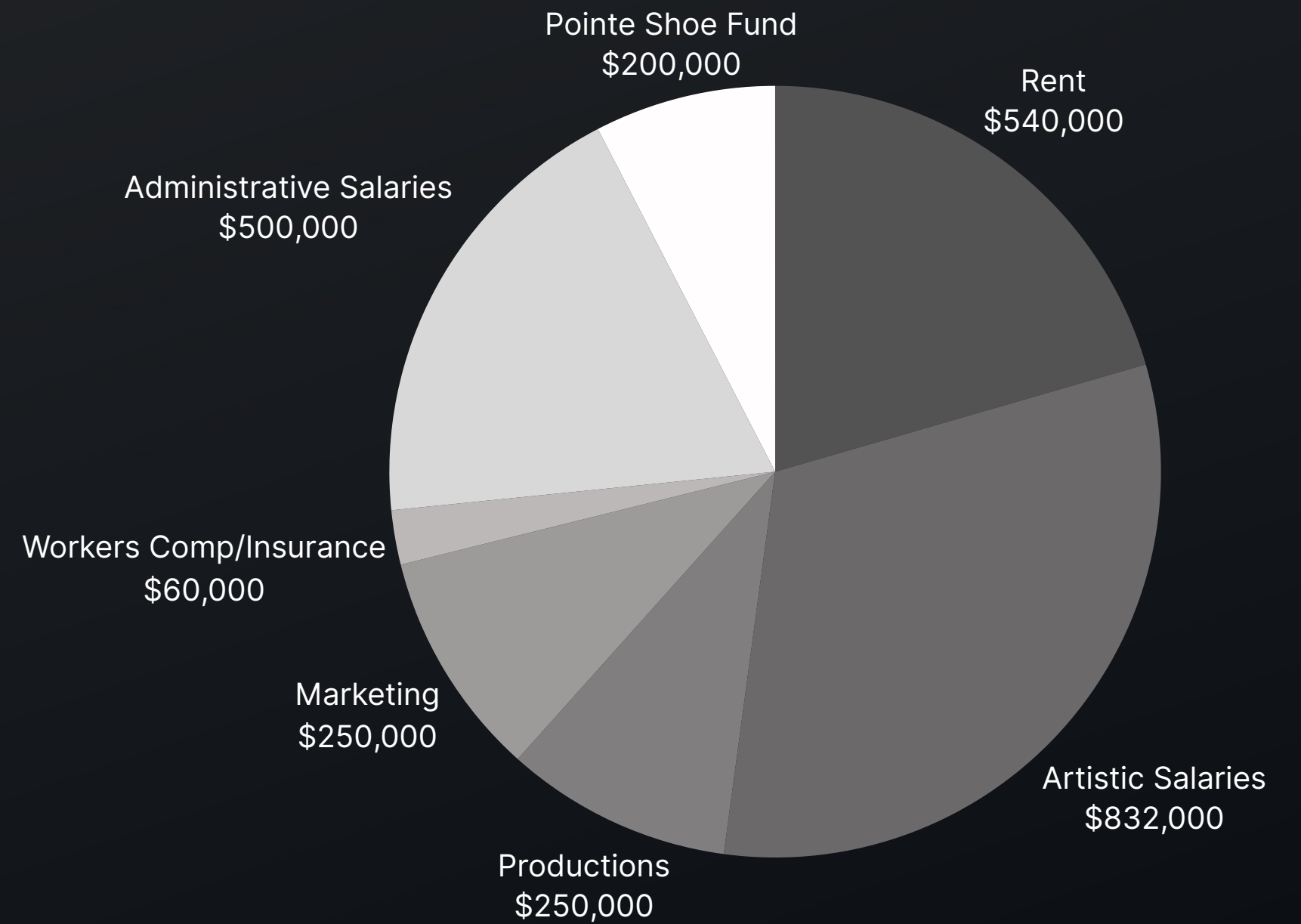
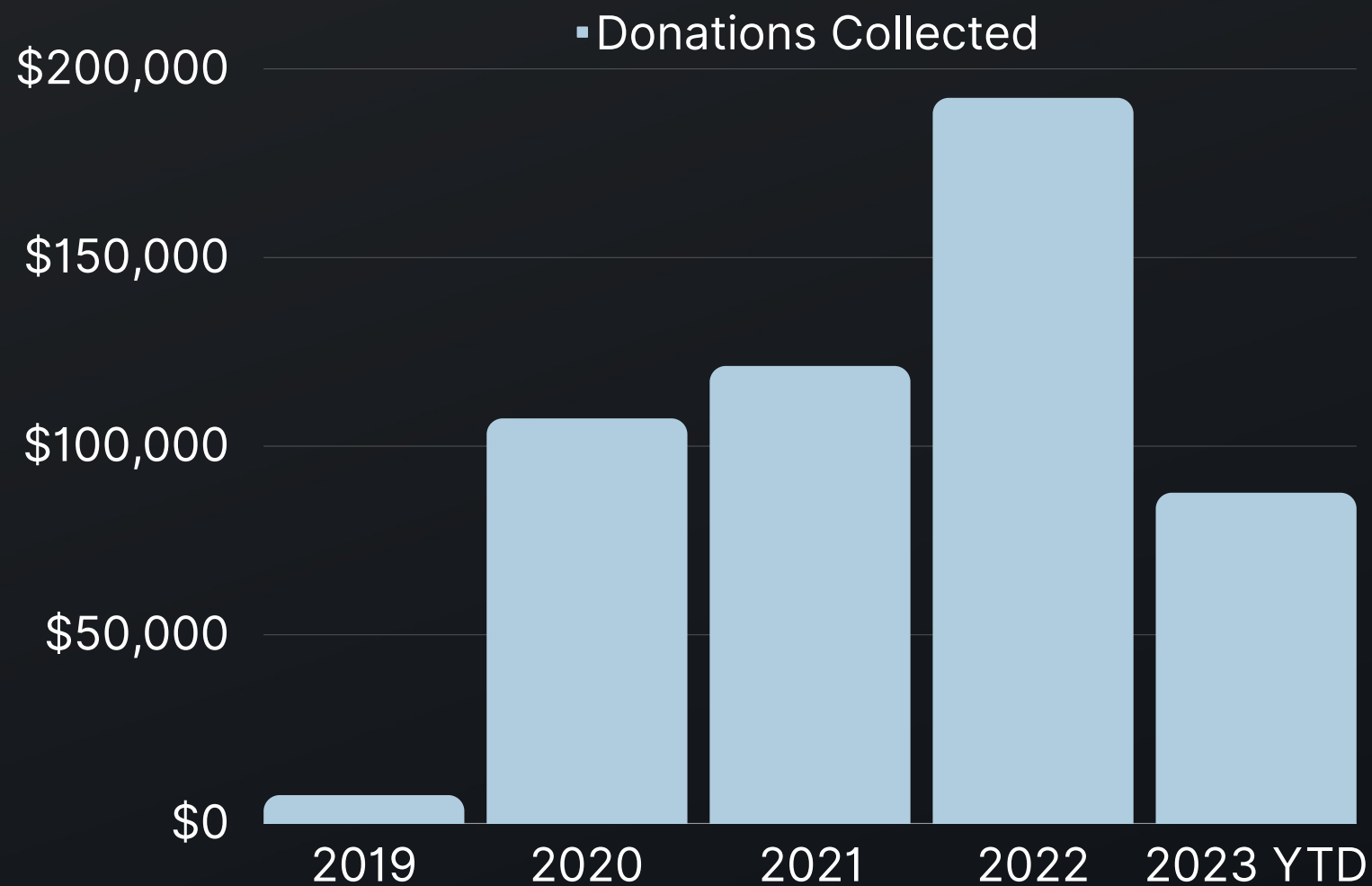
FUNDING GOALS

Ballet Project OC is a nationally recognized 501c3 Non Profit Organization

87-3171139

\$2.5M Annual Goal

Outlined below are the expenses associated with running a fully functional professional company.



PRESS

“A COMPANY TO
WATCH”

-LA Dance Chronicle

“AN INNATE
SENSE OF
LEADERSHIP AND
ARTISTIC VISION”

-Pointe Magazine

“BRINGING NEW
AND ORIGINAL
WORK TO THE
STAGE”

-Voyage LA Magazine





THANK YOU

**BALLET
PROJECT OC**