

Our Mission

GRACT is a member based non-profit that supports and unifies artists and organizations to foster a vibrant theatrical community in Berks County.

GRACT would like you to join us for the mutual benefit of your institution and the Alliance. We will all benefit by working together to encourage and educate the young talent in our community.

Membership for a fee for community theater groups, private theater groups, and individuals involved in the arts.

Membership is free to all college and university theater groups, junior and senior high school theater groups.

Ask us for more information!



Greater Reading
Alliance of Community Theatres

Become a Member of
GRACT!

<https://greaterreadingact.com/how-to-join-us>

Executive Board

Chairwoman

Patricia Perfect

Vice Chairwoman

Vicki Haller-Graff

Secretary

Debbi Silas

Treasurer

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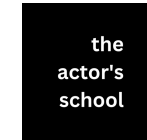
GreaterReadingACT



<https://www.linkedin.com/company/greater-reading-act/>



Greater Reading
Alliance of Community Theatres



Goals of G.R.A.C.T.

- Promote and market member theater arts organizations
- Acquire and allocate financial resources to benefit members
- Support planning
- Develop audiences
- Operate profitably
- Enhance artistic quality
- Produce, maintain, and share financial, programmatic, production and audience development

Advocate.

Collaborate.

Educate.

What is GRACT?

The Greater Reading Alliance of Community Theatres, a 501C3 nonprofit organization, was formed as a vehicle to facilitate collaboration among the various theatre organizations in Greater Reading, PA. Today, GRACT sees a possibility to expand the membership to encompass any interested performing arts and arts-related organizations in and around our community by identifying, growing and sharing the resources that each one needs to become sustainable. Additionally, GRACT continues to strive to acquire an ideal venue for performing groups that houses performance space, rehearsal rooms, storage areas, and offices.

About Our Members

Fleetwood Community Theatre is committed to the education and development of our members within the theater arts programs by offering opportunities to participate in production management, technical support, and performances throughout the year. All production positions are on a volunteer basis whereby the skilled help beginners learn the various aspects of stage productions.

As an outlet of quality musical, dramatic, and ensemble productions, Fleetwood solicits the area to enjoy the “stories of Broadway” at nominal prices. We encourage and support local youth to pursue performing arts opportunities through school, church, collegiate, or other local productions.

Genesius Theatre produces Broadway style musicals, drama, and children's theatre at our intimate 100 seat home at 153 North 10th Street in Reading, as well as an annual theatre camp for children. Founded in 1971, Genesius has served as a training ground for alumni who have had career success as actors, dancers, singers, musicians, directors, producers, playwrights, educators, and in various behind-the-scenes roles. The theatre also provides an artistic outlet for members of the community to express themselves on-stage and off, and experience the feeling of family that theatre creates in the community. Genesius is a 501(c)3 charity. The theatre does not survive from ticket sales alone, and we are grateful for community support to help us provide the best entertainment and educational experience possible that includes up-to-date sound and lighting effects, as well as live orchestras.

Marabella Enterprise creates, produces and promotes “Storytelling for Good” through a variety of entertaining and educational products and services that include training, consulting, plays, films and books!

Theater, film, television and education are powerful tools for change and growth by themselves. Together, they can craft engaging and evocative quality programs and projects that have meaningful and positive social impact for business, not-for-profit organizations, communities and individuals everywhere.

Reading Community Players Reading Community Players is the third oldest theater company in Pennsylvania. We have been doing performances in Reading since the 1920's. Usually our season consists of 5 or 6 shows that are mainly dramas, comedies and one children's show. For more information about RCP you can visit our website at www.readingcommplayers.com

The Reading Theater Project is a locally focused theater company based in greater Reading/ Berks County, PA. We produce new theater with a focus on the creative process for the artists involved, resulting in a unique production for the audience. We value collaboration and creative challenges and believe theater is an inclusive experience that can reveal our shared human condition. Risk-taking and art-making are at the forefront of what we do.

Yocum Institute for Arts Education Since 1934 generations of families and individuals have been a part of “The Institute” and its legacy. 2024 is the year we celebrate our 90th anniversary! The Yocum Institute has become the leader in arts education programs in Berks County. It is recognized for its focus on education in and through the arts which are reflected in its integrated arts programming, strong community outreach network and productions for young audiences. Our vision: Making the arts make a difference. We help people of all ages be more creative and confident, which in turn improves health and quality of life. Our mission: To connect and enrich our community through arts education, creative performance, and innovative programs.



Your Membership Benefits

By their affiliation with GRACT, Members access the following organizational benefits:

- Membership with the American Association of Community Theaters (AACT)
- Director & Officer (D&O) Liability Insurance (\$1,000 deductible with a maximum coverage of \$1 million)
- Resources such as costumes, set pieces, props, and some technical equipment
- Presence on G.R.A.C.T.'s website & social media and monthly newsletter
- Access to G.R.A.C.T.'s partnerships with community educational organizations such as Penn State Berks, Alvernia University, and local schools to reach a wider audience and collaborate to create engaging local talent and theater
- Assistance with finding venues for performances and rehearsal space for members without a theater house of their own
- Shared resources with the members:
 - ✳ Your logo or organizations logo in the Program template shared with all members in their performance programs for further recognition
 - ✳ Increased awareness and interest from the community
 - ✳ Advertisement of our shows, dates, & times of performances
 - ✳ The combined experience and knowledge of members' years of creating and performing theater and performance arts