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## East West Players Awarded Taproot Foundation Grant

East West Players (EWP), the nation's premier Asian American theatre, has been awarded the Taproot Foundation Strategic Planning Prep Grant. The estimated value of this Service Grant is \$70,000. This is the first partnership between East West Players and the Taproot Foundation.

Taproot is a nonprofit organization that makes business talent available to organizations working to improve society. They engage the nation's millions of business professionals in pro bono services for non-profit organizations both through their award-winning programs and by partnering with companies to develop their pro bono programs. Their mission is to lead, mobilize and engage professionals in pro bono service that drives social change.

The Taproot Foundation Strategic Planning Prep Service Grant gives organizations contextual information needed to make good strategic decisions. EWP will work with a highly-skilled and specialized team of strategy management experts who volunteer through the Taproot Foundation to collect a full range of internal and external inputs in order to create an in-depth, unbiased situational report. This team will use EWP's mission as the basis for all analyses, highlighting those opportunities that are both realistic and significant. This detailed map of EWP's situation, position, and potential will enable the organization to confirm its current path to board, staff, and funders, as well as see what new strategic choices could bring.

"We are very excited to work with the Taproot Foundation for the first time," say Tim Dang, Producing Artistic Director. "This grant comes at a perfect time and will play a major role in our strategic planning as East West Players lays the groundwork leading up to our landmark 50<sup>th</sup> Anniversary in 2015."

For more information, please visit [www.eastwestplayers.org](http://www.eastwestplayers.org) or call (213) 625-7000.