

ANNUAL FUNDRAISING CAMPAIGN

“Engagement with art
can change your life,
often for the better,
and sometimes profoundly.”

Max Wyman

Belfry
Theatre



SEANA MCKENNA IN THE YEAR OF MAGICAL THINKING

The remarkable exchange of ideas and emotions between the stage and the audience during *The Year of Magical Thinking* was a powerful reminder of the profound impact that theatre can have. To create such magic, we need skill and talent onstage. We also need an audience that demands the best, is interested in new perspectives, and makes a commitment to an ongoing dialogue and relationship with this theatre company.

The Belfry has been blessed over the course of its long and illustrious history. The best artists continue to love playing here. And you, the best audiences in the country, continue to show your support.

At this particular juncture, when those to whom we look for leadership have turned their backs on the arts, we ask that you, as a loyal and appreciative member of our audience, help us to continue to produce the most exciting and thought-provoking theatre we can.

Our community deserves the best. With your help, we will continue to contribute to the quality of life for the more than 50,000 people who attend – and believe in – this most respected and well-loved theatre.

With sincere for your past support and future generosity,


Mary Desprez
General Manager


Michael Shamata
Artistic Director



“The Belfry Theatre, with its world-class entertainment and unique facility, is one of the most valuable assets that improves our quality of life here in Victoria. Simply, if the theatre thrives, so do we all.”

Scott Hoadley, General Manager
Inn at Laurel Point

“An investment in the arts is an investment in the overall good health of our community.”

Vivian Chenard, Manager, Community Relations & Events
Thrifty Foods



JILLIAN FARGEY AND JAMIE SPILCHUK
IN *BORDERTOWN CAFÉ*

Every dollar invested by the province in arts and cultural organizations returns between \$1.05 and \$1.36 directly to the provincial treasuries through tax revenues (www.tsa.gov.bc.ca/arts_culture/library).

BC arts, culture and heritage industries generate 80,000 jobs in the creative sector and \$5.2 billion of annual revenue (Ministry of Tourism, Arts and Culture Service Plans).

Of Canada's 10 provinces, BC has the largest percentage of its labour force in arts occupations (www.hillstrategies.com/docs/Artists).



NEIL MAFFIN AND CHRISTIAN GOUTSIS IN *ANYTHING THAT MOVES*

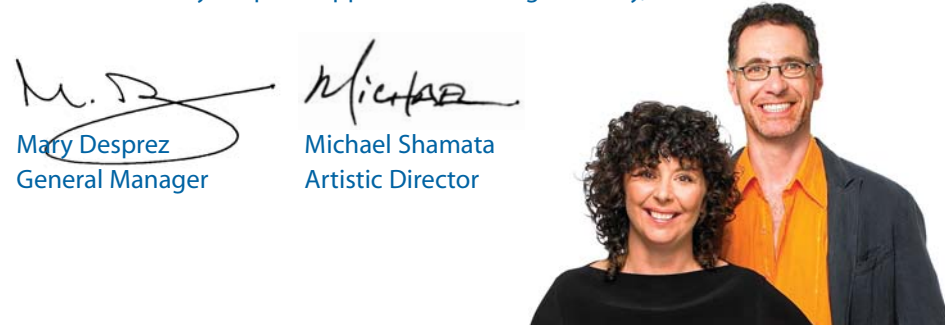
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The Belfry Theatre is a national gem and a local treasure. For almost 35 years, we have showcased new plays, Canadian classics, and the best contemporary work from around the world, in a heritage building that has transformed over the years into one of Canada’s most beautiful – and intimate – cultural venues.

Your donation supports

- the best contemporary theatre, 10 months of the year, showcasing national and international playwrights
- over 80 actors, directors, designers, carpenters, props-makers, wardrobe staff, among others behind the scenes – over one season
- innovative, cutting-edge shows from across the country in our annual SPARK Festival
- the commissioning and development of new work
- programs for established and emerging local artists, including professional development workshops, apprenticeships, and our Incubator project
- audience enrichment activities, such as the Re:actor series of lectures and discussions, and free play readings
- Belfry 101, our signature educational program for high school students

Your support is invaluable.

We are grateful to the thousands of devoted subscribers and single-ticket buyers who fill our theatre night after night. Ensuring accessibility for as many members of our community as possible is one of the Belfry’s core values. We work very hard to keep our tickets reasonably priced, without jeopardizing the bottom line.

Ticket sales account for just over half of our operating revenue. This necessitates raising 45% of our overall budget from fundraising. Government and corporate funding are important, but unpredictable, especially today.

Our potential lies with you!

We invite you to join our growing group of friends, believers and devotees – to name just a few of the giving opportunities available to you. Every dollar you donate makes a tremendous difference to the work we do.

“The arts are not a frill.
They are the heart of the matter.”

Margaret Atwood

JENNIFER LINES AND VINCENT GALE
IN *THE REAL THING*



BELFRY BY THE NUMBERS

- 8 Mainstage productions
- 3 Studio productions
- 6 Mini Plays
- 1 Off-site production
- 6 Play readings
- 1 Commission of new work
- 1 Incubator project
- 22 Backstage tours
- 21 Full-time staff
- 62 Paid artists
- 247 Volunteers
- 29 Performance weeks
- 229 Total performances
- 6,692 Subscriptions sold
- 52,876 Total audience

(2008–09 figures)

LEAVE A LEGACY

Planned giving is an inspired and deeply personal way to leave a gift to help secure the future of the Belfry Theatre. A planned gift can be made in several ways, such as a bequest in your will, a gift of life insurance, a gift of publicly traded securities or by designating the Belfry Theatre as a beneficiary of your RRSP or RRIF. To discuss planned giving opportunities, please contact Kathy St. John at 250-385-6835.

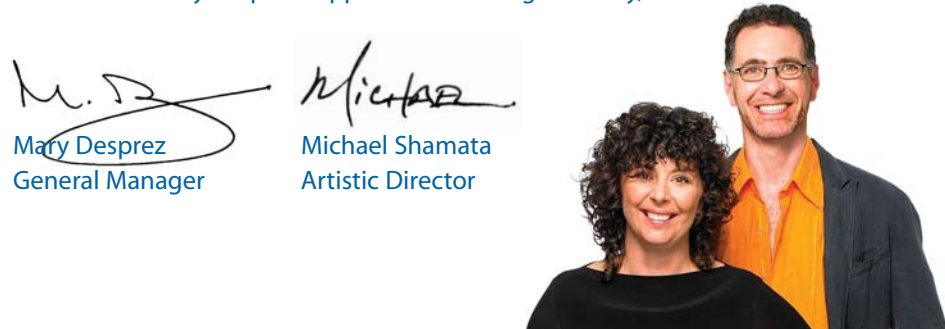
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GIVING OPPORTUNITIES AND DONOR BENEFITS

\$1-\$49 \$50-\$149 \$150-\$299 \$300-\$499 \$500-\$999 \$1,000-\$4,999 \$5,000-\$9,999 \$10,000+

| Official tax receipt * | FRIEND | BELIEVER | ADVOCATE | ADHERENT | DISCIPLE | SUSTAINER | DEVOTEE | GODSEND |
|---|--------|----------|----------|----------|----------|-----------|---------|---------|
| Acknowledgement in the Belfry lobby display | | | | | | | | |
| Invitation to attend the annual general meeting | | | | | | | | |
| Recognition in the Belfry Annual Report | | | | | | | | |
| Complimentary copy of the Belfry Annual Report mailed to you | | | | | | | | |
| Recognition in each of the Belfry mainstage programmes | | | | | | | | |
| Two complimentary tickets to any performance in the season | | | | | | | | |
| Invitation for two to our Belfry-behind-the-scenes donor event ** | | | | | | | | |
| Advance opportunity to purchase tickets to our annual Gala | | | | | | | | |
| Two complimentary SPARK Festival passes | | | | | | | | |
| Two complimentary tickets to the Summer Show Opening Night and reception | | | | | | | | |
| Invitation to attend a first script read-through with cast and creative team | | | | | | | | |
| Invitation for two to all Opening Night mainstage performances and receptions | | | | | | | | |
| A signed, framed poster from one of the Belfry's mainstage productions | | | | | | | | |

* Tax receipts are issued for all donations of \$10 or more.

** This rare and intimate behind-the-scenes opportunity includes touring the theatre backstage, meeting the cast and creative team, and watching a play in rehearsal on the mainstage ~ followed by a wine and cheese reception.

The Belfry Theatre is a registered not-for-profit, charitable organization. Charitable Registration Number: 11921 5549 RR0001.

I wish to become a:

| | |
|------------------------------------|---------------------|
| <input type="checkbox"/> FRIEND | up to \$ 49 |
| <input type="checkbox"/> BELIEVER | \$ 50 – \$ 149 |
| <input type="checkbox"/> ADVOCATE | \$ 150 – \$ 299 |
| <input type="checkbox"/> ADHERENT | \$ 300 – \$ 499 |
| <input type="checkbox"/> DISCIPLE | \$ 500 – \$ 999 |
| <input type="checkbox"/> SUSTAINER | \$ 1,000 – \$ 4,999 |
| <input type="checkbox"/> DEVOTEE | \$ 5,000 – \$ 9,999 |
| <input type="checkbox"/> GODSEND | \$ 10,000 |

NAME _____
ADDRESS _____
CITY _____ POSTAL CODE _____
TELEPHONE (DAY) _____ (EVE) _____

Acknowledgements

- I would like my name to remain anonymous
 I would like my name to appear differently than above:

Payment (please do not mail cash)

- I would like to make one payment
 I would like to contribute in 12 monthly installments of \$ _____
 I have made out my cheque(s) to the Belfry Theatre OR
 I wish to pay by credit card VISA MasterCard American Express

CARD # _____ EXPIRY DATE _____

- I would like more information about how I can leave a legacy for the Belfry.
 I would like more information about corporate giving and sponsorship.

How to contribute

BY PHONE 250-385-6835 Call our box office and charge your contribution to VISA, MasterCard or American Express, Monday to Friday, 9:30 a.m. to 5:00 p.m.

BY FAX Fax your contribution form and credit card information anytime to 250-385-6336.

BY MAIL Mail your contribution form with payment to the Belfry Theatre, 1291 Gladstone Avenue, Victoria, BC, V8T 1G5.

IN PERSON Drop by our box office at 1291 Gladstone Avenue, Monday to Friday, 9:30 a.m. to 5:00 p.m.

Thank you!

OFFICE USE ONLY: _____
DATE RECEIPT#

How to make a contribution

BY TELEPHONE
250-385-6815
Call our
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contribution to
VISA, MasterCard
or American
Express,
Monday to
Friday, 9:30 am
to 5:00 pm.

ON LINE
Visit
www.belfry.bc.ca
click
"Support
the Belfry",
and follow
the links
to "How to
Donate".

BY FAX
250-385-6336
Fax your
contribution
form and
credit card
information
anytime.

BY MAIL
Mail your
contribution
form with
payment to
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Thank you!

A GREAT PLACE TO SEE GREAT THEATRE

**Belfry
Theatre**

MEGHAN PORTEOUS, JONATHON YOUNG AND ANTHONY F. INGRAM IN **BRILLIANT!**

