



ALBERTA THEATRE PROJECTS

ATP'S 'PROPEL US FORWARD' FUNDRAISING CAMPAIGN SOARS PAST ITS GOAL OF \$200K

Individual donors lead the charge in boosting up the Calgary-based theatre company whose corporate sponsorship has dropped by 77%.

CALGARY, ALBERTA – On May 2nd [Alberta Theatre Projects](#) announced that their urgent fundraising campaign had succeeded in raising more than \$250,000, 125% of its original goal of \$200,000.

During a celebration with supporters, community partners and neighbours on Olympic Plaza, Executive Director Vicki Stroich made the following statement:

In the two months since we launched our appeal, we've been overwhelmed by the outpouring of generosity from our community. Through your donations, kind words and offers of support, we've seen just how passionate our community is and how much it values the ground-breaking work that ATP does and our role as community builders. In response to this incredible show of faith, we offer our sincerest and most heartfelt thanks to everyone who took the time to donate, share the news, vocalize their support for the arts, see a show, and help ATP forge a new way forward.

Launched on March 1st, 2017 in response to a cumulative 77% drop in corporate sponsorship that left the company with a \$400,000 gap in funding, the campaign was bolstered at the outset by a one-time, \$200,000 proactive grant from [The Calgary Foundation](#), leaving the remaining \$200,000 to be raised through a public appeal. Of that \$200,000 public goal, 90% of all donations that were received came from individual donors. In total, over 780 people contributed to the fundraising campaign, the overwhelming majority of whom were first time donors to ATP.

"The success of this fundraising campaign has helped ATP buy much-needed time over the short term to develop and implement adaptive changes that are necessary to address the new market realities facing not-for-profit arts companies in Calgary," said Frank Durnford, ATP Board of Directors' Vice President of Development.

Over the long-term, changes to the company's producing model and other core business will be implemented in planning for future seasons, working towards a new model by 2021-2022, ATP's 50th anniversary season. The company is currently working with a program called New Pathways for the Arts, developed by [EMC Arts](#), to help it discover and implement new ways of working that will support ATP's core principles and values while allowing it to become more adaptive and resilient to environmental changes in the arts and culture industry.

Individual and corporate support currently make up roughly one third (1/3) of ATP's total annual operating revenue, and enables the organization to provide value to the whole community through its innovative artistic work by keeping ticket prices down to ensure the experience of live theatre is available to everyone, regardless of their financial circumstances.

“We’re not expecting to see corporate sponsorship return to the levels we saw before the economic downturn, and with current government support remaining flat, that will likely mean that individual donors will have a larger role to play in ensuring the viability of local, not-for-profit theatre for the foreseeable future,” said Levonne Louie, the ATP Board of Directors’ Treasurer.

“The best way to support local theatres and the artists whose time and talent goes into bringing daring, new stories to life on stage is to buy tickets and come out to see live theatre,” says Stroich. “Our season subscriptions offer up to a 20% discount on single ticket prices, and you can see 4-plays for less than the cost of a standard annual Netflix subscription, just \$105.”

Anyone who would still like to donate can make a tax deductible \$20 donation by simply texting the word **FORWARD** (all capital letters) to **45678** until May 31st. More details about the mobile giving campaign as well as information about matching programs for larger donations can be found by visiting www.ATPlive.com/support-ATP.

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ABOUT ALBERTA THEATRE PROJECTS

Alberta Theatre Projects is a Calgary-based, not-for-profit, professional theatre company that celebrates the art of live theatre. From its home in The Martha Cohen Theatre at Arts Commons, the company produces world-calibre shows with a focus on idea-driven new works, plays by Canadian playwrights, and contemporary theatre from around the world. It is also a national leader in new play development and dramaturgy.

www.ATPlive.com

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