

# DONORS' CIRCULAR

*Giving the arts a hand*

## Roundtable on Philanthropy in the Performing Arts

Alberto Vilar, one of the world's leading philanthropists was the keynote speaker at the NAC Foundation's second annual *Roundtable on Philanthropy in the Performing Arts*, held September 18, 2002 in tandem with the Fall Gala. The Roundtable was one of the most important events in recent years. The National Arts Centre was proud to bring together twenty of the country's most significant philanthropists in the presence of Honorary Chair Aline Chretien, for a discussion on the importance of giving to Canada's arts organizations. Because we are a national arts organization, it is important that we be a catalyst for this kind of discussion.

In addition to the passionate and interesting keynote address by Mr. Vilar, participants also heard from Peter Herrndorf, President and CEO of the National Arts Centre, and the Honourable Mitchell Sharp, past Gala Honorary Chair. David Zussman, President of Public Policy Forum led the dialogue on the unique challenges and benefits of supporting



(left to right) Gala honorary chair Aline Chretien, Board of Trustees Chair Dr. David S.R. Leighton, and Roundtable keynote speaker Alberto Vilar

the arts; personal motivations, inspirations and what arts organizations need to know to build donor confidence. A number of policy makers and cabinet ministers also

attended the Roundtable, including the Honourable John Manley. An outcome report will be circulated to all arts organizations and other interested parties throughout Canada.

# Mary Bell

## NAC Donor since 1999

Mary Bell still remembers her first National Arts Centre experience with wistful fondness – it was Opening Night in 1969 and the National Ballet of Canada took her breath away. Since that evening, she has been coming to the NAC to enjoy countless performances in dance, orchestra and theatre. In fact, the NAC has become a part of her.

One particular performance that stands out in Mary's mind as simply "spellbinding" featured young New Brunswick soprano Measha Brueggergosman performing Verdi's *Requiem* with the NAC Orchestra. "I heard this incredible instrument sustaining a note and I realized it was actually her voice. I still have goose bumps – it made me so proud to be

Canadian and see this kind of talent on our stage!" Other memorable NAC performances include *The Overcoat* and James Kudelka's *The Nutcracker*.

But where does all this passion for the arts come from? As a child Mary dabbled in theatre, and when we met she proudly recounted her summer session at Brae Manor, a small training institution that boasts such alumni as Christopher Plummer. She will freely admit that she was the "bane of her dance teacher's existence", and consequently stuck with acting — something that followed her well into adulthood.

Mary's special philosophy on the arts – that they are "the soul of a nation" – is what motivates her to support them. She firmly believes that Canada has come to be defined on a global scale by the calibre of the artists we export. "There's just so much talent in this country and it's our responsibility to nurture it." It is in this spirit that Mary contributes annually to the NAC's Donors' Circle, and what ultimately led her more recently to name the NAC Foundation as beneficiary of a new life insurance policy.

In addition to Mary's philanthropy with us, she is committed to several other causes near and dear to her heart. She sponsors eight children with World Vision Canada and draws tremendous satisfaction in knowing that she is partly responsible for helping to educate them and their respective villages. Child Find and the Breakfast for Children programme are two more of her favourites.

We would like to extend our heartfelt thanks to Mary, both for her enthusiastic support of the National Arts Centre, and especially for being a true ambassador (she has introduced five of her eleven grandchildren to the Arts here at the NAC!). Mary – we hope you will continue to find great satisfaction in contributing and great joy in attending!



Donor Mary Bell and friend



(left to right) NAC Foundation Donors Peter Herrndorf (NAC CEO), Joel Morin and Marcelle and Huguette Jubinville review Emeritus Circle banner at Annual fund Launch October 3.

# The Emeritus Circle

On October 3<sup>rd</sup>, the NAC Foundation announced the creation of its newest Circle. *The Emeritus Circle* pays tribute to our friends who have chosen to support the work of Canada's National Arts Centre through planned gifts. These can take many forms including bequests, endowments and gifts of financial instruments other than cash – such as securities, life insurance, RSPs, and mutual funds. Everyone who advises us they have made a planned gift to the National Arts Centre is invited to join this honorary circle.

To our Charter Members of the *Emeritus Circle*, we extend our heartfelt thanks for the profound commitment you have made to your National Arts Centre.

John Arnold  
David Beattie  
Mary B. Bell  
Roxane Connick-Carlisle  
Patricia Cordingley  
Sylvia Gazsi-Gill & John Gill  
James Wilson Gill  
Sarah Jennings & Ian Johns  
Michael U. Potter  
Betty Riddell  
Daniel Senyk  
The Honourable Mitchell Sharp & Mme Jeanne d'Arc Sharp  
Sandra Lee Simpson  
Hamilton & Marion Southam  
Jayne Watson

If you would like more information on planned giving, please contact Samantha Plavins, Planned Giving Officer, at (613) 947-7000, extension 268.

## Donate Using Life Insurance

Most people have some type of life insurance, but few understand what a flexible tool it can be for financial planning. Insurance is not just protection for emergencies: it can allow you to accumulate funds on a tax-sheltered basis to supplement your retirement income, provide replacement income for your dependents if something should happen to you, or help you and your family pay for anticipated expenses such as children's education.

*But did you also know that paying modest life insurance premiums today can provide a significant gift in the future?*

There are many creative ways to donate using life insurance. You can give a new policy, an existing policy, or simply name The National Arts Centre Foundation as the beneficiary. Each option has different tax benefits. You can also make a "no-cost" gift by using life insurance to replace the value of a current gift of cash or stock in your estate for your heirs. We would be pleased to work with you and your advisors to design a plan to serve your family's needs.

**Please contact the NAC Foundation at (613) 947-7000, ext. 268 for further information.**

# Corporate partnerships and the National Arts Centre

The National Arts Centre appreciates that leading businesses have key corporate objectives they must meet each year. We've been working in partnership with corporations for many years to help them meet some of their objectives while enabling the NAC to achieve its goal of bringing the best live performances on stage.

## Through performance sponsorships, your company can:

- Enhance corporate citizenship
- Expand image and increase visibility
- Build government relations
- Increase product sales
- Access client/partner entertainment
- Take advantage of co-branding opportunities
- Develop employee recruitment and retention
- Feel proud of its corporate philanthropy

## Things you should know about the National Arts Centre and its audiences:

- Our audiences are unusually knowledgeable and sophisticated
- Attendance for performances averages 80 per cent, one of the highest rates in the country
- More than 70 per cent of season subscribers hold university degrees
- More than 80 per cent own their own homes
- Majority of audience is between the ages of 34 and 59
- Over 400 artists perform at the National Arts Centre annually, in 700 performances
- Approximately 900,000 people pass through the National Arts Centre annually
- Members of parliament regularly attend performances

***Sponsorship gets you and your company access to a wide "audience" you may not otherwise reach. We will work with you on customized planning, venue promotions and cross-marketing opportunities. Please let us know where your interests are focused — regionally, nationally or in a specific city/province.***

**We invite you to partner with us!**

**Call us at: (613) 947-7000 ext. 269, or fax: (613) 947-8786.**

## With sincere thanks...

In addition to the generous support of our individual donors, the National Arts Centre Foundation has received support from the following sponsors and foundations during 2001-2002:

- Accenture
- Air Canada
- Alcatel
- The American Friends of Canada
- Ancient Coast
- Arnon Corporation
- A & E Television Networks
- Audi Canada
- BDO Dunwoody LLP
- Bell Canada
- Biddle McGillvray Advertising
- J. Armand Bombardier Foundation
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- Capital Box of Ottawa Ltd.
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- The Catherine & Maxwell Meighen Foundation
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- Clarica Life Insurance Company
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- Corus Entertainment
- CPAC
- Creative Edge Design
- Dollco Printing
- Enbridge Consumers Gas
- Export Development Canada
- Foothills Pipe Lines Ltd.
- Galaxie – The Continuous Music Network
- The George C. Metcalf Charitable Foundation
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- Le Droit
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- National Arts Centre Orchestra Association
- The New RO
- The Ottawa Citizen
- The Ottawa Jewish Community Foundation
- Ottawa Marriott
- Ottawa Pianos & Organs
- Pelee Island Winery
- Peller Estate
- Peninsula Ridge
- Petro-Canada Ltd.
- Robert Mondavi
- Rogers Television
- Scotiabank
- The Honourable Mitchell W. Sharp and friends
- TELUS

# Riding the wave of success

## Donors' Circle Campaign 2003



(left to right) NAC Foundation Chair Guy Pratte, Music Director Pinchas Zukerman and NAC President and CEO Peter Herrndorf at Donor's Circle 2003 launch.

On October 3, 2002 the National Arts Centre Foundation launched its 2003 Donors' Circle Campaign with a reception that honoured our donors. The Annual Fund Team held a special pinning ceremony where our own Pinchas Zukerman, Peter Herrndorff and Guy Pratte, the new Chair of the National Arts Centre Foundation received their gem pins for their contributions to the Donors' Circle. In turn, the three pinned donors present who were receiving their gem pins.

Attendees got a glimpse of the new Virtual Donor Wall. The presentation was set to the National Arts Centre Orchestra's Schubert CD. Participants also watched a multi-media presentation on why donor support makes a difference. Both Walter Prystawski,

Concertmaster and Michel Dozois, Producer of Community Programs, spoke eloquently on how your support continues to make a difference in the work they do every day.

The evening ended with a performance by Robert Uchida, accompanied by pianist Jean Desmarais. As the recipient of a scholarship to the Young Artist Programme, Robert's performance was a compelling example of how donor support has assisted young artists in Canada as they strive to develop their talents.

Those of you who were on hand heard the announcement of our \$1.5 million goal. These funds will support local and national initiatives that will help us to focus on artistic excellence on all four stages and to nurture and

support young talent in our youth and education programs. Although it is our most ambitious goal to date, we are confident that with your support, we will make a difference to the National Arts Centre as it re-establishes itself as Canada's pre-eminent showcase for the performing arts. Our donors' commitment to the Donors' Circle is an integral part of fulfilling this mission.

### Over 4,300 Donors

The Donors' Circle now has over 4,300 donors who share our commitment to advancing the performing arts. We know how keenly interested you are in learning about our efforts and being involved by attending performances on our four stages and the NAC Foundation's special events. As the Annual Fund Program grows we have been making changes to respond better to your inquiries. We recently welcomed Patrick Latreille as part of our Annual Fund team. Patrick will work with Magdalena Ziarko, Development Coordinator, Donors' Circle and Jody Houlahan, Senior Development Officer, Annual Fund to continue to build and foster the relationships donors have with the National Arts Centre.

We look forward to meeting our donors. We encourage all of you to attend the National Arts Centre Foundation's **Annual General Meeting on Monday January 20, 2003** in the Fourth Stage. For those of you who have not yet visited the Fourth Stage, it will be a great opportunity to see how your support directly benefits the performing arts in our community. In the meantime, why not drop by the Annual Fund Office in the Southam Hall Foyer.

# Still struggling to find that perfect gift this holiday season?

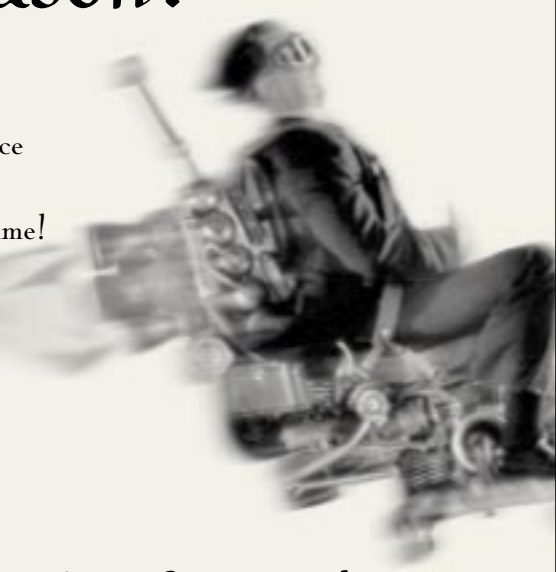
## Need a dose of inspiration?

This January, the National Arts Centre will announce a major fundraising campaign in support of its Theatre – but we can let you in on the secret details ahead of time!

For as little as \$100 a month, your family member or loved one's name can become a part of this Canadian cultural gem – your National Arts Centre.

Contact the National Arts Centre Foundation at (613) 947-7000, extension 268 to learn more about this and a number of other unique gift-giving ideas.

## Let yours be the gift they remember forever!



The Audi 2003 Premiere is going on now.

Quick. Think of a shortcut to the dealer.



MARK MOTORS OF OTTAWA



*Come see the inspired new model line at the Audi 2003 Premiere. Don't miss the best in German engineering, performance and design with features like our four-link front suspension, breakthrough five-valve engine technology and available quattro® all-wheel drive. It's a great time to drive an Audi. NEVER FOLLOW™*

THE AUDI  
2003 PREMIERE

Graphics: Llama Communications  
Printing: MOM Printing

To contact any of these NAC departments, please call our main number, (613)947-7000, and the following extensions :

Box office: ext. 280  
Subscriptions: ext. 620  
On Stage at the NAC: ext. 565  
Donors' Circle: ext. 315

NAC Foundation: ext. 269  
Le Café: (613)594-5127  
Restaurants and Catering:  
(613)232-5713



Renée Fleming with US Ambassador to Canada Paul Cellucci.

# Another Record Breaking Gala

The National Arts Centre's sixth annual fund-raising Gala, featuring the sensational soprano Renée Fleming and the National Arts Centre Orchestra led by Music Director Pinchas Zukerman, surpassed the record set last year by netting a spectacular \$525,000. All proceeds from the September 18 event go to the National Arts Centre's National Youth and Education Trust, a primary resource for supporting the artistic development of young Canadian talent.

The Gala was made possible through the generous support of all those who bought tickets to the prestigious event but also through the support of our many sponsors. The Presenting Sponsor of the Gala was TELUS. The Associate Sponsors were Corus Entertainment, the J. Armand Bombardier Foundation, and Universal Music. Special partners were A&E Television Networks, SUNY Potsdam, Ottawa Senators Hockey Club, and Urbandale Corporation.

## Board members of the National Arts Centre Foundation

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Ottawa, ON

## NAC Foundation staff

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CEO, National Arts Centre Foundation

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### J. Mark Hierlihy

Director, National Gifts

### Catherine Koprowski

Development Officer, Special Events

### Samantha Plavins

Development Officer, Major and Planned Gifts  
947-7000 ext. 268

## Annual Fund Office

### Jody Houlahan

Senior Development Officer, Annual Fund  
947-7000 ext. 309

### Magdalena Ziarko

Development Coordinator, Donors' Circle  
947-7000 ext.324

# Stewardship Report on dollars raised in 2001-2002

Canada's National Arts Centre relies greatly on both philanthropic and sponsorship support each year. In 2001-2002 your support totalled more than \$3 million! Take a look below at how this support has strengthened your NAC.

<b>Youth and Education Programming</b>	<b>\$1,287,133</b>
Includes the Young Artist Programme, Conductors Programme, student matinees, bursary programs and scholarships	
<b>Live Rush and ArtsAlive.ca</b>	<b>\$173,000</b>
Live Rush gives students affordable, same day tickets to NAC shows; ArtsAlive.ca introduces students across the country to the arts through our interactive educational website. (In September 2002, Live Rush expanded to Calgary, Alberta.)	
<b>Community Programming and Fourth Stage</b>	<b>\$205,075</b>
Includes programming support such as assistance to keep fees accessible, providing sound / lighting and staging expertise, and help in promoting our community's talented artists	
<b>Artistic Excellence and New Works</b>	
<b>Music</b>	<b>\$440,331</b>
Includes extra musicians for the performance of works outside our regular repertoire; creation of new works from Canadian composers; world-class guest artists	
<b>English Theatre</b>	<b>\$207,445</b>
Includes support for co-productions such as <i>Vinci</i> with The Manitoba Theatre Centre; <i>On The Verge</i> — new play festival; attracting the best artistic talent	
<b>French Theatre</b>	<b>\$107,310</b>
Includes bringing the best artists and designers in French theatre and support for co-productions such as <i>Au Cœur de la Rose</i> with Théâtre du Rideau Vert and Théâtre UBU	
<b>Dance</b>	<b>\$201,715</b>
Enables us to: bring the best dance creations from around the world; bring additional artists for large scale productions such as the National Ballet of Canada's 50 <sup>th</sup> Anniversary presentation of <i>The Nutcracker</i> and Royal Winnipeg Ballet's <i>Giselle</i> .	
<b>Other Projects</b>	<b>\$227,991</b>
Includes special presentation programming for the Holiday season and Canada Day; capital improvements; investment in professional development initiatives	
<b>Future Programs</b>	<b>\$166,491</b>
Includes funds raised in the 2001-2002 fiscal year which will be used for programming needs in the 2002-2003 season	

The National Youth and Education Trust was primarily supported by the annual Fall Gala in 2001, featuring Yo-Yo Ma, which exceeded its impressive total in 2000 by successfully raising more than \$500,000. Similarly, the Black & White Opera Soirée 2002 supported both the NAC Orchestra and Opera Lyra Ottawa, with a record funds raised of \$320,000. Check out our articles, in this issue, on the stunning 2002 Fall Gala, featuring Renée Fleming, and the Foundation's inaugural Roundtable on Philanthropy.