

DONORS' CIRCULAR

Giving the arts a hand

A gift of leadership

"With each passing year, life as a CEO recedes into the past and my role as a parent dominates my life. In fact, kids really do change everything, even for an old guy set in his ways. I wasn't raised in this city or even born in this country so I have always felt my roots here were rather shallow — until now. My kids will spend their formative years here. And I want to help make Ottawa a great place for them to grow up. Regular exposure to the performing arts is one of the things I plan to give them during the (I am told) very few years that I actually have any influence over them!"

Michael Potter, October 4, 2001

On October 4, the Development team shared an exciting announcement with friends, patrons, donors and staff – Michael Potter's extraordinary leadership gift of \$500,000 to benefit both the National Arts Centre Foundation and the Opera Lyra Ottawa endowment.

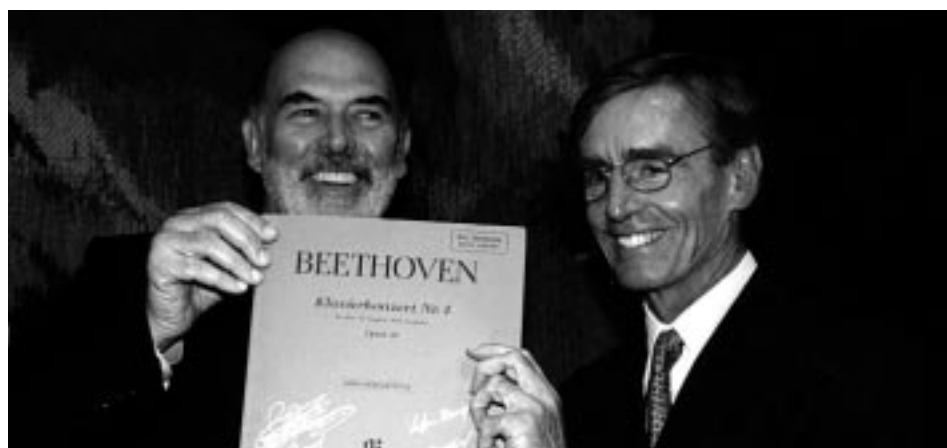
Mr. Potter's support is outstanding, and serves as a powerful signal to this community, and to the country. His support represents a commitment to the performing arts, and to the happiness and creative spirit the arts can provide. He hopes that others will come forward with their own special gifts of support. Gifts of all sizes make a difference.



Sarah Jennings leads a round of applause for Michael Potter at a special reception celebrating his leadership gift jointly made for the NAC's National Youth and Education Trust and Opera Lyra Ottawa's Endowment. Echoing her enthusiasm are Maestro Pinchas Zukerman, Paul Rodier, Russ Mills, Don Wiles and Harvey Slack — all NAC donors.

It is clear that Mr. Potter's motivation for directing his support to the National Arts Centre is his children. He wants to ensure that his two daughters will always have access to awe-inspiring performances – such as the National Ballet's recent production of *The Nutcracker*, which left the girls spellbound.

To Michael Potter we extend our heartfelt thanks. And to all of our loyal donors: you are the backbone of the National Arts Centre. Each of your gifts is an investment in the future of the performing arts. These gifts will bring life to the dreams of young Canadians everywhere.



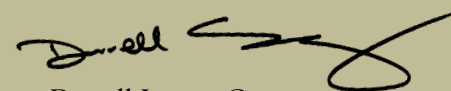
Director General and CEO, Peter Herrndorf, presents Mr. Potter with his own score of the Beethoven Piano Concerto No. 4, signed by all NAC artistic directors and the entire NAC Orchestra.

Our commitment to you

When the National Arts Centre Foundation was created in July 2000, it had a very clear mandate: to have a group dedicated to, and responsible for, raising money that would enable the National Arts Centre to do more. But it goes beyond that. It's our job to ensure that your money is spent in a way that you can see and can support. We take this role very seriously. We are accountable to you, the donors. We are committed to letting you know how your much-needed gifts are being spent and assuring you that you are having an impact on the performing arts in Canada. In this Stewardship Issue of *Donors' Circular*, we hope to demonstrate just what your donations have helped us do in the past year.

We also want you to know that the senior management and fundraising teams at the National Arts Centre make personal gifts to the NAC Foundation each year. We join you in the belief that we can make a financial impact in support of the work on our stages.

Wonderful things continue to unfold and, together, we can continue to make that happen.



Darrell Louise Gregersen
Chief Executive Officer
National Arts Centre Foundation



Donors' Circle supporters Maryanne Kampouris and father Dimitri Kampouris look for their names on the updated National Arts Centre Donor Wall (which recognizes a cumulative giving history of \$2,500 and more).

Annual Fund sets ambitious target

More than 100 donors attended the kick-off of this year's Donors' Circle Annual Fund Campaign, held at the NAC on November 20, 2001. The evening celebration had two objectives: to demonstrate to donors the impact of their gifts on NAC activities this past year; and to generate excitement around the new campaign and its goal of \$1.2 million.

Money raised this year will support community programming, the National Youth and Education Trust and artistic excellence in music, English and French theatre, and dance. This contribution to artistic activities is a reflection of the National Arts Centre's strategic goals, which include a focus on artistic expansion and innovation, a greater commitment to youth and educational activities, emphasis on the NAC's national role, and a dramatic increase in earned revenue initiatives.

The National Arts Centre Orchestra's new apprentice conductor, Jean-Phillipe Tremblay, conducted a short concert for the audience – a highlight of the evening. He led a group of promising young musicians called Les cordes de l'orchestre du conservatoire de musique du Québec à Hull. The performance included two movements from Mozart's *Eine Kleine Nachtmusik*, and was a fitting thank

you for the generosity of over 4,000 Donors' Circle supporters.

"My hope is you will hear each note and each phrase as your own personal thank you for being part of our treasured Donors' Circle," said Darrell Louise Gregersen, CEO of the National Arts Centre Foundation and Executive Director of Development. For more information about the Donors' Circle Annual Fund Campaign, please contact the Annual Fund office by phone at 947-7000 ext. 315 or via e-mail at annualfund@nac-cna.ca.



National Arts Centre friend, volunteer and donor, Sara Vered, is invited by CEO of the NAC Foundation, Darrell Gregersen, to be the first to sign the Circles' Lounge guest book, in recognition of the special role she played in facilitating the lounge décor.

Black & White Opera Soirée

Royal Canadian Air Farce comedians Roger Abbott and Don Ferguson will return to the National Arts Centre to host the annual Black & White Opera Soirée on Saturday, February 16, 2002. They will be joined by famed Quebec comic actor Benoît Brière, star of stage and screen. Last year's sold-out show raised more than \$245,000 for the National Arts Centre Orchestra and Opera Lyra Ottawa. Bell Canada presents the fundraiser for the fifth consecutive year.

The concert, with Pinchas Zukerman conducting the National Arts Centre Orchestra, puts the spotlight on the next generation of Canadian opera stars. Soprano Measha Brüggergosman, contralto Marie-Nicole Lemieux and bass Robert Pomakov will be featured. Half of the spectacular musical evening is devoted to excerpts from George Gershwin's ground-breaking theatrical opera *Porgy and Bess*. The opening half features favourite opera arias.

Guy Pratte, lawyer and managing partner of Borden Ladner Gervais LLP and Director of the NAC Foundation board, chairs the 14-member fundraising committee for the second year. All the artists are generously donating their services in honour of the beneficiaries.

The proceeds from this fundraiser will help the National Arts Centre Orchestra and Opera Lyra Ottawa to strengthen and expand their activities and resources for young performers and young audiences through programs like the following:

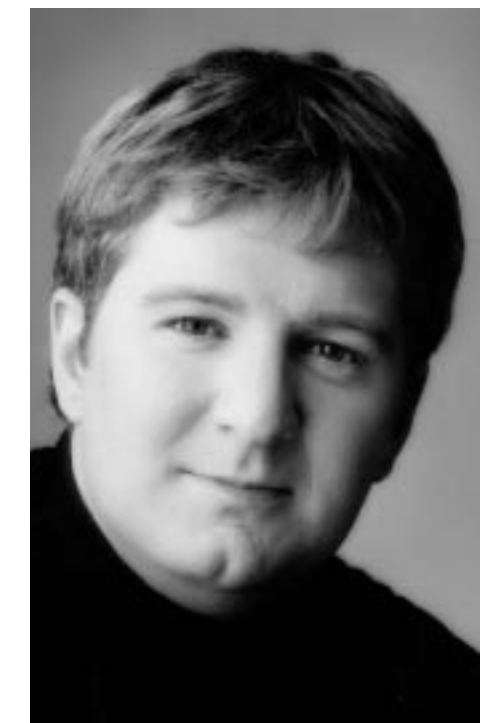
Opera Lyra Ottawa

- Young Artists Programme student matinees for elementary schools
- Children's choruses for mainstage opera productions
- Young People's Night at the Opera (dress rehearsals for schools)
- Opera Insights public lecture series
- Development of new works for young audiences

National Arts Centre Orchestra

- Young performers and guest artists
- Development of new works
- Audience development
- Student matinees for elementary and high schools
- Pre-concert public lecture series
- New musician recruitment

We would like to thank the following sponsors who are making this evening possible: Bell Canada (presenting sponsor); Alcatel (Children's Partner); Enbridge and Scotiabank (Associate Sponsors); with special thanks to The Ottawa Citizen, LeDroit and CBC/Radio-Canada (media sponsors); The Lowe-Martin Group (print sponsor); The Ottawa Marriott (artists' accommodation); BDO Dunwoody and Future Shop (dinner sponsors); Arnon Corporation (décor sponsor); Foothills Pipeline (reception sponsor); Petro-Canada; Air Canada (official airline) and Mark Motors (automobile sponsor).



From left to right : Roger Abbott, Don Ferguson and Benoît Brière will host the National Arts Centre's annual Black & White Opera Soirée.

Corporate partnerships and Canada's National Arts Centre

The National Arts Centre works in partnership with corporations to help them meet some of their objectives while enabling the NAC to achieve its goal of bringing the best live performances to the 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:

- Patrons are unusually knowledgeable and sophisticated
- Attendance rates for performances average 80%, among the highest in the country
- More than 70% of season subscribers hold university degrees
- More than 80% 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 gives 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!

The National Arts Centre Foundation
53 Elgin Street,
P.O. Box 1534, Station B
Ottawa, Ontario
K1P 5W1
Tel: (613) 947-7000 ext. 743
Fax: (613) 947-8786
www.nac-cna.ca



NACO Apprentice Conductor Jean-Philippe Tremblay conducts Les cordes de l'orchestre du conservatoire de musique du Québec à Hull at the 2001-2002 Donors' Circle Campaign Launch.

Generous donors help launch NACO career of new apprentice conductor

Thanks to several very generous Canadian donors, the National Arts Centre Orchestra (NACO) now has an apprentice conductor, the talented Jean-Philippe Tremblay, 23, who inspired the creation of this new position.

"Jean-Philippe is a very talented individual and a natural at the podium," said Pinchas Zukerman. "We are looking forward to helping him learn the conducting craft and orchestra administration, as well as to assisting in his career development. It's extremely important to offer talented young people the opportunity to expand their skills."

Jean-Philippe, a Chicoutimi, Quebec native, was discovered through the NAC Conductors Programme this past summer. He was one of nine conductors from Canada and abroad chosen to work with Maestros Jorma Panula and Pinchas Zukerman. His

audition to the program was so impressive that Music Director Pinchas Zukerman immediately engaged him as a guest conductor during the NAC's Great Composers Festival.

Christopher Deacon, Managing Director of NACO, believes: "It is essential that the National Arts Centre Orchestra plays a major role in the development of artistic leadership for Canada's orchestras. This apprenticeship is an outgrowth of our annual Conductors Programme and supports the NAC's commitment to youth and education."

According to Jean-Philippe himself, "It is an incredible opportunity to work with one of the country's leading orchestras, and particularly with one of today's greatest musicians, Pinchas Zukerman. I have so much admiration for both. It will be an extraordinary experience for me to

learn from these fine musicians and to see how a major orchestra works in all its administrative aspects. It is incredibly exciting!"

The position was created through funding from the Canada Council for the Arts' Conductor-in-Residence Program, as well as the generosity of Toronto-based donors Margaret and Jim Fleck, Sandra Simpson and Dr. and Mrs. William and Phyllis Waters, who recognize the importance of giving the promising young conductor this unique opportunity.

As Apprentice Conductor, Jean-Philippe will conduct the NACO in selected concerts and take part in community and educational outreach in the National Capital Region. He will be an enthusiastic ambassador for the Orchestra, introducing it to new audiences.

**Adapted from an article in Presto! (Nov. 2001)*

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 2000-2001:

- Air Canada
- The American Friends of Canada
- Anonymus
- Audi Canada
- A & E Television Networks
- Bell Canada
- Biddle & Cranny Advertising
- J. Armand Bombardier Foundation
- Borden Ladner Gervais LLP
- The Calgary Foundation (New Sun Millennium)
- CANRIL Corporation
- CanWest Global Foundation
- Capital Box
- Casino du Lac Leamy
- The Chawkers Foundation
- CJOH-CTV
- Clarica Life Insurance Company
- Cognos Inc.
- Community Foundation of Ottawa (New Sun Millennium)
- Corus Entertainment
- CPAC
- Dollco Printing
- Enbridge
- Export Development Canada
- Friends of English Theatre
- Le Droit
- Les Filles de la Sagesse d'Ontario
- Ideas Canada Foundation
- Imperial Oil Charitable Foundation
- The Kahanoff Foundation
- The Laidlaw Foundation
- The George Cedric Metcalf Foundation
- Mark Motors of Ottawa Ltd.

- Music Performance Trust Fund of the American Federation of Musicians
- National Arts Centre Orchestra Association
- National Post
- New RO
- The Ottawa Citizen
- The Ottawa Jewish Community Foundation
- Ottawa Pianos & Organs
- Rogers Television
- Scotiabank
- The Honourable Mitchell W. Sharp and friends
- Shaw Communications
- TELUS
- Toronto Community Foundation (Starcan Fund)
- The Wappel Family Foundation
- WorldHeart Corporation

Life insurance as a charitable donation

John Gill, a National Arts Centre donor and life insurance agent with London Life, recently helped his wife Sylvia establish a new life insurance policy naming the National Arts Centre as the direct beneficiary. In addition to being able to receive charitable receipts for the annual premiums they pay, Sylvia was able to honour her late husband, NACO violinist John Gazsi, by making the gift in his name. The Gills' gift is the first of its kind for the National Arts Centre, and we hope their story will inspire others to use life insurance to benefit the performing arts.

John has provided the following information to our donors on how to use life insurance as a significant charitable tool:

The rules have improved recently regarding personal, corporate, and estate contributions to foundations. The rules

may now enable you to receive income from the charity while you are still alive, or to donate a more substantial amount upon death. Though some of these methods are quite complex and require a financial professional's involvement in order to avoid the tax pitfalls, however, life insurance policies can provide a comparatively simple method of giving. There are two straightforward methods:

You may transfer ownership of an existing policy to the National Arts Centre Foundation. Once the Foundation becomes the owner, you are eligible to receive a tax receipt for the cash value of the policy, and also a receipt for annual premiums paid in the future.

Easier still is for you, either alone or with your spouse, to apply for a new policy on your life or lives. It is not unusual these days for couples to insure themselves and arrange to have the insurance policy pay out only upon the second death. This

method works very well not only for estates hit with capital gains taxes that become due at that time, but also for charitable bequests from families. An extra advantage is that if one of you becomes uninsurable, the cost remains reasonable.

After a new policy is issued, and after the initial payment is completed, ownership is transferred to the National Arts Centre Foundation and you receive an immediate tax receipt for future annual or monthly premiums paid. Each year, you pay either the insuring company or the NAC Foundation; if the latter is the case, the insurance company will advise the NAC Foundation so a charitable donation tax receipt can be issued.

Thanks to John Gill for helping educate our donors on the advantages of using life insurance as a vehicle for giving to the National Arts Centre Foundation.

Every room in your house looks like *Architectural Digest*.
Now you can say the same for your garage.

MARK MOTORS OF OTTAWA

The spirited A4. The stunning A6. The luxurious A8. The breathtakingly pure and powerful TT and the wonderfully unorthodox allroad quattro. All available with road-gripping quattro® all-wheel drive! What a way to beautify the neighborhood.

Audi

How would you feel if you were directly responsible for ensuring that talented young artists had an opportunity to train for their careers right here at the National Arts Centre? How much do you think this would cost? What if you could make a significant difference in the future, but celebrate it now?

Securing your legacy with a bequest

Now it's possible, with a bequest to the National Arts Centre Foundation

Considering a gift to the National Arts Centre Foundation when doing your estate planning allows you to reflect on what is most important in your life, and what you would like to see perpetuated. Bequests offer several advantages: you can be any age, give any amount and use any asset to achieve your personal, financial and philanthropic goals. In addition, you can make a bequest regardless of the state of the economy, since present economic conditions have little direct effect upon long-range estate plans. From a tax standpoint, there are no complicated tax rules to apply; you can fully deduct bequests to the National Arts Centre Foundation. Finally, since bequests are revocable, they provide you with maximum flexibility, so you can retain control over your assets.

How can you get started? Consider the following:

- Prepare your will. Without it, you lose control over your assets and personal property at death.
- To make a gift to the National Arts Centre Foundation in your will, simply specify a dollar amount or a percentage of your

assets, after family and friends are looked after.

- Consider using cash, stocks, mutual funds, term deposits, real estate, art, jewellery, or insurance. Such gifts can often provide significant tax savings.
- Consider naming the National Arts Centre Foundation as the beneficiary of an existing or paid-up life insurance policy. Or, name us as a beneficiary of your RRSP, RRIF or pension.
- Remember loved ones with memorial gifts to the National Arts Centre Foundation.
- Encourage your family and friends to leave gifts to their favourite charities in their wills.
- Finally, **tell the National Arts Centre Foundation about it!** We want to recognize your generosity and thank you. After all, others will be inspired by your wonderful stories. And if you have a special use in mind, we'd like to make sure we understand your wishes and are well prepared to carry them out when the time comes.

If the performing arts have moved and inspired you, and you wish to see that they continue to inspire future generations, please call Samantha Wrenshall, Major and Planned Giving Officer, at the National Arts Centre Foundation, (613) 947-7000, ext. 268.

Board members of the National Arts Centre Foundation

Dr. David S.R. Leighton (ex officio)
Komoka, ON

Dr. Peter A. Herrndorf, O.C. (ex officio)
Director General and CEO
National Arts Centre, Ottawa, ON

Mr. G. Hamilton Southam, O.C.
Ottawa, ON

Mr. Grant Burton
Starcen Corporation, Toronto, ON

Mrs. Catherine A. (Kiki) Delaney
President, C.A. Delaney Capital Management Ltd., Toronto, ON

Ms Leslie Gales
Midland Group of Companies Inc., Toronto, ON

Mr. Stefan Opalski
Venture Partner, Skypoint Capital Corporation, Ottawa, ON

Mr. Antoine Paquin
President and CEO, Bitflash, Ottawa, ON

Mr. Guy J. Pratte
Managing Partner, Borden Ladner Gervais LLP, Ottawa, ON

NAC Foundation staff

You can reach our Foundation staff through the NAC's general number (613) 947-7000; their individual extensions are listed below.

Darrell Louise Gregersen
Executive Director of Development
CEO, National Arts Centre Foundation, ext. 331

J. Mark Hierlihy
Senior Director, Development, ext. 252

Gina Hillcoat
Director, Corporate Gifts and Sponsorship, ext. 202

Christina Baker
Executive Assistant, ext. 269

Siny Blais
Data base Administrator, ext. 262

Bronwen Dearlove
Special Events Coordinator, ext. 393

Céline Genest
Associate Development Officer,
Corporate Gifts and Sponsorship, ext. 711

Sabrina Guérin
Development Coordinator, ext. 253

Catherine Hardwick
Grant Writer and Researcher, ext. 217

Catherine Koprowski
Development Officer, Special Events, ext. 308

Sara T. Schwartz
Associate Development Officer, Annual Fund, ext. 309

Samantha Wrenshall
Development Officer, Major and Planned Gifts, ext. 268

Magdalena Ziarko
Development Coordinator, ext. 324

Stewardship report on dollars raised in 2000-2001

The NAC relies greatly on the strength of our earned revenues and donations for half of our annual \$51 million budget. Here are but a few examples of the performance initiatives you supported with the money raised from last year's campaign... We hope you will take pride in each and every one, as after all, without you such initiatives would not be possible.

Community programming and Fourth Stage	\$299,596
Includes programming support for local performing arts groups such as helping to keep fees accessible, providing sound/light and staging expertise, and helping to promote our community's talented artists	
Youth and education programming	\$282,595
Includes Young Artists' Programme, Canadian Improv Games, student matinees	
Music programming	\$221,635
Includes Conductors Programme, cost of extra musicians, bringing world-class guest artists to stage	
Live Rush	\$115,835
English theatre programming	\$68,906
Includes On the Verge festival, commissioning of new Canadian plays, master classes	
Dance programming	\$64,197
Includes <i>Les Cousins</i> , co-production with Le fils d'Adrien danse, CJ8, co-production with Harbourfront Centre, <i>Dance Advance</i> , presented by the Canadian Dance Festival in co-production with the National Arts Centre	
French theatre programming	\$62,649
Includes co-production of <i>Monsieur Bovary</i> with Théâtre du Nouveau Monde and Théâtre du Trident, and co-production of <i>Catoblépas</i> , a co-production of Théâtre UBU and Festival de Théâtre des Amériques	
Capital improvements	\$9,587
Includes Fall and Arrest System installation for safety of stage hands	

In addition, the Foundation partnered with the NAC in ensuring that the annual Gala in 2001 exceeded its impressive total in 2000 by successfully raising more than \$500,000. Similarly, the Black & White Opera Soirée supported both NACO and Opera Lyra Ottawa, with a record high net result of \$245,000. Sponsors and other contributors made this possible

Graphics: Llama Communications
Photography: Mike Pinder
(except Black & White Opera Soirée photos)
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