



# DONORS' CIRCULAR

*Giving the arts a hand*

## Making the Arts a Priority

"The arts are important – they form the soul of our society and tell us about who we are. By the same token, you can appreciate other cultures much better when you hear their music, see their dance and experience their architecture," says NAC supporter Carrie Lee Chung.

For three years now, young professionals Carrie Lee Chung and her partner Xavier Furtado have been contributing their time and resources to Canada's National Arts Centre. Hectic jobs, a wedding, and life in general have not impeded their involvement – in fact, they just keep giving more.

Here, Carrie Lee and Xavier talk about their love of the arts and their ongoing support.



Donors' Circle members Xavier Furtado (left) and Carrie Lee Chung (right) preview our proposed new theatre seating with friend Luc Laviolette. After being Donors' Circle supporters for three years, Xavier and Carrie Lee expanded their involvement with the NAC by volunteering on the Theatre Renewal Campaign Cabinet, and "Took a Seat" for the Theatre Renewal Campaign. (For details about our fundraising campaigns, see "Putting Donors' Contributions to Work" on page 4.)

**Q** What or who influenced you to start giving?

**A** (Carrie Lee) For me, it would be my parents. My mother had stomach cancer when I was seven and since then she's been very involved in the Canadian Cancer Society. I remember delivering Meals on Wheels with her as a young girl, and now Xavier and I carry on this tradition. My father has also been a big influence – as an orphan he had a very sad childhood

but determination, motivation and other people's generosity enabled him to become the anesthesiologist and family doctor he is today.

**Q** How long have you been contributing to the NAC and what do you enjoy most about being donors?

**A** We made our first gift at the Playwright's Circle level in December 2000. We were so impressed by the enthusiasm and professionalism of the

Annual Fund staff that we raised our contribution to the Maestro level and "took a seat" for the Theatre Renewal Campaign. We also volunteer on the Theatre Renewal Campaign Cabinet. It's important to us that we give to both campaigns, as both are vital to the NAC fulfilling its mandate.

What we enjoy most about giving to the NAC is that the staff really knows how to treat its donors. Access to last-minute tickets and the opportunity to

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## We are here for you!

The National Arts Centre Foundation's philosophy behind the Annual Fund Office is simple. We try to dedicate as much time and attention to our donors as you dedicate to the NAC. We understand how important it is to remain involved and have that one place to call when you have a question as a donor. When you call the Donors' Circle line at extension 315, you will likely speak with either Patrick Latreille or Magdalena Ziarko.

Magdalena has been with the NAC Foundation for a year and a half, joining us after her one-year term in the NAC President and CEO's Office. Magdalena has come to know many of our donors through her work in organizing all of the Donor Open Rehearsals. In her free time, she sings with both the Cantata Singers and the Ottawa Bach Choir.

Patrick has been with the National Arts Centre for more than four years, and joined the Annual Fund Office staff eight months ago. In addition to fielding most of the incoming calls to the Donors' Circle line, Patrick is responsible for coordinating the dedicated volunteers who help us out in the office and in the Circles Lounge. On the evenings he is not working in the office, Patrick is a regular at French Theatre performances.

If you have any questions please call us — or drop by the Annual Fund Office in the foyer of Southam Hall, and meet the faces behind those friendly voices at the other end of extension 315.

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take friends to rehearsals is fantastic! We also feel a sense of pride in knowing that we are part of this wonderful Canadian institution, helping to advance the work of Canadian artists.

*Q What advice would you give to young, charitably minded people who may not yet be in the habit of giving?*

*A* You may be worried that you won't be able to afford it — but it's much easier than you realize. Once you make the decision it is really quite painless. Most charities today are quite flexible with payment options. Once you start giving and get involved, it can be very rewarding...and of course, everyone can use a tax break!

*Q Do you have a particular strategy in mind when it comes to your gift giving?*

*A* Yes, we contribute five percent of our household income to charity, which is really quite modest in the grand scheme. On public servants' salaries we have limits, but one doesn't have to give a lot in order to make a difference — it just takes a little thought and some planning. At times, that has meant we have had to do without. This past

winter, for example, it did cross our minds a few times that we could be in Bermuda right now!

When we first joined the Donors' Circle, someone asked us if we needed reserved parking for a show that we were attending at the National Arts Centre. We laughed and said, "if we had a car, there would be no donation!"

*Q You said that you feel the arts are the "soul" of society. Is this your primary motivation for giving?*

*A* Yes. Not only do the arts tell the story of our culture and others, but also we truly believe the arts can provide an invaluable outlet, whether it's through a poster-contest for children in war-affected countries, or music therapy for the disabled.

Ironically, the arts are almost always the first thing to go during budget cuts. We want to do our part to make sure they thrive.

*To find out more about how to support the arts and/or volunteer, please contact the NAC Foundation at (613) 947-7000, extension 315.*



The Audi 2003 Premiere is going on now.

**Audi** MARK MOTORS OF OTTAWA  
IS PROUD TO SUPPORT THE NAC DONORS' CIRCLE



NAC Composers Award winners will play a key role in the new Young Composers Programme, along with the NAC Orchestra's Music Director Pinchas Zukerman. Pictured here (left to right): Gary Kulesha, composer; Alexina Louie, composer; Pinchas Zukerman and Denys Bouliane, composer.

## NAC Launches Training Programme For Young Composers

This summer, with the help of donors' support, the NAC will introduce a new educational initiative called the Young Composers Programme. This annual initiative is part of the NAC's New Music Programme, and will feature a mentoring approach similar to other programmes established at the NAC to assist young instrumentalists (NAC Young Artists Programme) and conductors (NAC Conductors Programme).

Four composers were selected for this year's Young Composers Programme, taking place in Ottawa from June 24 to July 8. Ranging in age from 25 to 33, the participants are Éric de Villers from Quebec, Bill Rowson from Saskatchewan, Jackie Shin from Ontario and Scott Wilson from British Columbia. Each will compose a short piece for a nine-member

ensemble from l'Orchestre de la Francophonie, and these works will be performed at two public workshops.

The Young Composers Programme will be led this year by Canadian composer Gary Kulesha, one of the first recipients of the NAC Composers Awards, now in residency at the NAC. He will be joined by Alexina Louie, a fellow recipient of the NAC Composers Award, and by American composer John Harbison, each of whom will give a public lecture.

The NAC summer training programmes rely on donor support to thrive. For more information about how to support one of these educational programmes, or how to fund a scholarship, please call (613) 947-7000 ext. 359.

*The SOCAN Foundation is a supporter of the Young Composers Programme.*

## Changing faces at the NAC Foundation

Spring is usually a time of excitement and change – particularly this year for two NAC Foundation employees. Congratulations to Samantha Plavins (Development Officer for Major and Planned Gifts) and Bronwen Dearlove (Development Coordinator for Special Events) who are on maternity leave.

While they are enjoying time with their new babies, we are happy to continue to take care of your needs. If you have any questions about your donations or about the NAC Gala, please do not hesitate to contact the Annual Fund Office at (613) 947-7000, extension 315 and Magdalena Ziarko or Patrick Latreille will be happy to direct your call.

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## NAC Foundation staff

(613) 947-7000

### Darrell Louise Gregersen, FAHP

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

### Ellen Ewert, CFRE

Chief Development Officer, ext. 202

### J. Mark Hierlihy, CFRE

Director, National Gifts, ext. 252

### Jody Houlahan

Senior Development Officer, Annual Fund, ext. 309

### Vicki Cummings

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### Samantha Plavins (On maternity leave)

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### Jason Billows

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### Julie Byczynski

Associate Development Officer, Personal Gifts, ext. 359

### Magdalena Ziarko

Development Coordinator, Donors' Circle, ext.324

### Patrick Latreille

Donors' Circle Assistant, ext.591

# The Donors' Circle and the Theatre Renewal Campaign: Putting Donors' Contributions to Work

The National Arts Centre (NAC) is fortunate to have dedicated donors who support the advancement of the performing arts on an ongoing basis. These are the supporters of our Donors' Circle – the contributors to the National Arts Centre Foundation's Annual Fund. Our Annual Fund is the cornerstone of the NAC Foundation's efforts to continuously support Music, Dance and Theatre.

We founded the Donors' Circle to celebrate annual giving and your ongoing commitment to the NAC. We enjoy long-term relationships with many of our donors, and we value the opportunity to interact with you. Your feedback educates us about what is

important to you and about what inspires your ongoing and generous support of the NAC. With your support, we are able to fund the core activities for which the NAC is renowned.

How is the Theatre Renewal Campaign different from your Donors' Circle Annual Fund gift? The three-year, \$3-million Theatre Renewal Campaign is a one-time, special project that will invest in targeted areas of Dance, English Theatre and French Theatre. Funds raised through this specific campaign will allow for rapid development of special projects, such as the development of new works, co-productions and other work that goes on behind the scenes.

This is also the first time the NAC has offered recognition to its donors inside a performance hall, specifically through its Theatre Renewal Campaign. This campaign entails a donation of \$3,000 (or \$3,600 over three years) in exchange for a name plaque on one of the new seats, in recognition of your gift.

The impact of Theatre Renewal Campaign will be felt from coast to coast, as your support will assist playwrights, choreographers and performers across Canada. It's one more opportunity to make a difference to the performing arts world.

Here is a breakdown of your Donors' Circle support versus your support of the Theatre Renewal Campaign.

## Donors' Circle

\$1.5 Million in 2002-2003

### Artistic Excellence \$700,000

- Invest in artistic leadership
- Attract highly talented musicians
- Co-produce and create original works
- Touring

Last year, 53 percent of the amount raised for Artistic Excellence was allocated to English Theatre, French Theatre and Dance, while the remaining 47 percent went to the National Arts Centre Orchestra.

### National Youth and Education Trust \$600,000

- Young Artists Programme
- Programmes for Young Audiences
- Education Outreach

### Fourth Stage \$200,000

- Community Programming

## Theatre Renewal Campaign

\$3 Million over 3 Years

### New Works Fund \$850,000

- Commissioning playwrights
- Producing festivals such as On the Verge, Canada Dance Festival
- Development of Canadian choreographers
- Commissioning new dance works

### Performance Fund \$650,000

- Attract the best in Canadian and international dance to NAC Stage
- Help finance staging and presentation of theatre and dance productions
- Explore projects with larger casts
- Extend rehearsal time
- Keep hiring the best artists

### Behind the Scenes \$500,000

- Assists with set design, production, lighting and wardrobe development
- Provides training and experience through apprenticeships

### Capital Fund \$1,000,000

- New seats and carpeting
- Improved leg room
- Improved sight lines