



DONORS' CIRCULAR

Giving the arts a hand

Take a seat!

NAC launches Theatre Renewal Campaign

We have blasted off! On January 23, the National Arts Centre Foundation launched a three-year, \$3-million Theatre Renewal Campaign. In support of this campaign, donors are invited to "take a seat" and have their name or that of a loved one placed on a seat in the Theatre for ten years or more. It's a unique opportunity for NAC donors and patrons to support creativity and innovation in Dance, English Theatre and French Theatre while leaving behind recognition of their generous gift.

Funds raised will support physical renovations to the Theatre and will also invest in the artistic disciplines that use the space. Over the summer, our Theatre will be renovated to include new seats, increased legroom and new carpeting as well as improved sightlines. The National Arts Centre will direct \$1 million of its capital reserve for this project. Samples of the new seats have been on display outside the Annual Fund Office since February. We encourage you to drop by, try out the seats and learn more about the campaign.

This campaign will also invest \$2 million in the artistic disciplines

that use the Theatre: Dance, English Theatre and French Theatre. When you support this campaign you can direct your donation toward one or all of the following funds: the *New Works Fund*, the *Performance Fund* or the *Behind the Scenes Fund*.

• The *New Works Fund* will assist with new play development ~ from commissioning playwrights to hosting festivals like *On the Verge*. The fund will assist with the commissioning of new dance works,

investing in talented Canadian choreographers and dancers.

- The *Performance Fund* will allow the NAC to continue to attract world-class Canadian and international dance performances as well as continue to attract the finest performers to our stage.
- The *Behind the Scenes Fund* will allow us to devote more resources to set design, wardrobe, prop development, and apprenticeship training.

To "take a seat" in this campaign, you can make a one-time donation of \$3,000 (or \$3,600 pledged over three years). We encourage you to support this campaign and to assist artistic development and innovation at the National Arts Centre.



Donor Mitchell Sharp and NAC CEO Peter Herrndorf try out new Theatre seats

Atlantic Celebration

Between April 22 and May 4, 2003, more than 400 of the best established and emerging artists from the East Coast will head to the nation's capital for the Atlantic Scene – the first in a series of biennial regional festivals by the National Arts Centre, showcasing the best in Canadian arts and culture from coast to coast.

These artists will appear in 15 venues in Ottawa-Gatineau (including the NAC), performing a wide range of musical genres such as classical, pop, jazz, blues, folk, Celtic, Acadian and more. Atlantic Scene will also feature French and English theatre, stand-up comedy, dance, and a look at Atlantic Canadian film. A visual arts exhibit, literary readings and culinary delicacies from the East Coast will also be part of this great showcase.

Some programming highlights include: The East Side Comedy Showcase featuring Canada's comedy genius Rick Mercer, and the hilarious Ron James and others; hip hop/rock artist Buck 65; Alan Doyle of Great Big Sea; NACO Celtic Pops performing with Natalie MacMaster and Men of the Deeps; noon hour recitals of classical music; a concert featuring renowned soprano Measha Bruggersgosman; a number of Acadian performances for francophone audiences; and the Confederation Centre for the Arts acclaimed production of *Anne of Green Gables*.

It's easy to see how Atlantic Scene will transform Ottawa-Gatineau into a window on East Coast culture, history, values, and traditions.

So come and join the party in the Nation's Capital this spring and make the Atlantic Scene your scene.



(left to right) Michael Burgess, Richard Garneau, Committee Chair Sheridan Scott, Joshua Hopkins, Anne Grimm, Benjamin Butterfield, Jackalyn Short, Marie-Claude Lavallée.

Black and White Opera Soirée 2003

Year after year, Canada's National Arts Centre Orchestra and Opera Lyra Ottawa join forces to present an unforgettable evening of performance and dining to benefit these two beloved performing arts organizations. At this year's Black & White Opera Soirée, the idea was excellence, and the outcome was nothing less.

Canadian stars Michael Burgess, Marie-Claude Lavallée and Richard Garneau co-hosted an evening of unforgettable performances by Jackalyn Short, soprano, Joshua Hopkins, baritone, and husband and wife duo Anne Grimm, soprano, and Benjamin Butterfield, tenor. The superb talents of Maestro Pinchas Zukerman, the National Arts Centre Orchestra and the Opera Lyra Ottawa Chorus, of course, complemented all of this.

For the National Arts Centre Orchestra and Opera Lyra Ottawa, artistic excellence is the essential ingredient in everything we do. We strive for it and we have achieved great results in artistic expansion and innovation. Maintaining and increasing this commitment to artistic excellence is one of the many reasons we appeal to our circle of donors like you. With the proceeds from the Black and White Opera Soirée, the National Arts Centre Orchestra and Opera Lyra Ottawa will be able to:

- Continue to present world-class guest artists;
- Perform special orchestral scores that require additional musicians, widening the repertoire heard by our patrons and further honing the skills of our musicians;
- Construct premium sets and design superb costumes, enhancing the experience of local opera productions;
- Continue to attract world-class musicians as resident orchestra members, assuring the exceptional calibre of the National Arts Centre Orchestra;
- Augment community artistic resources such as a trained opera chorus, enriching the artistic experience for non-professional artists;
- Increase the number and frequency of future productions and performances, delivering powerful experiences to our audiences more often.

The Black & White Opera Soirée filled the Valentine's Day weekend with romance, passion and inspiration, and succeeded in raising an impressive \$280 thousand. This was truly a night for our donors and sponsors to shine alongside our stars.

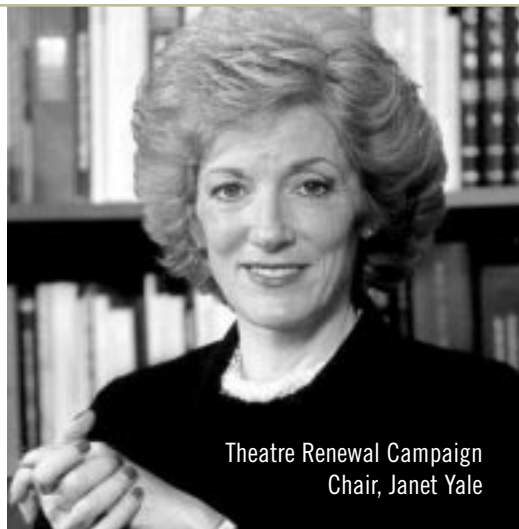
Donor Profile

Janet Yale

Long-time subscriber Janet Yale didn't have to think twice when she was asked by National Arts Centre Foundation CEO Darrell Gregersen to chair the Theatre Renewal Campaign. The Campaign, which officially launched on January 23, is a three-year, \$3 million NAC initiative designed to support theatre and dance by offering the public a chance to name a seat for themselves or a loved one.

As a patron of the National Arts Centre, Janet knows first-hand that ticket sales alone cannot support all of the performances, educational and outreach opportunities, and new work development that the NAC undertakes each year. In her words, "How could I say no to chairing a campaign that supports such an important part of performing arts in Canada?"

Darrell Gregersen and her Foundation Staff agree that Janet is the perfect match for this campaign, stating "We needed a natural leader who has a passion for theatre and dance, but just as importantly, we needed someone with experience in fundraising." With her passionate interest in the NAC – both as long-time subscriber and Circles donor – her leadership in the



Theatre Renewal Campaign
Chair, Janet Yale

business community, and her highly successful performance as a former United Way Campaign Chair, Janet was the obvious choice.

As President and CEO of the Canadian Cable Television Association, Janet's work schedule is extremely demanding, and yet she still finds time to remain active in the community, serving on the boards of the United Way-Centraide Ottawa, the University of Ottawa Heart Institute Foundation and the Ottawa Hospital. Other hats she wears include that of wife to Daniel Logue, mother of Zachary and Joshua, and soon-to-be-participant in the Boston Marathon.

Janet – thank you for all you have done and continue to do in helping the National Arts Centre champion the performing arts in Canada.



James Gill
with his
dogs

In Memorium

Mr. James Wilson Gill

(1941 – 2002)

Wanting nothing more than to "delight audiences", James Gill has left an extraordinary legacy to patrons of the National Arts Centre. While fighting a courageous battle with cancer, he decided to bequeath both his home and extensive art collection to the National Arts Centre, making his planned gift the first of its kind for the NAC

Foundation. Sadly, James passed away on December 28, 2002. His tremendous generosity of spirit – he devoted his life to helping others – and wry sense of humour will be missed, both by family and friends, but also by Foundation Staff who got to know him over the past few years. Plans are afoot to celebrate this momentous gift and, most importantly, the life of the man who made it.

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NAC Foundation staff

(613) 947-7000

Darrell Louise Gregersen

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

Ellen Ewert

Chief Development Officer, ext. 202

J. Mark Hierlihy

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Jody Houlahan

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Magdalena Ziarko

Development Coordinator, Donors' Circle, ext.324

Gifts of RRSP or RRIF

Question: Is it possible to designate the NAC Foundation as beneficiary of my RRSP or RRIF?

Answer: Absolutely. New changes to the *Income Tax Act* make it easier for a donor to contribute RRSPs and RRIFs to charities after death. A charitable donation tax receipt may be claimed on the deceased person's return for the direct donation of the proceeds of an RRSP or an RRIF to a charity, such as the National Arts Centre Foundation. All you need to do is make the NAC Foundation the designated beneficiary of the RRSP or RRIF.

When you designate the NAC Foundation to be the beneficiary of either your insurance proceeds or your RRSP/RRIF, you also ensure that the insurance/RRSP/RRIF proceeds are not subject to probate tax.

Gift planning has its rewards

While some of us don't have to think twice about making a gift in support of our favourite charity; for others, it requires more consideration. In either case, slowing down the process gives you options that could result in what might be your personal gift of a lifetime.

Through the thoughtful practice of "planned giving", you can make an extraordinary difference in the future of the National Arts Centre Foundation. The majority of planned gifts are deferred – the most popular and simplest of which are bequests. You can choose to give a specific dollar amount, a portion of the balance of your estate (after loved ones are taken care of), or even a piece of property or art. Your bequest commitment can be directed to support a particular area of interest. Perhaps you are passionate

about ensuring our youth continue to have access to performing arts opportunities in the future. Maybe you're most concerned about sustaining the next crop of playwrights or composers. Whatever you choose, NAC Foundation staff is ready to work with you to help you plan out your specific philanthropic goals. And like any charitable donation, a bequest is tax-deductible, a very important advantage when you consider the somewhat hefty tax implications of passing on your estate to family and loved ones.

If you would like more information or wish to confidentially inquire about a future gift, please contact Samantha Plavins at the Planned Giving Office of the NAC Foundation, (613) 947-7000, extension 268 or splavins@nac-cna.ca.

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