

Full Circle



Small Hands Clapping

Young Audiences at the National Arts Centre

The National Arts Centre has been in the hearts and imaginations of young audiences since opening its doors in 1969. From the early days of Le Portage—a travelling theatre company that visited Ottawa-area schools—through years of memorable *Nutcracker* ballets to the present day, hundreds of thousands of young people have enjoyed their first taste of the performing arts at the NAC.

Children as young as three can enjoy sitting on a cushion in the Panorama room for a musical Kinderconcert. Families at Young People's Concerts enjoy innovative productions original to the NAC. Featuring the NAC Orchestra, compelling characters and storytelling by the incomparable Boris Brott as host/conductor, all of the onstage action can also be viewed on the large "NACOTron" screen. The NAC's live theatre for children and families is a representative medley of the best theatre for young audiences from across the country—in both official languages. And ballet continues to attract young audiences with its magic.



Sometimes it's the "behind the scenes" element that is the attraction. Young theatre audiences can enjoy backstage tours and hands-on activities with props and makeup through Theatre Plus!. Avid young musicians enjoy open rehearsals of the NAC Orchestra and the chance to talk with the musicians and conductor afterwards.

But if you ask 10 people why performances for young audiences matter, you may receive at least 10 different answers. For some, the importance lies in the moment: children deserve to experience the stimulation, joy and challenge of live theatre, music and dance, just as adults do.

Others point to the learning value—the performing arts fully engage young imaginations and give the brain a great workout. Further, there's the beneficial social experience of being in a theatre or concert hall sharing a spectacle with others. For most people, though, it's simple: children and youth who get the chance to see NAC performances just love the experience!

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Photos: Fred Cattroll



message

from the National Arts Centre Foundation CEO

Whenever I have the chance to sit in on a National Arts Centre performance for young people, I love to watch the audience, especially as the hall begins to fill. The small children are a particular delight. Sometimes they arrive together in a lineup, still grasping the communal rope as caregivers hover to help remove mittens and jackets. Or perhaps the concert or play is a family outing with grandparents, so the accompanying grandchildren are spruced up and especially attentive. And if it's a performance of *The Nutcracker*, tiaras and tulle are the order of the day!

The wonderful sound of a theatre full of children is simply... indescribable. We can't convey that sound in this issue of *Full Circle*, but we will try to leave you with a vivid impression of the enriching experiences made possible for our young audiences thanks to your generous support.

This "young audience" edition of *Full Circle* is our second themed issue on the three pillars of programming made possible by your gifts to the National Youth and Education Trust. Funds from the Trust allow the National Arts Centre to:

- create superb programming for young audiences,
- develop the world's best young artists, and
- support performing arts education in Canadian classrooms.

This newsletter is also an opportunity for the National Arts Centre Foundation to show you the impact of an entire year of giving. Thanks to your tremendous support, the Foundation raised \$5,783,102 in 2005–2006. These precious funds support so much of what the National Arts Centre does, within its walls, in the Ottawa/Gatineau community and across Canada.

Your gifts to the National Youth and Education Trust launched a brand new NAC Music Ambassador programme for elementary school children in Alberta and Saskatchewan, and allowed expansion of the Summer Music Institute. Your gifts for artistic excellence helped us create the best dance season in Canada, commission new plays and send the Orchestra on tour.

The 2005–2006 Stewardship Report inside celebrates these accomplishments and more. And they are *your* accomplishments, the work of thousands of individual donors who—dollar by dollar—contributed to a year of success along with our generous corporate and foundation supporters.

On behalf of everyone at the National Arts Centre, artists across Canada and thousands of young people, thank you for your steadfast support, and congratulations on a stellar year!

NAC Foundation

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Chief Executive Officer

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Chief Development Officer

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Barry M. Bloom, CFRE
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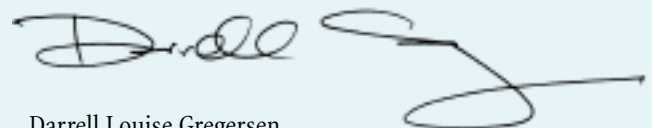
Marianne Loken
Senior Development Officer, Major Gifts

Vicki Cummings
Development Officer,
Corporate Gifts and Sponsorship

Cathy Pruefer
Development Officer,
Corporate and Major Gifts

Rachael Wilson
Associate Development Officer,
Annual Fund

Patrick Latreille
Coordinator, Annual Fund



Darrell Louise Gregersen
CEO, National Arts Centre Foundation

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But what about the cost? How can students and young families afford to attend performances? Aren't the performing arts too expensive for young people?

That's where the National Youth and Education Trust comes in. Several programmes supported by donations to the Trust help keep ticket prices low for young audiences. For example, Live Rush™ lets students purchase last-minute tickets to NAC performances for only \$10. All family and student performances are specially priced for stretched pocket books. And disadvantaged children in designated Ottawa schools can attend student matinees for as little as \$3.00 thanks to donor-supported ticket subsidies.

Young audience programming at the National Arts Centre opens up the world of the performing arts for young people, whether aged 3 or 23. How far they choose to venture in to this world depends on many factors. Sometimes it's not until kids are all grown up that they realize they love the arts and that it all started at the National Arts Centre.



Members of the National Arts Centre Orchestra help make the performing arts a truly memorable experience. For the Young People's Concert, *Trick or Treat to a Wicked Beat*, all Orchestra members played in full costume.

Photo: Dwayne Wilson

More than 500,000 students and teachers performed A Little Music in their communities, like these children from Ottawa performing at the NAC, to show their love of music in their schools and lives.

Photo: Unknown



Music Monday

On May 7, 2007, the National Arts Centre will be the musical headquarters for the third annual Music Monday, a nation-wide event organized by the Coalition for Music Education in Canada to raise awareness of the importance of music education in schools.

Last year, on the first Monday in May, more than half a million young people and their teachers left their classrooms, stood in their school yards and sang the same piece of music at precisely the same minute in the day. Almost 1,300 schools across the country participated, uniting to send a powerful message about the value of music to young Canadians.

The NAC music education team will produce and present the flagship live concert in the NAC's Fourth Stage, bringing together local choirs, musical celebrities and other music enthusiasts. This year's event will be broadcast by the NAC live over the Internet—a first for Music Monday—and will remain available online until Music Monday 2008.

Internet technology amplifies the reach of Music Monday's message: Music education is an irreplaceable tool for "engagement, harmony, creativity and achievement in our young people." As one teacher put it last year, "The children loved it, especially knowing that they would be singing with other children all across Canada!"

On Music Monday, young people switch from being the audience to being musical advocates. *Their* audience is anyone and everyone who has the desire and the capacity to stand up for quality music education in schools as part of a well-balanced educational experience.

To learn more about Music Monday, visit www.musicmonday.ca. To contribute to the National Youth and Education Trust in support of Music Monday and other programmes for young people, please call the NAC Foundation at 613-947-7000, ext. 315.

Celebrating a Year of Giving: *The 2005–2006*

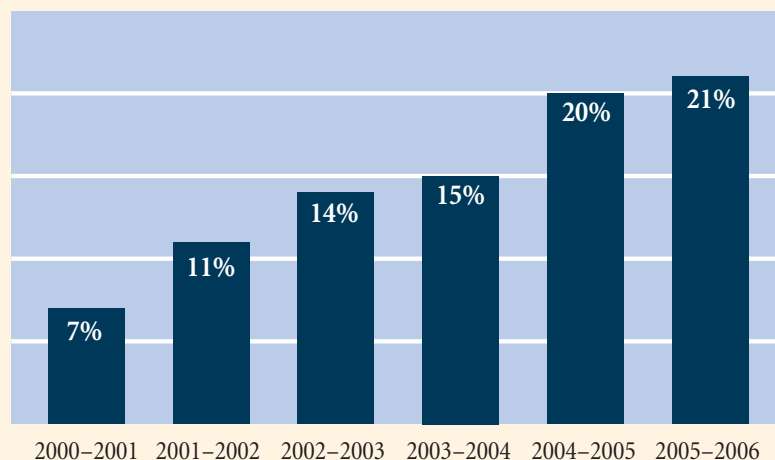
Creating new initiatives... Expanding artistic boundaries... Delighting audiences... Inspiring young people... These four words summarize the 2005–2006 season at the National Arts Centre.

Giving is what made it all possible. And that's what we're celebrating.

In 2005–2006, your gifts to the National Arts Centre Foundation totalled more than \$5.7 million! Thank you!

Your Tremendous Record of Giving

The National Arts Centre Foundation has been privileged to work with you—our generous donors—for six exciting years. To date, your donations and the contributions of our corporate sponsors have reached almost \$25 million—invaluable funds which are used to sustain, enrich and expand the National Arts Centre's artistic and educational programming.



Percentage of NAC Revenue Contributed by Donors, by Year¹

Your gifts play an increasingly important role in the National Arts Centre's success. Every new initiative depends on donor support.

¹ "Earned" revenue includes box office, fundraising, commercial operations and investment income.

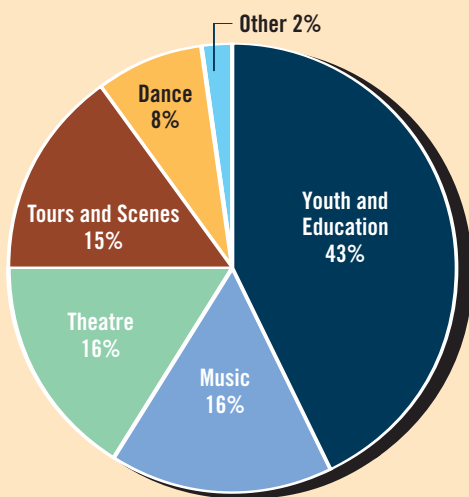
Stewardship Report

Where Giving Makes the Difference

Thanks to your generosity and passion for the performing arts, the National Arts Centre Foundation was able to transfer \$5,998,275 to the National Arts Centre in 2005–2006. This annual disbursement is a vital infusion of support to help the NAC achieve two key priorities: continued **artistic excellence on our stages** and a growing **investment in young Canadians through the performing arts**.

- More than 30% of donations were designated to the National Youth and Education Trust, which funds the NAC's wide array of performing arts initiatives for young audiences, young artists and schools.

- Donors and sponsors contributed more funds to support the NAC Orchestra's 2005 Alberta-Saskatchewan Performance and Education Tour than for any previous tour: \$820,000!
- Removing barriers to the performing arts is important to our donor community. Arts accessibility initiatives supported by donors include subsidized tickets for low-income school children and family-friendly pricing for all youth programming.
- Donors asked that more than one third of gifts be used to meet "highest priority needs" which allowed the National Arts Centre to do just that.



Youth and Education	\$2,567,413
Music	\$ 959,592
Theatre	\$ 944,019
Tours and Scenes	\$ 922,140
Dance	\$ 472,011
Other Programmes	\$ 133,100
Total	\$5,998,275

Almost \$6,000,000 was disbursed to the NAC in 2005–2006 thanks to your generosity.

Did you know? 2005–2006

- More than 100,000 young people participated in NAC activities for young audiences.
- The Live Rush™ student ticket programme allowed its 4,431 members to purchase more than 8,000 tickets to NAC productions for only \$10 a ticket.
- The NAC's Fourth Stage featured 167 performances, showcasing and supporting favourite local artists.
- The acclaimed NAC Summer Music Institute expanded to welcome a record 87 young artists, conductors and young composers—from Canada and around the world.
- NAC Dance thrilled audiences by presenting 18 different dance companies from 10 countries, and commissioned new works by up-and-coming choreographers.

The Impact of Your Giving

Philanthropic giving and corporate support in 2005–2006 allowed the National Arts Centre to reach extraordinary levels of artistry and to lead the way in performing arts education. Here are some of the ways in which your gifts made the difference.

ArtsAlive Dance: Information, interactivity and fun!

The best in dance education resources are now on the Web for students, teachers and parents, thanks to the 2006 expansion of the NAC's ArtsAlive.ca. *Step up to Dance!* features performance clips and interviews with dance artists, tips on how to understand, watch and discuss dance, and an interactive tool that allows young people to create choreography in a virtual dance studio.

Festival Zones Théâtrales: A resounding success

For 10 days in September 2005, NAC French Theatre presented Festival Zones Théâtrales, the biennial meeting place for French language theatre in Canada. The festival is a unique performance opportunity for professional theatrical productions originating in Canada's francophone minority communities. More than 3,000 audience members enjoyed nine plays, two conferences, five public readings, roundtables and lectures.

Music Ambassador Programme: Music education for rural classrooms

In partnership with the professional orchestras of Calgary, Edmonton, Saskatoon and Regina, the NAC launched its new Music Ambassador Programme in 2006. Professional teacher musicians visit children in primarily rural schools to lead music education sessions and support generalist music teachers. 9,000 school children were reached in the three-year programme's first season!

A group of children from St. Augustine Community School, Regina, Saskatchewan, perform an interpretive dance — their creative response to Vivaldi's *Four Seasons* — during Music Connexions.
Photo: Fred Cattroll



**A New Steinway:
88 keys to artistic excellence**

An exquisite new Steinway piano was inaugurated by pianist Yefim Bronfman in Southam Hall on September 20, 2006. This piano for the NAC's world-renowned guest artists could not have been purchased without generous donations to the Piano Fund.

**Intensive Theatre Training
for Youth at Risk**

An impressive group of 15 "at-risk" teenagers spent March Break 2006 exploring live theatre in a supportive workshop setting designed to encourage, inspire and challenge them. Led by professional artists and teachers, the week was demanding, strenuous, hugely enriching, fulfilling and fun. Donor support ensured there were no financial barriers holding back the young participants.



NAC Music Ambassador
Samantha Whelan creating
music with students at an
elementary school in Alberta.
Photo: Fred Cattroll

The music students of St. Dominic
School, Humboldt, Saskatchewan,
watch the NAC wind trio perform.
Photo: Fred Cattroll



**NACO's Alberta-
Saskatchewan
Tour, 2005: Education
events reached thousands**

Orchestral tours are an important way to bring "Canada's orchestra" to Canadians. In November 2005, NACO's 13-day tour of Alberta and Saskatchewan featured dazzling performances and innovative connections with more than 18,000 young people. Student matinees, music-sharing via broadband, masterclasses, orchestral coaching, open rehearsals and recorder training in First Nation communities were among the 95 education activities.

**And, coming in 2007, thanks to
donor support...**

A theatrical collaboration like no other—the National Arts Centre, the U.K.'s Royal Shakespeare Company and Margaret Atwood, Canada's leading literary icon are collaborating on a world premiere for the stage: *The Penelopiad*. This landmark initiative is the most significant international collaboration in the history of NAC English Theatre and a milestone in Canadian theatre history.

*Creating new
initiatives... Expanding
artistic boundaries...
Delighting audiences...
Inspiring young people...
Thank you for Giving*

Our Annual Donors:

Passionate about the Performing Arts

The Donors' Circle

The Donors' Circle is 6,000 donors-strong and stands for a wonderful commitment to annual support for the performing arts. As members of the Donors' Circle, please "give yourselves a hand" for the tremendous impact you created for artists, audiences and young people in 2005–2006.

- Your annual donations last year totalled \$2,377,000, representing 42% of all funds raised by the National Arts Centre Foundation.
- Your gifts came in many sizes, ranging from \$100 to \$100,000 or more.
- Gifts under \$500 added up to \$752,028, or 32% of total philanthropic contributions. Your gifts count—every single one of them.

The Corporate Club

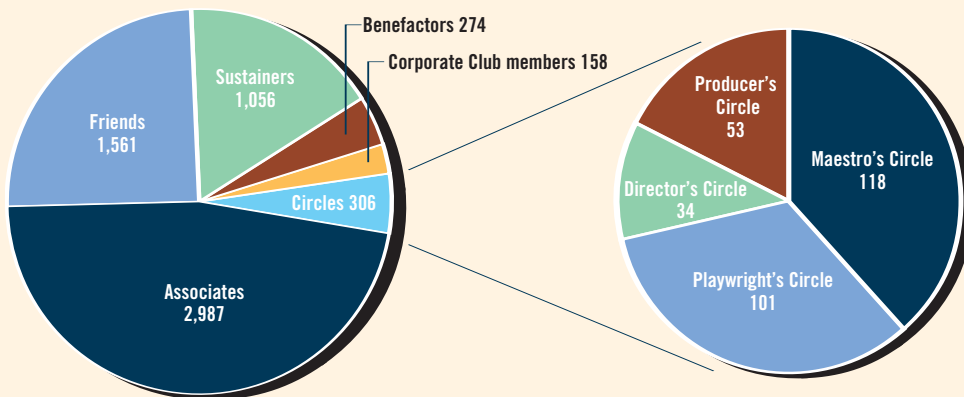
Philanthropic support from Ottawa's business community makes good business sense. Thank you to the 150 members of the NAC's Corporate Club for investing in artistic excellence in the National Capital Region.

Let's Give a Big Hand for our Sponsors

Signs outside the doors of the performance halls named the generous corporations who supported much of the NAC's artistic programming in 2005–2006 through season sponsorships. Thank you!

- Mark Motors-Audi Signature Series
- Bostonian Bravo Series
- CTV Pops
- Bombardier Great Performers Series
- Canril Ballet Series
- Le Série Théâtre presented by Desjardins
- TD Canada Trust Young People's Concerts
- Aber Diamond Debut Series
- Media Sponsor, Ottawa Citizen

A Picture of Annual Giving



Donor Levels:

Friends:	\$10 to \$99
Associates:	\$100 to \$249
Sustainers:	\$250 to \$499
Benefactors:	\$500 to \$999
Playwright's Circle:	\$1,000 to \$1,499
Maestro's Circle:	\$1,500 to \$2,499
Director's Circle:	\$2,500 to \$4,999
Producer's Circle:	\$5,000 and above

For Generations to Come

Members of the Emeritus Circle have pledged future commitments to the National Arts Centre valued at more than \$2.7 million, through bequests, gifts of life insurance and other planned giving arrangements. We gratefully thank these donors for acting now to ensure that their own passion for the performing arts is passed on for generations to come.

Donor Profile:

Dorothy Helbecque

In this “young audience” edition of Full Circle, our profiled donor is a grandmother who subscribes to young people’s concerts with her grandchildren.

Dorothy Helbecque has been a music lover since her childhood in B.C. In her teens, she played the piano and enjoyed hearing her church choir. At UBC, she made time for the Musical Society and the Players’ Club while majoring in microbiology and chemistry.

Now a long-time resident of Ottawa, Dorothy feels fortunate to have the NAC Orchestra as part of her life. Dorothy is a member of Friends of the National Arts Centre Orchestra (formerly NACOA) and she first became a donor to the NAC in 1994.

Dorothy’s career path led to her being in charge of the National Reference Centre for Tuberculosis. For 31 years she did this invaluable work, and still counts as friends her many co-workers—among them many

music lovers. “We used to talk about music,” she says with a smile.

When their four children were young, Dorothy and her husband Raymond began introducing them to the performing arts, which included visits to the newly built National Arts Centre. Her daughter Renee recalls, “I remember getting dressed up and sitting in those big red seats. The hardest part was being still!”

Yet, Renee fondly recalls seeing *Carmen*, *Coppélia* and *The Nutcracker*, memories which have contributed to her own love of the arts. Now, she and her sister Cecile attend NACO concerts with their mother—Dorothy’s treat to her daughters.

Dorothy has also shared her love of the performing arts with the next generation, her



Photo: Patricia Roche

grandchildren. In 1993, she brought her eldest granddaughter to *The Nutcracker*. This was soon followed by Orchestra concerts. Each grandchild has now enjoyed this wonderful experience; the youngest two still attend Young People’s Concerts with their grandmother. “It’s important to give children exposure to the joy of music,” Dorothy says.

The impact of music and the performing arts on Dorothy’s life can be summed up in one word—fulfillment. “The arts are an integral part of life. Without them, it would be a very dull, grey world.”

Making Giving Easy: Our Monthly Giving Programme

When it comes time to make your annual gift to the National Arts Centre, please consider monthly giving—a convenient way to “give the arts a hand” on a continuing basis.

Being a monthly donor is easy.

- A regular monthly donation is easier to fit into your budget than a single annual gift.
- You choose the amount and tell us your preferred method of payment (credit card or pre-authorized chequing).

Monthly giving is also very flexible. You can change the amount of your monthly donation whenever you choose, pause for a while, or even cancel your gift at any time.

Each year, we will automatically send you a new donor card, and a tax receipt for your total contributions in the calendar year. As a monthly donor, you keep all the privileges that come with your membership level in the Donors’ Circle.

We’ve introduced monthly giving to help make your gifts go further. Why? Because monthly giving means lower administration

costs for the NAC. It also provides steady, predictable revenue which helps us plan more effectively.

Senior Development Officer Barry Bloom believes that monthly giving maximizes donor impact. “With dollars going further, our artistic leadership can create more opportunities for artists, young people and audiences. It just makes good sense.”

For more information or if you would like to become a monthly donor, please contact the Annual Fund office at 613-947-700, ext. 315.

The World through a Child's Eyes

When children take their seats in the NAC Studio to see a play in French Theatre's *Série pour l'enfance*, they enter a world of language, images and symbols specially designed to appeal to their experience and imagination. That's the goal of the best theatre for young audiences, and that's what NAC French Theatre offers every season to children ages 4 to 11.

Innovation, Inspiration, Imagination: these are the watchwords that guide the French Theatre team when they select the artists and plays to present to the NAC's young audiences. The works stand out for their artistic excellence, their originality, and the depth and richness of their content. This season, French Theatre's young audiences

will travel to the strange and wonderful world of dreams, share the challenges facing new immigrants, explore the funny side of parent-child relationships, and—with the help of a talking meteorite—learn the fundamental importance of friendship.

Série pour l'enfance offers families a refreshing alternative to the video games, TV shows and films that bombard children every day. With 15 performances of five plays this season, over 4,000 young people and their families will enjoy an enriching artistic experience, temporarily transported to another world.

Gifts to the National Youth and Education Trust help create these artistic experiences that are an essential part of growing up.



Conte de la lune played to young French Theatre audiences in February 2007 at the NAC.

Photo: Louise Leblanc

You're Making Me Theatre-Crazy!

Picture a group of people talking about a play on a Friday night. If you expected "earnest," think again. This is not just any group. It's 30 bright, very animated students from local high schools and universities. They're backstage at the National Arts Centre just before curtain time, discussing with the playwright the play they're about to see performed. It's John Mighton's *The Little Years*, and there's pizza too!

The scene is a session of English Theatre's Student Club and the pizza is thanks to Friends of English Theatre. The members

range in age from 16 to 22. They're not necessarily theatre students—they're just theatre-crazy!

Each inspiring evening gives the young participants a chance to talk about theatre with the people who spend their lives making it: playwrights, directors, or scenic designers, for example. Drawn into the theatre world, Student Club members this season have embraced the plays along with stimulating discussions of the role of the artist in society.

When the play being discussed is one presented in the Studio, students enjoy an exclusive talkback with the cast after the show. On opening night of productions

in the Theatre, the Student Club session includes the opening night party at the Metropolitan Brasserie.

Based on popular demand, the Student Club season was expanded this year to include eight plays. Last season's five-play subscription package just wasn't enough for these theatre lovers: "A show every two months is too long to wait!" sums up their enthusiasm. Ten past participants in English Theatre's March Break theatre workshop for "at-risk" youth greatly appreciate their membership costs being covered by generous donor contributions to the National Youth and Education Trust.

From the Archives

L'Hexagone

From 1972 to 1982, thousands of young people in eastern Canada enjoyed live theatre presented by the NAC's French-language touring company, L'Hexagone. The programme (along with its English counterpart, Hexagon, which ran from 1972 to 1975), was the brainchild of Jean Roberts, the NAC's first Director of Theatre. Jean Herbiet, then Artistic Director of French Theatre, headed up L'Hexagone.

The company's mandate was to present live theatre to students in Ontario and Maritime francophone communities with limited access to theatre in their native language. The plays presented were by playwrights from the National Capital Region, with occasional works by classical authors such as Molière.

This was real professional theatre—no skimping on costumes or props just because the audience was young. It was a true “hands-on” experience: the troupe of professional actors and a stage manager looked after the details of every performance, literally keeping the show and its bus on the road.

Each season the tour got longer and longer as more and more schools signed up. In 1980-81 the company was on the road for 18 weeks!

During its run, L'Hexagone gave 1,000 shows and travelled thousands of miles.



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1 Jean Herbiet, former Artistic Director of French Theatre (centre) was one of the key artistic forces at the NAC in the 1970s and was instrumental in the development of L'Hexagone.

2 L'Hexagone troupe (1974-75) leave for New Brunswick. From left to right: Robert Paquette, Claude Lefebvre, the driver, Louison Danis, Claude Marquis, Hedwige Herbiet and Raymond Accolas.

3 L'Hexagone presented the play *Vies et Plaisirs de la Langue française*, by Roland LePage, to schools in Northern Ontario (1972-73).
Photo credits: NAC Archives, Photographer unknown

Calendar of Events

DATE & TIME	EVENT/SPECIAL INFORMATION	INVITATION ONLY	PRODUCER'S CIRCLE	DIRECTOR'S CIRCLE	MAESTRO'S CIRCLE	PLAYWRIGHT'S CIRCLE	BENEFACTORS	SUSTAINERS	ASSOCIATES
March 12 to March 18, 2007	National Arts Centre Gala Ticket-Priority Window								
March 19 to April 9, 2007	National Arts Centre Gala Ticket-Priority Window								
March 27, 2007 6:45 p.m. Fountain Room	Donor Preview: <i>Forêts</i> 	FULL							
April 1, 2007 2:00 p.m. Le Salon Tickets \$15	NACO Bursary Competition Benefit Concert								
April 12, 2007 1:15 p.m. Panorama Room	Donor Open Rehearsal: <i>A Footstep of Air, Opus 19/The Dreamer, Voluntaries</i> 								
May 16, 2007 9:15 a.m. Le Salon	Pre-rehearsal Insights: <i>Musical Rainbow</i> 								
May 22, 2007 6:45 p.m. Le Salon	Donor Preview: <i>Copper Thunderbird</i> World Premiere 	FULL							
May 25, 2007 Studio	NACO Bursary Competition Finals								

Benefit Concert for Young Musicians

Since 1981, the National Arts Centre has been the setting for the annual NAC Orchestra Bursary Competition, open to young musicians from the National Capital region. Applicants compete for prizes totalling \$18,500, many of them made possible by the historic NACO Trust Fund.

The finals of the 2007 competition will be held on Friday, May 25, at 7:00 p.m. in the Studio at the NAC. Admission is free.

A benefit concert for the NACO Trust, featuring chamber music performed by members of the NAC Orchestra and former prize winners, will take place on Sunday, April 1, 2007 at 2:00 p.m. in Le Salon. Mark your calendars and support young instrumentalists aspiring to orchestral careers. Tickets are \$15.00 and will go on sale on February 1, 2007 through Ticketmaster. Tickets will also be available at the door.

For further information or to register for any of the events above, please contact:

National Arts Centre Foundation
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Ottawa, Ontario Canada K1P 5W1

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