

Acting Up Stage is
poised to be one
of the most potent
musical theatre
forces in our country.

Richard Ouzounian,
The Toronto Star

ACTING UP
STAGE COMPANY
MODERN • MUSICAL • THEATRE

Mainstage Productions, Cabarets & Concerts
Education & Outreach
New Musical Development

10th
Season!

The most exciting,
the most moving,
simply the most!

Robert Cushman,
The National Post

ACTING 
STAGE COMPANY
Who We Are

Our **vision** is to advance the art and substance of musical theatre in Canada.

Our **mission** is to produce entertaining and poignant contemporary musicals, bring new musicals to life and develop the artists and audiences of tomorrow.

Since 2004, we have been rewarded with rave reviews, sold-out performances, 6 Dora Awards, 32 Dora nominations, and 8 Toronto Theatre Critics' Awards.

We have been recognized by arts councils, foundations, corporate sponsors and private donors for artistic excellence, prudent financial management and sensible strategies.

ACTING 
STAGE COMPANY
Our Growth

We are on the way to becoming the **leading force in Canadian musical theatre**.

In just the last three years we have:

- Increased the number of productions;
- Doubled the size of our annual audience to 10,000;
- Initiated *The Banks Prize* for emerging artists;
- Inaugurated *NoteWorthy*, a unique, multi-year, musical development program;
- Initiated our first touring production;
- Increased our annual operating budget from \$250,000 to \$800,000.



Londa Larmond, Jewelle Blackman, Arlene Duncan, Alana Hibbert and Neema Bickersteth in *Caroline, or Change*, 2012



Jeff Lillico and Jacquelyn French in *The Light In The Piazza*, 2010

ACTING STAGE COMPANY Performances

Mainstage

The centrepiece of our programming is the *Mainstage* Production. Each year, we **present acclaimed, modern musicals in intimate settings, for a minimum of four weeks.**

We work with Canada's finest and most accomplished artists whose credits include Broadway, London's West End, Stratford Festival, Shaw Festival, Soulpepper, Canadian Stage, Charlottetown Festival, and regional theatres across the country.

In the last ten years, we have received more Dora Mavor Moore Award nominations than any other independent company for musical theatre.

Over the next three years, we will grow our touring program, taking our shows across the country.

Concerts and Cabarets

Our series of concerts and cabarets provide an opportunity for local artists to share their talents with new audiences.

Our lauded, annual *UnCovered* concert at Koerner Hall showcases inspired interpretations of the songs of a pop, folk or rock writer. What has become, for us, a signature event, sells out quickly every year.

Over the next three years, due to popular demand, *UnCovered* will move from a single night to multiple performances.

10,000

Average annual attendance

60

Average Canadian artists employed in a season

6

Dora awards for our *Mainstage* productions

Acting Up Stage
is making a huge
impact on youth in
the city.

Paul Aikins,
Head of Musical
Theatre, Etobicoke
School of the Arts

ACTING 
STAGE COMPANY
Education &
Outreach

One Song Glory

Our **commitment to building the audiences and artists of tomorrow** is focused around this month-long training program. Each year, up to forty-five young people from diverse backgrounds and communities across Ontario come together under the guidance of Toronto's top musical theatre professionals in a **positive and encouraging environment**.

One Song Glory is founded on two principles:

1. the focus, determination and self-discipline that theatre requires **builds character** and is of **lasting value**; and
2. that this is a **no cost program**; affordability is not a barrier to participation.

Due to its success, the *One Song Glory* program is expanding. The first satellite program begins at Winnipeg's Rainbow Stage in 2015.

The Banks Prize

Inaugurated in 2012, *The Banks Prize* annually awards two young performers with a \$1,000 cash prize, mentorship with our artists, and two showcase opportunities.

Over the next three years, this prize will also include the opportunity for winners to create their own solo work.

400

One Song Glory graduates
in 10 years

1,600

Subsidized student tickets
distributed each year

61%

Participants in *One Song
Glory* from outside of
Toronto



Veda Hille, Bree Greig, Selina Martin, Dmitry Chepovetsky, Daren A. Herbert
in *Do You Want What I Have Got? A Craigslist Cantata* 2012

ACTING STAGE COMPANY

New Musical Development

NoteWorthy

We are one of the few organizations in Canada committed to developing new Canadian musicals. Our *NoteWorthy* multi-year program invests in Canadian writers and their work.

After a national call-for-submissions, we select a group of playwrights and composers for a four part process:

1. Composers and playwrights are matched to explore artistic collaboration.
2. Collaborators with the most promising ideas are commissioned to write the full musical.
3. Actors, directors, musical directors, and designers work with the collaborators and workshop the musical.
4. The musical has its world premiere on our *Mainstage*.

In its three short years, *NoteWorthy* has commissioned five new works. Three of them are now being developed with both Canadian and American co-producers.

Over the next three years, we plan to premiere and tour at least two new Canadian musicals.



Matthew Coulson, Rielle Braid, Kholby Wardell, Kelly Hudson, Elliott Loran, Sarah Jane Pelzer, in *Ride The Cyclone*, 2011

1,000

Estimated working hours in *NoteWorthy* annually

19

Investments made in original work since 2011.

70

Number of submissions received for *NoteWorthy* each year

Theatre that risks
much and wins big.

John Coulbourn,
The Toronto Sun

ACTING UP
STAGE COMPANY
Budget

Expenses

Artist Fees and Salaries	\$333,000
Production Technical Fees	\$68,500
Programming Expenses	
Physical Production	\$60,500
Theatre Rental	\$64,500
Ticketing	\$4,500
Travel	\$9,500
Touring	\$55,000
Marketing and Audience Development	\$86,500
Fundraising Expenses	\$6,000
Administration Expenses	
Salaries	\$61,000
Professional Fees	\$41,000
Other Admin	\$25,000
Total Expenses	\$815,000

Revenue

Earned Revenue	
Ticket Sales	\$207,000
Co-Production Fees	\$26,000
Touring Revenue	\$147,000
Private Sector Revenue	
Individual Donations	\$144,000
Corporate Sponsorships	\$106,000
Foundation Donations	\$66,000
Fundraising Events	\$8,500
Public Sector Revenue	
Federal	\$26,000
Provincial	\$69,500
Municipal	\$15,000
Total Revenue	\$815,000



The Company in *Falsettos*, 2013



The Company in *Once On This Island*, 2014

ACTING UP

STAGE COMPANY

Join Us

Our Virtuosos

Acting Up Stage Company invites you to become a *Virtuoso* by pledging a **minimum charitable gift of \$1,000 per year for the next three years**. Join a select group of individuals, who believe in our vision for musical theatre in Canada and our commitment to young Canadians.

	Virtuoso (\$1,000+ per year)	Elite Virtuoso (\$2,500+ per year)	Premium Virtuoso (\$5,000+ per year)	Leading Light (\$10,000+ per year)
Tax receipt (based on amount and benefits received)	Donation less \$200*	Donation less \$400*	Donation less \$1000*	Donation less \$1000*
Invitation for two to an exclusive “behind the scenes” event for <i>Virtuosos</i> only, featuring many of our artists	●	●	●	●
Concierge ticketing services, with advanced notice on ticket sales	●	●	●	●
20% discount code for family and friends	●	●	●	●
Recognition as a <i>Virtuoso</i> on the Donor Wall in the theatre lobby and the show programme	●	●	●	●
Three year subscription to the “Friends of Acting Up Stage” quarterly newsletter	●	●	●	●
Complimentary tickets in preferred reserved seating	2 per year	2 per show	4 per show	10 per show
Access to a private rehearsal		●	●	●
Champagne toast backstage with the cast of <i>UnCovered</i> at Koerner Hall		●	●	●
An exclusive dinner with the Artistic Director and one of our Associate Artists at a local restaurant			●	●
A private 30 minute concert in your home from one of our artists			●	●
Designation of your donation to a production or program of your choice				●
Recognition of your Leading Light support on all promotional materials for the program you choose				●

* As per the CRA rules, tax receipts may be issued for 100% of the donation amount, by relinquishing the benefits above.

Acting Up Stage
produces musicals
with depth,
substance and does
them beautifully.

Lynn Slotkin,
CBC

ACTING UP
STAGE COMPANY
Who We Are

Mitchell Marcus, Artistic & Managing Director
David Daniels, Executive Producer

Board of Directors

Ellen Wallace (Chair), Psychotherapist
Curtis Barlow (Treasurer), Cultural Executive, Lawyer, Diplomat
Peter McKinnon (Secretary), Professor, York University
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Bruce Dow
Steven Gallagher
Patty Jamieson
Jeff Lillico
Sharron Matthews
Robert McQueen
Tracy Michailidis
Phillip Silver
Paul Sportelli

Advisory Council

Helen Burstyn
David Daniels
Roger Garland
Lucille Joseph

Charity Registration #8620 44146 RR0001

Become a *Virtuoso*:

1. *Online*: www.actingupstage.com
2. *By phone*: 416-927-7880 ext. 225
3. *By mail*: Send a cheque with your first year's contribution to
476 Parliament Street, Toronto, ON M4X 1P2