2013 ANNUAL REPORT

“highly imaginative...highly theatrical...”
+ Berkshire Eagle about Emilie

“an absorbing evening of theatre for a sold out audience”
+ Berkshire Fine Arts about Emilie

Oliver Wadsworth, Brendan Cataldo, Suzanne Ankrum and Kim Stauffer in Emilie: La Marquise Du Châtelet Defends Her Life Tonight by Lauren Gunderson. Photo by Enrico Spada.
In 2013, WAM Theatre...

Raised $75,000 in monetary donations and box office sales and had increased in-kind donations.

Donated $3,400 to one beneficiary: The Rite of Passage and Empowerment for Girls Program (ROPE), Pittsfield, MA. ROPE is a program for young women in Berkshire County, with a particular focus on young women of color, that teaches the skills and confidence needed to succeed in today’s world.

WAM’s donation will fully fund the college tour of the Northeast taken by ROPE participants at the culmination of their program. ROPE was founded by and is run by Pittsfield community leader Shirley Edgerton. Funds were also donated this year from the collaborative One Billion Rising Dance Party to the Elizabeth Freeman Center and Eve Ensler’s One Billion Rising Organization.

Collaborated with over 100 theatre artists, more than 75% of whom were women. Nearly 30 of them were paid and, of those, 3 were Equity members.

Performed for nearly 1,500 people.

we produced... 4 SPECIAL EVENTS, 1 BENEFIT, 1 MAINSTAGE PRODUCTION ...and launched an EDUCATION OUTREACH PROGRAM

and online...

November’s #WAMEmilie social media campaign significantly increased our online engagement numbers, jumping from 4 daily viewers of our WAM Facebook page to nearly 100. The weekly number of people who engaged with our Facebook page went from 100 to 400. Overall in 2013, we had 9,480 visits to our WAM website (6,222 Unique Visits). We finished the year with nearly 600 Twitter followers, nearly 1,400 Facebook fans and over 1,000 subscribers to our e-blast.

WAM ACCOMPLISHMENTS

Since launching in 2010, WAM Theatre has...

...donated NEARLY $10,500 to 6 BENEFICIARIES (including 2 internationally).

...provided paid contract work to over 75 PROFESSIONAL THEATRE ARTISTS and collaborated with over 250, 75% OF WHICH ARE WOMEN.

...launched an education program that reached NEARLY 100 STUDENTS.

“Until WAM began doing these charity givebacks in the Berkshires it was rare for a theatre company to actually embrace local social programs as a matter of their core mission… WAM has created a new paradigm.”  + Berkshire on Stage and Screen
2013 for WAM Theatre

IN 2013, WAM THEATRE WAS NOMINATED FOR THE BERKSHIRE TRENDSETTER AWARD IN THE “CREATIVITY/INNOVATION” CATEGORY

FEBRUARY:

10×10on10
A collaboration with Alchemy Initiative and the “One Billion Rising Dance Party”, a collaboration with various community organizations including the Elizabeth Freeman Center, Nina Molin, MD and HAVEN, both events were part of the 10x10 Festival in Pittsfield, MA.

MARCH:

Half the Sky Film Screening and Panel
Part of the Berkshire Festival of Writers and co-presented with Sisters for Peace at the Mahaiwe Performing Arts Center in Great Barrington, MA.

MAY:

3rd Annual Berkshires/Capital Region 24-Hour Theatre Project
Co-produced with the Mop & Bucket Improv Theatre Company and hosted by Proctor’s Theatre in Schenectady

JUNE:

WAM’s First Benefit Evening: Claiming Her Place
Hosted by Berkshire favorite Jayne Atkinson at the Mahaiwe Performing Arts Center in Great Barrington. A celebrity panel, featuring Lauren Ambrose, Michael Gill, Marin Mazzie, Linus Roache and Debra Jo Rupp, discussed the challenges women face in the entertainment industry.

NOVEMBER:

Emilie: La Marquise Du Chatelet Defends Her Life Tonight
The year ended with audiences raving about the critically acclaimed Northeast Regional Premiere production of *Emilie: La Marquise Du Chatelet Defends Her Life Tonight* by Lauren Gunderson. Berkshire Eagle’s Best of 2013: Honorable Mention for Best Production and Kim Stauffer’s performance as Emilie.

“Emilie is everything I want in a theater experience: a great play about an intriguing, powerful woman, riveting acting, inspired directing, an artful set and engaging audience!” —SuEllen Hampkins

“This was WONDERFUL!!... My husband and I already said we would come again. Not only is this a story that needs to be told, the presentation was fabulous… We were blown… let us know about your next performance!” —Silke Fuchshofen

“I loved the way the science and the art were combined in this production. Many attempts are made, few as successful. I will certainly keep an eye on WAM from now on.” —Alan Gilchrist

“I was at Sunday’s performance. It was brilliant! It’s the first production of yours that I have seen, and I hope that it gets put into many many theaters. The story, the writing, the set… all of it was absolutely beautiful. Thank you for such a wonderful wonderful experience.” —Deborah Doyle

“Emilie is wonderful!” —Serene Mastrianni

“This show is a must see for women and girls, I loved it as much as my 13 year old daughter.” —Serene Mastrianni

“...The play was absolutely wonderful!... I told six people about it and wish I had told more. They all came and all loved it. It was a rare find, even here in the Berkshires. I hope and expect that it will be back next season. More people deserve to see it. Thank you.” —Christine Zelehoski

Audience Feedback for Emilie

PHOTOS, top-bottom: Kelly Galvin and Joan Coombs (10x10on10 with Alchemy Initiative); photo by Enrico Spada / Half the Sky film screening and panel (with Sisters for Peace); photo by Monika Pizzichemi / 2013 Berkshires/Capital Region 24 Hour Theatre Project (with MOPCO) participants; photo by Joe Schuyler / Claiming Her Place benefit panel; Lauren Ambrose, Jayne Atkinson, Debra Jo Rupp, Kristen van Ginhoven, Michael Gill, Marin Mazzie, Linus Roache; photo by Enrico Spada / Kim Stauffer in Emilie; photo by Enrico Spada
# 2013 FINANCIAL OVERVIEW

Through the generosity of our patrons and supporters, WAM Theatre garnered over $75,000 in individual donations, foundation grants, corporate sponsorship and ticket sales in 2013. Our grant/foundation support and corporate sponsorship both increased by around a third in 2013, with WAM receiving its first state grant from Mass Humanities. With the success of both our "Your Check Has Legs” and "100×100" fundraising campaigns, we increased our individual donations by 84%. This allowed us to provide paid contracts to nearly 30 theatre professionals and make a total donation to our beneficiary of $3,400.

### Income $76,940.31 | Expenses $72,789.73 | Surplus $4,150.58


## WAM THEATRE, INC. 2013 BUDGET OVERVIEW

### INCOME

**Contributed Income**

- Individual Donations $24,361.98
- Foundation and Government Grants $21,080.00
- Corporate Support $9,100.00

**Earned Income**

- Ticket Sales $22,288.33
- Other $110.00

**Total Income** $76,940.31

### EXPENSE

**Annual Operating Costs**

- Contract Services/Professional Fees $32,686.50
- Production Expenses $19,547.45
- Donation to Women’s Organizations $4,420.00
- Administration $15,335.78
- Other $800.00

**Total Expense** $72,789.73

**Surplus** $4,150.58

These percentages are in line with theatres that have a budget of $500,000 or less, according to the Theatre Communications Group Theatre Facts 2011: Report on the Fiscal State of the Professional Not for Profit American Theatre.

# 2013 MISSION OVERVIEW

## WAM THEATRE MISSION STATEMENT

WAM Theatre’s philanthropic mission is two-fold. First, to produce professional theatrical events for everyone, with a focus on women theatre artists and/or stories of women and girls. Second, to donate a portion of the proceeds from those events to organizations that benefit women and girls worldwide.

### VALUES

**Through theatre and in theatre we strive for equality in opportunity and treatment:**

We are champions for human rights, working to create change by creating opportunity for women and girls which lifts all of humanity. We work diligently and tirelessly for fairness and equal access through our dual mission of theatrical and philanthropic endeavors.

**We make an impact locally and globally:**

Every time an audience comes together a community is formed. We recognize that we are part of a myriad of communities and we therefore create change by telling stories about and across local, global, gender, ethnic, artistic and international communities.

**We stand up with integrity, honesty and respect:**

Our conviction and integrity guide what we do and how we do it, every day. We adhere to the highest standards of professionalism and personal responsibility.

WAM Theatre provides philanthropy through the arts by using theatre to benefit women and girls worldwide. Our sponsors support women and girls by supporting the arts. Double Philanthropy.

**Artistic Director, co-Founder:** Kristen van Ginhoven

**Assistant to the Artistic Director:** Kelly Galvin

**Graphic Designer:** Enrico Spada

**Board of Directors:**

- Ashley Berridge (President)
- Tammy Valicenti (Treasurer)
- Nick Webb (Secretary)
- Vicky May
- Kristen van Ginhoven

**Advisory Board:**

- Susan Dworkin, Ellen W. Kaplan, Brenny Rabine, Paul Rapp, Laura Roudabush, Abbie von Schlegell, Sharon Small, Kevin Craig West
- Leigh Strimbeck

**Board Member Emeritus, WAM Theatre Co-Founder**

**ASSOCIATE ARTISTS**

Susan Dworkin, Juliana von Haubrich
DONOR INFORMATION

Our sincere appreciation goes out to each donor who made a contribution in 2013. Only through the support of these individuals are we able to create theatre for everyone that benefits women and girls. Thanks to our 180+ donors in 2013 for helping us make an impact!

HEROINES & HEROES
Lyn and Richard Atkinson
Valerie B Barr
Sara and Jon Budish Jtwros
Lynn Gernert
Kristin and James Hatt
Joan and Jim Hunter
Susan Rose-Lafer
Vanessa and Jay Sax
Tammy and Dave Valicenti
Kristen van Ginthoven and Nick Webb
Kirsten Vangsness
Dylandale Foundation
Brabson Library and Educational Foundation
The Feigenbaum Foundation
The Appelbaum-Kahn Foundation

ANGELS
Sydelle and Lee Blatt
Vicki Bonnington
Kate Barton and Sam Craig
Joyce Bernstein
Ashley and Brad Berridge
Susan Dworkin
Nancy Kalodner
Jayne Atkinson-Gill and Michel Gill
Nina Molin M.D. and Jon Gotterer D.M.D
Rosalind Bennett and Linus Roache
Carol and Merrill Sanderson
Brian Schwab
Joe Starzyk
Jonathan Swartz
Elizabeth and Marshall Webb
Kim Ciola and Nathaniels Wiessner
Nancy Wilder
Dale and Marvin Winell

100 CLUB
Gail and Joel Appelbaum
Dr. Judith Barlow
Dana Bishop
Ariel Bock and Jonathan Epstein
Ben Kroup and Lucy Breyer
Regina Burgio
Dorrel P. Capes
Erin F. Casey
Linda Conway
Joan and Peter Coombs
Thalia Cunningham
Angela David
Katezel Strimbeck and William Dillon
Julia Dixon
Becka Erickson
Giovanna Fessenden and
Christopher Hennessey
Catherine and Matthew Fisch
Bruce Garlow
Ineke and Vince Garofalo
Deborah Grausman
David Andrew Harris
Joni Thomas and Brian Harrison
Norman Hatch

CHAMPIONS
Barbara and Don Barron
Barbara Bonner
Jennifer Brodwy
Patricia and David Bunce
Tracy Liz Miller and Kent Burnham
Lonnie Carter
Cast and Crew of Emilie
Eve Cholmar
Linda B. Colvin
Ellen Crobier-Fischman
Heidi and Raf deChief
Diane Pearlman and Jeffrey Diamond
Pamela and Doug Edwards-Johnson
Eric Grimstead
Janel Halpern
Heidi Hass and Fred Hooven
Mariclare Hultbert

John Knapp
Gloria Miller and Macey Levin
Serene Mastrianni
Dana Harrison and Marc Maurino
Judith Nardacci
John W Noble
Elna Nugent
Cindy Parrish
Pat Reilly
Karen Rusch
Marjorie Safran
Jane Salata
Elizabeth Stott
Sarah Thomas
Abby and Richard Tovell
Susan Valicenti
Truus and Martin van Ginthoven
Linda White

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Suzanne Engels
Karel and Andrew Fisher
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Clare Suzanne Klose
Richard Lounello
Barbara E Mandler
Marion Hunter and Uel Wade
Tony Pallone
Kevin Pevato
Patrick and Mairin Quinn
Judy Rettig
Lynn Rist
Ruth Rosenthal
Laura and Jeff Roudabush
Megan Sandberg-Zakian
Audrey and Marty Schlanger
Carole G. Siegel
Harriet Vines
Francine Weinberg
Chris Foster and Patrick White
Meg Agnew and Paul Wisswaesser
Melissa Wolff
Adam Zahler

As of 1/12/14. We have carefully prepared this list. If your name was misspelled or inadvertently omitted, please accept our sincere apologies and contact us at info@wamtheatre.com or 518-234-9627 so that we may correct our records.
KICKING OFF 2013, AN EXCERPT

WAM is so proud to have started the year off with a feature on the Half the Sky Movement blog—the book that inspired the creation of WAM Theatre!

WAM THEATRE: USING THEATER TO SUPPORT WOMEN
Posted on January 10, 2013, by Ann Wright

Kristen van Ginhoven came across a review of Half the Sky: Turning Oppression into Opportunity for Women Worldwide in Glamour magazine and pre-ordered it. She had no idea at the time how much the book would impact her….Kristen and her co-founder Leigh describe WAM theater as “double philanthropy”: providing opportunities to female artists and re-investing a portion of ticket sales into causes that benefit women….The plays and special events have covered a breadth of social issues and the idea of women helping women is reflected in the theatre’s name — WAM — or Women’s Action Movement…..Kristen says, “Thanks to the support of our community and the inspiration of the Half the Sky Movement, the model of using theatre to benefit women and girls is working.”

Check out the full article at http://www.halftheskymovement.org/blog/entry/wam-theatre-using-theater-to-support-women-and-girls