



THEATRE FOR **EVERYONE** THAT BENEFITS **WOMEN AND GIRLS**

STRATEGIC PLAN

2015-2020

ABOUT WAM THEATRE

Based in Berkshire County, Massachusetts, **WAM THEATRE** was co-founded in 2010 by Canadian director, actor, educator, and producer Kristen van Ginhoven to create professional theatrical events for everyone, with a focus on women theatre artists and/or stories of women and girls.

WAM Theatre also has a **PHILANTHROPIC MISSION**, inspired by the book *Half the Sky: Turning Oppression into Opportunity for Women Worldwide* by Nicholas Kristof and Sheryl WuDunn, and donates a portion of the proceeds from its theatrical events to organizations that benefit women and girls.

Over the past five years, WAM Theatre has donated more than \$15,000 to seven nonprofit organizations and provided paid work to more than 100 theatre artists. In addition to the main stage productions and special events, WAM Theatre's activities include a comprehensive educational outreach program and the Fresh Takes Play Reading Series.



Cast and crew of 2014's *In Darfur* present a check for \$5,005 to Mother of Peace Orphanage in Illovo, South Africa. Photo by Enrico Spada.

VALUES

THROUGH THEATRE AND IN THEATER 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, everyday. 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.



GOALS AND OBJECTIVES



Cast of *Mirror Mirror*, part of *A WAM Welcome*, 2010. Photo by Joe Schuyler.

GOAL #1

IMPLEMENT AN INFRASTRUCTURE THAT MAXIMIZES OPERATING EFFECTIVENESS

- ✦ Identify key areas where we need administrative support and increase compensation where needed
- ✦ Review options for physical location and identify the best fit for office space and presenting space
- ✦ Identify and invest in essential equipment that increases operational efficiencies
- ✦ Recruit and develop the board of directors



Barby Cardillo gives a pep talk to members of Girls Inc.

GOAL #2

DEVELOP A PROGRAMMING PLAN THAT MAXIMIZES THE IMPACT OF OUR MISSION

- ✦ Expand programming so it benefits women and girls both locally and globally annually
- ✦ Increase audience size
- ✦ Deepen the engagement of existing audiences
- ✦ Program education outreach that empowers women and girls to tell their stories
- ✦ Support and promote the work of organizations that take action for women's issues

GOALS AND OBJECTIVES



Kim Stauffer and Suzanne Ankrum in *Emilie: La Marquise Du Châtelet Defends Her Life Tonight* by Lauren Gunderson. Photo by Enrico Spada.

GOAL #3

RAISE THE VISIBILITY OF OUR UNIQUE PERSPECTIVE AND OUR BRAND

- ✦ Create and implement a comprehensive strategic marketing plan
- ✦ Engage in the national conversation about women's issues and women in theatre
- ✦ Identify and develop strategic partnerships that further our mission



Christina Gordon, Sipwe Moyo and Shannon Harris in *In Darfur*, 2014. Photo by Enrico Spada.

GOAL #4

MAINTAIN FINANCIAL RESPONSIBILITY AND EXPAND FISCAL CAPACITY

- ✦ Identify and cultivate corporate funding opportunities
- ✦ Identify sources of funding specific for infrastructure and capacity building
- ✦ Expand board involvement in cultivation and solicitation of donors
- ✦ Continue rigorous accounting measures and keep reporting transparency