

WAM Theatre

www.WAMTheatre.com

Annual Report 2011



WAM Theatre gift presentation of \$1750 to the Berkshire United Way Teen Pregnancy Prevention Initiative



Kristen van Ginhoven, Artistic Director of WAM, with WAM Board Member's Nick Webb and Jim Benson, make the gift presentation of \$1750 to Kristen Hazzard, President and CEO of Berkshire United Way and Frank La Frazia, co-chair of the sexual education TPPI subcommittee, Nina Garlington, BUW Director of Resource Development, Pam Malumphy, co-chair of the TPPI Parental Engagement subcommittee, Jonah Slattery, BUW Executive Assistant and Karen Cole, Coordinator of the Pittsfield Prevention Partnership.



O Solo Mama Mia Festival, Beneficiary: Edna's Hospital Community Midwife Program, Somaliland- May 2011: Four of our performers: Leigh Hendrix (*How to be a Lesbian in Ten Days or Less*), Camilla Schade (*Performing Therapy*), Richarda Abrams (*Stories From Hell and High Water*), Robin Gelfenbien (*My Salvation has a First Name: A Wiernmobile Journey*). Missing: Anne Undeland (*Paris 1890-Unlaced!*) With Jamuna Yvette Sirker (*Playwright, Stories from Hell and High Water*) and Kristen van Ginhoven, Artistic Director of WAM Theatre

The Attic, The Pearls and Three Fine Girls, Beneficiary: Berkshire United Way Teen Pregnancy Prevention Initiative- November 2011: Deann Simmons Halper (*Jayne*), Karen Lee (*Jelly*) and Barbara Cardillo (*Jojo*)

Here's what you made possible in 2011....

O SOLO MAMA MIA FESTIVAL

May 5-12, 2011

Little Theatre, Russell Sage College,
Troy, NY
Storefront Artist Project (SAP),
Pittsfield, MA

5 Solo Shows Written and Performed by
women, accompanied by a visual arts
exhibit of the same name.

*Beneficiary: Edna's Hospital in Somaliland
(Community Midwife Program)*

...part of WAM's continuing effort to
bridge the gap between their two
regions...'

Chris Rohmann

Performers: Leigh
Hendrix, Camilla
Schade, Richarda
Abrams and Robin
Gelfenbien.
Playwright Jamuna
Yvette Sirker.
Absent: Performer
Anne Undeland



The Attic, The Pearls and Three Fine Girls

By Jennifer Brewin, Leah Cherniak, Ann-Marie
MacDonald, Aliisa Palmer and Martha Ross

November 3-20, 2011

Barrington Stage Company Stage Two,
Pittsfield, MA

*Beneficiary: Berkshire United Way Teen
Pregnancy Prevention Initiative*

WAM 2011 Special Events:

- 'I'm Not a Feminist, But...' as part of the Berkshire Festival of Women Writers to benefit Berkshire Women for Women Worldwide
- First 24hr Capital Region/Berkshires Theatre Project
- WAM @ WordxWord- 'Women & Words': An Instant Theatre Piece
- Theatresports Tournament REMATCH with MOPCO & RBIT



Deann
Simmons
Halper,
Karen Lee,
Barbara
Cardillo

...a 90 minute one
act extravaganza...
WAM is still new on
the scene but this
current production
should assure them
a place in the
pantheon of top-
drawer theater
companies in the
Berkshires".
J. Peter Bergman



Top: Feminist Ensemble,
WordxWord Ensemble
Right: 24hr Project Ensemble,
Mopco/Rbit and Celebrity
Judges



"In a relatively short time WAM has sent shock waves through the Berkshire theatre community." *Berkshire Fine Arts*

WAM Theatre 2011 FACTS:

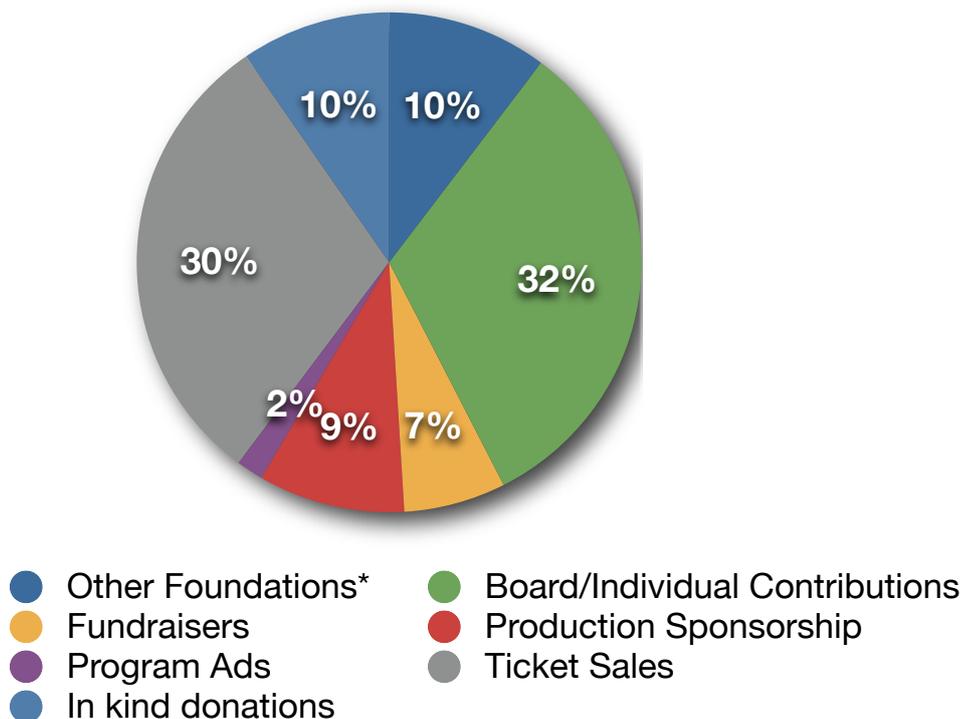
- **Raised over \$30,000 in monetary donations and box office sales and just over \$3000 in in-kind donations.**
- **Donated \$2400 to two beneficiaries: Edna's Hospital in Somaliland (\$650) and Berkshire United Way's Teen Pregnancy Prevention Initiative (\$1750)**
- **Collaborated with nearly 100 theatre artists, more than 80% were women.**
- **Performed for nearly 1000 people not all of whom were female☺**
- **Produced**
 - **Two main events:**
 - **O Solo Mama Mia Festival: A festival of one act solo shows written and performed by women to benefit the Community Midwife Program of Edna's Hospital in Somaliland**
 - **The Attic, The Pearls and Three Fine Girls by Jennifer Brewin, Leah Cherniak, Ann-Marie MacDonald, Alisa Palmer Martha Ross to benefit the Berkshire United Way Teen Pregnancy Prevention Initiative.**
 - **Two special events:**
 - **'I'm not a Feminist, but...' as part of the Berkshire Festival of Women Writers, beneficiary: Berkshire Women for Women Worldwide**
 - **Women & Words: WAM at WordxWord**
 - **Two fundraisers:**
 - **24hr Capital Region/Berkshire Theatre Project**
 - **Theatresports Rematch**
- **Received our MA foreign registration status.**
- **Kristen van Ginhoven became Artistic Director. Leigh Strimbeck became Artistic Advisor. Ashley Berridge and Jim Benson joined the WAM Board of Directors.**
- **Had 3379 unique visits (5731 total visits) to our website since January 1, 2011. NOTE: Last year's annual report sited 3500 total visits, of which 2226 were unique.**
- **Finished 2011 with over 800 Facebook Fans, over 300 Twitter Followers and over 500 E-Newsletter Subscribers.**

2011 Financial Overview

Through incredible effort and outreach, including a successful 100x100 Campaign, WAM Theatre brought in over \$30,000 in individual donations and ticket sales in 2011. We nearly tripled our individual donations this year and increased our box office income by 35%. This money was used to produce two events, and make a total donation to our beneficiaries of \$2400. Income = 34, 244.81. Expenses = 29019.29. We ended 2011 with a profit of \$5225.52.

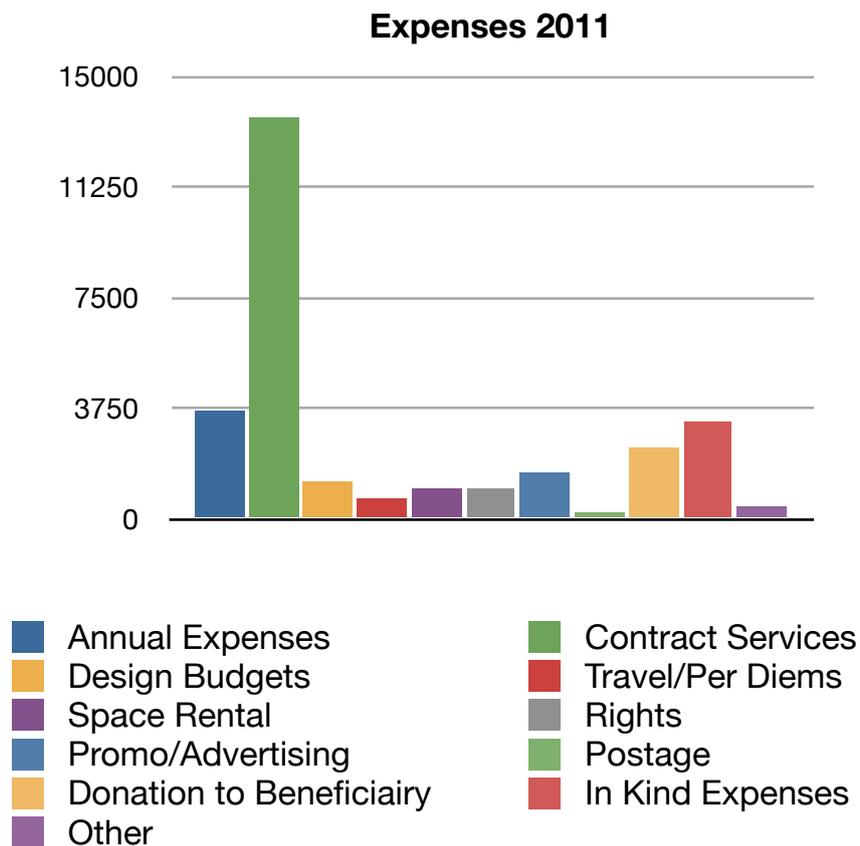
INCOME 2011	
Other Foundations*	3,500.00
Board/Individual Contributions	11,178.50
Fundraisers	2,225.31
Production Sponsorship	3,200.00
Program Ads	590.00
Ticket Sales	10,286.00
In kind donations	3,265.00
Total Project Income	34,244.81
Monetary Income (minus in-kind donations)	30,759.81

All project income, 2011



EXPENDITURE

Expenses 2011	
Annual Expenses	3654.83
Contract Services	13685.60
Design Budgets	1254.21
Travel/Per Diems	667.46
Space Rental	1000.00
Rights	1000.00
Promo/Advertising	1542.00
Postage	213.04
Donation to Beneficiary	2400.00
In Kind Expenses	3265.00
Thank you gifts	58.85
Other	278.30
Total	29019.29



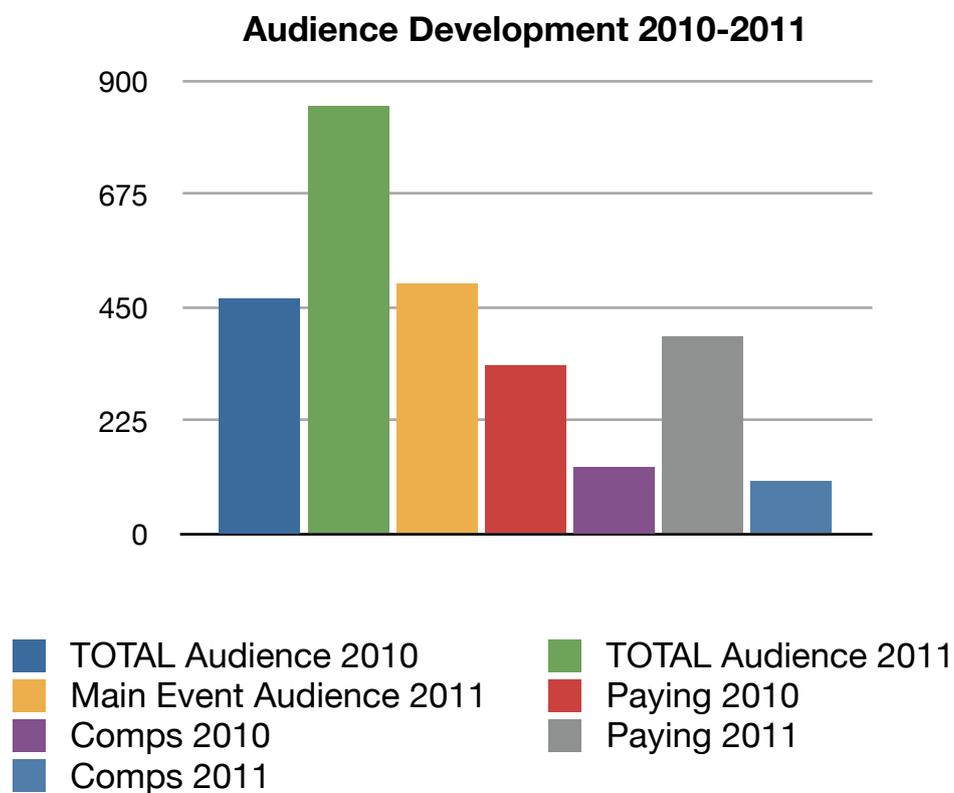
In Kind Donations 2011		
Printing Russell Sage College*	24hr Project/O Solo	400.00
Bagels Uncommon Grounds	24hr Project	50.00
Flavours-Wraps	24hr Project	100.00
Jamuna Sirker/Tim Brenner-Gas	24hr Project	35.00
Paper-Abby von Schlegell- 2 packages*	Annual	20.00
Paper-Tammy Valicenti-4 packages*	Annual	40.00
Cast Party-Tammy Valicenti contribution	O Solo	70.00
Tim Brenner-travel/housing for Richarda Abrams	O Solo	250.00
Chairs-Becket Arts Center	O Solo	100.00
Cindy Parrish-Dramaturge Work	WordxWord	100.00
Cohen Kinne Valicenti Cook-Use of Board Room*	Annual	200.00
Studio Two-Hosting Website/Maintenance	Annual	500.00
Becket Arts Center-Wine for Dworkin/Soluri Party	Fundraisers	100.00
Susan/Sally-expenses for putting on fundraiser	Fundraiser	150.00
Wild Sage-Props, Scenic Pieces*	Attic & Pearls	100.00
Brad/Ashley-MIDI for Attic + Pearls	Attic & Pearls	50.00
Opening Night/WAM SLAM food from Mission	Attic & Pearls	500.00
Russell Sage College-Blacks/Platforms*		250.00
Barrington Stage-Lighting Trees*		250.00
TOTAL		3265.00
*Estimates		

ANNUAL EXPENSES	
Non-Profit Expenses	400.00
Artistic Salary-Annual	1200.00
Annual Insurance	520.00
Computer Equipment/Software	304.41
Seasonal Marketing Expense	150.00
Seasonal Development Expense	400.00
Annual Office Supplies	302.02
Other	378.40
PRODUCTION EXPENSES	
Performers	5225.60
Stage Management	3000.00
Set Designer	500.00
Costume Designer	500.00
Lighting Designer	500.00
Sound Designer	500.00
Director	1000.00
Producer	750.00
Carpenters	510.00
Fight Choreographer	100.00
Marketing Associate	500.00
Performance Space	1000.00
House Manager	500.00
Bartenders	100.00
Rights for the plays	1000.00
Set/Prop Design Budget	687.51
Lighting Budget	150.00
Costume Budget	258.01
SM Budget	158.69
Actor's Travel	439.31
SM Travel	150.00
Promotion/Advertising	516.95
Programs	476.10
Poster/Flyers	548.95
Meal for Artists	78.15
Thank you Gifts	58.85
Mail and Postage	213.04
Other	278.30
In kind expenses	3265.00
DONATION to Women's Organization	2400.00
TOTAL	29019.29

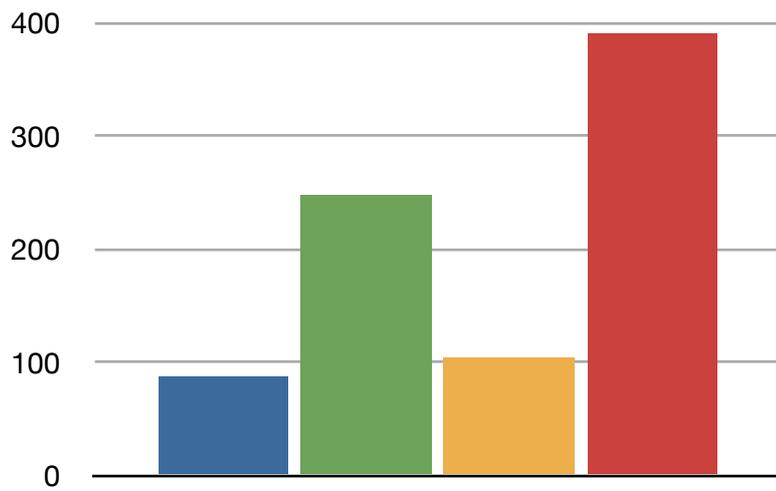
Audience Statistics

A total of over 800 people saw our 2011 events. O Solo Mama Mia (150), The Attic, The Pearls and Three Fine Girls (450), 24hr Project (100+), I'm not a Feminist But... (20+), Theatresports REMATCH (100+), WAM at WordxWord (20+). Interesting Fact: More tickets were purchased at the door than online with a nearly two to one ratio.

TOTAL Audience 2010	469
TOTAL Audience 2011	850
Main Event Audience 2011	498
Paying 2010	335
Comps 2010	134
Paying 2011	393
Comps 2011	105



Main Event Audience Development 2010-2011



■ A WAM Welcome ■ Melancholy Play ■ O Solo
■ Attic & Pearls

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.

Statement of Purpose:

To promote the arts by creating, commissioning, and presenting theatrical works that explore social issues related to women and girls, and to distribute proceeds derived from donations and from the public presentations of these theatrical works to not-for-profit 501(c)(3) organizations with missions that feature advocacy and assistance with regard to the empowerment and combating the oppression of women and girls.

Intentions:

Inspired by those who take action to turn the oppression of women worldwide into opportunity for change, WAM Theatre is a theatre company with the following two objectives:

1. To raise funds to create and be involved in theatrical events that benefit women and girls locally and globally.
2. To donate a portion of proceeds from those events to charitable organizations that benefit women and girls locally and globally.

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

Artistic Director, co-Founder: Kristen van Ginhoven

Artistic Advisor, co-Founder: Leigh Strimbeck

Board of Directors:

Nick Webb (President)
Ashley Berridge (Vice-President)
Brenny Rabine (Secretary)
Tammy Valicenti (Treasurer)
Jim Benson
Leigh Strimbeck
Kristen van Ginhoven

Advisory Board:

Susan Dworkin
Ellen K. Kaplan
Paul Rapp
Sharon Small
Abbie von Schlegell
Kevin Craig West

DONOR INFORMATION

We had 111 individual donors in 2011 (99 in 2010). We had 46 repeat donors and gained 65 new donors.

Individuals:

		Angela	Garofalo*	Tony	Rivera*+
		Ineke and		Chris	Rohmann*+
		Vince	Garofalo*	Laura and	
		Joe	Garofalo*+	Jeff	Roudabush*
Lucy and	Allarie-	Robin	Gelfenbien*+	Carol	Sanderson*+
J. Paul	Gosselin+	Roger	Gelfenbien*+	William	Sanderson*
Jen	Aza Allen	Susan	Geller*+	Edna and	
Judith	Barlow*	Lynn	Gernert*****	Kees	Schipper
Valerie	Barr*	Dorothea		Eileen	
	Baudoux-	and Linda	Greene-Morse*	and Joe	Schuyler*
Susan	Genna	Jen	Goodall*	Gabrielle	Senza*+
Jim	Benson**	Marilyn		Sharon	Small*
Susan	Benson*+	and Don	Gower*	Joan	Snyder*+
Tracy	Benson*+	Dana and	Harrison and	Sally	Soluri*+
Ashley		Marc	Maurino*+	Kevin	Sprague*+
and Brad	Berridge**	Norm	Hatch**	Joe	Starzyk**
Dana	Bishop*+	Kristin	Hatt*+	Wendy	Stetson
Patricia		Patricia		Elizabeth	Stott +
and David	Bunce	and		Katesel	Strimbeck
Regina	Burgio*+	William	Holt*+	Leigh	Strimbeck*
Grayce	Burian	Joan and		Charles	Troccia*+
Judy	Campbell+	Jim	Hunter*****	Tammy	Valicenti*
Jennifer	Cianflone*+	Marion		Truus and	
Corinna		and Uel	Hunter-Wade*	Martin	van Ginhoven
and		Lyle	Jenks*	Susan	
Richard	Cohen*	Sheila	Keater*+	and	Wands and
Joan and		Lucy and	Kroup &	Robert	Petkoff*
Peter	Coombs*	Ben	Breyer*+	Liz and	
Jeannie	Cross*	Sharon		Marshall	Webb*
Thalia	Cunningham*+	and Ken	Lilliss**	Nick	Webb*****
Mary and		Warren	Lutes*+	Nate and	Wiessner and
Peter	Curro*	Mhairi	MacInnes*+	Kim	Ciola*+
Kathleen	Curtis*+		Mancinelli-	Nancy	Wilder*+
Heidi and		Maggie	Cahill+	Dale and	
Raf	DeChief	Laurie	McCants+	Marvin	Winell**
Linda	Delaney*+	Laurie	Mick+	The Women's Salon*	
Susan	Dworkin*	Kat and	MopCo-	Dee	Zimmer*+
Pam	Edwards*	Michael	Koppett/Burns*		
Keith	Emerling*+	David	Moreland		
Sean	Fagan*+	Lisa	Nelson*		
Karel	Fisher+	Bert	Nieslanik*+		
Chris and	Foster and	Yvonne	Perry*+		
Patrick	White*+	Heidi	Philipsen*+		
Ilene	Frank*+	Richard	Phillips*		
David	Gardner*	Paul	Rapp*+		
Nina and		Peggy	Reeves+		
Peter	Garlington*+	Judy	Rettig*		
Bruce	Garlow*+	Pam	Rich*+		

In Kind Donors:

Abby von Schlegell
 Ashley and Brad Berridge
 Becket Arts Center

Cindy Parrish
 Cohen Kinne Valicenti and
 Cook
 Flavours Café
 Jamuna Yvette Sirker and
 Tim Brenner
 Mission Bar & Tapas
 Russell Sage College

Studio Two
 Susan Dworkin and Sally
 Soluri
 Tammy Valicenti
 Uncommon Grouds
 Wild Sage

Program Ads:

Becks Printing+
 Berkshire Medical Management+
 Karen Rutschmann+
 Kinesphere+
 Pittsfield Bra & Girl
 South Adams Savings Bank+
 Tammy Valicenti
 Zabians

Foundations

Bob Bacon Fund
 Deann Dylandale Foundation+

Businesses:

Toole Insurance+ (WAM won the 'Best non-Profit in Western MA Facebook Contest sponsored by Toole)

Banks

Greylock Federal Credit Union*+
 South Adams Savings Bank*+

Corporate Sponsors (Attic & Pearls):

Burnham Gold Real Estate+
 Billie Jo Sawyer, LLC+
 Cohen Kinne Valicenti Cook+
 Mission Bar & Tapas
 Pittsfield Cooperative Bank+
 Spice Root/Williamstown Motel+

Studio Two
 Wild Sage

*** = 100x100 Campaign Donor**
+ = New Monetary Donor or Sponsor



Complete 100x100 Campaign Grid ©