

WAM theatre

2022 Annual Report

WAM envisions a world where women and girls have equal opportunities and equal access to learning, earning, expression, and aspiration.

WAM Theatre's mission is to create professional theatre with a focus on the stories of people who identify as women, and to use that art as activism to support opportunities for women and girls.

WAM pursues its mission by supporting storytelling of women's lives through theatre, providing not only the message but also the means for other organizations to have a transformational effect on the lives of women and girls everywhere.



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Here's how **YOUR** support changed WAM!

Photos by David Dashiell.

W: Candace Barrett Birk in ESCAPED ALONE. A: Kyra Davis in CADILLAC CREW. M: Kyle Boatwright in WAM's MisCast Cabaret 2022.

Main picture: Cate Alston and Alicia P. M. Nelson in CADILLAC CREW.

March 2023

Dear Friends & Supporters,

Together in 2022, we made trail-blazing, empowering theatre and innovative arts education programs available and accessible to people across our community and around the country. You helped us make this possible – THANK YOU!

Like you, we were spurred on by the continued injustices perpetrated against local, national, and global communities of women. Our Performance Season and Community Engagement Program explored ground-breaking narratives that centered on women taking control of their own lives (which proved far more vital than we hoped for).

In 2022, we continued to partner with other arts venues and social justice organizations around the County. Working at the intersection of arts and activism, WAM holds a special position in the vibrant infrastructure of performing arts and civic engagement in the Berkshires, as we all work together to recover from the pandemic.

This year we were proud to welcome four new Board Members: Donna Haghighat, Megan Sandberg-Zakian, Kim Stauffer, and Nicole M. Young-Martin. We also celebrated the dedicated service of Board President Wendy Healey in her final year of service, and we inaugurated our next passionate Board President, Toni Buckley. Plus, we moved into our new Creative Hub & Offices in Lenox!

Finally, we released our updated Accountability Plan sharing our continued actions in the work of equity, diversity, and inclusion, and we doubled down on our radical accessibility efforts, including initiatives such as more humane rehearsal hours, equitable ticket pricing, and free childcare.

Together we will continue to grow and create more opportunities for women and girls in 2023.

With appreciation,

Kristen & Molly

P.S. Don't miss *What The Constitution Means to Me* running May 18-June 3.



Kristen van Ginhoven, Jessica Maldonado, Dori Parkman, Talya Kingston, Molly Merrihew, Kaia Jackson, Juliana von Haubrich, and Ericka Hanger at the 10-16-2022 opening performance of CADILLAC CREW in Shakespeare & Company's Tina Packer Playhouse. Photo by David Dashiell.



WAM board and staff at WAM's MISCast Cabaret 2022. Photo by David Dashiell.

WAM 2022 TEAM

Kristen van Ginhoven
PRODUCING ARTISTIC DIRECTOR

Molly Merrihew
MANAGING DIRECTOR

Talya Kingston
ASSOCIATE ARTISTIC DIRECTOR

Dori Parkman
DIRECTOR OF FINANCE

Kaia Jackson
DIRECTOR OF COMMUNITY ENGAGEMENT

Ericka Hanger
COMPANY ADMINISTRATOR

Jessica Maldonado
DIGITAL MEDIA/PR MANAGER

Juliana von Haubrich
PRODUCTION MANAGER

Gail M. Burns
PR & MARKETING ASSOCIATE

Trenda Loftin
BIPOC STAFF ADVOCATE

Laura Roudabush
MARKETING CONSULTANT

2022 TEACHING ARTISTS

Tatiana Godfrey, Kaia Jackson, Talya Kingston, Winter Miller

WAM 2022 BOARD

Erica Barreto

Toni Buckley VICE PRESIDENT OF THE BOARD

Carolyn Butler SECRETARY OF THE BOARD

Margaret Fluhr

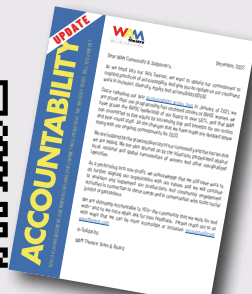
Donna Haghighat TREASURER OF THE BOARD

Wendy Healey PRESIDENT OF THE BOARD

Megan Sandberg-Zakian

Kim Stauffer

Nicole M. Young-Martin



WAM 2022 Performance Season

Gathering around ground-breaking stories of empowerment in 2022, WAM Theatre:



- Produced CADILLAC CREW by Tori Sampson, championing a story that illuminated forgotten leaders who blazed the trail for desegregation and women's rights

- Shared a dynamic FRESH TAKES Play Reading Series: *The New Galileos* by Amy Berryman at The Berkshire Museum, *Bright Half Life* by Tanya Barfield at Mass MoCA, and *Escaped Alone* by Caryl Churchill at the Mount.



- Celebrated our MISCAST Cabaret, a special benefit performance hosted by Jayne Atkinson, where WAM artists performed favorite Broadway songs from roles in which they would not traditionally be cast



- Provided equitable paid work to more than 35+ diverse theatre artists, creatives, and arts administrators who have been especially impacted by the pandemic



- Upheld our commitment to ongoing practices of accountability by releasing a public update with further action steps in our continued work in inclusion, diversity, equity, and accessibility

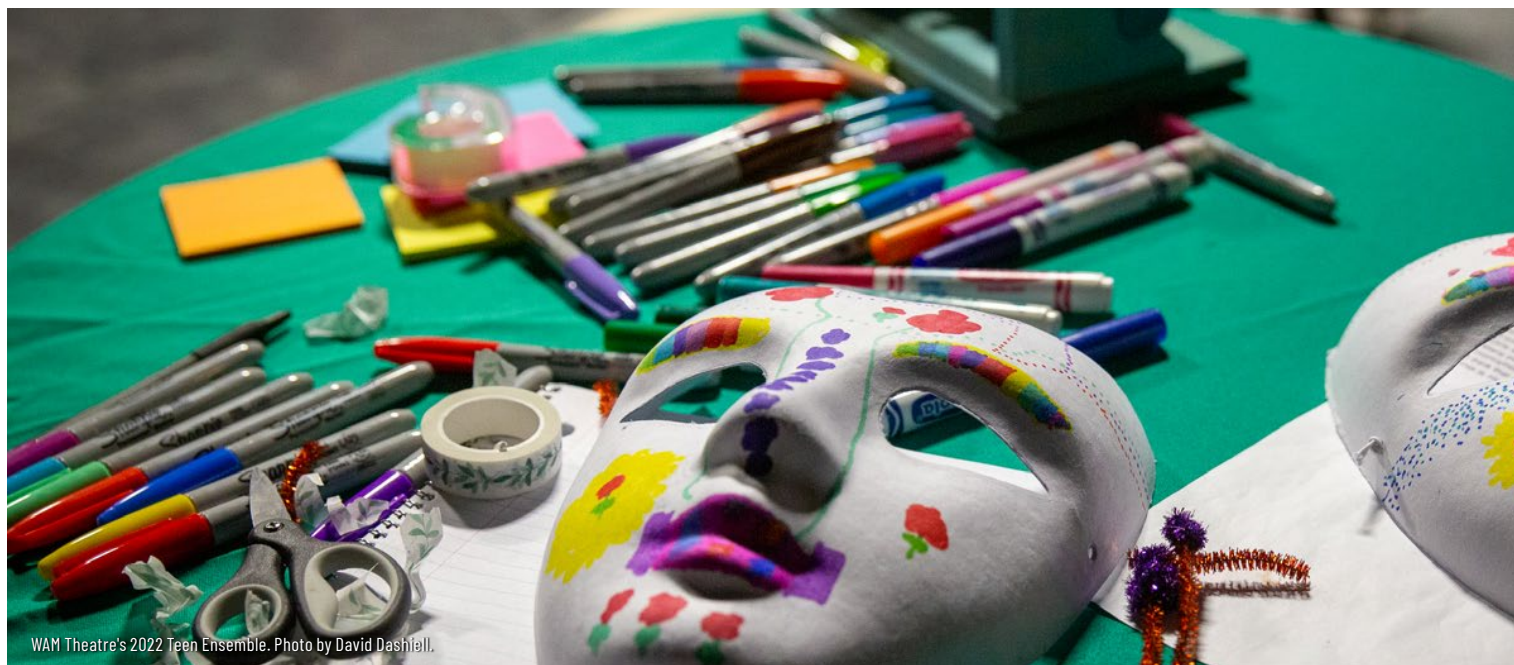
Photos by David Dashiell. Clockwise:
MaConnia Chesser, Kyra Davis, Alicia M. P. Nelson, and Cate Alston in CADILLAC CREW.
Candace Barrett Birk in ESCAPED ALONE.
Alicia P. M. Nelson, Cate Alston, and MaConnia Chesser in CADILLAC CREW.
Kyle Boatwright in WAM's MisCast Cabaret 2022.

Community Engagement is a central part of WAM Theatre's activist mission. In 2022, we welcomed Kaia Jackson as our Director of Community Engagement and facilitated the following programming:

- Paid our Teen Ensemble to concentrate on process over product, exploring themes of Afrofuturism during Spring Break
- Offered two options for FREE child care during our *Cadillac Crew* Performances: on-site care for children ages 5-12, and at-home babysitting care subsidies
- Facilitated *Cadillac Crew* materials and conversations for students including a study guide, artist talkbacks, and dramaturgical presentation
- Commemorated Banned Books Week with "Erased Histories: A FREE Conversation Series" that explored the stories of Black and Indigenous Women who were Civil Rights pioneers
- Hosted three FREE online workshops: *Black Theatre Aesthetic* and *Improvisation* with Tatiana Godfrey, and *Playwriting* with Winter Miller



WAM Theatre's 2022 Teen Ensemble. Photo by David Dashiell.



WAM Theatre's 2022 Teen Ensemble. Photo by David Dashiell.

Each year since the inception of WAM Theatre in 2010, as part of our arts and activism mission, WAM has chosen an organization/s to donate a portion of the proceeds from ticket sales from its main stage production. Even at the height of the pandemic when productions moved online, WAM remained committed to fulfilling this key element of our mission. In 2022, WAM was proud to have two special recipients:

Arise

Arise for Social Justice was founded 30 years ago in Springfield, MA, by women on welfare. Arise is a member-led community organization dedicated to defending and advancing the rights of poor people. Arise has worked on issues such as housing, homelessness, criminal justice, environmental justice, and public health.

For more info visit arisespringfield.org.



Fair Fight

Fair Fight promotes fair elections around the country, encourages voter participation in elections, and educates voters about elections and their voting rights. Fair Fight Action brings awareness to the public on election reform, advocates for election reform at all levels, and engages in other voter education programs and communications.

For more information visit fairfight.com.



These two vital organizations received a portion of WAM's box office proceeds totalling \$2,600 to continue the work that pushes us closer to gender equity.



WAM THEATRE, INC. 2022 BUDGET OVERVIEW

INCOME

Contributed Income

\$ 38,813	Corporate Support
\$ 163,715	Foundation and Government
\$ 131,838	Individual Donations
\$ 334,366	Subtotal Contributed Income

Earned Income

\$ 45,497	Total Ticket Sales
\$ 2,370	Other (contract services, co-production, tuition, interest, merch, cash back rewards, interest)
\$ 47,867	Subtotal Earned Income

\$ 4,620	In-Kind Donations
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\$ 386,853	Total Income
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EXPENSES

\$ 76,455	Contract Services/Professional Fees
\$ 55,024	Pre-Production/Production Costs
\$ 66,015	Administration
\$ 292,374	Salaries and Benefits
\$ 2,500	Donation to Women's Organizations
\$ 300	Donation from WAM

\$ 492,668	Total expenses
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\$ (105,815)	Deficit
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Thankfully, we do not anticipate a deficit in 2023 and were able to cover the 2022 budget deficit with savings. Our end of year assets, made up of reserves and pandemic aid funding (including one low interest government loan) were \$322,688.

The national theatre and nonprofit landscape has been forever changed by the pandemic. For all of us, the period of financial recovery has just begun. Production, travel, and other operating costs continue to rise, as does the cost of providing living wages and equitable benefits to our employees. Plus, audience habits changed during the pandemic, and it is not yet known whether audiences will return to pre-pandemic levels. In light of these trends, the WAM Board and Team knew we would need to rely on a portion of our reserves during this first phase of recovery and budgeted for a deficit year.

WAM gratefully acknowledges the generosity of the following individuals, foundations, sponsors, and government agencies that make our work possible.

Alford-Egremont Cultural Council	Jo Brisbane	Melissa DeVit
Sabrina Allard	Deborah Brothers	Carol Diamond
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Julie Anderson	Bruce Buckley	Kitty Drexel
Anonymous	Toni Buckley	John Dubois
Shari and Stephen Ashman	Esther and Jack Budnick	Lisken Van Pelt Dus
Lyn and Richard Atkinson	Jane Burke	Norma Lorena Dus
Jayne Atkinson-Gill and Michel Gill	Lawrence Burke	Janet Egelhofer
David Baecker	Gail Burns	Sean Elias
Sibylle Baier	Helen Busby	Harley Erdman
Deb Banks	Johnel D Bushell	Sumru Erkut
Lois Banta	Carolyn Butler	Patricia Farley-Bouvier
Rose Barbba	Margaret Cahill	Mark Farrell
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Kate Barton and Sam Craig	Mary Beth Caschetta and Meryl Cohn	Hannah Fiske
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Berkshire Taconic Community Foundation	David Clancy	Garden Gables Inn
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Melissa and John Bissell	Kane Colarusso	
Marilyn Bittman	Sharon Coleman	
Leanna James-Blackwell and Darnell Blackwell	Ronnie Colley Cunningham	
Esther Blatt	Donna Collins	
Karen Bluestone	Linda B. Colvin	
Kyle Boatwright	Angela Combest	
Ariel Bock and Jonathan Epstein	Nancy Comiskey	
Hinda Bodinger	Gillette Conner	
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Winter Miller
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Charles Yanikoski
Nicole Young-Martin
Adam Zanler



WAM's MisCast Cabaret 2022. Photo by David Dashiell.

WAM 2023 Season

COMING SOON!

WHAT THE CONSTITUTION MEANS TO ME
written by Heidi Schreck
directed by Kristen van Ginhoven
featuring Kate Baldwin
A Co-Production with
BERKSHIRE THEATRE GROUP WAM theatre
Where Art is Action Meet

hollow roots
by Christina Anderson
Sunday July 16

Port of Entry
by Talya Kingston
Sunday July 23

In Her Bones
by Jessica Kahkoska
Sunday July 30

Fall Cabaret Performance

SUPPORT WAM

WAM Theatre is a nonprofit 501(c)(3) dedicated to creating opportunities for women and girls through arts and activism. Funding from individual donors, and from public and private institutions, is critically important to realizing our mission. To make a gift or to learn more about WAM's work, please visit us at: wamtheatre.com/support or call 413.274.8122.

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