

Celebrating a Year of Giving:

The 2016–2017 Stewardship Report

Thank you!

Your thoughtful support for the National Arts Centre Foundation made a big impact in the 2016–2017 season, here in Ottawa and across the country. With your generosity, you helped bring hundreds of breathtaking performances to Canada’s stage, enriching the lives of arts lovers, students and artists alike.

But the impact of your support was also felt beyond the stage. Thanks to dedicated donors like you, we were able to support brilliant new creation such as *ENCOUNT3RS*. And we were proud to announce our new *National Creation Fund* that will surely lead to many more timeless works of music, theatre and dance.

Then there is the learning you helped make possible. Your support gave countless young people the chance to embrace the performing arts, igniting an appreciation

that will last a lifetime. It also provided emerging young artists with opportunities to develop their talent, create and perform.

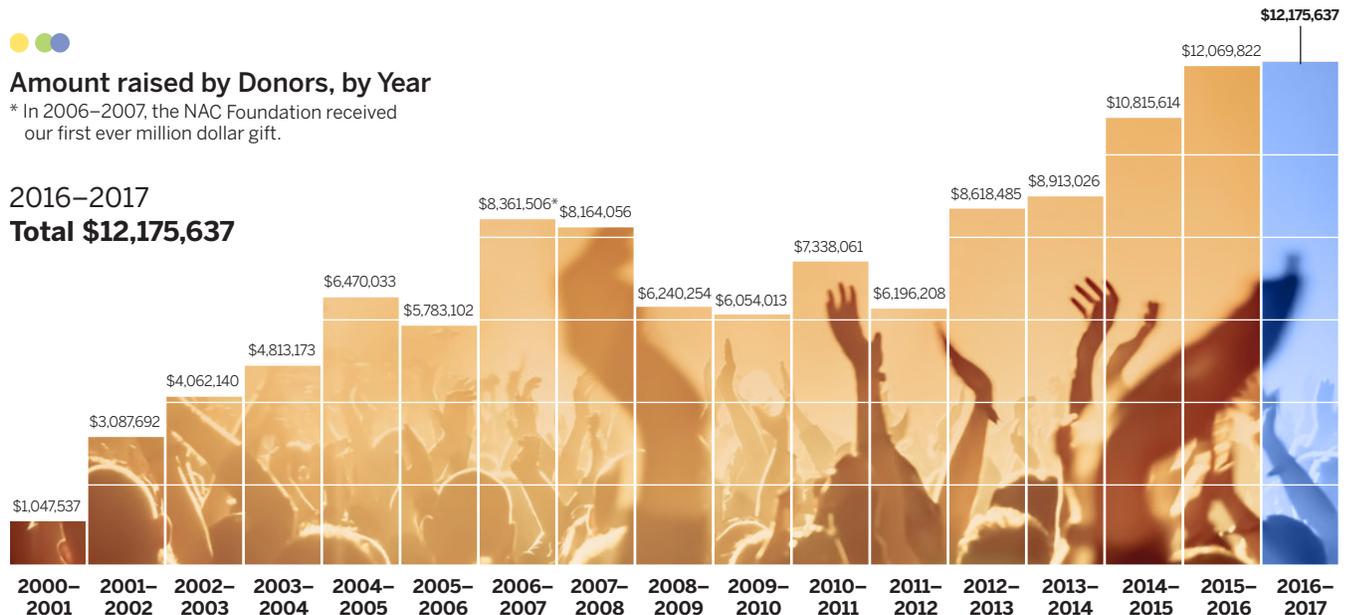
With your generosity, 2016–2017 was a memorable year for performance, creation and learning. It will also be known as the year we opened the doors to our brand new National Arts Centre thanks to the generous support of the Government of Canada. Thank you for staying with us during the renovations. And thank you, so much, for giving us so many reasons to celebrate.

Your Incredible Record of Giving

In 2016–2017, we proudly recognized that it’s been 17 years since the creation of the NAC Foundation. From the day we first

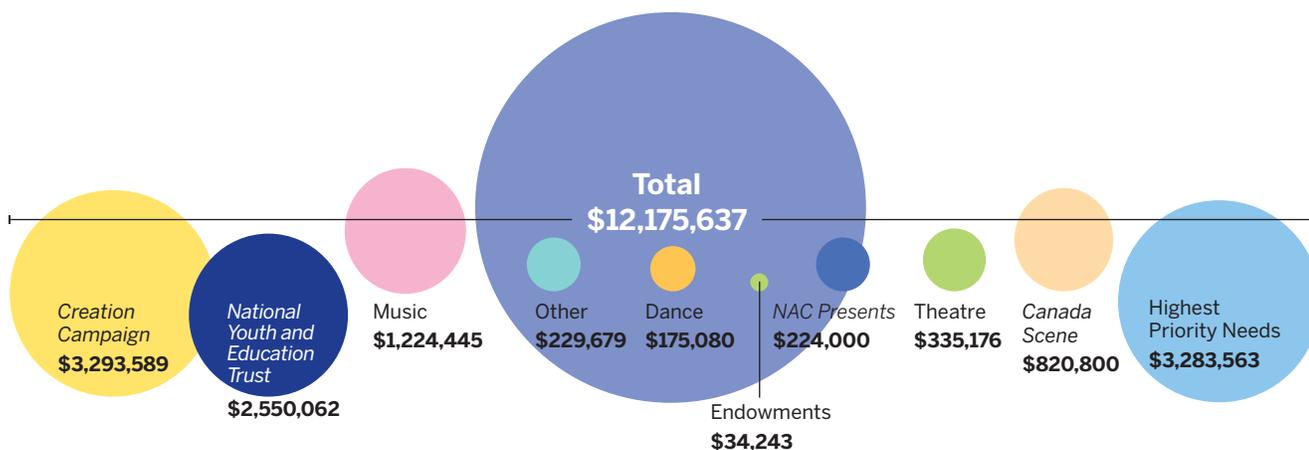
opened our doors our donors have inspired us with your generosity and passion for the arts. By working together, you’ve contributed millions of dollars to the Foundation which we’ve used to educate promising artists, fund new creation, and keep the arts thriving on stage and in the hearts of countless Canadians.

Thank you for being part of the journey. To date, your donations and the contributions of our corporate sponsors and foundations have totaled more than \$140 million. The true value of your support is immeasurable to the many artists, audience members and students who have benefited from your generous heart.





Fundraising Total Gift Designations in 2016–2017



Where Giving Makes the Difference

Your thoughtful support enabled the National Arts Centre Foundation to proudly invest **over \$7.7 million** in the NAC in 2016–2017. Your support helped the Centre achieve its mission to develop and promote the performing arts by:

- Establishing the NAC as the pre-eminent showcase for the performing arts
- Acting as a catalyst for the performing arts throughout Canada
- Nurturing and supporting artists and arts organizations in communities across the country

In 2016–2017:

- 21% of your gifts to the NAC were designated to the *National Youth and Education Trust* (NYET). The NYET funds performing arts initiatives, impacting the lives of thousands of children across Canada;
- Many donors asked for their gifts to go where they're most needed. 28% of gifts were designated to meet "highest priority needs", giving the Foundation flexibility to support the NAC's most urgent and compelling needs, such as leading-edge artistic performances, new creation and valuable education programs; and
- 129 donors—93% of whom are from the Ottawa area—named a seat in Southam Hall by making a special gift of \$5,000 payable over five years in support of performance, creation and learning.

By the numbers 2016–2017

- The National Arts Centre staged **1,349 performances**;
- Off-site NAC Orchestra and French Theatre matinees reached **6,755** students at Centrepoint Theatre, La Nouvelle Scène, the University of Ottawa's Academic Hall, and AXENÉ07 Gallery;
- **Six** schools made use of the transportation assistance program which lowers the cost of school bus transportation. As a result, **439** youth attended one or more of French Theatre's matinees;
- NAC Orchestra Music Director Alexander Shelley conducted **1,300** high school students from **25** local schools in a massed band concert called *Music ignites*. The event was organized with *Ottawa 2017* as part of Canada's 150th birthday celebrations;
- A total of **1,548** students attended one of the **11** music and dance workshops held in schools;
- More than **7,700** students and teachers benefitted from a live performance through NAC's *Musical Adventures in My School* series. **Eight** different chamber ensembles gave a total of **42** performances in elementary and high schools in Ottawa.

The **Impact** of Your Giving

With your thoughtful support for the National Arts Centre Foundation, you are a champion for the performing arts in Canada. Here are just some of the highlights you made possible with your generosity in the 2016–2017 season.

PAVING THE WAY FOR A NEW MODEL OF CREATION WITH THE LAUNCH OF THE NATIONAL CREATION FUND

On December 1, 2016, the NAC announced the *National Creation Fund* to invest in the development of new work—the crucial research, residencies and workshopping that ideally takes place long before a show opens. With your help, the fund will invest up to \$3 million a year in the development of 15 to 20 compelling and ambitious new Canadian works in theatre, dance and music.

ENCOUNT3RS COMBINES DISCIPLINES AND FOSTERS BRILLIANT NEW CREATION

ENCOUNT3RS, a landmark NAC commission that your support helped make possible, paired three of Canada's outstanding choreographic talents with three of the country's most exciting composers. Premiering in April 2017, *ENCOUNT3RS* was an opportunity for six talented artists to experience a transformative creative “encounter” as they collaborated and contributed to the richness of the performing arts in Canada. As an added benefit dance companies can include this work in their repertoire and perform it for their own audiences.

THE NAC ORCHESTRA BEGINS ITS CANADA 150 TOUR AND HERALDS THE EXPANSION OF THE MUSIC ALIVE PROGRAM INTO THE ATLANTIC PROVINCES

Last spring, the NAC Orchestra began its *Canada 150 Tour* in the Atlantic Provinces. The Tour celebrates the 150th anniversary of

Confederation through music. In all four provinces, the Tour united the musicians of the Orchestra with students, educators, community leaders and artists through a total of 100 education and community events. Thanks to your generosity, the Tour also heralded the expansion of the *Music Alive Program* (MAP) into the Atlantic Provinces. MAP offers free music education workshops in schools to encourage active participation in the arts.

THE NAC WARMLY WELCOMES KEVIN LORING AS OUR FIRST EVER ARTISTIC DIRECTOR FOR INDIGENOUS THEATRE

In June 2016, the NAC was delighted to announce that Kevin Loring will head up Indigenous Theatre set to launch in 2019–2020. The accomplished Canadian playwright, actor, teacher and winner of the 2009 Governor General's Award for English Language Drama has already taken up his post and we look forward to seeing the riches of Indigenous theatre he will help to develop and bring to our stage.

CANADA SCENE CELEBRATES OUR COUNTRY'S HEROES AND INSPIRES US WITH A NEW GENERATION OF VOICES AND IDEAS

For six weeks last summer, the *Canada Scene* festival took over the nation's capital, presenting 1,500 artists from across the country in more than 150 events. *Canada Scene* was the culmination of the NAC's biennial showcase of dance, music, culinary and visual arts and was, by all accounts, an overwhelming success.

ENGLISH THEATRE'S THE SECOND CYCLE: CHANGING THE SHAPE OF CANADIAN THEATRE

The Second Cycle brought together more than 100 artists with the lived experience of being Deaf, disabled or identifying as Mad to discuss the idea of inclusion. Launched by the NAC English Theatre in 2016, *The Second Cycle* concluded in June 2017, when artists, leaders and students gathered to explore the compendium of Deaf, disability and Mad art from across the country, and explore modes of inclusive performance creation practice. *The Second Cycle* culminated with *The Republic of Inclusion*, a multi-day presentation and conversation event which aimed to participate in changing the shape of Canadian theatre and the processes by which it is made. For more information about *The Second Cycle* visit www.nac-cna.ca/en/cycle/inclusion

NACO REMIX: ENCOUNTERS IN OTTAWA'S WEST END

For the second year, your generosity helped Alexander Shelley and the NAC Orchestra bring students together from four Ottawa schools to “encounter” each other through music. During *NACO Remix 2017*, four school bands from the west end performed in a side-by-side concert with 20 wind, brass and percussion musicians from the NAC Orchestra at Woodroffe High School. Students from two schools also worked with Sióned Watkins, NAC Dance Education Associate to choreograph and dance to three pieces on the program.

Our Annual Donors: Helping the NAC serve as a catalyst for the performing arts across Canada

The Donors' Circle You make so much possible.

The generous contributions we received from our dedicated Donors' Circle supporters was a big part of the reason we had so much to celebrate in 2016–2017. Together, we showcased stunning performance on stages here in Ottawa and across the country. We invested in unique and timeless new creation as well as in the talents of many promising artists. We reached out to young people from coast to coast to coast and shared our passion for the performing arts through a variety of learning opportunities. Everything we accomplished at the National Arts Centre in 2016–2017, we did together with you. Thank you for helping to keep the performing arts thriving on Canada's stage and in the hearts of Canadians.

- Your annual donations last year totaled \$1,475, 211 representing 13% of all funds raised by the National Arts Centre Foundation in 2016–2017.
- Your gifts came in many sizes, ranging from \$1 to \$10,000 and more.
- Gifts under \$500 added up to \$713,166. Gifts of all sizes make a difference in the areas of performance, creation and learning.

the performing arts. On behalf of artists, audience members, and the many students who are taking the arts into their own hearts due to the opportunities you helped to fund, thank you for your generosity and unwavering passion.

Planning for the Future

Last year, a group of supporters showed their commitment to the NAC in a very special way. Esteemed members of our Emeritus Circle have pledged future gifts to the National Arts Centre valued at more than \$5.8 million, through gifts in their Will, gifts of life insurance and other planned giving arrangements. Your vision and profound generosity will make a lasting impact, helping to ensure a bright future for the performing arts in Canada for generations to come.

The Corporate Circle

The National Arts Centre Foundation is sincerely grateful for the support of local businesses and professionals. The 137 members of our Corporate Circle played a key role behind-the-scenes in 2016–2017, helping to transform many lives through the magic of



A Picture of Annual Giving

