

Securing the Future of Live Theatre

Endowment Fund Developed to Ensure Longevity of Live Theatre in Saint John

SAINT JOHN – The Saint John Theatre Company has been an instrumental part of the culture of Saint John for over twenty-five years. Having evolved from a small volunteer based group of theatre lovers to a professional organization that produces and presents over 100 performances involving hundreds of theatre practitioners, both community-based and professional theatre-makers, annually in recent years.

After 25 years, the SJTC has evolved into a multi-faceted arts organization for the Greater Saint John region providing community-based theatre programs, professional production, professional presentation, popular large-scale theatre projects, smaller cutting-edge works, original script development, Provincial touring, school touring, arts education, community development and summer festivals to the region. The company also manages The BMO Studio Theatre, a venue which serves as a creative hub for our community.

In efforts to secure the gains of the past twenty-five years and move forward confidently into the future, the company has initiated an endowment campaign. The purpose of the new **SJTC Staging the Future Fund**, created in partnership with The Community Foundation, is to create a sustaining fund to ensure the long term viability of professional grade theatre production and presentation in Saint John.

As added incentive, the SJTC also qualifies for the Canadian Heritage ‘Canada Culture Investment Fund’ which encourages private sector investment by conceivably matching dollar-for-dollar raised towards the **SJTC Staging the Future Fund**. The annual deadline for matching is December 1st.



The late Helene Ovesen – theatre lover, SJTC performer and endowment donor

Interest from this fund will subsidize the annual operations of the organization. This fund will serve as a permanent resource to fund future growth, to maintain and develop the Princess Street Production Facility, and to create operational stability in the years to come.

The first major contribution to the **SJTC Staging the Future Fund** was made by the late Helene Ovesen. A long time lover of theatre who appeared on stage in several SJTC productions including: *Deathtrap*, *The Gin Game*, and *Present Laughter*. Helene’s generous contribution of \$10,000 is the first step in launching the fund.

“I have worked with a group of committed stake-holders since 1990 to grow and nurture this organization. I am keenly aware that we have a collective responsibility to ensure that the SJTC continues to thrive and evolve so as to benefit future generations of theatre-makers in our community,” adds Stephen Tobias, Artistic Director, SJTC. *“I have worked with*

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the SJTC board and the Community Foundation to create this fund so as to ensure that live theatre production and presentation has a thriving home in Saint John for many years to come. I hope that the many friends and alumni of the Saint John Theatre Company will generously support this important initiative.”

To learn more about the **SJTC Staging the Future Fund** or to make a donation please visit www.thecommunityfoundationsj.com

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