



# Donor Compendium



# The Mission

Studio Roanoke is dedicated to new, exciting, and innovative theatrical works of the highest quality. We provide a space where writers, performers, and an audience can come together in a spirit of community and collaboration to expand our understanding of what is possible in the theatre. We also offer educational programs and support for artist development for Southwestern Virginia. By working in concert with other arts organizations, we will strive to make Roanoke a nationally recognized ignition point for new play development.

**Studio Roanoke is a federally registered 501c3 non-profit organization and contributions made to us are tax deductible within the charitable giving regulations of the Internal Revenue Service.**

# The Past

In 2008, playwright Kenley Smith realized that there were fewer and fewer venues in his community where new work could be mounted in front of a live audience. Passionate about playwriting, Ken believed the community needed a place where everyone can see exciting new plays created by interesting new writers and performers. He realized that if he waited for someone else to take action, he'd wait forever.

Ken purchased a building downtown, hired architect James Ruhland III of Community Design Studio, and contracted with R.L. Price Construction, to transform that building into the kind of Off-Broadway black box theatre famous for doing new plays.

Ken named the building after his father, K. W. "Pete" Smith, and christened the stage after his mother, Virginia Counts Smith. He crafted a mission statement for a new not-for-profit theatre company which would take up residence in the building and help playwrights get their work up on stage. He gathered a Board of Trustees who shared his passion and his vision, and named the theatre company Studio Roanoke.

To lead Studio Roanoke, the Board hired Todd Ristau, who brought with him over 30 years of theatre experience, including working in an Off-Broadway storefront theatre, to serve as Artistic Director.



# The Present



After months of renovations, hundreds of hours of volunteer help, gallons upon gallons of black paint, and some massive fundraising and fiscal borrowing, Studio Roanoke is up and running.

Today, Studio Roanoke is a black box theatre with up to 60 seats, depending upon the production. In its opening production hundreds of tickets were sold. Progressively, for Studio Roanoke's most recent production, **Ant Farm**, ticket sales increased by 60%, including three sold-out performances.

Each week Studio Roanoke also features lounges and has become the home for No Shame Theatre in Roanoke. These events draw in dozens of patrons weekly, many visiting the theatre multiple times a month. Based upon current numbers, it is estimated that approximately 5,000 community members will come to events per season.



# The Future

The work of Studio Roanoke is far from complete. In addition to adding and refining event offerings, such as No Shame Theatre, Poetry Slams, and workshops on Acting, Playwriting, and Improvisation, Studio Roanoke needs to complete renovations on the second and third floors of its home.

For a sizeable gift to Studio Roanoke, an elite member of our society may have one of the pending renovations names after them. The following is a list of suggested naming opportunities and giving amounts —

Elevator	\$100,000
Conference Suite	\$100,000
Office Suite	\$75,000
Rehearsal Studio	\$75,000
Guests Artists Housing	\$50,000
Classrooms	\$50,000

Other gifts can be used to underwrite productions, allowing the donor to be recognized as an official sponsor. Suggested sponsorship giving levels are as follows —

One production, partial sponsor	\$3,000—\$ 5,999
One production, co-sponsor	\$ 6,000—\$11,999
One production, exclusive sponsor	\$12,000
Entire Season, partial sponsor	\$25,000—\$ 49,999
Entire Season, co-sponsor	\$50,000—\$ 99,999
Entire Season, exclusive sponsor	\$100,000

Sponsorship amounts include both monthly operating costs in support of productions as well as individual production budgets, and funds can be apportioned to sponsor multiple shows or seasons, as requested.

# Eight Reasons to Give

Studio Roanoke is a local, community theatre dedicated to providing the citizens of its surrounding communities quality theatre, as well as an outlet for local artists to practice their crafts.

Studio Roanoke is committed to working with students from local colleges and universities, as well as community learners, to harness new skills, polish studied crafts, and develop the talents necessary to become successful in the theatrical world.

By financially supporting Studio Roanoke, you alone help ensure that ticket prices stay low, allowing community members of all income levels to attend professional quality shows.

Studio Roanoke is committed to featuring local playwrights, as well as playwrights from across the country, producing original work that audience members cannot see anywhere else.

By bringing in guests artists from places like New York, Chicago, and Seattle, Studio Roanoke is helping nationally establish the Roanoke area as one where the arts are alive, welcomed, and celebrated.

Without help from sponsors and donors, the work of Studio Roanoke will not be able to uncompromisingly be shared with the communities you support.

As a 501c3 organization, donations are completely tax deductible based upon the charitable giving regulations of the IRS, creating a win-win situation.

Nothing compares with the good feeling that comes from being publically recognized for contributing to an organization that provides all the above benefits, know that you have helped ensure the survival of an organization that needs your help.

# Financial Giving

To fulfill its mission, Studio Roanoke is seeking gifts and future gift commitments to offset annual operating costs which are budgeted at just under \$170,000 a year.

## Are you ready to help Studio Roanoke risk something new?

It is the intention of Studio Roanoke to rely entirely on charitable giving and grants to fund operations so that ticket prices can remain low, and to ensure Studio Roanoke will never have to depend on selling tickets to keep doing new plays. When choosing a season, the administrative staff of Studio Roanoke wants asking 'what might be interesting to try' to be more important than asking 'what will sell a lot of tickets'. By relying on community support for this unique community theatre, Studio Roanoke stands a better chance of survival, and making that survival worthwhile.

Having an intentionally small budget forces creative solutions to production limitations, and requires a playwright to focus on story rather than spectacle.

You'll find that Studio Roanoke can do a lot more with your contribution than you'd expect. Studio Roanoke is small but resourceful! With lean operations, a team of energetic volunteers, and minimal production costs your contribution, no matter how large or how small, will be used to maximum effect.

Studio Roanoke cannot afford to waste a dime.

# Capital Campaign: The first 100

It has taken over \$100,000 to finish equipping the theatre space with a light grid, lighting instruments, light board, sound equipment, seating, computers, software, and the other things necessary to make modern theatre happen. To help pay off the debt created to open Studio Roanoke the first 100 people who donate \$1000 or more to the Capital Fund will be honored with a permanent engraved nameplate on a plaque in the lobby.

## Annual Fund Giving

Each year Studio Roanoke needs to raise at least \$150,000 to fund the operating budget. This very small budget includes salaries for paid staff, honorariums for guest directors, travel funds to bring directors and playwrights together, printing, publicity, advertising, paint, tools, postage, costumes, props, set pieces, flats, nails, screws, light bulbs, and all the hundreds of other things needed to put on a play, or, in Studio Roanoke's case, nearly a dozen plays a year, not to mention all the special programming, tours, readings, classes, and other cool stuff you'd never get anywhere else.

It's up to you. Without your help, none of it will happen.

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Donations will be generally accepted from individuals, partnerships, corporations, government agencies, or other entities without limitations so long as the acceptance of gifts from a specific source is consistent with the mission, beliefs, and values of the theatre. Studio Roanoke will not accept gifts from companies whose products may be harmful to our audience or collaborators, or from donors whose requests for public recognition are incompatible with its mission and philosophy.

Multi-year pledges for major gifts are strongly encouraged, but for no more than three to five years. Donors should indicate in a pledge letter with their gift the purpose for which it is intended (Annual Fund or Capital Fund), payment schedule, and how they wish their name to appear in donor recognition materials.

When gifts with restrictions are accepted, restrictions will be honored. These restrictions should be detailed in the donor's pledge or commitment letter.

Donor information that should be kept private will not be made public. Certain types of gifts must be reviewed prior to being accepted because they will create liabilities or impose special obligations on Studio Roanoke. Please contact Studio Roanoke's Development Director if you are considering any of the following types of gifts: Publicly Traded Securities, Closely Held Securities, Real Estate, Life Insurance, and/or Tangible Personal Property.

While an outright gift is always best for Studio Roanoke, some donors may find that they can support us at a more substantial level with a planned gift. Giving through charitable remainder trusts, unitrusts, charitable gift annuities, bequests, and gifts of life insurance policies often provide the donor with significant tax relief while at the same time providing for the future of Studio Roanoke. Studio Roanoke's Development Director will be happy to discuss such gift options with potential donors.

# Financial Information

## Expenses for April and May 2009

Meals, Transportation, and Lodging	177.66
Sets, Sound, and Props	637.58
Staff Salaries and Payroll Taxes	8263.89
City Admissions Tax	267.02
Royalties and Rights	765.00
Marketing and Development Costs	866.36
Office Supplies and Postage	1580.53
Organizational Insurance	681.00
Telephone and Other Utilities	1388.11
Professional Training and Dues	467.50
Repairs and Maintenance	3768.05
Rent	3600.00
<b>Total</b>	<b>\$22462.70</b>

## Income for April and May 2009

Ticket Sales	4386.00
Concession Income	213.00
Corporate and Sponsorship Income	1500.00
Individual Contributions	11544.00
<b>Total</b>	<b>\$17646.00</b>

## Projected Expenses for 2009—2010 Season

Based upon April and May Expenses, and including additional staff salaries of \$18,000, additional intern and guest artists salaries of \$2,500, additional marketing and development costs of \$2,000, additional sets, sound, and props cost of \$3,600, additional postage of \$1,500, additional professional fees of \$3,000, and additional taxes of \$2,000, it is projected that the 2009—2010 season will carry expenses of at least **\$167,000**

## Projected Earned Income for 2009—2010 Season

Based upon April and May Ticket Sales and Concession Income, and including a monthly patron increase of 5%, it is projected that the 2009—2010 season will earn income of **\$ 36,600**

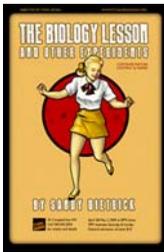
# The Inaugural Season

Studio Roanoke's 2008—2009 Season



## The Best of No Shame

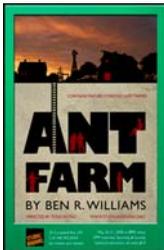
April 10 and 11, 2009



## The Biology Lesson and Other Experiments

By Sandra Dietrick ~ Directed by Todd Ristau

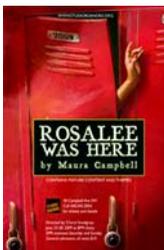
April 28—May 3, 2009



## Ant Farm

By Ben R. Williams ~ Directed by Todd Ristau

May 26—31, 2009



## Rosalee Was Here

By Maura Campbell ~ Directed by Cheryl Snodgrass

June 23—28, 2009

## **Lunchbox Readings Series**

### **Angel of Brooklyn**

By Dwayne Yancey — Directed by Charlie Boswell — April 8, 2009

### **Gavrilo**

By Jonathan Van Gils — Directed by Todd Ristau— May 13, 2009

### **The Way to a Man's Heart**

By April Drummond — Directed by Kenley Smith — June 10, 2009

## **Special July Events in collaboration with Hollins University**

### **Playwright's Lab at Hollins University Guest Speaker Series**

Featuring : Erin Courtney (Playwright), Jeffrey Sweet (Playwright), Jimmy Ray Ward (Theatrical Designer), Carl Hancock Rux (Playwright), Robert Harris Moss (Founder, Playwrights Horizons)  
Mondays, June 29—July 27, 2009

### **Life Love Sex Death...and other works in progress**

Special Performance by Stevie Jay  
July 10 and 11, 2009

### **Special Performance by Carl Hancock Rux**

July 17 and 18, 2009

### **Exposed! New Readings from the Playwright's Lab at Hollins University**

Featuring reading of new work from Sunny da Silva, Kenley Smith, Steven V. Rice, Samantha Macher, Nikki Adkins, MBDUMONDE, Adam Hahn, Robert Plowman, David Schwingle, and Sean Engard.

Discussion to follow each reading with participation from the following guest responders: Bonnie Metzgar (Artistic Director of AboutFace Theatre), Jason Grote (Playwright), Bob Moss (Founder of Playwrights Horizons), Larry Pontius (Dramatists Guild Executive Assistant for Creative Affairs), and Craig Pospisil (Dramatists Play Service).

# Closing Thoughts

No person was ever honored for what he received.  
He was honored for what he gave.

— Calvin Coolidge

“The theater, which is in no thing,  
but makes use of everything --  
gestures, sounds, words, screams, light, darkness --  
rediscovers itself at precisely the point where the mind  
requires a language to express its manifestations.

To break through language in order to  
touch life is to create or recreate the theatre.”

— Antonin Artaud

“Real generosity toward the future  
lies in giving all to the present.”

— Albert Camus



Thank Y ou

