



Extraordinary Times Campaign

Coming together to meet today's challenge

THE PANDEMIC. For the safety of our Patrons and Staff, we have cancelled live theater productions and are rescheduling the season. Our income from ticket sales has been and will continue to be dramatically affected. Although production expenses are minimal, obligations to our staff remain. Of course, we miss experiencing the thrill of live theater with YOU.

OUR RESPONSE. Thanks to years of careful planning, ETC remains stable. The Executive Committee meets weekly to respond to these extraordinary times. Our staff and Board are making financial sacrifices, including the Board's commitment to providing dramatic personal additional support. And as a great vote of confidence, the majority of our Patrons, who understand the critical importance of preserving live theater, have not requested refunds, generously choosing instead to donate back to the theater their subscription balance for cancelled performance tickets. Painfully, though, we have had to furlough some of our staff.

OUR PLAN. We have begun interim programming with special emphasis on educational programs. And we have also held online community discussions on subjects such as racial justice. We have rescheduled and modified our next season, and when the response to Covid-19 allows, we will offer live productions as soon as possible. We passionately believe that, especially in extraordinary times, live theater experienced by an audience helps us move forward, and informs, educates, enlightens, and builds community.

THE NEED. To support ETC during these extraordinary times we must replace lost net income, support interim programming and expenses, support outreach programming for young people and adults, and fund the safety measures necessary to ensure that when we open The New Vic it will be a safe venue for us to experience live theater together again.

WHAT WE NEED	
Lost net ticket revenue	\$250,000
Interim programming	\$50,000
Outreach programming	\$50,000
New safety costs	\$25,000
General support	\$25,000
TOTAL:	\$400,000

TOGETHER. Our Board and our staff have taken the lead. Our Board members have committed to contributing an additional \$100,000 above their already generous financial support. Senior staff have voluntarily accepted a significant salary reduction, staff have accepted furloughs, and returning staff are working reduced work weeks. We ask you – our Patrons – to join these collective efforts toward this **EXTRAORDINARY TIMES CAMPAIGN.**

**We'll see you soon
at The New Vic!!**

