



Annual Report 2016

SUITCASE THEATRE ARTS AND EDUCATION OUTREACH INC.



TABLE OF CONTENTS

Measuring our Impact and Successes in 2016	3
Our Mission and Vision	4
A Message from the Executive Director	5
Notable Moments	6
A Message from the Artistic Director	7
School Programs	8
A Message from the Education Manager	9
Public Programs	10
Outreach Programs	11
Financial Statements	12

MEASURING OUR IMPACT AND SUCCESSES IN 2016

5800

marginalized children attended a free performance

10%

increase in overall revenues

19

sponsored workshops for children in medical rehabilitation

1st

operating year as a CRA registered Canadian charity

267

children enjoyed March Break & Summer camp

567

Twitter followers

\$12k

increase in donations

340

facebook fans





OUR VISION

Inspire children and youth to develop confidence, character and kindness.

OUR MISSION

Create and facilitate theatre experiences that are accessible to all and provide a positive and lasting influence on children and families.

STRATEGIC OBJECTIVES

- Provide children and youth outstanding experiences in all aspects of live theatre production and creative activities.
- Deliver creative outreach programs for children in priority schools and neighborhoods.
- Nurture healthy well-being through inclusive messaging about timely social issues such as bullying, appreciation for diversity and creative problem-solving.
- Explore and develop relationships with strategic partners to ensure program sustainability.
- Create, develop, and implement interactive curriculum-based programs with arts professionals and educational consultants where everyone has a place in a fun, nurturing environment.

BOARD OF DIRECTORS

Dr. Bernard Lawless, Chair

Ann Duggan, Treasurer

Tiffany Jay, Secretary

Julian DeZotti

Stuart Gilchrist

Brian Jamieson

A MESSAGE FROM THE EXECUTIVE DIRECTOR



Two short years ago, we met and talked about the evolution of Suitcase Theatre as part of our first strategic planning session. Since then, we have successfully put our vision, mission and strategic objectives into practice reaching new schools, children and families and elevating the calibre and brand of Suitcase Theatre. Having the support of a very dedicated Artistic Director, Ryan Jacobs, Education Manager, Victoria Snell and Communications Manager, Jennifer Petrilli has helped Suitcase Theatre grow and reach out to new communities, engage emerging talent and nurture new partnerships with funders and organizations.

Our growth in 2016 was measured and consistent. We made significant new partnerships which can only help move our collective cause along. We continued to nurture a positive and strong relationship with the TCDSB and worked diligently to build communication with the TDSB, which paved the way for success in 2017. We were also approved to offer our workshops through The Girl Guides of Canada as part of their badge work, and we held monthly workshops at Ronald McDonald House, Gilda's Club of Toronto and Sick Kids Hospital to reach children and families undergoing a trying time.

Fiscal responsibility is always integral to survival. The next few years will be key for us to develop new partnerships and cultivate relationships with new funders, businesses, foundations and granting organizations for long-term involvement in our future. In 2016, we procured two new funders, including Boehringer Ingelheim Canada, to sponsor our Outreach programs and were accepted into the ArtsVest sponsorship matching program. We also deepened our relationship with the Tachane Foundation and were able to offer more free performances to marginalized children across Toronto. Moving forward, we are developing a granting schedule and strategy to explore even more funding opportunities.

In 2016 we saw remarkable growth in our March Break and Summer Camp programs and an increase of our birthday party revenue of 72%. Attendance is consistent and we have met every revenue goal over the past four years. Maintaining a solid working relationship with All Saints' Kingsway Church is critical for these programs to operate. In May, Suitcase Theatre was honored to be recognized with a GEM Award in the category of Best Cultural and Recreational Program in Etobicoke-Lakeshore by MPP Peter Milczyn.

Our involvement with Artsvest through Business for the Arts this past year has been very helpful. Forming professional peer connections whether through a webinar or a one-on-one mentoring session has garnered not only external interest but also terrific support. Everyone I have met has affirmed our organization's work and congratulated us on our community outreach initiatives. As an Artsvest participant, we are able to maintain three key government logos on our site: Business for the Arts logo, Toronto Arts Council and The Government of Canada. The matching funding is extremely beneficial in our Outreach Programming and finding sponsors who share our mandate will help further the work we do.

I look forward to mapping out goals for the next few years as part of our strategic planning initiatives in 2017 and reviewing operational growth for the organization. I am so very glad to have the support of the Board of Directors, staff and the communities we serve to inspire and enrich children through art, drama and dance.

Lucie Gryś



NOTABLE MOMENTS

EXPANDING THE FAMILY

We invited some dedicated and talented people into the Suitcase Theatre family this year. Jennifer Petrilli was hired to develop our branding, as well as lead our communications, grant-writing and other fundraising campaigns. We also began casting and hiring for our newest musical called *All Aboard!* We were thrilled to hire Robert Johansen, an award-winning illustrator and graphic designer, to create the breathtaking set, as well as cast a dynamic group of young actors.

A NEW STRATEGIC PARTNERSHIP

In 2016, we were officially accepted as a Girl Guides partner and are now able to facilitate workshops where Girl Guides can earn badges.



2016 FUNDERS

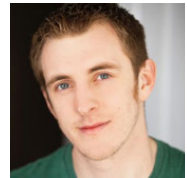
- The Tachane Foundation
- Boehringer Ingelheim (Canada) Ltd.*
- Johanna Weaver
- ArtsVest, Business for the Arts*
- In Memory of Mrs. Audrey Sommerville
- The MacLellan/Jay Family*
- Seana Massey*
- Heather Tanti and Family*
- Dr. Bernard Lawless
- The Gilchrist Family
- The Grys Family
- * new donor

OTHER FUNDRAISING INITIATIVES

- Mabel's Labels
- #GivingTuesday campaign
- CanadaHelps.org



A MESSAGE FROM THE ARTISTIC DIRECTOR



As Artistic Director of Suitcase Theatre, my goal has been to help explore new creative ways that we can continue to extend our artistic outreach to as many children as possible regardless of their economic standing.

2016 was an exciting year for us at Suitcase Theatre as our main focus was to expand the reach of Suitcase Theatre through awareness and self promotion. We are very proud of what we do as a company and believe that one of our greatest challenges was to get others to see what we have been doing both in and out of the school boards. We put a large effort on making new connections and partnerships with school boards, communities, and other arts institutions that could help spread the word about what we do. We also increased the activity of our social media accounts, expanding our Twitter, Instagram, and Facebook presence by more than 50%.

This year we were able to create new partnerships with school boards such as the TDCSB as well as begin the accreditation process with the TDSB. We toured our production of "The Friendship" for a total of three weeks this year and reached out to a number of new schools within the TCDSB.

We also joined up with groups such as ArtsVest and Theatre Ontario to begin to showcasing Suitcase Theatre within the arts community. We brought on more facilitators and also began to expand our roster of talent for our in-school productions.

In addition to touring our existing production of "The Friend Ship", we also began the creation process of our newest production "All Aboard". This has been a very exciting project for us as it is a celebration of Canada and will be launched during Canada's 150th Anniversary Year. This is an optimal opportunity for us to expand our reach to new schools and communities in both low income and affluent settings.

Here is some info of our creative team:

Ryan Jacobs (Artistic Director/Writer/Creator) - Ryan is a highly energetic, motivated and artistically focused individual who has developed

a passion for working with young people in creative and artistic settings. Ryan has written over a dozen musicals and directed over 40 productions for children of all ages. Ryan has harnessed skills in communicating with young people in an animated, fun and articulate way. Ryan also holds a BFA in Musical Theatre from the New World School of Performing Arts in Miami, FL.

Tyler Check (Music/Lyrics) - Tyler is an actor, musician, teacher, and writer. As a writer Tyler has written one full length musical with writing partner Tristan Hernandez called Liam: The Musical about an eighteen year old boy with autism, which had its first reading at Buddies In Bad Times Theatre. Tyler has also written numerous original songs and skits for various groups and events. As a performer Tyler has worked across Canada in shows such as Million Dollar Quartet, Forever Plaid, and Spamalot.

Tristan Hernandez (Music/Lyrics)- Tristan is a graduate from Sheridan's Bachelor Music Theatre Performance Program. Through Tristan's life, he has been inspired by many genres of music. Within his last year at Sheridan, he and his writing partner, Tyler Check wrote and put on a reading of "Liam: The Musical." This project has propelled the writing duo into a few on-going projects and opportunities that they are currently pursuing.

Outside of the world of academia, we have seen a steady growth in our "Choose Your Own Adventure" Themed Birthday Parties. This year we have created numerous themes each with a personalized touch which make our parties stand out from the crowd. We have received exceptional reviews and our bookings have been steadily increasing throughout the year. We have also made partnerships with both "The Superhero Company" and "Beyond Believing" birthday party companies which is allowing us to receive more bookings through their channels.

We have had an extremely exciting year and we look forward to continuing this growth as we move into the future.

Ryan Jacobs



SCHOOL PROGRAMS

PERFORMANCES & WORKSHOPS

In 2016, we were able to tour for three weeks offering free performances of our popular show *The Friend Ship* to qualifying low-income schools, thanks to the support of the **Tachane Foundation**. Through this play, children learn the value of cultivating friends, lending a helping hand and seeing challenges through to the end. We also facilitated dance, drama and artistic workshops for fifteen classes. Offering high-calibre artistic performances and workshops for free to Toronto's marginalized youth not only helps us realize our mission and vision, but is a valuable experience for the entire school community.

LIST OF SCHOOLS

Brookhaven Public School
Driftwood Public School
George Syme Community School
Islington Junior Middle School
Joyce Parkway Public School
Maple Creek Public School
Our Lady of the Assumption
Precious Blood Catholic School
Second Street Public School
St. Augustine Catholic School
St. Bernard Catholic School
St. Gabriel Catholic School
St. Joachim Catholic School
St. Jude's Catholic School
St. Mark Catholic School
St. Mary Catholic School
St. Michael Catholic School
St. Sylvester Catholic School
St. Thomas Moore Catholic School
Sunny View Public School
Teston Village Public School
The Giles School
Yorkwoods Public School

Dear Suitcase Theatre Company,

Thank you so very much for bringing your show to our school. Our students were mesmerized by your incredible props and magical story. All the children were so engaged and I loved how you made them all feel an important part of the story. Your positive message of friendship and caring was a very important reminder for all us.

We rarely have the opportunity to see creative and professional performances like yours due to our limited funding. We can't thank you enough for your generosity and dedication to providing live theatrical experiences for young children.

Thank you on behalf of all our staff and students,

Driftwood P.S.

A MESSAGE FROM THE EDUCATION MANAGER



I joined the Suitcase Theatre team in 2014 for the launch of in-class school workshops, and in November 2016 stepped into the role of workshop and education manager. The popularity of these workshops has grown steadily over the last three years; along the way we have modified and tweaked our workshops based on feedback from both students and teachers. Without question, the quality of our workshops keeps improving.

Originally we developed the workshops for schools. More recently we have branched out and are now offering workshops to daycares, children's hospitals, and the Girl Guides of Canada (who have adopted us as part of their badge program). With the generous support of donors and grant money, in 2016 we were able to offer monthly sponsored workshops to Ronald McDonald House, Gilda's Club and Sick Kids. We work with teachers at these facilities to develop custom workshops that suit the needs of the children experiencing medical, physical and emotional challenges.

Personally, taking on the role of workshop and education manager offered me a significant learning curve. I enjoy the new position, and am learning to spot opportunities and inroads that will help our workshops grow in popularity and scope. Since taking on the role of workshop manager we've had 6 paid workshops and 16 sponsored workshops. With our growing relationships with the TDSB and the TCDSB, I am confident paid workshops will continue to increase, and we will reach more and more schools with our outreach program.

With help from Ryan, I've established new contacts with principals and teachers who are showing immediate interest in what else we have to offer. I'm proud of the variety of workshops we offer, all of which are designed to build confidence, character and a love of the dramatic and visual arts. The promotion of our workshops, alongside burgeoning relationships with the TDSB,

TCDSB, Girl Guides of Canada, RMHC, Gilda's Club and now Sick Kids, signals steady growth and success for Suitcase Theatre. I look forward to a fantastic and busy 2017/2018 which will be our best year yet!

Victoria Snell

Suitcase Theatre and their facilitators have provided our students in kindergarten to grade 3 with creative and engaging workshops in art, dance, and drama. During these workshops, the students are encouraged to express themselves through art and movement. All ideas are welcome and celebrated in a safe space, which helps students to build their confidence and creativity. The facilitators make modifications to the activities as needed for our students who may be experiencing a variety of needs physically, emotionally, socially, and/or behaviourally. The students that have become familiar with attending the monthly workshops look forward to the facilitators return and wonder where their imaginations will take them on the next visit. For our new students, they very quickly find comfort in the facilitator's kind and welcoming manner. We are very appreciative of the support and experiences that Suitcase Theatre has provided for our students!

Danielle Myers, Teacher
Ronald McDonald House Charities



PUBLIC PROGRAMS

P.A. DAYS

Our P.A. day programming held a steady course for the first half of the year with an average of 18 children attending each of the first three days. Due to an increase in rental costs with All Saints' Church, we determined that we could not operate the PA Day program at a loss and made the decision to postpone the program until another suitable venue could be found. We are evaluating whether or not to continue our P.A. day programs.

BIRTHDAY PARTIES

One of our biggest success stories of 2016 were the birthday parties which saw a 72% increase in revenues over the previous year. With an expanded menu of interactive themes, our birthday parties continue to be a big draw for GTA parents.

MARCH BREAK & SUMMER CAMPS

2016 was our most successful year to date for our camp programming, which saw a 13.5% increase in revenues over the previous year.

More than 25 kids attended our March Break camp. In the summer we offered six weeks of camps and averaged 27 kids per week for Drama Stars (aimed at children in grades JK - 1) and about 12 kids per week for Drama Divas (grades 2 - 5).

Advertising for our camps is largely through word of mouth and our monthly enewsletter that is sent to 1000 families. We were thrilled to welcome two special needs children to our summer camp and were able to adapt the program and integrate them successfully.

Last year, my son Gabriel attended Suitcase Theatre summer camp for the very first time. He was only 4 years old and I wanted him to have the same fun experience as his brother Thomas always had with the camp. Gabriel, however, has quadriplegia cerebral palsy, which means he has no control over his movements. He doesn't sit or walk on his own. But as any other 4 years old, he loves to have fun and do the same things as his older brother.

Gabriel absolutely loved it, he had fun making arts and being with kids with all abilities. It was an experience they will never forget. Even kids will "forget what you say, but never forget how you make them feel". So, we are very grateful to Suitcase Theatre to be open to integrating kids with different abilities in the camps. It's an incredible opportunity to create compassion and acceptance in our community.

Fabiana Bacchini, parent



OUTREACH PROGRAMS

REHABILITATION CENTRES

Due to the support of new donors and sponsors, including **Boehringer Ingelheim Canada Inc.** and realtor **Johanna Weaver**, we were able to continue to foster our relationships with some of the city's most respected children's rehabilitations centres. Not only did we facilitate monthly workshops, but we also performed our popular production *The Friend Ship* for children undergoing rehabilitation for serious health issues. The centres with which we are currently offering programming include:

SickKids



So That No One Faces Cancer Alone™

Holland Bloorview

Kids Rehabilitation Hospital



RONALD McDONALD
HOUSE CHARITIES
TORONTO

ART CITY TORONTO

Another important outreach initiative we undertook this year was a partnership with Art City Toronto. Art City is a not-for-profit organization committed to providing free and accessible art programs to the children and youth of St. James Town, Canada's most densely populated neighbourhood, and one of Toronto's most economically-deprived. We were thrilled to be able to provide a series of 14 free dance and drama workshops due to funds earned from our fundraiser and public programs.



St. James Town

"Thank you so much for the two workshops you ran for us yesterday. You did a fantastic job engaging all the kids, all the ages. The younger kids did really well as well. I know everyone had a great time."

Chani Greenwald, MPS CCLS
Coordinator, OTF Digital Storytelling Program and Child Youth & Family Program
Gilda's Club Greater Toronto

FINANCIAL STATEMENTS

SUITCASE THEATRE ARTS AND EDUCATION OUTREACH INC.
Summarized statement of income, expenses and profit
Year ended December 31, 2016

INCOME	2016	2015
Birthday Party Revenue	\$ 3,234	\$ 1,882
Classroom Workshop Revenue	2,193	5,100
Donations Revenue	42,300	30,399
Fundraising Revenue	0	6,340
Performance Revenue	1,899	2,747
Program Revenue (Camps, etc.)	48,685	42,888
	<u>98,311</u>	<u>89,356</u>
 COST OF GOODS SOLD		
Fundraising event costs	0	2,134
Labour (Birthday parties)	1,700	1,361
Labour (Performances)	11,303	7,206
Labour (Programs)	25,149	19,487
Labour (Workshops)	4,620	3,778
Supplies and materials (Birthday parties)	417	0
Supplies and materials (Performances)	2,014	2,117
Supplies and materials (Programs)	1,575	1,706
Supplies and materials (Workshops)	196	734
	<u>46,974</u>	<u>38,523</u>
 GROSS PROFIT	 <u>\$ 51,337</u>	 <u>\$ 50,833</u>
 EXPENSES		
New play development	\$ 1,500	\$ 0
Advertising and promotion	1,645	3,212
Bank charges	190	174
Insurance	1,931	1,931
Meals and entertainment	174	770
Office expenses	1,709	1,850
Other general and administrative expenses	837	489
Rent or lease payments	4,183	1,150
Salaries and payroll costs	35,726	28,128
Supplies	113	250
Travel	27	9
Uncategorized Expense	0	658
Miscellaneous	0	310
	<u>48,034</u>	<u>38,931</u>
 PROFIT	 <u>\$ 3,303</u>	 <u>\$ 11,902</u>

SUITCASE THEATRE ARTS AND EDUCATION OUTREACH INC.
 Summarized balance sheet
 Year ended December 31, 2016

ASSETS	2016	2015
Current:		
Cash and cash equivalents		
Savings	\$ 2,000	\$ 2,000
TD Cash	32,025	18,897
Total accounts receivable (A/R)	2,542	1,867
	<u>\$ 36,567</u>	<u>\$ 22,764</u>
LIABILITIES AND EQUITY		
Liabilities:		
Deferred revenue	\$ 9000	\$ 0
Equity:		
Retained earnings	23,764	10,147
Profit for the year	3,803	11,902
	<u>\$ 27,567</u>	<u>\$ 22,049</u>



SUITCASE THEATRE ARTS AND EDUCATION OUTREACH INC.

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Location of camp programs:
All Saints' Kingsway Church
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