Hello and welcome to your new look Development Newsletter.

We hope you like the new design and format and new ways of sharing our community news with you.

Twice a year we will update you about all the projects our generous donors and members have helped us to support, as well as hearing from the people you have helped and what a difference it has made to their lives.

In this edition you will find information about the invaluable impact our members have made to our work, our Christmas Pay It Forward appeal, the ground-breaking young people’s TakeOver Festival and an update about the Berwick Kaler Foundation.

We always welcome your feedback, as we strive to make this newsletter as informative for our supporters as possible.

We hope you enjoy!

BERWICK KALER FOUNDATION

The Berwick Kaler Foundation, which was launched earlier this year, funded its first project in June with the Driving Miss Daisy Community Drive. The Foundation supports projects that help to remove the financial, social or physical barriers that can prevent people coming to our theatre.

We worked with other local charities to bring older people (a group that can be at risk of isolation) to your theatre, as part of our Community Drive. We invited 275 older people along to mark our 275th anniversary.

Executive Director Tom Bird would like to thank the hundreds of people who have given a donation in support of the Foundation. Saying “the money raised enables us to provide more community projects, bringing people together to enjoy theatre”.

Jane Morris, of Age UK York, said the “fantastic initiative” provided the opportunity for people to visit their local theatre again. With one of the recipients of the project saying “it’s a really lovely thing to be able to come to the theatre and feel part of something… the community of the theatre. It’s so kind to have something done for old people - to be remembered”.

You can donate to the Berwick Kaler Foundation online at yorktheatreroyal.co.uk, in person at Box Office or by calling 01904 715460.
This year marked the 10th anniversary of the ground breaking TakeOver Festival.

The award-winning initiative is one of the best industry work experience opportunities out there for young people and has been emulated across the country.

TakeOver is an annual week-long festival run entirely by young people aged 12 – 26 years, mentored by industry professionals. Overseen by a young Board of Trustees and led by a new senior team each year, it brings together a creative, engaged and diverse group of people who then work together to produce and deliver a large-scale theatre and arts festival.

Previous members of the TakeOver senior management team have gone on to have brilliant careers in theatre and beyond including Zach Pierce, who is now our Events Producer.

“Without TakeOver, I wouldn’t be in the role I am in today – it helped me develop the skills required to be an Events Producer. The people I met and the knowledge I learnt were crucial to starting my career in the industry. I strongly recommend TakeOver Festival to any young person trying to make it in the world of theatre”

TakeOver Festival brings new audiences into the theatre and presents a diverse programme of events. This year, over 1,000 tickets were sold with 48% of audiences being new bookers.

This Christmas we are partnering with local charities including Changing Lives York. Changing Lives offer specialised drug & alcohol services to help people take their first steps towards abstinence and support their ongoing recovery. An important part of their journey is reconnecting with their community and the Berwick Kaler Foundation is helping to support that by inviting Changing Lives to experience the joy of pantomime.

The Berwick Kaler Foundation has also supported free, mentored places in Youth Theatre to young people who would not otherwise be able to attend. We were able to offer these young people a safe and positive place each week to leave school and home life at the door, make new friends and have fun.
MEMBERSHIP

At the heart of York Theatre Royal’s successes is the generous support of our regular donors.

There are many reasons why people donate to York Theatre Royal. Some have a special memory of the theatre; others are passionate about theatre and want to contribute to our artistic work; some want to enable us to do more with our community and others want to access priority booking benefits and discounts. Whatever your reason, we are extremely grateful for the support from our loyal members of York Theatre Royal.

By being a member, you’re playing your part in helping us continue to produce new shows, nurture new talents and bring joy to our community and beyond.

Our new membership scheme, launched in October, ensures that we can continue to thrive for another 275 years, thank you for helping us do more by being part of our family.

FIND OUT MORE

If you would like to find out more about your membership or to enquire about becoming a member please visit:

yorktheatreroyal.co.uk/support-us/memberships/

A YEAR IN FIGURES 2018-19

£38,769 raised from regular donations

300 young people were part of our Youth Theatre

30 accessible performances
383 young people participated in an Access All Areas workshop
(free referral only project for 12-16s who may not feel able to access mainstream youth theatre for a variety of reasons)

4,513 school children participated in our school workshops

20 Main House productions had £15 tickets available for under 36s, as part of our 35Live Membership

23 members of our community were part of Visionari - the UK's first community programming group

200 free theatre tickets were available for families & people in need in York

WE NEED YOUR HELP TO CONTINUE THIS VITAL WORK!
PAY IT FORWARD

The Pay It Forward appeal provides local charities free theatre tickets, funded by the generosity of our supporters.

Following on from last year’s success with *The Elves and the Shoemakers*, Pay It Forward proved just as successful this year for our Main House summer show *Swallows & Amazons*.

77 tickets were purchased by generous ticket buyers, enabling vulnerable children and families to come and enjoy the magic of live theatre. This year the chosen charities were Refugee Action York, SASH, York Foodbank and IDAS.

Maxine Taylor, York Foodbank, said: “The support from York Theatre Royal has been fantastic. We recognise that everyone should have access to the arts, but unfortunately for families in crisis or on low incomes going to the theatre just isn’t an option. It has been wonderful to offer tickets to families in such circumstances, to take some time away from the stresses of life to enjoy some entertainment with their children! Thank you to all those who donated tickets, they are very much appreciated”.

In December this year a further 100 children and adults, who are receiving support from our partnered charities, will be attending the Studio Christmas family production of *The Storm Whale*. This has been made possible thanks to the incredible response from our very generous donors. We hit our target of £1,000 (100 tickets) in November. Thank you!

This year we have launched the first ever Pantomime Pay It Forward appeal for *Sleeping Beauty*.

A £15 donation helps provide a free ticket to *Sleeping Beauty* this Christmas time.

If you would like to support this initiative and Pay It Forward, please donate today via our Box Office in person, on the telephone or online at yorktheatreroyal.co.uk

Or for more information please contact fundraising@yorktheatreroyal.co.uk or call 01904 550148.

Our plans to transform the patio area into an accessible and attractive outdoor space for our community, theatre audiences and customers to enjoy, are well underway.

We have now raised £27,500k

Over half the funds needed to realise this exciting project have been raised. If you can help us reach our target and make this tired and underutilised space an attractive and versatile garden for all to enjoy, we would love to hear from you.
PUT YOUR BUSINESS IN THE SPOTLIGHT

Over 200,000 visitors annually.
4,320 community participants
York’s most popular and exciting artistic programme!

From exclusive brand exposure opportunities to unique hospitality experiences, you can access these benefits and more, while demonstrating your business’ commitment to the arts and the community.

Become sole sponsor of First Night Fizz, support one of our in house productions or become a Stage Partner and enjoy a tailor made, 12 month partnership with brand awareness spread throughout our print and digital assets.

Thank you to our Production Sponsors so far this year:
Holiday Cottages for sponsoring Swallows & Amazons
St Peter’s School for sponsoring Malory Towers
Aaztec Cubicles and Grand Central for sponsoring Hetty Feather
The Blue House Bookshop for sponsoring The Storm Whale.
Stoneacre York, Viewpoint, York Brewery, Black Sheep Brewery and Langland’s Garden Centre for sponsoring this years’ panto Sleeping Beauty
Shepherd Group for sponsoring the York Theatre Royal staff uniforms

Please contact the Development Team on 01904 715460 fundraising@yorktheatreroyal.co.uk
Other ways you can support us...

**MAKE A ONE OFF DONATION**

**BUYING YOUR TICKET**

When buying your tickets online, at Box Office, or on the phone, why not round your ticket total up to the nearest £1, £5 or £10 by adding a donation to your order. Every pound makes a vital difference.

**LEGACY**

**THINKING ABOUT YOUR SWANSONG**

As a charity, we rely on your support to continue to deliver award-winning projects in your community. Small or large, every gift left to this theatre will make a vital contribution to our work and our building for future generations to enjoy.

**NAME A SEAT**

**MAKE YOUR MARK IN OUR THEATRE**

A named seat in our auditorium could be a unique and heartfelt gift, a special way to mark a significant anniversary or birthday, or to remember someone who loved the theatre.

**SEEING STARS – AN EVENING WITH SIMON ARMITAGE**

**04 - 05 FEB 2020**

Join us for a special fundraiser as UK Poet Laureate Simon Armitage and well-known actors read a brilliant range of his poetry during a unique performance curated by theatre director Nick Bagnall.

All money raised will go towards supporting York Theatre Royal’s fantastic work in our community. Tickets start at just £15 and available online or at Box Office.