



Ballet BC

2012 SPRING FUNDRAISING CAMPAIGN

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Ballet BC a contemporary ballet
company for Vancouver and Canada
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"I DIDN'T WANT THE
EVENING TO END!"

—AUDIENCE MEMBER



Ballet of Today: Ballet BC a contemporary ballet company for Vancouver and Canada

ABOUT US

Each season Ballet BC is thrilled to present its **28,000-plus** audience members with an impressive line-up of shows at the Queen Elizabeth Theatre. Each performance features a diverse selection of critically acclaimed and inspiring work by international and Canadian choreographers considered by many to be some of the most innovative ballet seen on international stages today. As a leader in contemporary ballet in Canada with a global focus, Ballet BC is a unique and world-class company for a vibrant and growing city like Vancouver. Founded in 1986, Ballet BC's distinctive style and approach offers audiences a range of wonderful experiences through the art of dance.

YOUR SUPPORT IS VITAL

Vancouver needs a dynamic professional ballet company like Ballet BC. Performing arts organizations help create meaning, promote a high quality of life and a vibrant economy— all of which better positions our community to compete in the 21st century creative economy.

Ballet BC plays a pivotal role in establishing and maintaining partnerships in the community. A leading employer in British Columbia of performing dance artists and arts administrators, Ballet BC employs associated artists in fields such as lighting, set and costume design, choreographers, teachers, rehearsal directors, accompanists, composers, as well as photographers, graphic designers, marketing companies, printing agencies, and a variety of local small businesses. Ballet BC patrons will often purchase pre-performance dinners in downtown area restaurants, and order drinks in nearby establishments after the show. Visiting choreographers come from all over the world to visit Ballet BC's downtown studio and stay in local hotels and frequent local businesses.

In summary, Ballet BC is a non-profit art business which helps this City define itself, draw tourists, attract new residents and promote investment.

Make an important contribution to the quality of life in our City and **donate** to Ballet BC today – **it will inspire you and promote a strong vibrant community!**

Our Artistic Mandate

- Be an innovator that redefines and reshapes the art of ballet.
- Be an international dance company that fosters a collaborative environment and creates opportunities for exchange, development, promotion and engagement of artists, audiences, and businesses.
- Be a resource for the development and discourse of dance and art within our national community, and an educator for the next generation of dancers, choreographers, artists and audiences.
- Be a producer, presenter and ambassador of Canadian talent to be recognized and valued locally, nationally and internationally.
- Be a leader in creating and presenting excellence in dance that excites and inspires audiences.

“I LOVE THE NEW DIRECTION BALLET BC IS TAKING, IT’S A THRILLING ADVENTURE”

—AUDIENCE MEMBER

The Spring Campaign's Fundraising Goal

\$450,000

START DATE:

February 23, 2012

END DATE:

June 30, 2012

Our annual Spring Campaign is the one time each year when we approach ongoing supporters and community leaders like you for donations that will sustain Ballet BC and its exciting work for the season.



Our Priorities and Goals

Ensure successive annual balanced budgets. Similar to most performing arts organizations, we cannot solely rely on annual ticket revenue to fully cover our annual production and operating costs - we must rely on ongoing contributions from generous members, private groups, corporations and public funders to help support our 2011-12 season which ends on June 30, 2012.

Strive for artistic excellence. We must maintain competitive pay rates and work environments for our dancers to avoid the risk of losing our highly talented and skilled dancers to other companies nationally and internationally. To date, we have asked our artists for patience and at the same time have been providing them one of the most exciting choreographic and working environments in North America. Some of the world's leading choreographers whose works have come to the Ballet BC include: Jorma Elo (Finland), Walter Matteini (Italy), Kevin O'Day (Germany), José Navas (Montreal), Itzik Galili (Israel), Aszure Barton (NYC/Canada) and Medhi Walerski (France) to name a few.

Furthermore, the powerful repertoire that the company has built and continues to build comes at a cost. Expenses include creation fees for choreographers, licensing fees for existing works, music rights & commissioning fees, costume design and material costs, light & set design, repetiteur fees, and travel and accommodations for guest artists & designers to name but a few. By far the greatest individual expenses are the costs of commissioning or licensing existing choreography and music.

Through requests fuelled by our financial realities and the enthusiasm of guest collaborators to participate in what is being recognized as a vibrant and new Ballet BC we have been able to engage an exciting range of choreographers, composers and designers to create and present their works at a discount to their standard rates of engagement. But as Ballet BC grows stronger we cannot rely exclusively on the generosity of our artistic partners to discount their rates and we will need to pay full fare for the works presented onstage if we are to strive for artistic excellence.

Continue reinforcing Ballet BC's financial sustainability. Since the renewal of the company in 2009, Ballet BC has made very significant gains in financial management, governance and controls resulting in the company achieving a modest surplus in fiscal 2010/2011, the first in several years. This was an especially significant accomplishment which occurred during difficult global economic times.

Our Priorities and Goals continued...

Create a full-length production (Giselle)

April 25, 26, 27, 2013 – Queen Elizabeth Theatre • Choreography by **José Navas** (Resident Choreographer of Ballet BC) • Music: Adolphe Adam • Set Design: Lino Lighting Design: Marc Parent • Costume Design: Linda Chow

The final part of Ballet BC's three-year commitment to Resident choreographer José Navas will be the creation of a brand new full length *Giselle*. This will be the first time in the history of the company that Ballet BC tackles a legendary work of ballet by bringing it forward with a contemporary point of view. It will also be the first narrative full-length work to be introduced into the repertoire since the renewal of the company in 2009. We see this as an enormous opportunity to engage our vision of pushing the boundaries of ballet while at the same time invigorating our audiences with an engaging theatrical experience. This creation is a beautiful evolution of our three-year relationship between José Navas, the artists of Ballet BC and our Vancouver audiences. We are also very excited about the opportunity for collaboration between local and Canadian collaborators. The design team for the project is completely Canadian. We will also be working in collaboration with Arts Umbrella by enhancing the cast of *Giselle* with 12-16 of the Arts Umbrella Graduate Students. This will be a wonderful opportunity for professional training and exchange with our local dance community.

"This production arises from the exciting challenge of how to tell a well-known, romantic story in dance. The challenge for me is that my dance training in New York in the 1980s led me to view storytelling in dance as contradictory – I was raised on the idea of dance as primarily abstract. I am tackling this challenge with joy and inspiration, finding how to tell the story of Giselle through dance to a twenty-first century audience." –José Navas

Tour Central Canada in February 2013. Touring is essential to advancing our profile and sharing our works with different audience members throughout Canada and the US. We are touring the mixed repertoire of our 2013 show *Encore* (Forsythe, Elo, and Walerski) to the National Arts Centre's Southam Hall, and to theatres in Ontario including Markham, Burlington, St. Catherines and Kingston. We are currently responding to touring interest from Italy, US and China.

2011-12 Budget

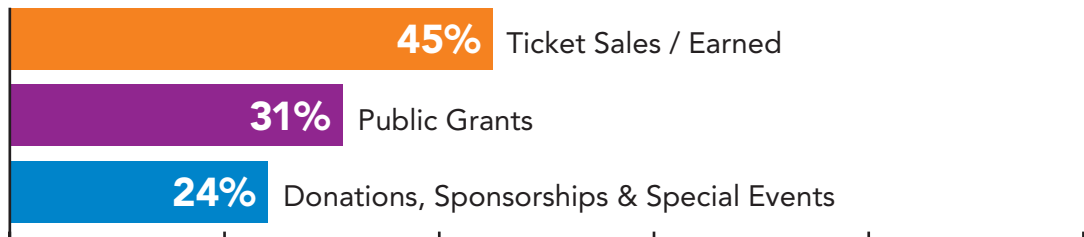
Ballet BC is able to accomplish a lot on its modest \$2.65 million budget. In comparison, the National Ballet of Canada has a \$26 million annual operating budget and the Royal Winnipeg Ballet has a \$12 million annual operating budget.

While we are proud of our recent artistic achievements and the reinforcement of our financial sustainability, we have no luxury to pause. We continue to focus daily on recruiting new audience members and soliciting financial support from private sector individuals and corporations.

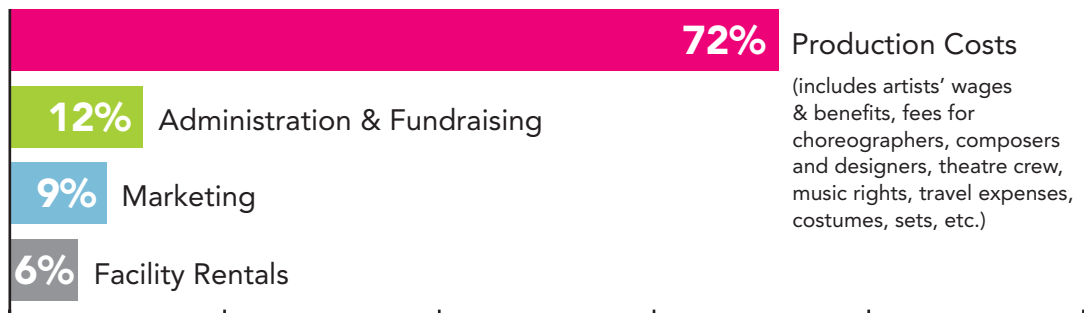
Today we maintain strict cost controls to keep per show expenses as low as possible without negatively influencing artistic integrity. However, even as a non-profit organization our variable and fixed costs are rising as they do annually with for-profit companies. Our annual budget must therefore necessarily increase modestly on an annual basis if only to maintain the status quo.

Financial Snapshot \$2.65 million total annual revenues

REVENUES



EXPENSES



Our most recent audited financial statements are available upon request.

Our Leadership

EMILY MOLNAR, Artistic Director

Named as one of Canada's "new generation of ballet sensations" (MacLean's Magazine), Molnar is a graduate of the National Ballet School and a former member of the National Ballet of Canada; a soloist with the Frankfurt Ballet, where she created and performed an extensive repertoire under director William Forsythe; and most recently a principal dancer with Ballet BC. Molnar worked closely with former Ballet BC Artistic Director John Alleyne in the creation of Puck in *The Fairie Queen* and Persephone in *Orpheus*, receiving national acclaim in both productions. "Molnar's movements in these final moments have as much to say about the foolish heart as any of Shakespeare's *Midsummer's Night* does." (Michael Scott, Vancouver Sun) In 2003 her role as Puck was adapted to film by the CBC and continues to be aired on national television.

Molnar is an internationally respected and critically acclaimed artist who has worked and toured extensively throughout Europe, Asia, Mexico, Canada and the US. She has created and performed several works as a choreographer and solo artist, including commissions for Ballet BC, Alberta Ballet, Ballet Mannheim, Ballet Augsburg, Cedar Lake Dance, Pro Arte Danza and Morphoses/The Wheeldon Company, among others. Her most recent works include *Dedica*, a new work for Ballet BC's celebration gala, *Ignite* in 2009 and *Songs of a Wayfarer* for Alberta Ballet in 2010. This season Molnar will be creating a new work for Ballet BC inspired by the music of Icelandic cellist and composer Hildur Guðnadóttir.

KEVIN B. LESLIE, President and Chair of the Board

Dr. Leslie is the former President and Chief Executive Officer of the Vancouver-based biotechnology company, ImmGenics Pharmaceuticals Inc. He currently serves as Chair of the Dean's Advisory Board, Faculty of Arts, University of British Columbia, and on the Board of Trustees of the Vancouver Art Gallery serving as Chair of the Finance and Audit Committee. He served from 1996 to 2001 as a member of Peer Review Committees of the National Cancer Institute, National Institute of Health, USA. Dr. Leslie holds a PhD degree and an MB BS degree from the University of Melbourne, Australia.

JAY RANKIN, Executive Director

With 35 years of progressive engagement in the arts sector, many of them in leadership roles at flagship organizations, Executive Director Jay Rankin is recognized as a senior Canadian arts administrator grounded by many seasons of professional experience. He possesses a broad understanding of dance and is a passionate advocate of the form. Mr. Rankin has played a critical role in stabilization and revitalization of Ballet BC over the past two seasons, providing financial, fund development, marketing, audience development and human resource management skills. He credits the healthy working relationship between Board Chair Dr. Kevin B. Leslie, Artistic Director Emily Molnar and himself as key to the current success of the company. Mr. Rankin presently serves as Chair of the Canadian Dance Assembly and is on the board of Made in BC: Dance on Tour.

Our Leadership continued...

CHUCK BROOK, Campaign Co-Chair

Chuck Brook founded Brook Development Planning in 1988. Chuck specializes in real estate asset strategies, complex negotiations and project facilitation. He also offers valuable advice on major rezoning and development permit applications.

Chuck provides counsel to the private sector, municipal governments, and crown corporations on a wide array of development projects. He has been involved in hundreds of land use approvals in British Columbia. Chuck's experience, expertise, energy and enthusiasm add an extraordinary dimension to his work. In addition to his professional work, Chuck has participated in many real estate and development forums and courses as a lecturer, speaker, panellist and moderator.

Chuck initially trained as an architect, completing a Master's Degree in Architecture and undergraduate degree in Environmental Studies at the University of Manitoba. Prior to establishing the firm, Chuck was the Senior Development Planner at the City of Vancouver.

GRAEME FALKOWSKY, Campaign Co-Chair

Graeme has spent almost twenty years in the Corporate and Investment Banking industry. Most recently, Graeme was Head of Investment and Corporate Banking – Vancouver for BMO Capital Markets and was a member of the firm's Canadian Management Committee. Graeme specialized in raising public and private capital and advising on strategic issues such as mergers and acquisitions for many of Canada's leading corporations.

Graeme has an undergraduate degree in Business Administration from the University of Regina's Paul J. Hill School of Business and a Masters Degree in Business Administration (with Distinction) from the University of Western Ontario's Ivey Graduate School of Business.

In addition to his volunteer contribution, Graeme is an avid cyclist and continues to actively participate in numerous competitive road and cyclocross races in Canada, the US and Europe.

Ballet BC's Campaign Committee

Co-Chair:

Chuck Brook,
Principal, Brook Pooni Associates

Co-Chair:

Graeme Falkowsky,
Managing Director, Deloitte

James Burton,
Principal, Birmingham & Wood,
Architects and Planners

Janice Cameron

Bill Greenbaum,
CEO,
Brilliant Health International Distributors

Steve Kennedy,
Principal,
Seed Ideas Marketing Communications

Kevin Leslie,
President, Ballet BC and
Former President and CEO,
ImmGenics Pharmaceuticals

Ginny Strang

James Sullivan,
Partner, Blakes



Ways to Donate

Please make an important contribution to the quality of life in our City and **donate** to Ballet BC by June 30th – **it will inspire you!**

- ONE-TIME DONATION
- PLEDGE OVER 5 YEARS
- MONTHLY DONATION
- GIFT OF SECURITIES
- PLANNED GIFTS

Payment Methods

Mail your cheque to:
Ballet BC - Spring Campaign
Scotiabank Dance Centre
677 Davie Street, 6th Floor
Vancouver, BC V6B 2G6

Download a donation form from our website for credit card donations, then mail the donation form back to Ballet BC

Make an online donation at
www.balletbc.com/donate

Regarding securities, planned gifts or questions?

Please contact Roger Kayo,
Development Manager
604 732 5003 x203
or rkayo@balletbc.com



BALLET BC DANCER PHOTOS BY MICHAEL SLOBODIAN.
cover: LIVONA ELLIS
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