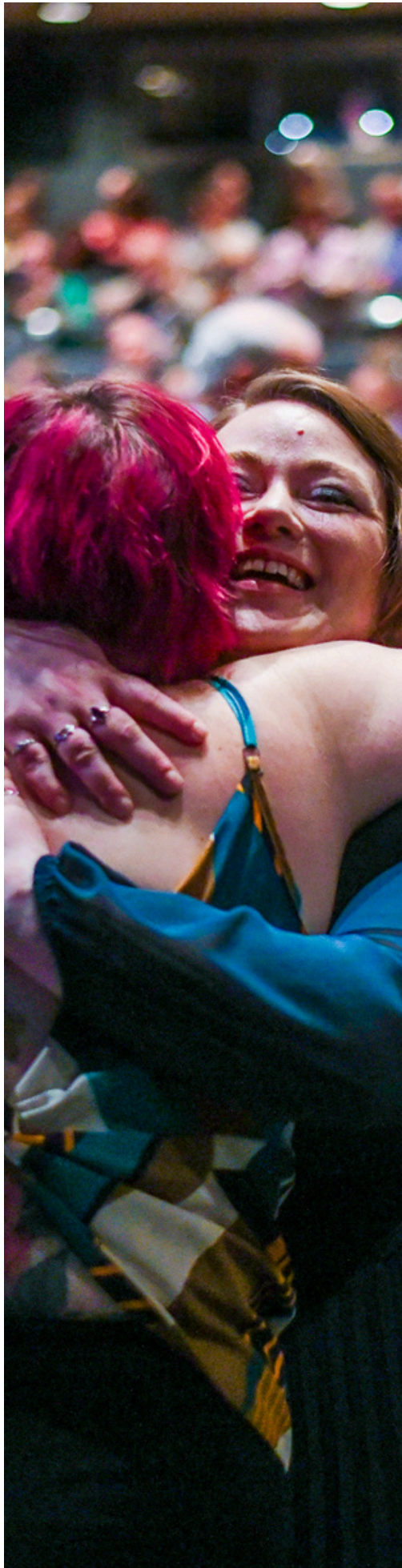




theatre:
CALGARY

Theatre For All

Three Seasons of Transformation



Thank you for helping us make Theatre for All a spectacular success!

When Theatre Calgary launched the Theatre for All campaign in our 2023-24 season, the arts sector across Canada was just starting the work of rebuilding after the pandemic. Audiences were still unsure about returning to live performances and the changing economic landscape was adding even more of a barrier for many Calgarians. It was a pivotal moment for Theatre Calgary. We needed to do something bold to encourage patrons to return while also developing a new diverse audience of enthusiastic theatre goers.

Theatre for All filled that role. This campaign addressed the cost of tickets - a key barrier to attending live theatre. It also saw the beginning of youth programming through the Kids Creative Learning program to foster theatre appreciation and audience engagement at an early age and TC Learning to support professional development for local artists.

Your generosity and support for this campaign allowed us to make important changes that will continue to enrich our community for many years to come. Accessible ticket prices are now firmly integrated into our ticketing structure. Kids Creative Learning and TC Learning will continue to grow and evolve to better support our creative community.

Over the past three seasons, an incredible \$8.4 million was raised for the Theatre for All campaign. You had a critical role in this amazing achievement, and we are delighted to share the incredible impact your support is making.

Affordable Tickets

Ticket price is a significant barrier that prevents many people from attending live theatre. Thanks to your support of the Theatre for All campaign, we were able to significantly reduce this barrier by offering subsidized ticket prices starting at \$39 in the 2023-24 season, \$44 in 2024-25, and \$49 in 2025-26.

From the beginning the impact was clear. 74,345 subsidized tickets were sold in the 2023-24 season alone including 12,922 new Theatre Calgary patrons. This was a 37% increase from the total number of tickets sold the previous season.

Ticket sales have continued to increase with an average of 89,000 tickets sold each season since Theatre for All began. That is an overall increase of 64% from the 2022-23 season. During the campaign, 30,000 tickets were sold to first-time theatre-goers, expanding access to live arts and welcoming new members of our community into the theatre.

We have also seen a steady increase in subscription sales. In the 2024-25 season subscription sales increased by 19% and in the 2025-26 season subscription sales increased by an additional 12%.

We are pleased to share that accessible ticket prices will be continuing. For the upcoming season, there will be tickets available for as little as \$30 for every performance.

Throughout the past three seasons we have received deep gratitude from our audience for offering lower ticket prices. We are pleased to share that gratitude with you along with our own heartfelt appreciation for your support.

Thank You So Much!



“The \$39 ticket deal is fantastic! Please thank the donors on my behalf who made this possible. Hopefully it will give many more people the opportunity to attend a play.”

“I would have been unable to attend without the Theatre For All program. \$44 was already stretching it but I knew I would enjoy the play (I had seen an amateur version several years ago). So I am grateful that the tickets were affordable. I enjoyed the experience.”

“I am on a fixed income and I am so grateful that I was able to purchase tickets for my daughter and I to attend this performance. The \$44 tickets are vital to people like me who want to attend theatrical performances but don't always have the means to do so. Much appreciated.”



“Thank you for offering \$39 tickets. It got us there and now we look forward to more performances.”

“Incredible evening at the theater. Certainly, wouldn't have considered it without the \$39 all season. We will be back for more!”

“The \$44 tickets are so welcome. We are going to more shows thanks to the affordability of tickets. Thanks for that!”

“We brought our teenage daughter and she was enthralled. The best part was hearing her gasp at the revelation of the murderer's identity! We wouldn't have been able to afford seats without the \$39 tickets so it was such a special experience to share with family and create memories. Thanks to everyone who made it possible!!”

“I love the idea of a \$39 show so more people can be included. In this sad state of the world today, we need more theatre and more people like you. Thank you so much!”

Kids Creative Learning

Creating an education program at Theatre Calgary was an important part of the Theatre for All campaign. Arts education empowers young people to build confidence, spark creativity, strengthen critical thinking, and find joy in learning. It also offers them an open, accepting community where they can form lifelong friendships. As a well-respected professional theatre company, we know that bringing high-quality arts programming to our community is essential.

Thanks to your generosity, we were able to launch Kids Creative Learning in the 2023-24 season offering spring and summer camps, in-house field trips, artists in the classroom workshops, and continue to offer affordable student matinees. These programs have been very successful and we are continuing to see increased demand for them.

Our student matinees have grown from 113 schools bringing 8,720 students in 2022-23 to 157 schools bringing 11,854 students in 2025-26. That is an increase of 35% in just three years.

Our spring and summer camps have grown by 63% since they were first offered in the 2023-24 season and we are still seeing an increase in interest. In the 2024-25 season we introduced our first PD Day Camp – a special Halloween camp and we further expanded PD Day Camps in 2025-26.

Summer camps for the 2026-27 season just wrapped up at the end of July. We offered six camps including Theatre Games and Musical Theatre Intensive which were both completely sold out.



Artists in the classroom, school workshops, and backstage tours for schools grew from 256 participants in the 2023-24 season to 1430 participants in 2024-25. Unfortunately, numbers declined significantly this past season due to the teachers' strike but educators are still expressing a great deal of interest and we expect participation to be high again this coming season.

Demand for the Kids Creative Learning programs is growing. According to a study conducted by Stone Olafson for Alberta Foundation of the Arts four out of every five children participates in arts programming. That means, a majority of families and educators recognize the benefits of programs like Kids Creative Learning and are actively seeking opportunities to participate. Thank you for helping us meet this need and bring fun and enriching arts experiences to children from all corners of our community.

Your support in launching Kids Creative Learning has already touched thousands of lives throughout our community. We are proud to share some of the feedback we have received from the children, families, and educators who have participated over the last three seasons.



"I was in the Acting Intensive Camp in 2025 and I loved it so much! It was so cool to be able to learn from professionals with kids who were just as passionate about theater as I was!"

~Summer Camp Participant

"I have been going here for two years. It is my favorite place.

Everyone is so kind and welcoming. No one judges you, or makes you do anything you don't want, or feel comfortable doing. The adults are so kind and put in so much time and effort for us to have fun. It's always my favorite part of the summer!"

~Summer Camp Participant

“My daughter really enjoyed the camp. The coaches and experts were wonderful. All of the different activities they got to try were great. She especially loved the stage fighting lesson and the performance in a real theatre!” ~Parent of Summer Camp Participant

“George enjoyed the camp. The councilors were great and he learned a lot . He made some great friends.” ~Parent of Summer Camp Participant

“I wanted to let you know what an awesome time Ashlyn had at the musical theatre intensive session this summer! She learned so much, made new friends and gained confidence in her onstage presence. She learned so much about the theatre process and had a ton of fun. Thank you for helping to put on such an amazing experience for these kids!” ~ Parent of Summer Camp Participant

*“The students had an amazing time. They have talked about it a lot after. They are looking forward to coming to the theatre to see the actual play now that they have had a special sneak peak. They also loved the workshop (many surprised themselves with this!).”
~Junior High Science Teacher*

“The mask workshop was out of this world amazing! I would highly recommend this to any class! The students had such an immersive experience in art. Starting the process with planning, moving into clay, then paper mâché and finally painting was such a incredible way to bring our ideas to life. Students also enjoyed the experience with acting at the end to bring their creation to life. So amazing!” ~ Grade 6 Teacher



Emerging Artists

Calgary is home to an incredibly talented pool of arts professionals - many of whom honed their skills and found early professional opportunities at Theatre Calgary. Supporting emerging creative talent is essential to building a thriving arts community for generations to come. It is also an important part of bringing new stories and fresh perspectives to our stage. This is a responsibility that Theatre Calgary takes seriously and we were so grateful to have your support in reimagining our emerging artist programs through the Theatre for All campaign.

Thanks to your generosity, we have been able to continue valuable programs like TC Mentors and Page-To-Stage as well as launch a new series of professional development workshops as part of our TC Learning programs.

In the 2024-25 season we launched a new series of professional development workshops to provide important learning opportunities for our local artists and address specific needs in our industry. In that first season, 168 artists participated in workshops led by professional local and international artists. Participation grew by 92% in the 2025-26 season with 323 artists attending a workshop.

The workshops have covered such topics as audition technique, acting, sound design, voice and vocal technique, musical theatre, the business side of show business and much more. This past season, we offered our first ever Musical Theatre Workweek – a four-day intensive for musical theatre performers led by Broadway actor Kelvin Moon Lo and vocal coach and accompanist Emily Hamper. We are working to find long-term funding for this impactful workshop series.



New play development is a central focus of Theatre Calgary's Literary Department and we have been proud to bring many new plays to the stage. Our Page-To-Stage program is an important part of that and an opportunity for playwrights to have their work read and assessed by a professional theatre company.

In our first stage of development, we invite playwrights to submit their work with the aim of bringing fresh perspectives and making space for new voices.



In the 2024-25 season our literary department processed 127 unsolicited script submissions. Submissions were put on hold last season as we moved two projects into script development with the hopes of eventually bringing these works to the stage. Feedback from the playwright community has been deep gratitude that they have somewhere to share their works, an ever-growing challenge in Canada's arts industry.

Developing new work is not for the faint of heart. It requires significant investment, time, and resilience but we are committed to elevating new voices and expanding the stories told on stage. We will be opening for submissions again in September 2026 and we look forward to continuing to support playwrights in bringing their work to life. For Theatre Calgary, creating the classics of tomorrow is both a privilege and a passion.

Since it launched in 2018, TC Mentors has helped 50 emerging artists get valuable hands-on experience in a large-scale professional theatre, grow their professional skills, and further their career in the arts all while being fairly paid for their work. Your support kept those opportunities available and we are delighted to share that the program is thriving with applications from across Canada.

The TC Mentors program has employed 6-8 emerging professionals each season throughout the Theatre for All campaign in roles such as Set Design, Directing, Choreography, Voice and Dialect, and Musical Direction. This past season we were excited to have our first ever literary mentee Melanie Murray-Hunt who worked with Associate Artistic Director Anna Cummer throughout the season.

Recently, two of this season's mentees Kyle Mroz (Directing Mentee) and Lyall Jovie (Lighting Mentee) sat down to film a conversation about their experience working on Theatre Calgary's production of *Come From Away*. You can find the video [HERE](#). We hope you enjoy!

Thank You!

Thank you so much for your support of the Theatre for All campaign. Your generosity has had an incredible impact over the past three years. Together, we have laid a foundation for a thriving arts community right here in Calgary and we look forward to continuing this important work in the years to come.



Image Credits:

Cover Image and pages 1 and 3: *Beaches the Musical* Opening Night (Photos: Michael Grondin)

Page 2: *A Christmas Carol* Opening Night (Photo: Jeff Yee)

Pages 4, 5, and 6: Kids Creative Learning (Photos by Ben Laird)

Page 8: (L to R) Kelsey Verzotti, Ma-Anne Dionisio, Nikko Angelo Hinayo, and Kennedy Kanagawa in the world premiere of *The Tale of the Gifted Prince* (Photo: HarderLee)

Page 9: The Cast of *Beaches the Musical* (Photo: Michael Grondin)