

Stewardship at the Toronto Fringe.

Our values are;

ACCESS

in every sense of the word

ACCOUNTABILITY

we work with integrity and respect

CREATIVITY

freedom of expression permeates everything we do

EXPLORATION

we let curiosity be our guide

SUPPORT

empowering you to take a chance

The Toronto Fringe is a platform for everyone to access, discover, and experiment with the arts. By valuing creative experiences, we contribute to a healthy arts economy and, ultimately, a thriving society

The logo for Toronto Fringe is a circular emblem with a thick black border. Inside the circle, the word "TO" is written in a large, bold, black sans-serif font, and the word "FRINGE" is written below it in a smaller, bold, black sans-serif font.

**TO
FRINGE**

Hello Friend of the Fringe

Toronto Fringe is a grassroots, **charitable organization** that runs the *Toronto Fringe Festival*, the *Next Stage Theatre Festival*, and various year-round programs that benefit youth, emerging artists, BIPOC artists, artists with disabilities, and the performing arts community at large.

We want to take this opportunity to provide some information about us and why your support will make a difference to so many people.

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Companies are selected by lottery to perform in July across venues in Toronto

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Usually takes place in January each year but is moving to October in 2023

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The Fringe Festival.

The Toronto Fringe is the largest theatre festival in Ontario, founded in 1989 we pride ourselves on providing a platform for every artist and especially those who might not have an opportunity to perform otherwise. We believe every story has a right to be shared and the support of our donors makes that possible. Toronto Fringe is a creative match-maker, connecting artists with audiences, and empowering everyone to unleash their artist within. Toronto Fringe creates vital opportunities for both emerging and established artists to produce their work with complete artistic freedom, while making productions as affordable and accessible as possible.

We welcome approximately 100 companies every July from around Canada and the world to our 14 theatre venues in downtown Toronto. Over the course of 12 days, over 1,000 artists participate in performances across the city that include comedy, drama, musicals, improvisation, storytelling, children's theatre, dance and much more.

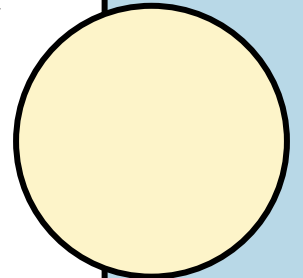
Did you know?

\$500-\$800

Is the cost for a fringe artist to participate in the Festival. With this fee they receive a venue, front of house staff, ticketing services, marketing with listings on our website and brochure (both online and printed) and seminars that aid them through the A-Z of the producing experience. When you produce a show at Fringe, you're joining a community.

\$3000

Is a more accurate cost of what Fringe pays per company, and that is a fraction of what it would cost to produce a show outside of the fringe model. The Toronto fringe offers this subsidy to create more opportunities and it is our goal to offer participation fees on a sliding scale but we need more support to do this.



Did you know?

Kim's Convenience

Written by Ins Choi started at the 2011 Toronto Fringe Festival and was picked up by Soulpepper for numerous runs and is now streaming internationally on Netflix. Ins won the new play contest that year, previous to that he had shopped his play around and everyone had said no. The audiences at Fringe spoke for him with line ups around the block. Industry took notice and the rest is history...

We are part of the Canadian Association of Fringe Festivals (CAFF) & World Fringe

With other 30 festivals in Canada and some in the US, we all follow the mandates of CAFF. Returning the box office monies to the artists, that we have no control over the artistic content of the shows and we provide accessible opportunities to participate. We also participate in the biannual World Fringe congress and connect with Fringes from across the Globe, including a recent partnership with the Brighton and Icelandic Fringes

The Fringe is a playground!

We know that sometimes big things come out of the fringe and that is wonderful but it is also a place for artists to experiment, to take risks and sometimes to fail, how else do we learn and do better?

“

*The Fringe Festival
changed my life.*

— Trey Anthony (*'Da Kink in My Hair*)

Your support goes a long way



Fringe is unique because it is a non-juried festival, and holds an annual lottery to program the festival, selecting shows at random. We believe every voice has an equal right to be heard and that is why our lottery is two phase, ensuring at least 50% of all slots are held by BIPOC artists. And because we **return 100% of the ticket price** to the artist your donation helps us provide our platform.

2

Next Stage Theatre Festival.

Offers performance lovers a more intimate, cozy festival experience. Next Stage is the curated sister event of the summer Fringe, where approximately 6-10 shows are programmed by a jury of industry professionals. Next Stage artists are on the cutting edge of “indie” theatre and are creating urgent, exciting work. Patrons can expect to see artists at Next Stage who are about to hit the mainstream – Next Stage artists frequently break out into CBC, Mirvish, Broadway or Netflix hits.



NEXT STAGE

In 2023 we will move the dates of the Festival from January to October and are looking forward to a new chapter for this 12 year old festival. Artists are ambitious in this festival, they don't pay to participate but split the box office with the festival. Next Stage offers opportunities for artists to be offered the next step in their career as well as a chance to experiment and take risks.

3

Youth Programs.

The Toronto Fringe currently runs three programs specifically designed for youth;

- ❖ The New Young Reviewers
- ❖ My First Fringe
- ❖ Teen Fringe

Youth Support.

***NYR is supported by the
Jon Kaplan Legacy Fund***

Offering 6-10 youth
workshops and training in
the art of reviewing

***My First Fringe will be
supported by the SM Blair
Foundation***

During March Break we
train 10 teens in
producing and creating a
theatre piece

***Teen Fringe is supported
by long time donor Neville
Austin***

Each summer we offer 20
teens a chance to learn
acting, singing, dancing
and writing

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TENT.

The Theatre Entrepreneurs' Network and Training Program was created in 2014 by The Toronto Fringe Festival to address a growing need in theatre training: how to actually make theatre happen. Since its inception, TENT has served over 200 emerging artists by providing free, intensive training in the skills vital to making their work a reality (such as managing budgets, marketing, fundraising, and grant-writing), and by connecting them with some of Canada's artistic innovators, leaders, and producers.

TENT invests in the future of arts and culture in Toronto by creating, training, and cultivating community. We equip emerging artists with the skills and human connections to empower them to create meaningful art from informed perspectives, and on their own terms. Participating in TENT will connect you to your peers, deepen your relationship to your work, support what you want to build, and your understanding of existing systems.

TENT.

Is in part supported by the RBC Foundation
and we are actively seeking additional
support for this program



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Administration.

The team behind the Toronto Fringe is small but mighty. We are a core team of five full time positions; Executive Director, Managing Director, Communications Manager, Associate Producer and Projects and Operations Manager. In addition we have three contract workers who join us as we start to prepare for the Summer Festival. Our team then grows to over 150 people including technicians, front of house folks and patron services representatives. We provide digital ticketing to all our patrons that requires internet and tablets for each venue.

We have an office in the east end of Toronto and we have an offsite storage space to house our patio infrastructure plus pieces of equipment. All these things come with a cost, and in Toronto this isn't cheap but it is necessary. The strength of this administrative foundation is how we get to be so strong in supporting our artists and patrons.

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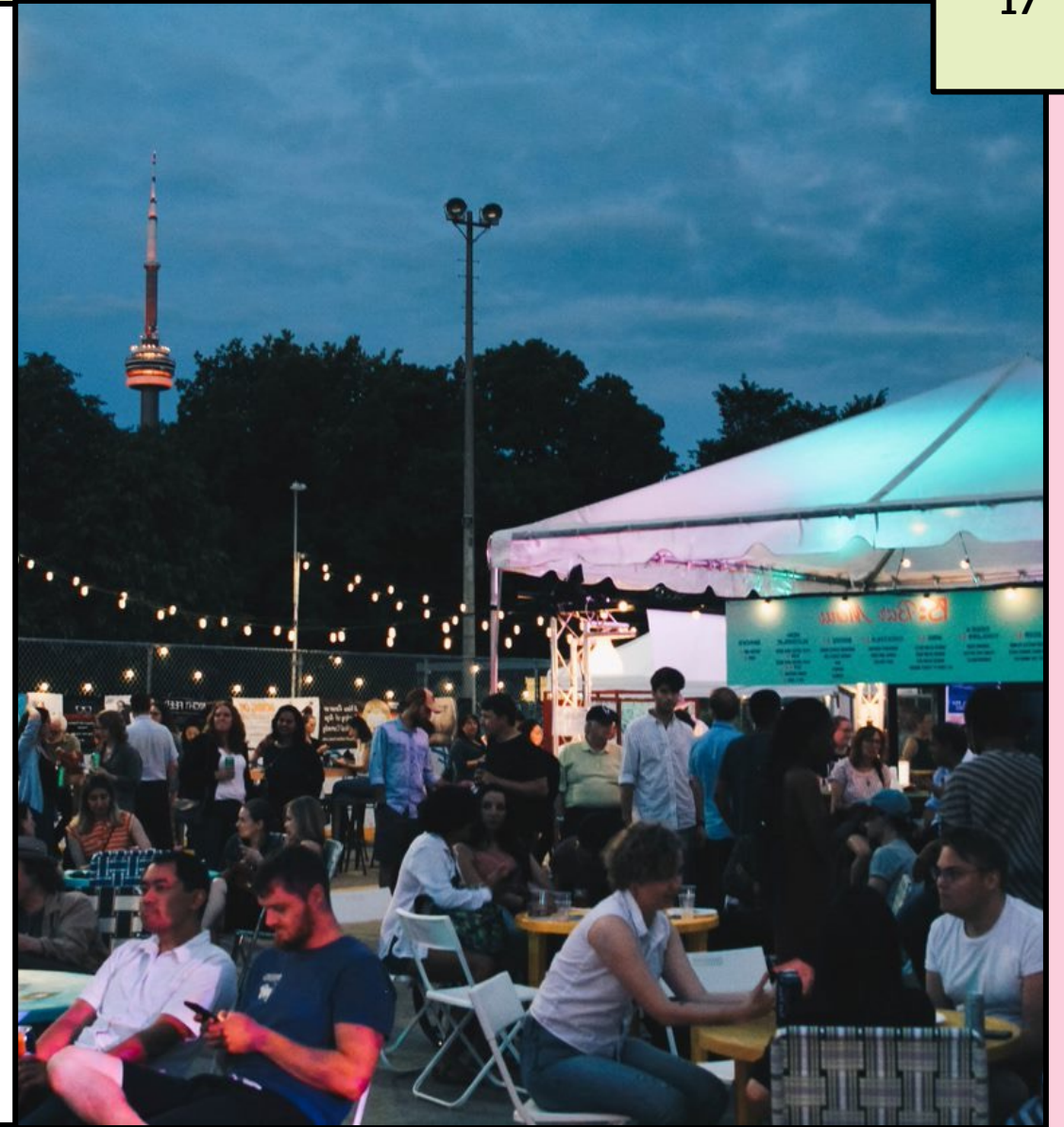
POSTSCRIPT

Is our patio and lounge spaces. In 2018 we re-branded the Fringe beer tent to the POSTSCRIPT Patio, using the skating rink at Scadding Court. In 2022 we moved back to the Tranzac club to host our Patio where we plan to be for the foreseeable future. The idea of this space is to create a hub outside of the festival venues. A place for our regular theatre goers and artists to come together but also for new and prospective patrons to learn about us, to come for a refreshment and to meet an artist, or sample our local food vendors, or take part in one of our interactive happenings.

Patio & Lounge.

The Toronto Fringe hosts the POSTSCRIPT Patio at the Tranzac Club in the heart of the Annex.

We offer daily free programming as well, audiences can grab a drink, some food, and experience the concerts, interactive performances, and dance parties at this vibrant hub.



Where your money goes.

Fringe Festival

Your donation goes directly to subsidizing art for the artists, it helps us rent venues, hire staff and run our patios

Next Stage Festival

Your donation goes to supporting the infrastructure of this festival, including marketing costs, space rental and staffing

Youth Programs

We have been really fortunate to find funders for these programs but we will be looking for new support in the coming years

TENT

The Tent Program is supported by RBC but we require additional funds to run this program allowing us to bring in the best industry professionals.

Administration

It might seem like the boring fund to some but it's this part that is the backbone of our organisation, paying for internet, office rent and supplies, storage and of course personnel.

POSTSCRIPT

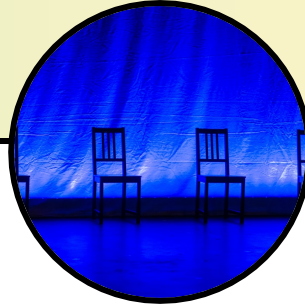
Our community hub is integral to the Fringe Festival, offering central space for our artists, patrons and team members to come together and share the stories they are participating with.

The ConFRIN'Gency Fund.



Sustainability

As part of our pandemic recovery we have created a Sustainability Fund, that looks to conserving our future, safeguarding us against any other interruptions



Ticketing

100% of the box office goes directly to the artists, and we want to continue our Community Ticket Program, ensuring artists will receive box office revenue from complimentary tickets



Community

Specific investment will be made to sustain our POSTSCRIPT Patio, as this is where the community comes together

TAX RECEIPTING POLICY: *Donors at various giving levels receive tangible benefits in conjunction with their support. In accordance with CRA regulations, the value of benefits must be deducted from the total gift. You may choose to waive benefits and receive a full tax receipt. Donor benefits are renewable annually and expire one year following the date of contribution.*

Donor Perks.

\$150+

Recognition in our printed & online programs. Two tickets to the Fringe show of your choice

\$250+

Five show pass Fringe, early bird booking, recognition in our printed & online programs for both Festivals

\$500+

Ten Show Fringe Pass, Two tickets to Next Stage, invitation to the donor events, recognition in our printed & online programs, early bird booking

\$1000+

Twenty Show Fringe Pass, Four tickets to Next Stage, invitation to the donor events, exclusive festival insiders' guide, recognition in program and website and early bird booking

\$2500+

Thirty Show Fringe Pass & Pass to Next Stage invitation to the Fringe donor event, exclusive festival insiders' guide, recognition in program and website and early bird booking

\$5000+

VIP Unlimited pass for two for both Festivals, invitation to the Fringe donor event, exclusive festival insiders' guide, recognition in program and website and early bird booking

\$10,000+

VIP Unlimited pass for two for both Festivals invitation to the Fringe donor event, exclusive festival insiders' guide, recognition in program and website, early bird booking, insider events including dress rehearsals, dinner with Executive Director and Chair of the Board.

All donations \$25 and above will receive a tax receipt, recognition on our website and a fringe button.

Thank you!

We care about the future of this organization and we know you do as well. Supporting the fringe now ensures it will be with us for the next 30 years and more

If you have any questions please reach out to our Executive Director;

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fringetoronto.com

