

November 15, 2009



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1609 WEST BROAD STREET
RICHMOND, VA 23220
WWW.FIREHOUSETHATRE.ORG

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Dear Firehouse Friend,

It has been an incredibly exciting year for the Firehouse Theatre. We embarked on the first major building renovation since our founding in 1993, expanded our annual Festival of New American Plays to include educational workshops and school visits, and even managed to fit an entire trailer park onto our modest stage.

Because of your patronage, we were able to present award-winning, contemporary theater, to develop new works and to further the artistic integrity of the Richmond community through workshops, classes, and internships. So, on behalf of the entire Firehouse Theatre Project, *Thank you, Thank you, Thank you!*

Out with the old...!

As you may have noticed, audiences were welcomed back this season to a freshly renovated auditorium, complete with all new seating, lighting and platforms! These improvements were designed to enhance your theater experience, and there's much more where that came from!

The good news just keeps on coming!

Last month, the Firehouse Theatre Project garnered six coveted awards at the annual **Richmond Theatre Critics Circle's "Artsies"** awards, including **Best Play**, Best Leading Actor in a play, and Best Director of a play. In all, the Firehouse received 14 nominations. We are also extremely proud to have been bestowed the award for Best Play for two consecutive years!

And now for the challenge...

In the coming months, we will once again present the nationally acclaimed *Festival of New American Plays*, and our *Readers Theater Series* will proudly celebrate its 10th anniversary! Our next show, *Crumble (Lay Me Down, Justin Timberlake)*, by Shelia Callaghan will be offered as part of the state-wide event *Minds Wide Open: Virginia Celebrates Women in the Arts*.

The future is undeniably bright at 1609 West Broad Street, but it takes more than just enthusiasm to maintain an historic building and to keep a theatre company alive. These are challenging times for us all. Recent economic conditions have caused significant shortfalls in state and local arts funding. And, with ticket sales accounting for less than 50% of our operating budget, **individual contributions are now more vital than ever.**

As you think about your end-of-year giving, we hope you will consider a contribution to the Firehouse Theatre. Your support not only keeps ticket prices affordable, it is paramount in enabling us to further fulfill our mission.

So, if you believe in the purpose and goals of the Firehouse Theatre Project—to make true theatre, wrought authentically, in a redefined urban space in Richmond —please show your support by making a gift to our Annual Fundraising Campaign.



\$65 heats the building for a weekend
\$100 purchases postage for 2 months
\$200 pays to run the copier/printer
for one month
\$350 employs a box office manager
for an entire show
\$500 purchases materials for one set
\$750 purchases performance rights for a play
\$20,000 pays to underwrite a show

Your gift, no matter the size, will help keep the flame burning on Broad Street.

Sincerely,

Carol Piersol
Artistic Director

The Firehouse Theatre Project is a 501 (c) (3) non-profit organization. Contributions are tax-deductible to the fullest extent provided by the law.

THE HOTTEST TICKET IN TOWN