



STRENGTH IN NUMBERS - A CASE FOR SUPPORT



CANADIAN
COLLEGE of
**PERFORMING
ARTS**

 CANADIAN HERITAGE
ARTS SOCIETY

While COVID-19 impacted everyone significantly, it has been devastating for the performing arts. The Canadian College of Performing Arts (CCPA) weathered the pandemic and stood strong through the adversity...

but it did not remain unscathed.

The global pandemic triggered unimaginable challenges for the Canadian College of Performing Arts (CCPA), and provided opportunities for unprecedented productivity, innovation, adaptation and ingenuity. Our ability to react in order to uphold our commitment to the community was proven when CCPA was one of only 20% of performing arts programs in Canada to return in-person for the 2020–21 school year, successfully sharing its work through high quality virtual experiences, without a single incident of COVID transmission.

Additionally, through this difficult time:

- All classes were delivered.
- All productions were produced and shared, in-person or virtually.
- Every student had the opportunity to complete their programs and graduate.

In the span of just one year the CCPA has gone from one of its most successful and resilient periods in the face of unparalleled adversity to now confronting significant challenges due to the aftermath of the pandemic.

The year 2020–21 will be remembered as the most adaptive and successful year in the history of the College, for which the entire extended CCPA community should be proud. Unfortunately, 2021–22 quickly became the College's hardest year. Similarly to the entire

performing arts sector, we continued to experience challenges and dwindling revenues that persist and create risks to our future.

Though we all hope that we are in the final stages of the pandemic, the aftershocks are now threatening our capacity to continue to flourish.

- Student enrollment in performing arts programs is down 50% across the sector. We managed to do a little better, with our own enrollment dropping by 25%. This resulted because opportunities to engage in the rich experience of attending live productions ceased or were highly limited, extinguishing the inspiration, desire and passion often ignited by viewing excellent performances. Though this profession has never come with guarantees, seeing the entire industry shut down has impacted the attraction of performance as a career path.
- Closed borders made access for international students exceedingly difficult with delays in the processing of visas.
- In addition to loss of tuition, much of CCPA's earned revenue has disappeared over the last two years, with ticket sales, space rentals and program advertising all affected.
- While government and individual donors supported the College generously in the first year of the pandemic, as time went on and financial uncertainty mounted, these sources of revenue became significantly reduced or ended.

BEING A BOUTIQUE COLLEGE IS OUR GREATEST ASSET

We offer students unique programming and opportunities in an environment that generates a sense of camaraderie, support and commitment to community, rarely experienced in larger institutions. With a 3:1 student/faculty ratio, we are able to provide first-class, intimate, personalized and intensive training. By being independent, we can swiftly adapt to and/or align with significant shifts, like the ones we have recently witnessed in an ever-evolving industry. Being a Boutique College is also our greatest challenge in being able to provide the more robust student support services and state-of-the-art facilities common at much larger institutions.

We are confident that with your help, we can continue to make a difference.

We gratefully acknowledge the Lekwungen-speaking peoples (also known as the Songhees and Esquimalt Nations), on whose traditional territory the College stands, and on whose home we have the honour to learn, create, and perform.

“There just isn’t any other studio conservatory training facility of the calibre of CCPA in this country. Giving to CCPA equals brilliantly trained artists.”

- Stuart Aikins, Emmy Nominated Casting Director, Member of CCPA’s Professional Advisory Committee

“What I think most of when I think of CCPA is integrity. In a time of immense change across society and the arts sector, CCPA’s staff, faculty and leadership are doubling down on facing those changes with humility, by engaging in an extensive process to examine and re-examine our personal teaching practices in how we are engaging with training new artists and engaging with the community at large.”

- Evan Frayne, CCPA Faculty



“The CCPA family offered one of the most challenging and rewarding experiences of my life thus far, and I use the skills I honed there – such as communication, empathy, teamwork, endurance, and perseverance – every day.”

- Josephine Kay, Diploma Graduate 2021

“[CCPA provides] a safe space for you to be whoever you want, with no judgement or fear.”

-Tessa Thompson, Diploma Graduate, 2022



OUR CONTRIBUTION: PROVIDING CONNECTION, COMMUNITY, AND INNOVATION

The Canadian Heritage Arts Society (CHAS), based in Victoria, BC, governs the Canadian College of Performing Arts. The College offers the highest quality of instruction and training while connecting with and enhancing the community through outreach initiatives and an annual season of engaging and entertaining artistic performances.

CHAS's vision is a world where the performing arts reflect our society, challenge us, and inspire human transformation. Its mission is to create meaningful connections between artists and the community through inclusive, educational and creative experiences.

Founding Principles where students and community meet:

- **Community and collaboration are the essence of theatre**
- **To live truthfully as an artist, one must first live truthfully as a human being**

A BOUTIQUE COLLEGE COMMITTED TO BEING AN ADAPTIVE SECTORAL LEADER

The College prepares students for careers of excellence in the performing arts. We are committed to acting as a leader in practices that nurture a climate of inclusivity, diversity, equity and access. Our students will be cultural influencers in gender equity and identity, accessibility, cultural appropriation, reconciliation, safe spaces, the environment, and creating space for diverse voices and practices.

CCPA offers a rigorous, skills-based, conservatory-style curriculum at the highest professional standards and attracts elite faculty who produce performing artists of exceptional calibre, with strong work ethics and business acumen. CCPA also contracts nationally recognized guest directors and artists, representing the full diversity of theatre practice.

As an independent College, we offer intimate, personalized, intensive, and dynamic training that adapts and aligns with significant shifts in a rapidly changing industry and society. By engaging with societal priorities impacting the performing arts industry, we ensure that graduates are well equipped to navigate the profession of performing artist. Our graduates are highly employable, artistic leaders able to link their artistic practice to their personal activism.

CCPA is committed to advancing the discipline, keeping standards high and aligning the curriculum to current and emerging artistic practices.

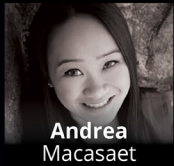
A LITTLE HISTORY

Co-founded by Janis Dunning and Jacques Lemay, the Canadian Heritage Arts Society (CHAS) became a registered charitable organization in 1991 for the purpose of promoting the arts through education, training and performance. The Canadian College of Performing Arts was then founded in 1998 to support young people who wish to establish careers and contribute to Canadian society. The College attracts students from across the nation and around the world. CHAS has continually endeavored to invest in the future of Canada by enriching the inter-regional and historical awareness and cross-cultural understanding.

The Canadian College of Performing Arts is owned and governed by The Canadian Heritage Arts Society, a non-profit society with a volunteer Board of Directors, registered with the Registrar of Societies of British Columbia (registered charitable organization #131341356RR0001)

A SAMPLE OF CCPA ALUMNI SUCCESS

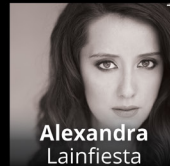
ON STAGE



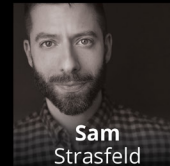
Premier of
Broadway's
SIX, Stratford
Festivals's
Rent



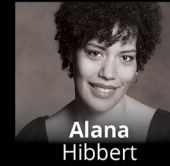
Premiere
of *Children
of God: A
Musical*



Stratford
Festival
Company
Member



Broadway's
revival of
*Kiss Me,
Kate*

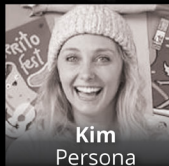


Musical Stage
Company's
*Caroline, Or
Change* & CCPA's
Interim Director
Of Education
2020-2021

ON SCREEN



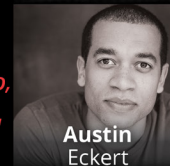
*Astrid and
Lilly Save the
World on
Crave/CTV
Sci-Fi*



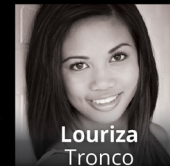
Daytime
Emmy
Winner
Miss Persona



*The Dragon
Prince, Ninjago,
Mega Man:
Fully Charged*



*Batwoman,
Narcoleap,
The Flash,
Supernatural*

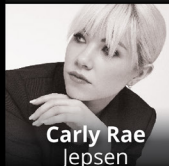


*The Order,
Supergirl,
Spiral*

IN MUSIC



Western
Canadian
Music Singer/
Songwriter
Award



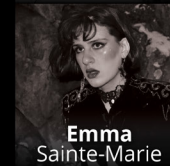
Juno winning
& Grammy
nominated
Artist



Singer /
Songwriter

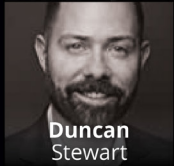


Musician
& Lead
Vocalist of
Hey Ocean

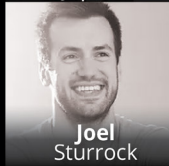


Singer/
Songwriter
Singles: *Dark
Forces* &
Toxic Games

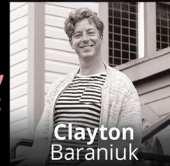
ARTS LEADERS



Casting
Director of
Tony Award
Winning
Hadestown.



Creative &
Choreography
Consultant at
Netflix



Program
Officer
BC Arts
Council

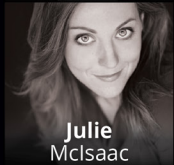


Artistic
Director of
ExitStageLeft
Productions



President
& CEO of
the Hobby
Center

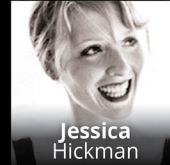
CREATORS AND DIRECTORS



Director-in-
Residence at
Canadian Opera
Company



Playwright &
Founding
Artistic
Director of
Sum Theatre



Co-Artistic
Director
Open Pit
Theatre



Fight and
Intimacy
Director

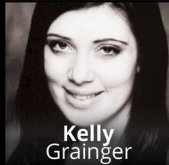


Artistic
Director
Shakespeare
On The
Saskatchewan

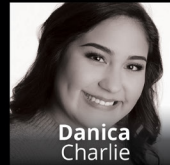
TEACHERS AND MENTORS



Theatre &
music faculty
at Arts
Umbrella



Founder of
Broadway
North
Performing
Arts Studio



Co-Founder
of Extended
Space
Theatre



Founder
of Yanik
Giroux
Stage &
Studio



Founder
of The Star
Start, DEI
Talent
Agent

GIVING BACK TO COMMUNITY

Relaxed Performances: On average, 350 complimentary tickets are offered to 20+ local, regional, and provincial organizations such as Autism BC. In 2020–21, 560 households engaged online.

Complimentary Tickets are offered to increase access for seniors, emerging artists, under-served communities and those experiencing financial barriers:

- **2021–22 (In-person and Virtual): 1,073**
- **2020–21 (Virtual): 1,488 households**
- **2019–20 (In-Person): 1,972**

Facility Use: pre-pandemic, in 2019–20, **over \$50,000 in discounted rental space was provided to non-profits, youth programs, and artists.**

Over 30,000 members of the community, many seniors and youth, have benefited from Community Engaged in Performance! since its inception.

Communities we serve: Students, emerging and underserved artists, seniors, community groups, audiences, individuals with cognitive and physical challenges, caregivers and youth groups.

IMPACT

In a highly competitive industry, statistics consistently demonstrate that 85% of graduates reported working professionally or continuing studies one year after graduating.

Since 1998, the College has graduated more than 700 alumni who have entered the industry with confidence as:

- **performers** working on nearly every stage in Canada, on Broadway, and in film, television and recording studios.
- **creators:** directors, writers, composers, and choreographers adapting their art form to the ever-changing mediums of performance.
- **arts administrators** leading Canada's cultural community.
- **teachers and mentors** nurturing the artists of tomorrow.
- **activists**, linking their artistic practice to social justice for society's betterment.

Help us continue to shine! Now more than ever, we need your help to continue to deliver services and outreach programs to our community.

RECENT AWARDS & HONOURS

- The Lieutenant Governor's Award in Arts & Music (2021)
- Top 20 Acting Schools in Canada by Casting Workbook (2021)
- Founders Jacques Lemay and Janis Dunning received the Order of Canada for their Contribution to the Arts and Youth (2021)
- Honoured with a traditional Indigenous blanket ceremony by Florence Dick of the Songhees Nation, for contribution to the City of Victoria's Reconciliation Dialogue #4 (2020)



FINANCIAL SNAPSHOT

Through financial diligence and by accessing all available COVID relief funding, 2020 and 2021 ended in strong financial positions. CHAS reduced costs wherever possible and made strategic investments to ensure ongoing operations, accurately anticipating that financial uncertainties caused by the pandemic would be ongoing.

- Significant capital investments of \$149,566 were made to upgrade spaces to be suitable for returning to in-person operations.
- The pandemic's ongoing impacts on the economy saw individual giving reduced by 52% from the previous year, to \$28,405.
- Self-generated revenue dropped 66% compared to the three-year pre-pandemic average and student tuition has decreased by 23%.
- **Government COVID-19 support significantly decreased, from \$185,587 in 2020-21 down to \$42,315 in 2021-22.**

There was a drop in revenue in 2022 of \$441,807 compared to the pre-pandemic average. However, responsible management proactively cut over \$200,000 in expenses to find operational savings resulting in a deficit of only \$210,000, which was offset by accumulated reserve funds. **This trend however cannot continue and we need your support to regain the College's pre-pandemic momentum.**

Ending the 2021-22 year with a deficit is, of course, disappointing. We are able to continue operations and deliver proposed programming through use of an accumulated cash surplus of \$365,270, as at June 30, 2022.

Going forward, we recognize that we must build back lost revenues and income to ensure that we can continue to deliver services at the level of excellence for which we are known. This difficult time has taught us about the strength of community, our individual and collective resilience, and our ability to adapt and successfully transform challenges into opportunities.

However, as the pandemic begins to recede, its impact on the performing arts continues to be felt deeply. This collaborative art form will be revitalized only through the collaborative support of the entire community.

EXCERPTS FROM THE 2017 INDEPENDENT ARTISTIC ASSESSMENT ON BEHALF OF THE DEPARTMENT OF CANADIAN HERITAGE:

“CCPA is at the leading edge.”

“The highest standard of instruction.”

“There are few curriculums as all-encompassing.”

Revenue stream	Pre-pandemic revenue average (2017/18/19)	2021-22	Pre-Pandemic comparison (average against 2022)
Student Tuition	\$743,095	\$571,408	23% decrease
Grants	\$430,417	\$458,614	7% increase
Self-Generated (Tickets, Rentals, Advertising)	\$315,594	\$147,144	53% decrease
Individual Giving	\$120,776	\$28,405	76% decrease
Other Fundraising (Foundations, Corporate, Events)	\$184,170	\$104,359	43% decrease
COVID-19 Government support	N/A	\$42,315	n/a
Total revenues	\$1,794,052	\$1,352,245	
Total expenses	\$1,772,150	\$1,562,819	
YEAR-END Financial Position	\$21,902	-(210,574)	

MAKING A DIFFERENCE

Your gift will make a tangible difference. The impact of your action could include:

Giving Impact

\$25 - Purchases a seat to a Relaxed Performance for someone in need

\$75 - Cost of one Class (teaching hour)

\$150 - Brings in an Industry Guest Speaker

\$200 - Provides a student with emergency counselling support

\$250 - Provides students with a wellbeing practitioner

\$300 - Provides students a Mentor for their new work creation project

\$400 - Provides an educational workshop for local school or community group

\$500 - Provides a bursary for a student in need

\$1,000 - Award for Student Achievement

\$1,500 - Cost of a Livestream Performance

\$ 2,000 - Travel & Accommodation for out-of-town teaching artist

\$3,000 - Provides a performance for a not-for-profit or community group

\$3,500 - Cost of a One-Term Course

\$4,000 - Cost of a choreographer, stage manager or music director

\$5,000 - Cost of a director of a production

\$7,500 - Covers the wardrobe design and build of Year-End Musical

\$10,000 - Covers the production design and build of Year-End Musical

\$15,000 - Cost per student not covered by tuition or government support

\$20,000 - Cost of orchestra for Year-End Musical

\$50,000 - Cost of the MacPherson Playhouse



Of course, your gift doesn't have to be monetary. There are myriad ways that you can support CHAS and CCPA. Can you offer the most valuable gift of all – your time – helping with advocacy, volunteering or connecting us to individual or corporate sponsors or supporters?

We know you care about CCPA for a reason. It's a special place. Please work with us to help share the successes and challenges CCPA faces; help us regain the momentum the last two years have slowed.

DONATE TODAY

Your charitable donation will help us sustain our mission to provide excellent training in the performing arts to talented youth from across our nation and internationally.

With our sound track record and sufficient resources, imagine what we can do next together. We urge you to support the emerging artists of today and the cultural leaders of tomorrow!

Donors can choose how to participate by selecting where their gift should be awarded or by making a donation to an area of the greatest need.

Ways of helping our community thrive:

- Annual Giving Campaign
- Monthly donation
- Celebration or Memorial Gift in honour of a loved one
- Legacy Giving: There are a number of ways you can ensure that your generosity lives on, while at the same

time securing the maximum possible tax benefits for your estate

- Wills & charitable bequests
 - Gift of life insurance
 - Gifts of stocks and securities
 - Gift of property, trust and annuities
 - Gift of RRSP & RRIFs
- Endowment funds held with the Victoria Foundation secure the future of the College – and are all eligible for up to a 100% matching grant with Canada Cultural Investment Fund.
 - Partnership Opportunities: By partnering with CCPA you're investing in the arts in our community while reaching your clients. Our audience members appreciate quality theatre and they appreciate quality services and socially responsible products. To explore partnership and other sponsorship opportunities, please contact Caleb Marshall, Managing Artistic Director, director@ccpacanada.com.

DONOR BENEFITS

For a full list of donor and partner benefits and opportunities please:

website: ccpacanada.com/support/#ways-to-give

email: Finance@ccpacanada.com

mail: **1701 Elgin Rd, Victoria BC, V8R 5L7**

call: **250 940 6851**

Donors will receive a charitable tax receipt for all cash donations.

Our college is an agent of change for our students, for communities, and for society. Please consider supporting an art form integral to the human experience, reflecting, inspiring, and nourishing our world.



“This school equips their students with one of the most well-rounded theatre educations I have ever seen across Canada! CCPA is a cut above the rest and certainly deserves your support and investment!”

~ Cherissa Richards, Director/Teacher and Mentor

“[CCPA is] a treasured, valued and inspired learning institution. I hope you will agree that this cherished organization is deeply deserving.”

~ Shelagh Rogers, O.C., Host/Producer The Next Chapter, CBC Radio; Chancellor Emerita, University of Victoria

“I have been a loyal and proud supporter of CCPA since day one. It is a joy to see the students learn and grow in such a productive and enthusiastic environment. We are privileged and honoured to have CCPA in Victoria.”

~ Pat Taylor, CCPA Donor



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