

# SUNRISE THEATRE

FOR THE PERFORMING ARTS

In Historic Downtown Fort Pierce



# ABOUT THE SUNRISE THEATRE FOUNDATION

**Mission:** The Sunrise Theatre Foundation's primary mission is to enrich the lives of children through the performing arts. The Foundation is committed to being the preeminent force behind providing the necessary resources that showcase the importance of the performing arts to children of the Treasure Coast, through Arts Education and Outreach programs within the theatre itself, and within the various communities in the region.

## **Goals:**

In furtherance of its primary mission, the Sunrise Theatre Foundation seeks to help promote a community where our young students can experience the power of live entertainment and...

- Where art and ideas can be brought directly into the classroom to educate and inspire children about the performing arts
- Where artists and teachers can help shape an appreciation of the art inside and outside of the classroom
- Where children of all cultures, races, and ethnic backgrounds can interact in meaningful way through the performing arts
- Where individuals, organizations and foundation can support their belief in the value, significance and vital worth of the performing arts in our local community by encouraging and providing arts-related education for all area students





## GIVING OPPORTUNITIES

- \$25                       \$50  
 \$100                     \$250  
 \$500                     \$1,000  
 Other amount. \_\_\_\_\_

Name \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_

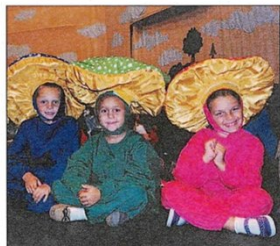
Enclosed is my gift of \$ \_\_\_\_\_ Please make checks payable to Sunrise Theatre Foundation or please charge my:

Visa    Mastercard    Amex    Discover  
 Number \_\_\_\_\_

Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_

Van Wezel Foundation, Inc. meets all requirements specified by the Florida Solicitation of Contributions Act. A copy of the official registration #CH3676 and financial information may be obtained from the Division of Consumer Services by calling 1-800-435-7352 within the state. Registration does not imply endorsement, approval or recommendation by the state.

**THANK YOU!**



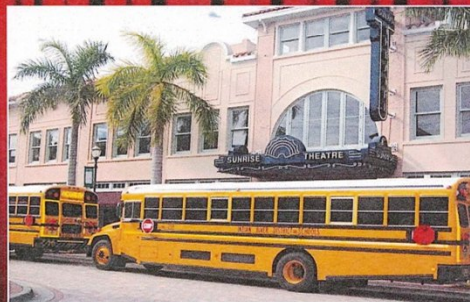

Think back to your first performing arts experience. Maybe it was attending a concert or performing in a school play. Do you remember the excitement and joy you felt? Perhaps the experience inspired you to pursue a life filled with cultural experiences. What would your life look like if you'd never had these experiences?

The Sunrise Theatre Foundation bridges the gap between what a child learns about the arts at school and at home. Whether summer camp, school-time performances, or other children's programs, the Sunrise Theatre Foundation has introduced thousands of area children to music and the arts. Without the financial support of donors like you, these students would not have been able to engage in the outstanding cultural experience offered by our very own award-winning Sunrise Theatre.

Please help us today.

### CONTACT US:

117 S. 2nd Street  
 Fort Pierce, FL 34950  
 PHONE (772)461-4775

**SUNRISE THEATRE**  
FOUNDATION

*Masterfile*

masterfile.com/400-04903174



461-4775

[www.SunriseTheatreFoundation.org](http://www.SunriseTheatreFoundation.org)



### LET THE CHILDREN BE HEARD

Studies show that arts programs help children develop self-esteem, confidence, problem-solving, and critical thinking skills. It's not unusual for kids who explore music and the arts to also excel in science, math, and even foreign language. Yet limited school budgets mean fewer children are introduced to the arts in school.

A tax-exempt charity established in 2008, the Foundation operates independently from the Sunrise Theatre and the City of Fort Pierce. It is governed by a Board of Directors comprised of volunteers from the Treasure Coast community and funded by grants, corporate, and individual donations.

The Sunrise Theatre Foundation's mission is to enrich the lives of children and encourage education through Music, Theatre, and the Performing Arts.



The Sunrise Theatre Foundation gives kids the chance to explore music and the arts. Over the last 5 years, more than 17,000 area students have attended performances at the Sunrise Theatre thanks to the Foundation.



### CHILDREN'S THEATRE

Hundreds of children participate each year in the Missoula Children's Theatre Summer Camp. The Foundation underwrites the cost of the camp which gives kids the unique opportunity to perform live on stage at the theatre through "student only" performances.

### SCHOOL TIME

Several times a year, the Foundation pays for school buses to bring students to a performance at the Sunrise Theatre during school time.

### SCHOLARSHIPS

Scholarships from the Foundation allow area youth to develop their love of the arts regardless of ability to pay.

To Donate:  
[www.SunriseTheatreFoundation.org](http://www.SunriseTheatreFoundation.org)  
772-461-4775

# SUNRISE THEATRE MANAGEMENT COORDINATING DISCUSSION WITH THE FOUNDATION

- Since the establishment of the Sunrise Theatre Foundation in 2008, Sunrise Theatre Management has been a coordinator/liaison between the Sunrise Theatre/City of Fort Pierce
- Over this term, the Sunrise Theatre Executive Director has attended Foundation Board meetings sitting as an ex-officio, non-voting member of the Board and participates in discussions when asked and has attempted to initiate discussion and give guidance as deemed appropriate
- The Sunrise Theatre Foundation is a tax-exempt, 501(c)3 not-for-profit charity which operates independently from the Sunrise Theatre and the City of Fort Pierce. It is governed by a Board of Directors comprised of volunteers from the Treasure Coast community and funded by grants, corporate and individual donations
- Since forming the Foundation in 2008, the Foundation has received approximately \$275,000 from various funding sources; approximately \$45,000 has been raised by Foundation activities and events. The majority of funds, \$230,000, raised by the Executive Director of the Sunrise Theatre on behalf of the Foundation



## FOUNDATION GOALS

- While the Foundation's philosophic goals as stated in its mission have not fundamentally changed, no financial goals or measurables have been set over the term
- The Foundation has partially funded School Time Performances attracting approximately 20,000 students over this term; contributed to the Missoula/Sunrise Theatre Summer Camp Program for over the past 4 of 6 years the program has been offered and; contributed funds for scholarship(16 each summer of the 260 attendees)
- While these contributions have assisted the Sunrise Theatre, the majority of the total costs of all the programs have been borne by the Sunrise Theatre's annual budget

# MANAGEMENT GOALS OVER THE NEXT TWO YEARS

- While the Sunrise Theatre management/City of Fort Pierce has an active say in the direction or decision-making process of the Sunrise Theatre Foundation, attempts over the past year's have failed to: make a significant change in board membership; initiation of a comprehensive and active friend/fundraising schedule; forming committees to assist their breadth in the community
- Over the next two years, help orchestrate with willing direction by the Foundation's Executive Committee and full board to restructure its membership with more willing and interested members that will produce more results for the Board and, therefore, the Sunrise Theatre/City of Fort Pierce
- The leadership of the Foundation Board is leaving next month, May, which will allow that opening for Board restructuring and improved leadership and direction



Dear Friend of the Sunrise:

Renovated and reopened now for eight years, the Sunrise Theatre for the Performing Arts continues to strive to expand its programs and offerings to the community. Like other performing arts centers around the country, the Sunrise Theatre ticket sale revenues cover less than one-half of our operating costs.

The Sunrise Theatre is in great need of your financial support in meeting our sponsorship funding for the 2013-2014 Season, (Fiscal Year ending September 30, 2014) in the amount of \$350,000 just to maintain our operating budget for this year. Dramatic cutbacks over the past 5 years have placed the theatre in a position that jeopardizes our ability to maintain and increase greater diversity and expansion of the arts, along with cultural, education and outreach, minority and other programs.

Please consider supporting us in our 2014 Annual Operating Campaign by making a tax-deductible donation in support of your Sunrise Theatre. **Remember that your contribution can and will make a difference!** Our goal is \$500,000 which will assure a solid foundation in developing the Sunrise's Annual Operating and Capital Campaigns. Your donation will allow us to reach our annual financial goal and foster our mission of continuing quality diverse, educational and outreach programs; while maintaining the capital needs of building.

Whether you are currently an Annual Member or a patron enjoying the opportunities the Sunrise Theatre offers, please consider a first-time or additional contribution now at this crucial crossroad for the theatre and its impact in our community. To assist our efforts in supporting YOUR Sunrise Theatre, please call Anne Satterlee, Director of Development at 772.461.4884 x312 or contributing/becoming a member by visiting our website, [www.SunriseTheatre.com](http://www.SunriseTheatre.com).

Thank you for your support and consideration for responding to our immediate need.

Sincerely,

John D. Wilkes

Executive Director

117 S. 2nd Street · Fort Pierce, FL · 34950 · Fax: 772.461.8373 · Box Office: 772.461.4775 · [www.SunriseTheatre.com](http://www.SunriseTheatre.com)



# NEED FOR SUNRISE THEATRE LEADERSHIP AND STRATEGIC PLAN

While not specifically called for in the current Leadership and Strategic Plan, management believes this should be included for both the short and long term

- The Sunrise Theatre/City of Fort Pierce has many reasons to celebrate the successes and strides it has achieved over the past 7 years
- Each of the past 7 years has seen increases in attendance, gross revenues and membership with an ever-increasing depth of patronage to the theatre
- The Sunrise Theatre draws over 50 percent of ticket sales from Martin and Indian River Counties with an ever-increasing economic impact on historic downtown and beyond
- Given the fact that number of issues relative to diversity of programming, budgeting process and financial challenges and other matters that occur annually, the need for strategic planning should be a priority in the plan

