

Soulpepper

2021 ANNUAL REPORT

The artists and staff of Soulpepper and the Young Centre for the Performing Arts acknowledge the original caretakers and storytellers of the land on which we are situated – the Wendat, the Haudenosaunee, and the Anishanabek First Nations, including the Mississaugas of the Credit. We commit to honouring and celebrating their past, present and future.

A MESSAGE FROM THE ARTISTIC & EXECUTIVE DIRECTORS

Despite how difficult a year 2021 was for the live performing arts, we never stopped doing what we do best: telling great stories.

The creative energy we usually feel in our building was directed into a variety of programming and educational efforts for home consumption. A few of the many highlights include:

- *Around the World in 80 Plays* offered theatre fans 8 audio plays from some of Canada's leading theatre artists and was able to reach audiences in 26 different countries.
- A digital co-production of Bad Hats' *Alice in Wonderland* reached countless families at home and over 130 classrooms across the country.
- Our education and youth programs continued unabated with online learning and a digital *Queer Youth Cabaret*.

You simply can't stop creative people from making great art.

The fall season allowed us to finally welcome audiences back to Soulpepper, constantly adapting what we do to keep our audiences and artists safe. The combination of *The Home Project* in our courtyard and Jordan Tannahill's genre bending VR experience *Draw Me Close* allowed us to welcome audiences outdoors and into our theatre for an unforgettable one-on-one theatrical experience respectively, garnering us multiple Dora nominations.



Finally, the inaugural *Her Words Festival*, in partnership with Harbourfront, allowed us to welcome audiences back to full theatres again with a variety of readings and panel discussions focussed on female identifying artists. It allowed us to further develop the work supported by our *Six Women Writing* program and we were proud to present our first mainstage play from that program in our 2022 Season, Erin Sheilds' *Queen Goneril*.

Meanwhile the company was strengthening its senior leadership team with the appointment of a new Executive Producer and Director of Marketing and Communications and ended the year with the appointment of Gideon Arthurs as our new Executive Director.

The support from our board members, our donors and corporate partners was staggering and allowed us to continue the work that we do.

We announced our 2022 season in November with renewed optimism and are thrilled to be working together and taking Soulpepper into a bright new future together.

Weyni Mengesha
Artistic Director

Gideon Arthurs
Executive Director

MESSAGE FROM THE BOARD CHAIR & INCOMING BOARD CHAIR

After the challenges of 2020 brought about by the global pandemic, 2021 proved to be no less daunting for Canada's performing arts sector. For the most part, theatres had to remain closed. At Soulpepper, the challenge was faced with ingenuity and passion, thanks to the support of so many.

Government funders, corporate and individual donors and sponsors stood by us, as the company created digital content, and adapted productions to fit with the health regulations of the day. We owe our funders and our friends a great deal of gratitude.

The creative, technical and administrative teams at Soulpepper worked to create and produce brilliant content – notably the *Around the World in 80 Plays* – a collection of eight audio plays that reached audiences in 26 countries.

During the year, we bade farewell to our executive director Emma Stenning, who decided to return to her native Britain, after three years at Soulpepper. Emma's contributions were significant. Following Emma's departure and a national search, we were delighted to announce that Gideon Arthurs, a highly respected Canadian arts leader, would be joining us in 2021.

With our talented, award-winning artistic director Weyni Mengesha and the deeply experienced Gideon Arthurs at the helm, and a committed senior team, we ended the year with a feeling of optimism, while recognizing that the COVID crisis was not over.

We would like to thank our hard-working colleagues on the Board of Directors, for their commitment, sage advice and generosity. At the AGM in June, we recognized six



colleagues who stepped down at the end of their terms: Deb Barrett, David Fleck, Sheena Macdonald, Peter Miller, Ghazala Parvez and Donald Ross. They will be missed.

At the same time, we were pleased to welcome Nick Chambers, John Chang, Maja Neable, Roxana Tavana, Martha Tory and Alan Walker – each of whom brings new skills and vitality to the Board.

Heading into 2021, we feel energized and excited about the future of the company.

Vanessa Morgan
Board Chair

Robin Cardozo
Incoming Board Chair

2021 Soulpepper Board of Directors

Alex Besharat, Rob Brouwer, Robin Cardozo, Nick Chambers, John Chang, Casey Chisick, Maureen Dodig (Vice Chair), Denise Donlon, Charmain Emerson, Beverley Flynn, Nancy Jain, Melissa Kennedy, Dana Lafarga, Melissa Martin, Nancy McCain, Vanessa Morgan (Chair), Jackie Moss, Tim Murphy, Sanjay Nakra, Maja Neable, James O'Sullivan (Vice Chair), Roxana Tavana, Martha Tory, Alan Walker.



2021 BY THE NUMBERS

Where we take stock of all things Soulpepper.

5 — New Soulpepper Academy graduates.

6 — Female playwrights supported through the *Six Women Writing* program, and the *Her Words Festival*.

7 — Dora Mavor Moore Award Nominations (*Draw Me Close*, *The Home Project*).

10 — Mics delivered to households to create at home recording booths in over 60 closets around the GTA.

11 — COVID barriers used in productions and workshops.

18 — Emerging Queer artists supported by the Queer Youth Cabaret.

19 — Different digital offerings released: *Bad Hats' Alice in Wonderland* (1), *Around the World in 80 Plays* (8), *What You Won't Do for Love* (1), *Touching the Void* (1), *CHILD-ish* (1), *Slaight Music Labs* (4), *Community Conversations* (3).

26 — Motion capture cameras used in *Draw Me Close*.

48% — Of website visitors were under 34 years old.

55% — Of contracts were issued to BIPOC artists.

56% — Of artist contracts were issued to women or non-binary artists.

101 — Community Program tickets given out.

110 — Artist Educators instructing our education programs.

112 — Hours of free Education programming offered.

130 — Curious Classrooms watched *Alice in Wonderland* at once.

170 — Countries that our online audiences visited us from.

240 — Participants in our free youth and community programs.

253 — Artists contracted.

449% — Increase in Instagram profile visits since 2020.

553 — Attendees at the two Green Sessions hosted.

576 — Free 25 & Under Tickets booked.

844 — Minutes of audio dramas produced.

1,003 — Tickets issued to *Draw Me Close*, *Her Words Festival*, and *The Home Project*, our only staged productions & readings at the end of 2021.

1,100 — Students attended 55 screenings of a virtual Soulpepper production to enhance their classroom learning.

1,476 — Individuals, households, corporations, and foundations who donated to Soulpepper in 2021.

1,574 — New patron accounts who visited us for the first time.

4,890 — Listens to the *Around the World in 80 Plays* series from 26 countries.

9,312 — Tickets issued for Soulpepper programming in 2021.

9,238 — Total Instagram followers.

16,268 — Total Twitter followers.

81,863 — Unique YouTube video views.

90,550 — Instagram reach.

348,720 — Unique website views on soulpepper.ca over the year.



Previous: The Soulpepper Academy and Artistic Director Weyni Mengesha.

Right: *The Home Project*.

SUMMARIZED FINANCIAL STATEMENTS

Summarized Statement of Financial Position

as at December 31

	2021	2020
	\$	\$
Assets		
Current Assets		
Cash	3,090	668
Accounts receivable	695	736
Prepaid expenses & other assets	107	95
	3,892	1,499
Investment in joint venture	-	-
Capital assets, net	264	347
	4,156	1,846
Liabilities & Net Assets		
Current Liabilities		
Accounts payable & accrued liabilities	279	429
Deferred contributions	2,228	1,895
	2,507	2,324
Deferred capital asset contributions	257	320
	2,764	2,644
Net Assets		
<i>External endowment funds, market value \$8,388</i>		
Invested in joint venture	-	-
Accumulated (deficit) surplus	1,392	(798)
	4,156	1,846

All figures reported in \$000's.

These summarized financial statements are derived from audited financial statements issued with an unqualified opinion under date April 26, 2022.

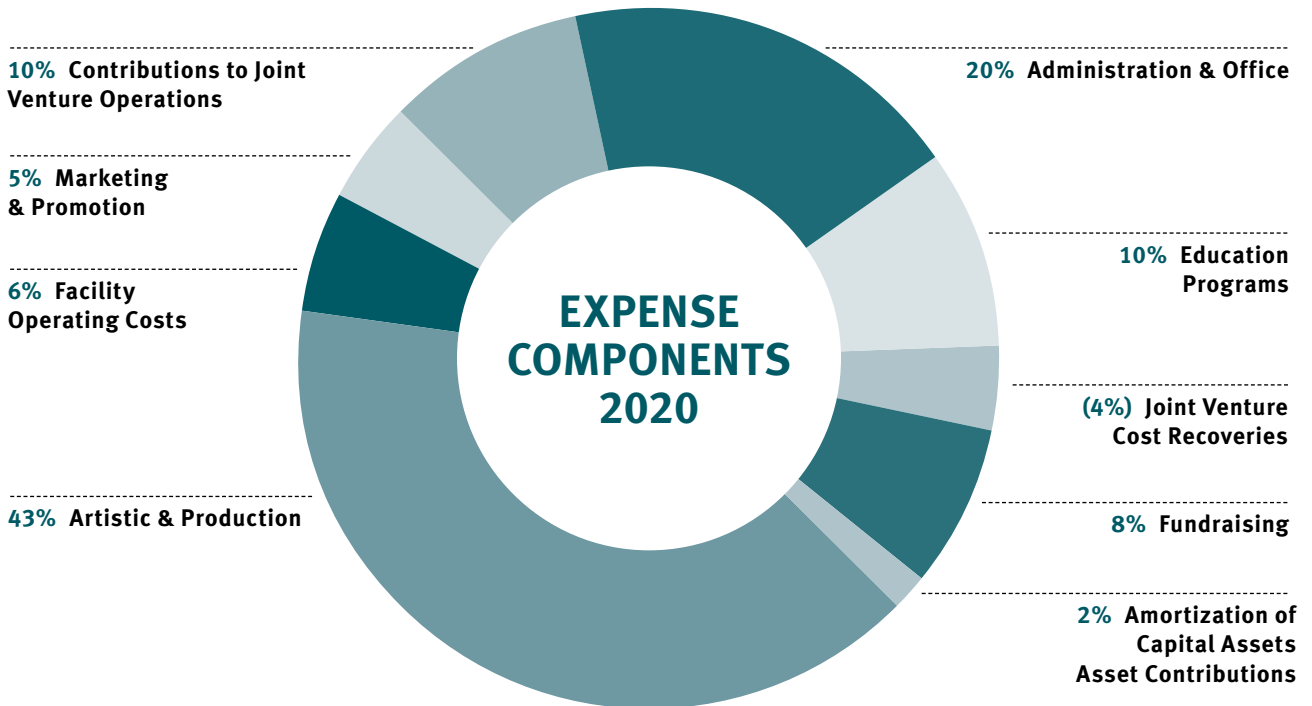
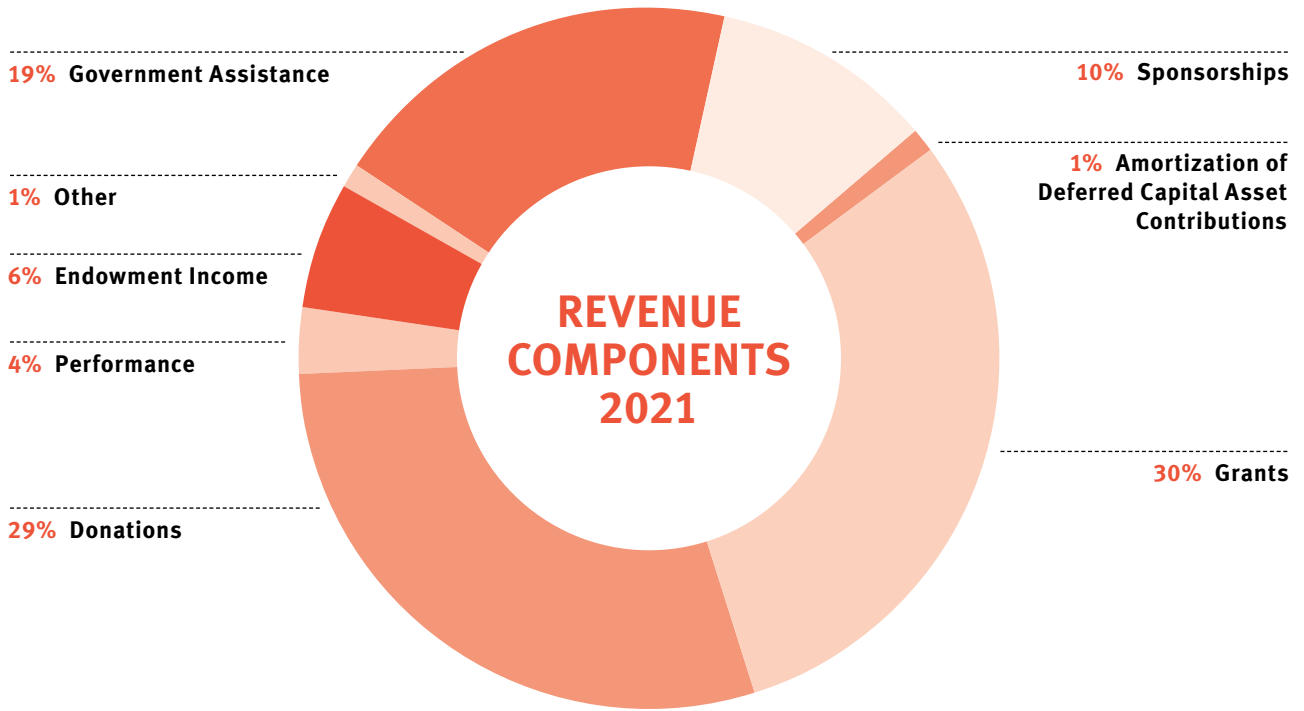
Summarized Statement of Operations

for the year ended December 31

	2021	2020
	\$	\$
Revenues		
Grants	1,990	1,453
Donations	1,870	1,450
Government Assistance	1,265	1,121
Sponsorships	673	315
Endowment income	373	344
Performance	225	454
Other	92	351
Amortization of deferred capital asset contributions	63	65
	6,551	5,553
Expenses		
Artistic and production	2,204	3,230
Administration & office	1,038	1,087
Contributions to joint venture operations	500	456
Education programs	496	221
Fundraising	412	339
Facility operating costs	318	310
Marketing & promotion	239	537
Amortization of capital assets	83	84
Joint venture cost recoveries	(208)	(231)
	5,082	6,033
Excess (deficiency) of revenues over expenses from operations	1,469	(480)
Other Income		
Insurance Proceeds	721	-
Excess (deficiency) of revenues over expenses for the year	2,190	(480)
Deficit, beginning of year	(798)	(318)
Net assets (deficit), end of year	1,392	(798)

All figures reported in \$000's.

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