

TO WHOM IT MAY CONCERN,

This year, Carpe Diem Theater, Inc is a 501(c)3 non-profit launching a campaign to raise \$15,000 between June 15th and July 17th, the night of our Carpe P.M. Benefit Concert - and we need your support. Founded in 2011, we have been creating opportunities for high-quality education in theater, arts leadership, and collaboration for more than a decade. One of our core principles is accessibility; we believe that the arts are a powerful tool for growth and expression, and financial status should not be a barrier between children and quality arts experiences.

Since assuming leadership of Carpe Diem in the fall of 2020, we have committed ourselves to keeping our summer camp tuition nearly half the cost of other theater summer camps in the Capital District. Because of our community's generosity, we've been able to additionally accomplish the following:

- Provide more than 25 subsidized tuitions annually through our Pay-What-You-Will tuition policy.
- Launch a free-to-attend workshop series titled *ROOTS: Realizations On & Off The Stage*, designed to teach students valuable performance skills and the responsibilities of theater makers.
- Offer a week-long theater intensive, *Showcase*, for advanced theater makers to work with arts professionals, develop their artistic autonomy, and make their NYC performance debuts.

Donations from you, our friends in the community, are the only reason we've been able to expand our offerings and create these valuable learning opportunities. At a time when arts funding is dwindling and school programs are in jeopardy, we recognize our responsibility to the community we serve is more important than ever.


Because our programs serve more than 170 students and their families from 14 or more school districts every year, your donation will ultimately have a far-reaching impact in New York's Capital District. The funds raised throughout this campaign go directly back to the aforementioned programs, so that we may offer them in perpetuity.

Please consider making one of the following contributions:

- A good or service to offer at our auction or raffle (gift card, merchandise, etc.)
- Purchasing ad space in our season program (\$75 for ¼ page, \$120 for ½ page, \$200 for full page)
 - This program will be distributed to more than 2,000 audience members
 - The program pages are each 8.5" h by 5.5" w
- Direct donation via check payable to Carpe Diem Theater, Inc or PayPal: paypal.me/carpediemtheater

If a direct donation is not possible today and you would like to explore other ways of getting involved with Carpe Diem Theater, please email us at info@carpediemtheater.org. We are so grateful for your support, whether you are new to our work or one of our long-standing partners. We could not make such an impact on the Capital District without your generosity.

WITH MUCH GRATITUDE,

A handwritten signature in black ink, appearing to read "Alexandra van den Heever".

Alexandra van den Heever
Executive Director

A handwritten signature in black ink, appearing to read "Brady Walsh".

Brady Walsh
Artistic Director