

TRUST

Winter 2008

UPDATE FOR FRIENDS AND SUPPORTERS OF CREATIVE TRUST

There's another side to sustainability

Jini Stolk, Executive Director

For the past four years Creative Trust has been working to improve the sustainability of Toronto's performing arts companies, helping build resources, financial balance and management skills to support artists' creative voices.

Lately, we've been thinking about another kind of sustainability – the kind that protects limited natural resources, finds a balance between real needs and wasteful consumption, and develops the technology and commitment to ensure society's future.

Toronto's theatres care deeply about their communities. Every Creative Trust company has, as part of its mandate, a commitment to positive social change. For those that own their own buildings that means making the lightest possible environmental footprint – a hard task with their tight budgets and lack of "green" expertise.

Creative Trust would like to see Toronto's theatres at the forefront of environmental and green practice. The goal is ambitious but the timing is right. Twelve – that's right, twelve – Creative Trust companies are actively planning repairs, renovations or expansion of their facilities. This is not a matter of choice. Toronto's mid-size and small performing arts spaces, with their deteriorating heritage facades and inadequately maintained physical plants, are in urgent need of attention.

We are looking at how we can help make these buildings more welcoming, safe, comfortable and inspiring. We'd like to ensure that Creative Trust companies are building not just their own, but everyone's sustainability.

How green is your theatre



This shows the before and after of the green makeover enjoyed by Factory Theatre thanks to House and Garden TV.

Green space has opened up a new world of possibilities

Factory Theatre, at the busy corner of Bathurst and Adelaide, got a green makeover, thanks to the garden gurus of House and Garden TV's series Green Force.

The courtyard area of their 19th century building had fallen into serious disrepair. Then along came the host of Green Force who offered to create a renewed urban landscape that met Factory Theatre's needs and resources, using donated supplies, labour and material. The theatre needed low maintenance plantings, in a big space, which complemented their Victorian architecture. The Green Force team salvaged an antique fountain, which had sat idle for years, and turned it into a beautiful container for succulents. Then they added perennial, low maintenance

shrubs and plants to the courtyard, and provided rollaway patio furniture.

This new multipurpose green space now enhances audience pre- and post- show gatherings and provides opportunities for engagement through talks, readings and outdoor performances. Patrons of shows in the Fringe Festival and Summerworks, who often have to line up early for performances, will now enjoy an inviting courtyard. So will students attending Factory's successful student matinee program in the warmer months, who can now have lunch and participate in pre-show talks.

To see the greening of Factory Theatre's courtyard, check the Green Force website for airing dates and

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How green is your theatre

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times. <http://www.hgtv.ca/ontv/titledetails.aspx?titleid=105404>

Giant puppets animate public green spaces

David Anderson, Artistic Director of Clay and Paper Theatre, has been creating a unique form of narrative theatre, using larger than life puppetry to animate public space.

Since 1994, among the community bake-ovens and lush gardens of Dufferin Grove Park, the company has not only produced their work, but also rehearsed and built their puppets and props out in the open air.

This past summer the company brought their green beliefs to the stage with a five-week run of **We Need Help** – *A Play about the end of oil*. Featuring giant puppets and a live jazz band, the play focused on a honeymooning couple stranded in Northern Ontario when the world runs out of oil. Regulars loved the play, returning night after night, while community groups and an environmental organization approached the company about remounting the production.

Clay and Paper works hard to green its arts practices. They buy all of their materials and supplies from local merchants, avoiding the Wal-Mart across from the park. For transportation and moving show materials, only bicycles and bike cargo trailers are used.

For directions about building your own trailer, aptly named the "Clay and Paper Heart-Building Pollution Solution", go to www.clayandpapertheatre.org/cart.html



Creative Trust's office is in the Centre for Social Innovation at The Robertson Building on Spadina Avenue. Among the green elements in this beautiful, historic five-storey building is a 24-square meter living-breathing plant wall in the entrance foyer. This bio-wall is composed of varieties of native and exotic green and flowering plants selected for their ability to reduce gaseous compounds generated by traffic flow off the street and also by the off-gassing of contaminants from coatings on office furniture, paints, drywall, photocopiers and human fragrances from within the building suites.

Green goals achieved with small steps

Tarragon Theatre has become an environmental leader in the Toronto arts community thanks to a Green Committee they established which aimed to make their theatre more environmentally-friendly. The committee's goals included setting higher targets for recycling, changing habits about heating and cooling, and redesigning all their print material so it's compatible with the use of "greener" paper stock.

Camilla Holland, Tarragon's General Manager, is proud of the many practical changes that are helping the theatre achieve its green goals. Here are some of the things they've done:

- Composting wastes and using green bin pickup
- Switching to brown, unbleached paper towels
- Beginning a kindling program which gives away wood scraps for fireplaces

- Changing from disposables (cups, stir sticks, napkins, straws) at the concession stand to items made from degradable cornstarch
- Working with staff to turn off their computers when not in use, cut back on paper, do double-sided copies of scripts

Greening is an ongoing effort and is not as easy as they had thought, says Camilla. The price of coffees had to be increased to cover the more expensive recyclable cups. Informed of the reason for the price hike, customers have been positive. There have been problems with pick up of green bins, as well as of the new biodegradable cups. In the future, the theatre-owned building will include green retrofits in any renovation plans. For now, it will take time and education to change old habits, but the Tarragon is committed to implementing its goals for a greener theatre.

Comings and goings at Creative Trust

Celebrating success

More than 70 people recently celebrated a milestone in Creative Trust's Working Capital for the Arts program. President of our board, **Sandra Pitblado** generously opened up her home for a reception attended by donors, artistic directors, managers, company board members,

and friends of Creative Trust. Special guest was Ontario's newly appointed Minister of Culture **Aileen Carroll**. Everyone applauded the success of recent grants and awards to 17 of our theatre, music and dance company members. But the best news was that Creative Trust has almost completed its fundraising campaign.

Fundraising goal is within sight

Two major private gifts have put us only \$150,000 away from meeting our goal of \$6.1 million. This amount is allowing us to help more than 50 performing arts companies develop skills, eliminate deficits, and achieve financial health and balance. We're still looking forward however to a few more donors visiting our web site at www.creativetrust.ca and using the **Canada Helps** button.

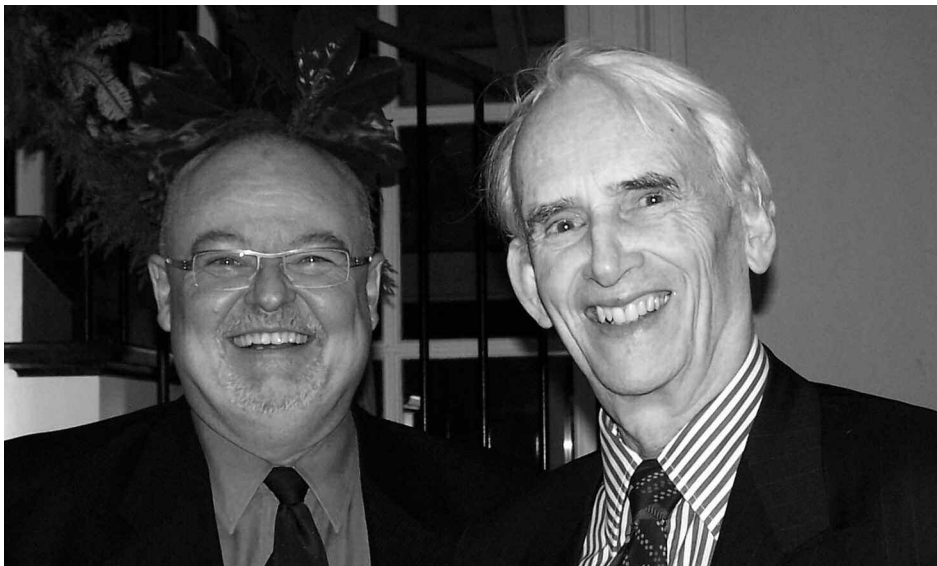
Stories with happy endings

This past November, our Year 3 Evaluation Report was issued. It sets out details of successes that have resulted from Creative Trust's initiatives and programs. It's full of stories about how member companies have become revitalized, refocused, and are now thriving financially as well as artistically. You can download your copy by going to www.creativetrust.ca.

Creative Trust is now beginning a strategic investigation of other needs in the community. Our goal is to work with Toronto's creative performing arts companies on other key issues within the sector, and to use what we have learned as a model to help make cultural and non-profit organizations even stronger and healthier.

Back by popular demand

Nello McDaniel of Arts Action Research will be back in February to host two exciting roundtables that address topics dear to everyone's heart – *Growing Audiences* and *Planning*. Watch your email boxes for updates as to time and date!



John McKellar (right), a member of Creative Trust's Advisory Council, is shown here with Councillor Kyle Rae, who represented The City of Toronto at our reception.



At the celebratory reception in November, newly appointed Ontario Minister of Culture Aileen Carroll (right) speaking about Creative Trust with Jini Stolk (left), executive director and Sandra Pitblado board president.

Check off how you rate for going green

The Conservation Council of Ontario, one of Creative Trust's neighbours at the Centre for Social Innovation, offers these tips for greening our theatres – many of which are already being used by Creative Trust companies.

- ❑ **Reducing the amount of paper used** Do you think – why do I need a hard copy of this? At a meeting, does every person present need a hard copy? If copies have been distributed ahead of time, do you also print a backup for the meeting itself? When copying or printing, how often do you use both sides of the paper?
- ❑ **Using recycled products** From pens to paper to printer cartridges, using office supplies made from recyclable materials should be the goal.
- ❑ **Reducing electrical usage** Replacement of all or most of our lights with low-energy ones is increasingly common. Where practical, installations of automatic shut-offs for public space lighting should be considered. Lighting a typical office overnight wastes enough energy to heat water for 1,000 cups of coffee. Saving the planet will also save buckets of cash as 44% of the electricity used in workplaces is spent on lighting alone.
- ❑ **Energy-efficient computer use** Computers should be set up so they power down automatically after 15-20 minutes of idle time. A computer monitor left on overnight can waste enough electricity to laser print over 500 pages. Powering off a computer cuts the machine's energy use by 70%.
- ❑ **Outsourcing green** Using bicycle or transit couriers, environmentally-friendly printing firms, and caterers who focus on using organic foods and waste-free practices – while small steps, they all add up.
- ❑ **Saving water** Increasingly water-saving devices in all public washrooms are being planned or have been installed. Toilets are the biggest water wasters in office buildings. Low-flow and retrofit toilets reduce water usage from 8 gallons per flush to a 1.6!
- ❑ **Disappearing the disposables** Ridding premises of disposable cups and plastic dishes for office lunches and events is on the rise, as is the use of biodegradables made from corn or potato starch at concessions.
- ❑ **Staying temperate** By turning the heat down or air conditioning up by just one degree, you can reduce energy use by 10%. If you're in older premises, ensure your offices are weather-proofed.

Working Capital Companies

ROUND ONE

Ballet Jörgen Canada
Buddies in Bad Times Theatre
Dancemakers
Elmer Iseler Singers
Kaeja d'Dance
Lorraine Kimsa Theatre for Young People
Opera Atelier
Tafelmusik Baroque Orchestra and Chamber Choir
Tapestry New Opera Works
Théâtre français de Toronto
Toronto Dance Theatre

ROUND TWO

Danny Grossman Dance Company
Esprit Orchestra
Factory Theatre
Necessary Angel
Nightwood Theatre
Soundstreams
Tarragon Theatre
Theatre Direct
Theatre Passe Muraille
Toronto Children's Chorus

Outreach Companies

AfriCan Theatre Ensemble
Alameda Theatre Company
Aluna Theatre
Ballet Creole
Cahoots Theatre Projects
Carlos Bulosan Culture Workshop
CanAsian Dance Festival
The Centre for Indigenous Theatre
Clay and Paper Theatre
The Company Theatre
Continuum Contemporary Ensemble
Crow's Theatre
Dance Immersion
Esmeralda Enrique Spanish Dance
Equity Showcase Theatre
Fujiwara Dance Inventions
Hannaford Street Silver Band

inDANCE
Jumbies Theatre
Little Pear Garden Collective
Menaka Thakkar Dance Company
Modern Times Stage Company
Mixed Company
The Music Gallery
Nightswimming
Obsidian Theatre Company
Princess Productions
Rasik Arts
Sampradaya Dance
Shadowland Theatre
Te Amim Music Theatre
The Theatre Centre
Theatre Smash
Tribal Crackling Wind

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We'd like to hear from you!

If you have any questions, need further information, or would like to make a contribution, please contact us, or visit our website.

Privacy Policy: Communication is vital to the arts. Here at Creative Trust we aim to keep all of our friends and colleagues up to date on the news that is important to you. Please be assured that we respect your privacy and the confidentiality of your personal information.

If you wish to be taken off our mailing list, please let us know.

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