

Stichting Orange Theatre Company
in Amsterdam



ORANGE THEATRE COMPANY

Stichting Orange Theatre Company
Founded on 07-12-2017 in Amsterdam





Annual Report 2024

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Annual Report of Stichting Orange Theatre Company (OTC) for 2024

Introduction

OTC was launched in January 2018 to inspire and connect the Dutch and International community through English language theatre in Amsterdam. In 2018, OTC organised a crowdfunding campaign which raised €26.000 on platform Voordekunst. Thereafter we launched OTC's first season with three productions: *Art* written by Yasmina Reza, *The Pillowman* written by Martin McDonagh and *The B Word – A comedy Drama about Brexit*, an OTC original production, written by OTC playwrights Kristine Johanson and John Mabey.

In 2019 OTC staged three plays: *Tribes* written by Nina Raine, *Noises Off* written by Michael Frayn and *Dutchman* written by Amiri Baraka. The latter received a professional grant (OTC's first) from het Amsterdams Fonds voor de Kunst (AFK). In 2020, despite all the setbacks due to Covid-19, OTC was able to launch our Youth Theatre Program; launch *The Monologue Podcast*; produce a short film *Fever Dreams* (written during and inspired by the lockdown by our ensemble member Kristine Johanson); and host a fundraiser for Het Amsterdams Theaterhuis and OTC in July. *Fever Dreams* was featured in the Amsterdams Buurt Film Festival in December 2020 and won the award for Best Short Film.

Starting 2021, we produced two shows, *LUX* (an original production about a dystopian world) in October, for which OTC received a professional grant from the AFK and *The Last Five Years* (an off-broadway, and OTC's first musical) in December. Sadly, due to the pandemic we performed to slightly smaller audiences as there were capacity restrictions as well as time restrictions. We performed *The Last Five Years* during the morning as we had an end time of 17:00 at that point in the pandemic for all cultural events. In 2021, we organised a crowdfunding on Voordekunst during the lockdown in June, which raised 15K. The support OTC received allowed us to stage productions, once again, knowing there might be a loss.

In 2022, we decided to stage two productions: *Oasis of Doubt* and *A Christmas Carol*. In addition, we rebranded the company together with designer Jasmin Schiffer. We worked in a new governance structure by fusing the Advisory Board with the Foundation Board. There was an inflow of four new Board Members into the Foundation Board. We dissolved the Advisory Board and set up the Ambassador Program.

In 2023, OTC had its first show in collaboration with Toneelmakerij called *Sweet Sixteen*, began its collaboration with the KIT, and launched Tiny Theatre - Monologues Live! We also had our first review in the Volkskrant for *Sweet Sixteen*. Later in the year, we produced *A Christmas Carol* with a theme of AI. Throughout the year we did performances through Tiny Theatre - Monologues Live!, an initiative that was born out of The Monologue podcast that gives writers an opportunity to see their work on stage. In addition, we had our first fundraising night to gain more patrons and gained a new Treasurer Briene Zijlmans.



2024 was a year where our collaboration with The KIT flourished. We became their resident theatre company and for the first time ever in OTC's history, we had our office space, rehearsal rooms, storage, theatre space, and Youth Theatre all under the same roof. The theatre space had not been used in about 20 years, so this was the year for construction to update the theatre with proper seating and updating the technical aspects. The theatre was completed in November of 2024 and we began the premiere of the theatre with our run of *Venus in Fur*, not long after. It was very successful, as we gained new market audience groups through our marketing and social media strategies. In addition to *Venus in Fur*, we had two very successful Tiny Theatre- Monologues Live! events with collaborations with Boom Chicago and Soho House Amsterdam with sold out shows. The OTC Youth Theatre reached an all time high in enrollment.

OTC continued to maintain its relationships with the audience, donors/patrons, corporate partners, and sponsors such as Orange Rental, the Royal Tropical Institute (KIT), Mister Mortgage and many more.

Highlights Orange Theatre Company 2024

- Celebrated the **premiere of our new theatre** with a highly successful run of *Venus in Fur* at the KIT.
- For the first time in our history, OTC brought together its **office space, rehearsal rooms, storage, theatre space and Youth Theatre under one roof.**
- Hosted two successful **Tiny Theatre** productions, including a special collaboration at Boom Chicago & Soho House Amsterdam.
- The **OTC Youth Theatre Program** continued its steady growth and development.

Mission

To create an annual season of contemporary English language theatre that inspires and connects our Dutch and international audience.

Vision

To present theatre that encourages our audiences to reflect on society and envision a world we aspire to.



Goals

1. Produce and stage high quality English language theatre in Amsterdam.
2. Create an inclusive community through inspiring theatre.
3. Gain new patrons and audience members.
4. The costs for our productions and the execution of other activities should be covered by ticket sales, donations, grants, and sponsorships in kind.
5. “Comply or explain:” Work towards becoming a professional theatre company and comply with the Governance Code Culture (GCC) and apply the Fair Practice Code; meaning the work done by cast, crews and employees is compensated fairly. When OTC is not being able to compensate because of insufficient funds, OTC will explain.

Strategy

1. OTC’s productions are executed by professional (and semi-professional) actors, directors and technicians in order to guarantee a high level of quality even when working on shoe-string budgets.
2. By using our artistic excellence, business savviness, and by focusing on strong community management, we aim to provide our cast, crews and our audiences with a first-class theatrical experience.
3. OTC provides its Dutch and International community regular opportunities to connect in a culturally relevant way.
4. How will we grow our audience?
 - Target marketing
 - Networking
 - Strategic partnerships
 - Funding
 - Experienced Foundation Board with high-profile board members from cultural institutions such as Het Zuidelijk Toneel as well as experienced people in the field of business and theatre.



Strategy concerning funding by Dutch grants

OTC continuously keeps grants, like het Amsterdams Fonds voor de Kunst, up to date with its developments and we keep the conversation going on how to professionalise OTC. After more than five years of running OTC, we've generated a lot of knowledge and experience. We now know what we're capable of and tested the waters concerning different production genres and the creative talent (actors and crews) that we are able to work with. We have focused on creating a strong foundation for the company to grow and obtain more structural grants in the future. In 2023, we prepared to apply for Het Amsterdam Fonds voor de Kunst four-year grant due in the beginning of 2024. In 2024, we brought on industry professionals to assist us in applying for the grant. We were sadly denied but had a very positive reaction from the grant in terms of business strategy and Artistic Programming.

Since launching our two new OTC branches, the Youth Theatre and The Monologue Podcast (Tiny Theatre - Monologues Live!), we have been able to grow our reach and accessibility. These endeavours also give more opportunities for creative talent (actors, writers, directors and crews) and the audience to engage with English language theatre activities in Amsterdam and beyond.

Activities organised in 2024

1. Officially move into our **permanent office space** in the KIT
2. Official **premiere of the new KIT theatre** with the successful production of *Venus in Fur*.
3. Successful production of **two Tiny Theatre performances**.
4. Continued growth of the **OTC Youth Theatre Program**, encompassing both classes and a full production.



1. Governance Structure

Team

Management Team aka Artistic Directors

Sairah Erens



Elyse O'Shaughnessey



Board

Sophie Lambo (Chair)

Jeanette Hamster (Secretary)

Briene Zijlmans (Treasurer)

Jan Hoekema

Aram Balian

Ambassador Program

Roos Bernelot Moens

Matt Castellvi

Jan Geusebroek

Lotte Verbeek

Board

The work of the board is done on a voluntary basis.



Sophie Lambo
Chair



Jeanette Hamster
Secretary



Briene Zijlmans
Treasurer



Aram Balian
Board Member



Jan Hoekema
Board Member



Matt Castellvi



Lotte Verbeek



Roos Bernelot Moens



Jan Geusebroek

2. Production: *Venus in Fur*



Dates

December 12 at 20:00 (Premiere Night)

December 13 at 20:00

December 14 at 14:00 and 20:00

Location

KIT Live, Linnaeusstraat 2A, 1092 CK Amsterdam

About

VENUS IN FUR is a Tony award-winning play, written by David Ives, and a sexy, dark comedy that offers a provocative and witty exploration of submission, power, control, and S&M. The plot unfolds in a single setting: a rehearsal room. Playwright-director Thomas Novachek is frustrated after a long day of unsuccessful auditions when actress Vanda Jordan arrives to audition for a role in Thomas' new play. Vanda, seemingly unsuited for the role, proves to be remarkably well-prepared as the audition progresses, embodying the character with uncanny precision. The



lines between reality and fiction blur as they delve deeper into the script. Directed by Lora Mander. Performed by Sairah Erens and Eli Thorne.

Number of Audience Members

430

Director

Lora Mander

Writer

David Ives

Cast

Sairah Erens (Vanda)

Eli Thorne (Thomas Novachek)

Crew

Production managers - Elyse O'Shaughnessey, Sairah Erens, Viviana Cardenas

OTC CREW

Stage Manager - Viviana Cardenas

Lighting Designer - Tom Wickens

Costume Designer - Viivi Valpuri

Set Designer - Stef Heijnen-Bakker

Audio Designer- Katre Kask

FOH Manager - Shiro Mungai

Videographer - Joseph Frank

Photographer - Brent Florens

Poster Photo - Joseph Frank

Poster Design - Sairah Erens

3. Tiny Theatre - Monologues Live!



Show

Knock Knock

Date

May 7th, 2024

Location

Boom Chicago
Rozengracht 117, 1016 LV Amsterdam, Netherlands

About

What is Tiny Theatre? Tiny Theatre is a curated night of original monologues performed live by actors, accompanied by a musician. It's Orange Theatre Company's way of giving a stage to new writing and performing artists, as mini plays in their own right. It's fun, lowkey, and inspiring for creatives, theatre-lovers, and everyone who likes a good story. The live event *Tiny Theatre* is turned into a three-part podcast episode which can be heard (for free) wherever people get their podcasts. The theme is *KNOCK, KNOCK.....* We all know what's coming next, or do we? Surprise us with your most creative, dramatic, controversial, comedic, or downright crazy monologue inspired by this writing prompt.

Number of Audience Members

110



Producers & Hosts

Sairah Erens & Daniella Down

Show

The Hustle

Date

October 2nd, 2024

Location

Soho House Amsterdam
Spuistraat 210, 3HG, 1012 VT Amsterdam, Netherlands

Theme

Most of us are no strangers to hustling in life, especially in this time of uncertainty where systems don't work as they did. So whether it's climbing the career ladder, love and sex, side hustles or life in the crime lane. Playing by the rules or making a whole new game. This is THE HUSTLE.

Number of Audience Members

115

Producers & Hosts

Sairah Erens & Daniella Down

4. OTC Youth Theatre



Programs

Weekly Acting Classes Year round (Ages 5 - 18)
Summer Camp (Ages 5 - 10)
Summer Intensive (Ages 11 - 18)
Musical Production *The Wizard of Oz* (Ages 5 - 18)
CJP Provider in Amsterdam

Location

Theater De Cameleon (Derde Kostverlorenkade 35, 1054 TS Amsterdam)
and KIT LIVE (Linnaeusstraat 2A, 1092 CK Amsterdam)

Number of Participants

243

About

OTC's theatre program is carefully designed to build self-esteem, team building skills, and help children and teens learn the fantastic craft of acting while providing them with tools to excel in many aspects of life. All workshops are led by professional actors. In 2024, we had an increase of over a hundred participants as well as an increase in profits of over 1,000 Euros from 2023 to 2024.

Lead Teachers and Coordinators

Elyse O'Shaughnessy and Joanna Lucas



Lead Teacher

Macy Hohenleitner

5. Finances

The results for the year were slightly less positive than previous years in regards to the finances. Due to increasing our expenses throughout the year by having a permanent office, hiring professionals to assist in applying for grants and the overall growth of our entire organisation. This led to the year showing a result of slight loss in the year of 2024 due to the staging of only one main stage performance which we had originally planned for multiple shows for this season, but unfortunately had to pivot due to the construction of our new theatre being delayed. We resolved this issue with reserve funds from previous years. However, our Youth Theatre income increased by over 1,000 Euros and we had several new patrons due to our fundraiser in 2023. And lastly, we've continued to cultivate our relationships with potential corporate sponsors and new patrons which we foresee being of benefit in 2025.

6. Conclusion

We are grateful to everyone who has contributed and supported OTC in the last year; from all the people who helped voluntarily, to our casts and crews, OTC's Patrons, the Foundation Board, our corporate partner Mister Mortgage, and the sponsors. Without them, there would be no OTC.

For more information, please visit our website:
www.orangetheatrecompany.com

On behalf of the Board,

Sophie Lambo (Chair)

FOUNDERS

To the board of
Stichting Orange Theatre Company
Maassluisstraat, 187
1062GA Amsterdam

Financial Statements 2024

Accountmanager:

Kayleigh de Vos

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Financial Statements 2024 of Stichting Orange Theatre Company

1 General

These financial statements are based on fiscal figures.

The foundation Stichting Orange Theatre Company has the following trade names: Stichting Orange Theatre Company.

The foundation seat is located in Amsterdam.

The foundation is registered with the Chamber of Commerce under file number 70249903.

Financial Statements 2024 of Stichting Orange Theatre Company

2 Financial statements

2.1 Balance per 31-12-2024

after appropriation of results

Assets	31-12-2024		31-12-2023	
	€	€	€	€
Tangible fixed assets				
Other tangible fixed assets	1,361		1,716	
		1,361		1,716
Receivables				
Receivables from debtors	1,210		0	
Value added tax receivables	2,317		1,324	
		3,527		1,324
Cash and cash equivalents		8,495		29,019
Total assets		13,383		32,059
Equity and Liabilities				
Equity and Liabilities	31-12-2024		31-12-2023	
	€	€	€	€
Equity				
Retained earnings	4,620		28,934	
		4,620		28,934
Short-term debts				
Trade payables	8,383		1,195	
Value added tax	352		0	
Other short-term debts	28		1,930	
		8,763		3,125
Total liabilities		13,383		32,059

Financial Statements 2024 of Stichting Orange Theatre Company

2.2 Statement of income and expenditure 2024

	2024		2023	
	€	€	€	€
Income				
Received donations and grants	12,700		15,482	
Other revenues	80,845		124,944	
		93,545		140,426
Costs of raw materials and contracted work etc.				
Purchase price of proceeds	66,271		8,471	
Cost of work contracted and other external expenses	18,844		70,827	
		-85,115		-79,298
Gross margin		8,430		61,128
Depreciations				
Other tangible fixed assets	355		59	
		-355		-59
Other operating expenses				
Accommodation costs	10,516		17,523	
Sales expenses	7,453		7,431	
Limited deductible costs	2,264		5,479	
Non-deductible fines	50		0	
Other costs	12,109		8,215	
		-32,392		-38,648
Balance result		-24,317		22,421

Financial Statements 2024 of Stichting Orange Theatre Company

2.3 Additional information on balance sheets assets per 31-12-2024

2.3.1 Tangible fixed assets

	<i>Purchase costs</i>	<i>Residual value</i>	31-12-2024	31-12-2023
Other tangible fixed assets	1,775	0	1,361	1,716

2.3.2 Receivables

	<i>Nominal value</i>	31-12-2024	31-12-2023
Receivables from debtors	1,210	1,210	0
Value added tax receivable		31-12-2024	31-12-2023
Claim on value added tax over previous financial year		2,108	438
Claim on value added tax over previous financial years		209	886
Total receivable value added tax		<u>2,317</u>	<u>1,324</u>

Financial Statements 2024 of Stichting Orange Theatre Company

2.4 Additional information on balance sheets liabilities per 31-12-2024

2.4.1 Short-term debts

Value added tax payable	31-12-2024	31-12-2023
Debt to value added tax for this financial year	352	0
	<hr/>	<hr/>
	352	0

Other short-term debts

	31-12-2024	31-12-2023
Amounts received for next year	0	1,220
Expenses paid by Sairah	28	588
Expenses paid by Elyse	0	103
Expenses paid by Joanna	0	19
	<hr/>	<hr/>
	28	1,930

Financial Statements 2024 of Stichting Orange Theatre Company

2.5 Additional information statement of income and expenditure 2024

2.5.1 Income

Received donations and grants

	2024	2023
Donations en grants	12,700	12,982
Corporate partners	0	2,500
	<hr/>	<hr/>
	12,700	15,482

Other revenues

	2024	2023
Ticket - Youth Theatre	65,907	82,532
Ticket - ACC	0	28,970
Ticket - Sweet Sixteen	0	10,606
Income - other	2,996	191
Podcast	1,828	2,645
Ticket - Venus in Fur	5,683	0
Income - education	750	0
Ticket - A Christmas Carol	3,681	0
	<hr/>	<hr/>
	80,845	124,944

2.5.2 Purchase costs and outsourced work

Costs of materials/excipients and the purchase price of the sales

	2024	2023
Podcast	0	95
Props	0	100
Set	0	771
Production costs - ACC	0	1,427
Production costs - OOD	0	0
Production costs - YT	64,618	3,840
Production costs - Sweet Sixteen	0	1,792
Production costs - general	0	0
Set - Sweet Sixteen	0	446
Production costs - Tiny Theathre	253	0
Production costs - Venus in Fur	1,400	0
	<hr/>	<hr/>
	66,271	8,471

Financial Statements 2024 of Stichting Orange Theatre Company

Cost of work contracted and other external expenses

	2024	2023
Management fees	12,000	14,875
Talent	4,100	3,448
Talent - Sweet Sixteen	0	675
Talent - Youth Theatre	0	51,829
Talent - ACC	0	0
Costs	0	0
Talent - A Christmas Carol	150	0
Talent - Venus in Fur	2,594	0
	<hr/> 18,844	<hr/> 70,827

2.5.3 Other operating expenses

Accommodation costs

	2024	2023
Rent - OOD	0	0
Rent - Sweet Sixteen	0	6,089
Rent - ACC	0	6,670
Rent - Youth Theatre	3,967	4,764
Rent - Office	5,694	0
Rent - Venus in Fur	855	0
	<hr/> 10,516	<hr/> 17,523

Sales expenses

	2024	2023
General marketing	5,023	5,468
Marketing - Sweet Sixteen	0	1,963
Marketing - ACC	0	0
Marketing - YT	234	0
Marketing - Tiny Theatre	259	0
Marketing - Venus in Fur	1,937	0
	<hr/> 7,453	<hr/> 7,431

Limited deductible costs

	2024	2023
Representation expenses - V	0	5,479
Consumption expenses	2,264	0
	<hr/> 2,264	<hr/> 5,479

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Financial Statements 2024 of Stichting Orange Theatre Company

Non-deductible fines

	2024	2023
Non reductible fines	50	0
	<hr/> 50	<hr/> 0

Other costs

	2024	2023
Administration	0	1,510
Office expenses	2,939	454
VAT non-deductable	6,805	1,941
Grants	0	27
Misc	0	1,562
Light - ACC	0	1,119
Tech - ACC	0	66
Film - ACC	0	48
Travel expenses - Sweet Sixteen	0	33
Travel expenses - General	1,364	1,455
Other costs	962	0
Travel - Venus in Fur	39	0
	<hr/> 12,109	<hr/> 8,215

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Financial Statements 2024 of Stichting Orange Theatre Company

Signing Financial Statements

Signature

E. O'Shaughnessey

Current director

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