

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



Annual Report 2021

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Annual Report of Stichting Orange Theatre Company (OTC) for 2021

Introduction

OTC was launched in January 2018 to inspire and connect the Dutch and Internationals 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 aimed to produce three productions again, however, due to the lockdown in the Winter, we were unable to produce any productions until the Fall. We are happy to say that we were able to stage *LUX* (an original production about a dystopian world) in October, for which OTC received a professional grant from the AFK. We staged *The Last Five Years* (an off-broadway, and OTC's first musical) in December. As many theatre companies experienced, the Fall was still a tricky time to produce plays and almost everyone struggled to match pre-pandemic sales as audiences were slow to return to the theatre. In addition, the theatres were only allowed to have a one-third capacity and there was a 17:00 o'clock mandated end time during our production of *The Last Five Years*. Therefore, we had to move all performances to the morning which impacted ticket sales. However, 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 addition, we have continued to cultivate relationships with news publications such as the Theaterkrant, Theaterparadijs, Broadway World, and continued to maintain our relationships with OTC's audience, donors, season ticket holders, and sponsors such as Orange Rental and WDM Motorsports.

Last but not least, we were able to continue our corporate partnerships with Mister Mortgage (Silver package) and UNGA (Gold package).

Highlights Orange Theatre Company 2021

- 📄 Crowdfunding on VoordeKunst
- 📄 Produced an original play *LUX* (Professional Grant from AFK)
- 📄 Produced *The Last Five Years*
- 📄 OTC Youth Theatre Program continued to grow
- 📄 The Monologue Podcast continued to grow

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. Return to the stage after the pandemic and produce high quality English language theatre in Amsterdam.
2. Create an inclusive community through inspiring theatre.
3. Get audience numbers back to pre-pandemic sales.
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 advisory board with high-profile board members from cultural institutions such as Dutch National Opera and Ballet 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 three years of running OTC, we 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. That's why we have shifted our focus for 2022 and we will be producing two new shows a year instead of three. This will help OTC focus on creating a stronger foundation for the company to grow and obtain more structural grants in the future. In addition, in 2022 we are producing Charles Dicken's *A Christmas Carol*, which will be brought back annually. This beloved Christmas classic is a great way for OTC to engage more members of the community and bring out OTC's Youth Theatre onto the stage.

Since launching our two new OTC branches, the Youth Theatre and The Monologue Podcast, 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.

Board in 2021

In 2020 the Board consisted of the following people:

- Sairah Erens - Chairman
- Jan Hoekema - Secretary
- Sezer Yilmaz - Treasurer
- Elyse Pieri-O'Shaughnessey - Board Member

Activities organised in 2021

1. Crowdfunding on VoordeKunst
2. Produced *LUX*
3. Produced *The Last Five Years*
4. OTC Youth Theatre Program classes
5. The Monologue Podcast Season 2

1. Crowdfunding on Voordekunst

The screenshot shows a crowdfunding campaign page on the Voordekunst platform. The campaign is titled 'Keep International Theatre alive!' and is located in Amsterdam, Nederland. It is organized by Sairah Elyse, OTC Directors. The campaign has raised €17,810 from a goal of €21,000, with 35 hours remaining and 128 funders. A green progress bar indicates 84% completion, labeled '84% VERLENGING'. A message states: 'Hooray! This project reached the 80% threshold! The project holder is adjusting their budget so the project can still go forward. Read more >'. A 'Donate now' button is visible. The page also includes a video player with a play button and a navigation bar with links for 'The project', 'Updates 3', and 'Donations 140'. A footer note says 'If this campaign fails, your donation'.

mpagne beginnen vind een campagne
s over crowdfunden en draag bij

project is favourite Donate no

Keep International Theatre alive!
Amsterdam, Nederland

Sairah Elyse
OTC Directors

€ 17.810
from € 21.000

35 hours
to go

128 funders

84% VERLENGING

Hooray! This project reached the 80% threshold! The project holder is adjusting their budget so the project can still go forward. Read more >

Donate now

The project Updates 3 Donations 140

✓ If this campaign fails, your donation

Dates

June 10 till July 10

Location

Online Crowdfunding platform: Voordekunst

Amount raised

15K

Amount of donations

143

About

After not being able to stage any productions (since *Dutchman* in November 2019) because of Covid-19, we decided to organize a crowdfunding to come back stronger, as we knew the road ahead was going to be rocky with all the measures in place and getting audience numbers back to pre-pandemic numbers. We wanted to raise €21,000 for OTC's 2021 season. In the end we raised 15K (3K was put in the crowdfunding to reach the 80% threshold).

2. Production: *LUX*



Performance dates

Thursday, October 7 at 20.00 (preview night)

Friday, October 8 at 20.00 (premiere night)

Saturday, October 9 at 14.00 and 20.00

Thursday, October 14 at 20.00

Friday, October 15 at 20.00

Saturday, October 16 at 14.00 and 20.00

Location

Het Amsterdams Theaterhuis

Marius van Bouwdijk Bastiaansestraat 54, 1054 SP Amsterdam

About

LUX is an OTC original production, written and directed by Sam Morris. It takes place in a dystopian world, posing questions that parallel the ones we face today, some inspired by the pandemic. How will we remember those times in the dark? How will we emerge from this place? What will we become?

People live in the dark. The surface isn't safe. Light is currency. At its heart, *LUX* is a 'what if' story. By taking a simple step away from money as currency, familiar situations can be examined anew. The play follows Gabe - a recovered drug addict - trying to make good on his past.

But, in doing so, he ruins his chances of success. Instead, Gabe stumbles upon a hidden world, where those deemed useless by society can find hope, and the promise of a brighter future. It's a play about escape, dealers and addicts, attempts at redemption, and what it means to have value. *LUX* was awarded a professional grant by the AFK.

Number of Audience Members

487

Director

Sam Morris

Writer

Sam Morris

Cast

Coleman Kelly | GABE

Judie Feenstra | SITA

Pim van Amerongen | DANNY

Jackie Poplar | WOLF

Matthew Carney | WOLF's ASSISTANT

Crew

Production managers - Elyse O'Shaughnessey & Sairah Erens

Stage manager - Diana Macari

Set designer - IA Enstera

Lighting designer - Tom Wickens

Costume designer - Viivi Salokangas

Poster design - Ines Serrano

Playbill design - Katerina Georgakopoulou

Sound design - Nando Eweg & Melcher Meirmans

2. Production: *The Last Five Years*



Performance dates

Saturday December 11 at 11.00 and 14.30

Sunday December 12 at 11.00 and 14.30

Saturday December 18 at 11.00 and 14.30

Location

Het Amsterdams Theaterhuis

Marius van Bouwdijk Bastiaansestraat 54, 1054 SP Amsterdam

Location

Amsterdams Theaterhuis & Online

About

Written by Jason Robert Brown and directed by Elyse O'Shaughnessey, *The Last Five Years* is an emotionally powerful and intimate musical about two New Yorkers in their twenties who fall in and out of love over the course of five years. Jamie Wellerstein, a rising novelist, and Cathy Hiatt, a struggling actress open their hearts and minds as they tell their side of the relationship, proving there are always two sides to every story. Cathy's story is told in reverse chronological order (beginning at the end of the marriage), and Jamie's told in chronological order (starting just after the couple first meet). The Last Five Years didn't receive a grant but we got a 'Saving Patron' who financially supported this production.

Number of Audience Members

305

Director

Elyse O'Shaughnessey

Writer

Jason Robert Brown

Musical Director

Thor Muller

Cast

Grant Alexander Brown - Jamie

Charlotte Dommershausen - Cathy

Orchestra

Simon Luijsterburg

Arjan Lamaker

Annick Senten

Marije Fagginger Auer

Crew

Production manager - Sairah Erens

Stage manager - Shiro Mungai

Set designer- Lucy Read

Lighting designer - Rob Goudsmit

Costume designer - Viivi Salokangas

Sound designer - Tom Wickens

Assistant sound designer - Diana Macari

Set dresser and 'Elyse' - Miruna Gabor

Poster design - Dora Visky

Program design - Mandy Ip

Set Construction - Caroline Geiser, Matteo Posa, Rocky Hopson

Set photography - Budel Photography

4. OTC Youth Theatre



Programs

Acting Workshop (Ages 5 - 18)
Summer Camp (Ages 5 - 10)
Summer Intensive (Ages 11 - 18)
Scene Study Workshop (Ages 5 - 18)
Movement Workshop (Ages 5 - 18)
Vocal Techniques Workshop (Ages 5 - 18)

Location

Theater De Cameleon
Derde Kostverlorenkade 35, 1054 TS Amsterdam

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.

Lead Teachers and Coordinators

Elyse O'Shaughnessy and Joanna Lucas

3. The Monologue Podcast

Dates

Episode 1: *Mind the Gap* – April 30
Episode 2: *Tits and Ass* - June 2
Episode 3: *The Games We Play* - October 13
Episode 4: *Dirt* - November 2
Episode 5: *Gotta Have Faith?* – December 3
Episode 6: *Homeward Bound* – December 23

Episode 1: *It's Getting Hot in Here | Climate Crisis*
- March 12
Episode 2: *Rhyme Time* - May 2
Episode 3: *The Tourist* - September 10
Episode 4: *For the Love of Music!* - November 2
Episode 5: *Bottoms Up* - December 29
Episode 6: *Tiny Theatre*

Location

Spotify, Apple Podcast, Anchor

About

The Monologue Podcast is an audio platform for new writing with the goal to bring the theatre experience to people's homes (from the comfort of their earphones). Each episode is centred on a theme and offers writers the chance to have their new fictional monologues be read on the podcast by actors.

Number of Listeners so far

800

Producers and Hosts

Daniella Downs & Sairah Erens



Finances

The result for the year is different than projected, mainly due to Covid-19. However, because of our fundraising efforts, the continued corporate partnerships with Mister Mortgage (Silver package) and UNGA (Gold package), and the income generated through the OTC Youth Theatre Program, OTC's balance account resulted in zero.

In conclusion

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

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

On behalf of the Board,

Sairah Erens - Chair

FOUNDERS

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

Financial Statements 2021

Accountmanager:	Kim Bron
Date of preparation:	8 June 2023

FOUNDERS

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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 2021 of Stichting Orange Theatre Company

2 Financial statements

2.1 Balance per 31-12-2021

after appropriation of results

Assets	31-12-2021		31-12-2020	
	€	€	€	€
Receivables				
Value added tax receivables	3,184		1,953	
Other receivables	0		2,387	
		3,184		4,340
Cash and cash equivalents		8,176		10,843
Total assets		11,360		15,183
Equity and Liabilities	31-12-2021		31-12-2020	
	€	€	€	€
Equity				
Retained earnings	650		6,109	
		650		6,109
Short-term debts				
Trade payables	198		4,458	
Other short-term debts	10,512		4,616	
		10,710		9,074
Total liabilities		11,360		15,183

Financial Statements 2021 of Stichting Orange Theatre Company

2.2 Statement of income and expenditure 2021

	2021		2020	
	€	€	€	€
Income				
Received donations and grants	29,603		11,164	
Other revenues	44,036		15,078	
		73,639		26,242
Costs of raw materials and contracted work etc.				
Purchase price of proceeds	20,055		12,674	
Cost of work contracted and other external expenses	43,050		6,630	
		-63,105		-19,304
Gross margin		10,534		6,938
Other operating expenses				
Accommodation costs	2,172		29	
Sales expenses	371		1,311	
Limited deductible costs	1,492		0	
Other costs	11,959		3,204	
		-15,994		-4,544
Balance result		-5,460		2,394

Financial Statements 2021 of Stichting Orange Theatre Company

2.3 Additional information on balance sheets assets per 31-12-2021

2.3.1 Receivables

Value added tax receivable	31-12-2021	31-12-2020
Claim on value added tax over current financial year	3,184	0
Claim on value added tax over previous financial year	0	1,953
Total receivable value added tax	<u>3,184</u>	<u>1,953</u>

Other receivables

	31-12-2021	31-12-2020
Other	0	225
Prepaid invoices	0	2,162
	<u>0</u>	<u>2,387</u>

Financial Statements 2021 of Stichting Orange Theatre Company

2.4 Additional information on balance sheets liabilities per 31-12-2021

2.4.1 Short-term debts

Other short-term debts

	31-12-2021	31-12-2020
Amounts received for next year	10,512	4,500
Other	0	116
	<hr/> 10,512	<hr/> 4,616

Financial Statements 2021 of Stichting Orange Theatre Company

2.5 Additional information statement of income and expenditure 2021

2.5.1 Income

Received donations and grants

	2021	2020
Donations	5,109	7,164
Grants	0	4,000
Crowdfunding	16,494	0
Corporate partners	8,000	0
	29,603	11,164

Other revenues

	2021	2020
Youth Theatre	31,804	15,078
Ticket sales	12,232	0
	44,036	15,078

2.5.2 Purchase costs and outsourced work

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

	2021	2020
Production expenses	611	12,674
Production cost LUX	8,608	0
Production cost TLFY	6,598	0
Production cost YT	787	0
Crowdfunding expenses	3,451	0
	20,055	12,674

Cost of work contracted and other external expenses

	2021	2020
Management fees	10,500	6,331
Fees LUX	13,410	0
Fees TLFY	1,831	0
Other outsourced work	17,309	299
	43,050	6,630

Financial Statements 2021 of Stichting Orange Theatre Company

2.5.3 Other operating expenses

Sales expenses

	2021	2020
Representation	225	20
Marketing	146	1,291
	<hr/> 371	<hr/> 1,311

Limited deductible costs

	2021	2020
Consumption expenses	1,492	0
	<hr/> 1,492	<hr/> 0

Other costs

	2021	2020
Office expenses	8,937	3,134
Other general expenses	189	70
VAT non-deductable	2,833	0
	<hr/> 11,959	<hr/> 3,204