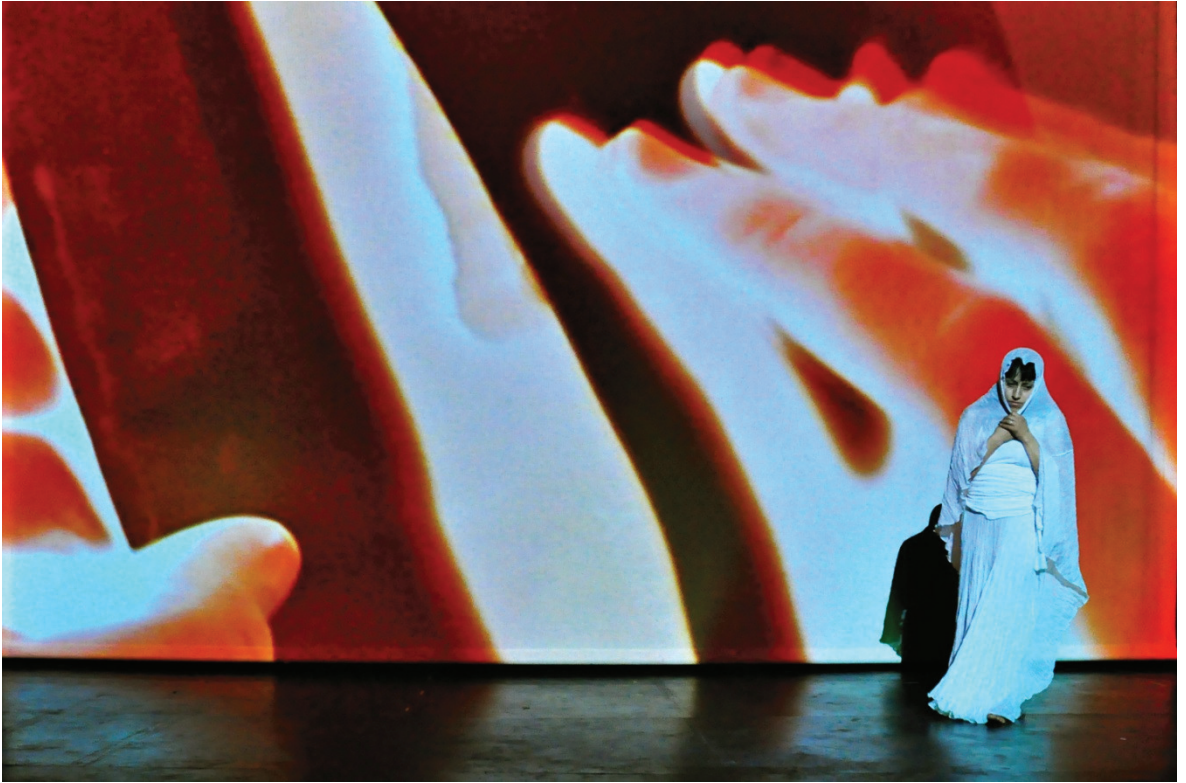


# Annual Report

2011-12



aluna  
THEATRE

## Aluna Theatre : mandate

The artistic mission of Aluna Theatre is to embrace the myriad of voices, cultures, and stories of our population, which are transforming the landscape of Canadian theatre. In our plays, works in translation, and international co-creations, people are complex individuals who exist beyond the restrictions of cultural labels. We encourage new hybrids of theatre evolved from a rich collaboration of experiences, performance traditions and media by engaging both emerging and established theatre professionals. Our work reaches out to diverse audiences in Canada and abroad. We build liaisons that promote art as a way to empower, and a way to share with each other and the world the idea of living in harmony.

## messages from the company

2011-2012 was one of the most important years for the company. As we celebrated our first ten years of production, we also began to plant the seeds for the next ten years. We are slowly moving from a project-to-project base to envisioning a company that will reach financial stability and have a long lasting impact in theatre in this country.

Our goal for the year was to grow artistically and administratively. We wanted to open the scope of the work we create and produce to include new voices in all areas including: writers, directors, creators, production personnel, and administration staff. In addition, we created a number of intern positions and initiatives that permitted emerging and established artists to work at the company and receive compensation through granting programs. For the first time since our beginnings we had three full-time positions and a number of part-time positions.

**Beatriz Pizano, Artistic Director**

Since I joined the Aluna Board of Directors in 2009, I have been very impressed by what this not-for-profit Colombian-Canadian Theatre company has been able to achieve.

With no experience in the theatre world at all, I joined the board because the play they were creating at the time (*La Comuni3n*) was about former child soldiers in Colombia, a cause that I have been supporting for many years through the **Imaginaci3n Foundation** in Colombia. It was one of the best things I have done for myself. It has been a great learning experience.

As a proud Canadian and Colombian, it was the perfect fit: to be able to be part of such creative organization that proudly makes great quality theatre with a focus on human rights issues, culturally diverse productions and provides opportunities for Latin Canadian artists.

Aluna Theatre keeps growing into a solid organization thanks to the support of volunteers and donors like you, so the talented team of creators (Artistic Director / Artist Producer and Actors) can focus on what they do best! create plays that entertain as well as educate and make us reflect on the many issues that affect us all, no matter where we live.

I thank you on behalf of our full board of directors, creative team, and admin staff for your valuable contributions of time and donations that makes it possible for Aluna to exist.

**Yury Wu, President**

## administrative developments

To develop and produce our work we have focused not only on supporting artists, but also nurturing Aluna as a strong company with a solid administrative structure.

In 2011-12 we have:



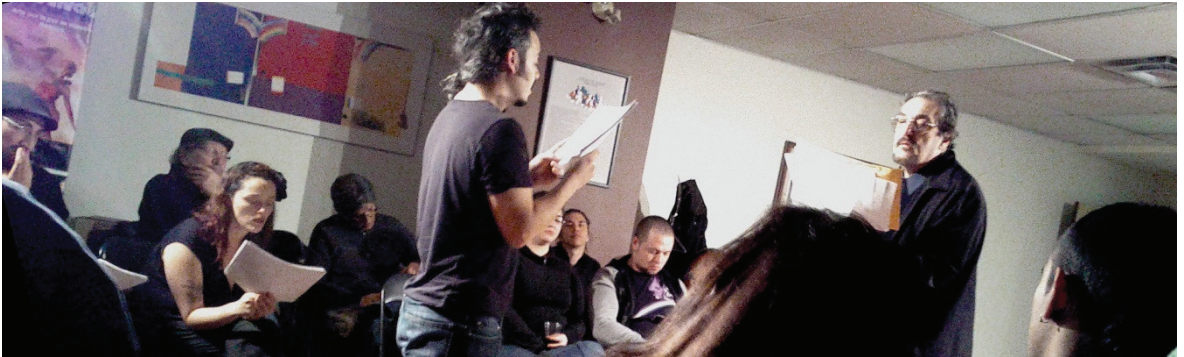
- Held Two fundraising events, a Clothing Swap in October and a larger Valentine's day fundraiser
- Secured funding for three years from the **Trillium Foundation** to hire a full-time **General Manager** and shift our **Artistic Director** into full-time. Part of this funding package included a Capital purchase grant for theatre equipment.
- Secured a three-year Capacity Building grant from the Equity Office of the **Canada Council for the Arts**.
- Secured funding through **Theatre Ontario** for a Youth Training Program.
- Secured funding from the **Ontario Arts Council** to hire Mallory Gilbert as a consultant. This work is focused on Management and Board Development.
- Hired a marketing firm, **Ox Agency**, to help rebrand the company, rebuild our website, and put together a full suite of marketing and advertising material for the Panamerican Routes festival.
- Moved at the year's end from a 750 sq.ft. studio to a multi-level 1200 sq.ft. space for the same rent.

## associations

Toronto Alliance of the Performing Arts  
Toronto Hispanic Chamber of Commerce  
Theatre Ontario

dec- june

aluna café



The Aluna Café is a series of readings from Latin American playwrights. Ana Lorena Leija, our Metcalf Intern, proposed the programming for our first vibrant run of monthly evenings at our Studio and Casa Maiz. 132 people attended.

*La Chunga* by Mario Vargas Llosa (Perú)

December 12, 2012

*Paper Flowers* by Egon Wolff (Chile)

January 30, 2012

*The Apartment* by René Marqués (Puerto Rico)

February 25, 2012

*Carta a una señorita en París* by Julio Cortázar (Argentina)

Adapted by Carlos González-Vio

March 26, 2012

*Rapaccini's Daughter* by Octavio Paz (Mexico)

April 23, 2012

*The Night of the Assassins* by José Triana (Cuba)

June 29, 2012

jan

co-production: red snow



Written by Diana Tso and Directed by Beatriz Pizano, *Red Snow* delves into the memory of the 1937 Nanjing massacre, and considers the possibilities of reconciliation after great suffering. Produced at Theatre Passe Muraille.

# may panamerican routes | rutas panamericanas

Our first **International multi-arts festival of theatre for Human Rights** was our signature undertaking this year. We took over Theatre Passe Muraille for two weeks of performances, presentations, workshops, a conference, and a photo gallery. Our vision was to make connections: between the Latin American Diaspora and performance in Toronto, between the greater Panamerican reality and issues of concern to Canadians, between artists and their practices across the continent.



*"If this is the kind of quality Pizano is going to bring us in Panamerican Routes – that Latin American love of magic realism in all its many guises – then I wish her well. I want more. This festival was a perfectly satisfying theatrical experience on every level." Paula Citron*

National and International companies presenting work : 5  
emerging artists subsidized for workshops : 15  
artists and community members participating in workshops : 57  
newcomers to Canada showcased their work : 5  
young emerging artists selected to perform with Loco7 from New York : 3  
volunteers worked during the festival and conference : 35  
audience attendance across shows, conference, and other showings : 3000

## festival staff:

Aislinn Rose,	Festival Producer
Doug Morum,	Production Manager
Marion de Vries,	Conference Producer
Navneet Rai,	Festival Assistant
David DeGrow,	Technician
Peter Eaton,	Technician



## watersheds | la línea divisoria de las aguas

Beatriz Pizano (*For Sale, Madre, La Comunión*) travels to the Amazonic triangle, where Colombia meets both Brazil and Peru, to follow the re-establishment of indigenous Ticuna rituals that have been suppressed for a century. An exploration of endangered traditions and music.

## the architecture of terrorism | this is for you

Trevor Schweltnus, Beatriz Pizano, and Lyon Smith are interviewing and interrogating each other about space, storytelling, and social control in our new Age of Fear. This work has been supported for two years by a Theatre Centre Residency.

## marine life

By Rosa Laborde (*Leo, Hush*), our 2012 playwright-in-residence. A dystopic treatment of environmental disaster and mental illness, workshopped at several festivals.

## el refugio de freidel

A collaboration by Liliana Suarez-Henao and Beatriz Pizano reconstructing the life and work of lost playwright José Manuel Freidel of Medellín, Colombia.

## conservación de cortázar

Carlos Gonzalez-Vio and Heather Braaten experiment with translation across language and modes of storytelling by staging Julio Cortázar's short story, *Letter to a Young Woman in Paris*.

## la maleta

A new play for Young Audiences by Beatriz Pizano, supported by Roseneath Theatre. A look at the refugee experience through the eyes of a schoolgirl named Roca.

# financials: statement of operations 2011-12

year ended June 30<sup>th</sup>, 2012  
(unaudited)

		2012	2011
<b>REVENUES</b>			
	Box Office	\$ 15 140	9 173
	Workshops	8 242	-
	Facility Rental	6 194	7 319
	Sponsorships	2 350	250
	Other earned revenue	3 142	202
	Fundraising	2 815	3 736
	Donations	2 336	1 728
	Grants	192 053	135 779
		<hr/> <b>232 272</b>	<hr/> <b>158 187</b>
<b>EXPENSES</b>			
	Administration fees	72 763	36 708
	Amortization	2 164	571
	Artistic fees	68 072	52 406
	Operating expenses	23 842	26 914
	Fundraising expenses	1 559	840
	Promotion costs	22 098	7 927
	Production costs	32 659	14 855
	Production fees	10 631	5 621
		<hr/> <b>233 788</b>	<hr/> <b>145 842</b>
	Excess (deficiency) of revenues over expenses	\$ (1 516)	12 345

Aluna Theatre's financial statements are part of an annual financial review engagement completed by Christian and Company, who also do our Charitable Tax returns and T4's.

Aluna is insured by CultureONE Inc.

## staff

Beatriz Pizano, Artistic Director  
Trevor Schweltnus, Artistic Producer  
Adriana Rosselli Londoño, General Manager  
Ana Lorena Leija, Assoc. Artistic Director  
Rosa Laborde, Playwright in Residence

## board of directors

Yury Wu, President  
Luis Orellano Castillo, Treasurer  
Olimpia Boido, Secretary  
Catherine Frid  
Jim Giles

## donors

### El Cóndor (\$500 +)

Anonymous  
Catherine Frid

### El Águila (\$100 +)

Naomi Campbell  
Jon Kaplan  
Ana Lorena Leija  
Yury Wu

### Colibrí (to \$99)

Anonymous (x2)  
Rosa María Barros  
Erik Braaten  
Marisa Buffone  
Peter Farbridge

Kendra Fry  
Oksana Kovalenko  
Marilo Nuñez  
Adriana Rosselli L


## sponsors

Carranza, LLP  
University of Toronto Scarborough Campus, Arts & Science Co-op

Ox Agency  
NOW magazine  
Caracol TV International  
El Centroamericano  
Hispanic Entrepreneur Magazine  
torontohispano.com

## funding bodies



 **ONTARIO ARTS COUNCIL**  
**CONSEIL DES ARTS DE L'ONTARIO**

Ontario Trillium Foundation  Fondation Trillium de l'Ontario

 **Canada Council** **Conseil des arts**  
for the Arts du Canada

**METCALF**  
**FOUNDATION**



Aluna Theatre 123-1 Wiltshire Ave Toronto, ON M6N 2V7

[www.alunatheatre.ca](http://www.alunatheatre.ca)

Charitable number: 85124 1018 RT0001