

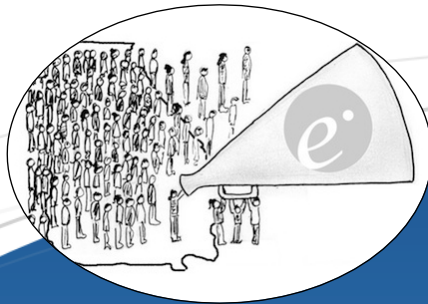
# Fall 2014 power2give goals: one year later

*A year ago, we were in the midst of our first fall fundraising campaign in many years and had set ourselves some pretty exciting but ambitious goals.*

*One year later, we're preparing for this year's fall fundraising campaign and are about to launch into our first strategic planning process since 2011.*

*As we're poised to launch into this flurry, we want to first take a look back with you at the goals we set a year ago and see where we've gone since then.*

*To all of our Fall 2014 power2give supporters, both long-time donors and first-time givers to Essential, thank you for your support and your faith in our work.*



## “Giving Georgia Playwrights a Voice”

### Processing Playwriting Contest Submissions:

As the Essential Theatre Playwriting Competition continues to grow, with this year's submissions again breaking all past records, we've been growing our evaluation process as well.

In addition to having all the 2014 play submissions read and evaluated by multiple readers, in 2015 we expanded our Bare Essentials reading series to include more than just the play readings during the festival: so far this year, we have had one private reading in the spring; three readings during the Festival which had record-breaking attendance; another this September, *The End of William Henry* by Caleb Zane Huett, directed by long-time Essential partner Amber Bradshaw; and we have two more readings planned for the winter, one November 30 and one tentatively planned for January. All of our Bare Essential scripts are plays that were submitted to the playwriting competition.

### *What your 2014 power2give donation supported*

#### **Building Relationships Nationwide:**

Over the past year, we have had several conversations with nationally esteemed new play organizations including the National New Play Network and Theatre Communications Group. While we are currently unable to join either organization because of our size, both were enthusiastic and supportive of our work and offered advice that will be a major factor in informing the strategic planning we're undertaking in the coming months. In the long term, Essential will be looking at adjustments we can make to our production process to better align with organizational standards across the country while staying true to our mission.

#### **Developing Community Partners at Home:**

Our second year in West End saw growth on all fronts: quality, quantity, depth and longevity of impact. Our partnerships with West End Performing Arts Center and Eyedrum Art & Music grew, with increased participation in our Neighborhood Nights performances and the Eyedrum exhibit opening reception. In addition, since connecting the prolific Paris Crayton with WEPAC when we brought him on board in 2014 to join the drama camp team, his Rising Sage Theatre has found a new home in West End: they're opening a show there this weekend, in fact! So there are now two professional theatre companies producing work in West End.

Our long-running relationship with VSA Arts of Georgia also saw escalating participation in 2015. "Essential Theatre productions are always so emotionally thought provoking and beautifully performed" says Joan, the Community Events Coordinator for VSA. Elizabeth Labe-Webb adds, "this long-running partnership helps both of our organizations reach our goals."

We're pleased to see these longstanding relationships deepen and grow and look forward to their continued growth and the development of deeper and more community connections in the years to come.