In 2012, Theatre Horizon opened our new home in Norristown, creating a physical foundation for our award-winning art and impactful education programs. Building on that foundation, we committed to investing in the essential elements of our mission and artistry so that Theatre Horizon could sustain the excellent productions you have come to expect and continue to use theater to educate the next generation.

In order to fulfill that strategic vision, we created our HEART THE ART campaign, a three-year initiative (2015-2018) to help us meet three specific artistic goals:

1. Program an imaginative and expertly performed MUSICAL in each of the campaign’s three seasons
2. Create our first-ever CHILDREN’S SHOW, an interactive experience for families premiering in the 2017/18 season
3. Take care of our ARTISTS by increasing their salaries and benefits by 74% over the duration of the campaign

Our original fundraising goal was $230,000. In 2016, we increased it to $380,000 as the needs of the campaign shifted and we were fortunate to have early interest in the project from some principal core supporters, including 100% participation from our Board of Directors.

**In December of 2017 we completed the campaign with a total of $381,007 raised.**

We ❤️ the art and are so glad you do too!

The Virginia Brown
Sid & Ruth Rosenblatt
Linda & David Glickstein
Elizabeth H. Gemmill
Gail Fishman & Steven Horii
Donald S. & Lisa Gross
The Hess Foundation
CHG Charitable Trust
Carol Baker & Mark Stein

$10,000+

The Stanford-Coleman Fund
Hugh & Carmen Simmons
Tanya & John Shields
Martha Reilly & Paul Brown
Diane & Steve Reilly
Clifford & Lynn Pearlman
Don & Barbara Parman
Lee & Ritch Reilly
Apryl & Mark Ashburn
Eileen Heisman Tuzman
Veronica E. Jones
Marty Tuzman
Eileen Heisman Tuzman & Troy & Christine Hamilton

$5,000-$9,999

Steve & Jane Heumann
The Victory Foundation
Don & Barbara Parman
Angela Mullen & Lisa Yanak
Michael Brody
Corrado Minimo & Kristin & Sanjeev Midha
Zandra Maffett
Kristin & Sanjeev Midha
Corrado Minimo & Michael Brody
Angela Mullern & Lisa Yanak
Don & Barbara Parman
Clifford & Lynn Pearlman
Lee & Ritch Reilly
Diane & Steve Reilly
Martha Reilly & Paul Brown
Tanya & John Shields
Hugh & Carmen Simmons
The Stanford-Coleman Fund

$2,500-$4,999

The Victory Foundation
Steve & Jane Heumann
The Victory Foundation
Christina Kind
Doug & Sherry Kargher

$1,000-$2,499

Al Armenti
Nancy Boykin & Dan Kern
Dr. E. J. Doran
Susan Drexler & Nate Cardwell
Robert & Nancy Elfant
John & Mary Vanasek
Sally pulse & Michael Ashburn
Lori & Ronald Schmoyer
Tanya & John Shields
Richard Couch & James Stein
Boofie Younkin

Heart the Art Campaign Supporters

$500-$999

Carolyn & Michael Ashburn
Rebecca Bradbeer
Joseph & Susan Dryburgh
Lani & David Frank
Christina & David Fryman
William & Claire Hawkins
Dan & Jan Karney
Patricia Loudis
Jim Schneider & Kevin Maurer
Nick & Caroline McCormick
Sally Mercer
John O'Toole
Doug & Laura Pratt
Richard & Shirley Pratt
Linda & Ronald Schmoyer
Tanya & John Shields
Richard Couch & James Stein
Boofie Younkin

$20-$249

Dan & Cathy Alexander
Patricia & Al Anderson
Jim & Robby Armenti
Dr. Janet Balukas
Lori Banks
Philomena Baylor
Margaret & Douglas Bosler
Andrea & Joel Braverman
Molly Braverman
Regina Burke-Cola & James W. Colbert
The Burke Family
Shellie Camp
Anthony & Jacque Camp
Francoise & Jack Carickhoff
Bruce & Carol Caswell

Donations In Honor or In Memory

Lynn & Michael Rothman in honor of Louis & Rhoda Fryman
AnneMarie Horowitz in honor of Carolyn Ashburn
Lisa & Michael Rosen in honor of the marriage of James Stein & Rich Couch
Rosemary Watson In Memory of Michele Decker
Maura Roche In Memory of Michele Decker
Libby White & Lawrence Tabas In Honor of Diane & Jon Edelman
GOAL 1: COMMITMENT TO MUSICALS

Producing a musical costs twice the amount of producing a play, which may be why so few Philadelphia-area theatres attempt them. But we believe the risk, which is great, is worth the reward, which is extraordinary. That’s why nearly 60% of the money raised from Heart the Art were put aside to help fund Black Nativity (2015), A New Brain (2016), and Peter & the Starcatcher (2018).

We contracted a total of 92 artists for these three productions, putting to work more musical theatre artists than ever before at Theatre Horizon. Black Nativity and A New Brain were nominated for a total of 10 Barrymore Awards, and won 4 (the awards for the current season with Peter & the Starcatcher have yet to be announced). Additionally Black Nativity was the most successful production in our history, reaching nearly 3,000 patrons and necessitating our first-ever extended week of performances.

GOAL 2: CREATING HERO SCHOOL

We are proud to have educated thousands of children in our acting classes over the years, and have dreamed for a long time of presenting a play for children as part of our main stage season. Co-conceived over three years by Barrymore Award-winners Matthew Decker and Emmanuelle Delpech, Hero School was created to advance the form of experiential children’s theatre, taking inspiration from the growing international movement to create play experiences for very young children.
During each performance of *Hero School*, children “enrolled” in a super hero training camp that journeyed through our entire theatre space. Because they were responsible for advancing the narrative of the story, the young audience members became active participants and decision-makers throughout the show. Our goal was to encourage action and personal agency instead of passive reception, and we emphasized a sensory experience that stirred the imagination of each child.

During the two workshop years we contracted 29 artists to help develop the piece, and in the year of production 25 artists worked to bring the show to life. While we faced challenges in marketing this show to an entirely new audience base, we received excellent critical review and incredible audience feedback on this unique and original production.

**GOAL 3: INVESTING IN ARTISTS**

Along with our colleagues at other regional theatres, Theatre Horizon has worked hard to develop a deep bench of gifted and highly-trained theatre performers who are based in Philadelphia (as opposed to losing them to other markets like NYC and DC). Thus, a key part of this Heart the Art campaign was taking care of the people who make the art by paying them a living wage.

Over the last three years, we increased our artists’ salaries and benefits by 74%, including introducing healthcare benefits for the first time. Both programs positively impacted nearly 80 artists and 12 staff members each season, including actors, directors, choreographers, musicians, designers, technical staff, and administrative staff. We plan to continue employing artists and staff at this living wage going forward.

*Leah Walton in 2.5 Minute Ride (2017), Rob Tucker in A New Brain, (2016), Director of Individual Giving Lyndsey Piecyk. All photos by Matthew J. Photography.*
WHAT'S NEXT

Thanks to your support, **musical theatre is vibrantly alive at Theatre Horizon.** A highlight of our upcoming 2018/19 season will be the Regional Premiere production of the Tony Award-winning musical *The Color Purple*, which we hope will bring thousands of patrons to Norristown in fall 2018 during its five week run (the longest scheduled run in Theatre Horizon’s history).

While we do not have plans for another children’s production in our upcoming season, we are still **committed to creating inclusive theatrical experiences for diverse audiences.** During the run of *Hero School* we offered our first ever Relaxed Performances, which are specially adjusted sensory-friendly shows, designed to create a theatre experience that is welcoming, judgment-free, and inclusive of children and families with a wide range of sensory, learning, and communication differences. The Relaxed Performances for *Hero School* were so successful that we programmed another well-attended one during *Peter & the Starcatcher*, and we will be offering them again during *The Color Purple*.

Creating the unique world and nontraditional production model of *Hero School* also gave us the confidence to experiment with programming other nontraditional theatre shows. Next season audiences will experience a soaring gospel and jazz musical, a historic staged reading, an intimate cabaret, a contemporary play, and two mixed-medium pieces that promise **more variety and more options than ever before in a Theatre Horizon season.** We are producing art created and directed by audience favorites such as Rachel Camp, Steve Pacek, Jaylene Clark Owens, Matthew Decker, and Kathryn MacMillan, intentionally shining a spotlight on the artists you love watching and supporting.

Your support of our Heart the Art Campaign has allowed us to accomplish so much over the last three seasons and on behalf of our artists, audiences, Board and staff, we sincerely thank you. We look forward to seeing you again at the theatre soon as we embark on all of the new and exciting things **on the horizon!**

*A new day is on the horizon as we begin exploring a new production model and non-traditional theatrical experiences created by audience favorites such as Rachel Camp, Steve Pacek, and Jaylene Clark Owens.*