Dear Friend,

As the national service organization for the professional not-for-profit theatre, we think and advocate on behalf of our 500+ member theatres from 48 states with budgets ranging from $50 thousand to $50 million. As a result of TCG’s steadfast support of the national theatre field, theatres in turn bring tremendous value to their communities.

TCG continues to list member satisfaction and fieldwide impact as key drivers of success. For the 14th straight year, TCG has maintained an organizational membership renewal rate of 93% or greater.

In addition, TCG provides a place of connectivity for over 10,000 individual members, grantees, and business partners. With its 58 years of service, TCG has become an irreplaceable well of history, knowledge, relationships, and innovative solutions that benefit generations of theatre makers and their teams.

In the spirit of storytelling, some of TCG’s impact stories included our National Conference and Fall Forum on Governance, which brought more than 1,000 people from across the country to St. Louis and New York City, respectively; our Equity, Diversity & Inclusion Initiative to transform the national theatre field; our convening of the first Theatres of Color (TOC) Gathering in 15 years, with representatives from 41 TOCs; a banner year at TCG Books, with more than $2.2 million in sales, including our 16th and 17th Pulitzer-winning books, *The Cost of Living* by Martyna Majok and *Fairview* by Jackie Sibblies Drury, respectively; research for and about the U.S. nonprofit theatre field in the form of *Theatre Facts 2017*; federal-level advocacy that is helping sustain funding for the National Endowment for the Arts, which this year saw a $3 million increase; and approximately $2 million in grantmaking, scholarships, and subsidies that supported leadership development, as well as audience- and community-development strategies.

TCG’s work around organizational fiscal responsibility and transparency has earned us the highest standards by charitable ratings organizations: Four Star Charity by Charity Navigator and the 2019 Platinum Seal of Transparency by GuideStar.

TCG will continue to be a space for us to strengthen, nurture, and promote the theatre ecology. And we can count on our members and thousands of practitioners as part of this global theatre movement.

On behalf of everyone at TCG, we want to thank you for all your continued support. We never lose sight that we could not do this work without you.

Teresa Eyring  
Executive Director/CEO

Adrian Budhu  
Deputy Director/COO
PROGRAMS & SERVICES

FIELD-WIDE LEADERSHIP
- TCG’s membership includes over 500 member theatres from 48 states with budgets ranging from $50 thousand to $50 million.
- TCG is a founding member of the Performing Arts Alliance.
- Advocates at the Federal level on issues including NEA appropriations, arts education funding, tax incentives for charitable giving, the visa process for international artists, funding for cultural exchange, and protecting performing arts technology.
- Serves as home to the U.S. Center of the International Theatre Institute.
- Partners with Edgerton Foundation and Wallace Foundation.

GRANTMAKING
TCG’s responsive and impactful grantmaking and subsidy programs for theatres and individual artists include:
- Audience (R)Evolution: explores innovative approaches to audience engagement and community development.
- Endowed legacy award programs like the Alan Schneider Director Award and the Willa Kim Costume Design Award.
- The Fox Foundation Resident Actor Fellowships: supports actors to explore new avenues of professional development and artistry.
- Global Connections: supports collaboration between U.S. and international artists and theatres.
- Rising Leaders of Color: supports the professional development of leaders and journalists of color.

NETWORKING and KNOWLEDGE BUILDING
- Actively listens to fieldwide trends and respond with innovative solutions and best practices.
- Offers in-person opportunities at the annual Fall Forum on Governance and the National Conference.
- Provides regular online learning opportunities, such as webinars and teleconferences.
- Conducts field-wide research and surveys to assess, benchmark, and chronicle the health and vitality of the sector.
- Builds and transforms the field through its Equity, Diversity & Inclusion programming.
- Supports cohorts of member theatres to create and execute action plans around equity, diversity, and inclusion through its ED&I Institute.

PUBLISHING
- The largest independent trade publisher of dramatic literature in North America.
- TCG’s booklist contains 17 Pulitzer Prize-winning plays and represents over 450 titles published in the U.S.
- Publishes AMERICAN THEATRE magazine and ARTSEARCH®, the essential source for a career in the arts.
ADVOCACY

TCG is the only theatre group advocating specifically on the federal level. Over the past two years, we’ve dispatched nearly 10,000 messages through our advocacy alerts, which encouraged TCG members to communicate with their elected officials about issues that impact professional not-for-profit arts organizations. Over the past five years, TCG helped the National Endowment for the Arts gain higher appropriations.

TCG’s goals are to support each theatre and to create a sense of connectedness, so they are all part of something bigger. It’s an approach that achieves the desired effect, according to Francine Thomas Reynolds, artistic director of the New Stage Theatre in Jackson, Mississippi. “It is important for regional voices to be heard, especially those from more rural parts of our country,” Reynolds adds. “I have seen a direct impact for our own theatre through increased funding from government agencies and acknowledgment from our elected officials about New Stage Theatre’s importance for our state’s cultural environment.”

“I was enthralled by the experience of advocating for the arts on Capitol Hill. It was a most educational and memorable experience and has positively impacted my thinking as a theatre-maker and citizen. Many thanks to TCG for making sure that our voices are being heard in the hallowed halls.”
—Kristen Coury, founder and producing artistic director, Gulfshore Playhouse, Naples, FL

VISIT www.tcg.org AND CLICK ADVOCACY FOR MORE INFORMATION

2018 Arts Advocacy Day on Capitol Hill with Senator Ben Cardin.
TCG's strategic plan includes advancing and transforming the theatre field into a more equitable, inclusive, and diverse community. TCG’s six-point plan includes an EDI Institute. Launched in 2012, in collaboration with artEquity’s founder Carmen Morgan, the EDI Institute has supported 50+ theatres to advance change at the personal, organizational, and fieldwide levels. Supported by the Andrew W. Mellon Foundation, TCG convened the first Theatres of Color (TOC) Gathering in 15 years, with 41 TOCs represented, at the 2018 National Conference in St. Louis.

At the 2018 Fall Forum on Governance, the number of executives of color in attendance had doubled over recent years. Over the past 3 years, TCG has created over 75 ED&I-themed sessions at the national conference, reaching a combined audience of over 5,500!

Through the Legacy Leaders of Color Video Project, with support from Doris Duke Charitable Foundation, TCG honored the legacy of 9 founding leaders of Theatres of Color by chronicling their stories. Founding leaders included Lou Bellamy, Penumbra Theatre; Tisa Chang, Pan Asian Repertory Theatre; Frank Chin, Asian American Theater Company; Miriam Colón, Puerto Rican Traveling Theater; Woodie King, Jr., New Federal Theatre; Muriel Miguel, Spiderwoman Theater; Jackie Taylor, Black Ensemble Theater; Luis Valdez, El Teatro Campesino; and Douglas Turner Ward, Negro Ensemble Company.

Through national partnerships with the Howard Gilman Foundation, the Regional Arts Commission of St. Louis, and Hearst Foundations, among others, we provide hundreds of scholarships to leaders of color at various stages of their careers to participate in TCG’s networking and leadership-building experiences.

“It has been an honor to participate in TCG’s ED&I Institute for the past three years. The learnings we’ve gained from the trainings and peer sharing have been invaluable. Thank you, TCG, for bringing us together to address the systemic inequities in our field and to unite us in being a vehicle for positive change in the world.”
—Becky Witmer, managing director, ACT Theatre

CHECK OUT THE FULL VIDEO SERIES BY VISITING https://www.tcg.org/EDI/EDIInitiative/LegacyLeaders.aspx
TCG’s data and assessment tools are enabling member theatres to understand patterns that can shape their marketing, development, and ticket sales strategies.

The TCG Fiscal Survey, a comprehensive annual survey conducted for over 40 years, collects essential information from member theatres. The survey is used to create Theatre Facts, which offers insights into trends in ticket sales, attendance, earned and contributed income, and expenses. Theatre Facts serves as an important gauge of changes in the field; is used as an advocacy tool; and is valued by theatres, trustees, foundation and corporate executives, educators, and the national press.

1,759 professional not-for-profit theatres drew an estimated 44 million patrons to 155,000 performances, employed 147,000 people, and directly contributed nearly $2.6 billion to the U.S. economy. Theatre Facts 2017

The TCG Salary Survey covers compensation levels for over 70 job titles in not-for-profit theatres and provides theatres with benchmarks for compensation at each position.

“For the last 5 years we have used this survey to generate annual comparative graphs between SRT and similarly sized (and programmed) theatres for our Finance Committee of the Board. This critical comparative analysis would not be possible without the information from your survey!!”
—Rachel Robert, Director of Finance & Operations at Seattle Repertory Theatre

VISIT www.tcg.org AND CLICK RESEARCH TO ACCESS VARIOUS RESEARCH TOOLS AND ADDITIONAL RESOURCES
GRANTMAKING, SCHOLARSHIPS, and SUBSIDY PROGRAMS

In 1998, Paula Vogel won a Pulitzer Prize for How I Learned to Drive. Two decades later, Jacob Padrón was named the fifth artistic director of the Long Wharf Theatre. These two disparate achievements by two people of different backgrounds pursuing distinctly different careers share one undeniable bond. Vogel developed her play thanks in part to a grant from TCG’s National Theatre Artist Residency Program, while Padrón received a boost from the organization as part of the 10-month long SPARK Leadership Program.

Other beneficiaries of TCG’s grants and programs who have made major contributions to theatre include playwright Suzan-Lori Parks, actress Marissa Chibas, writer-actor Bill Irwin, director Rebecca Taichman, and new artistic director Hana S. Sharif of Repertory Theatre of St. Louis.

“TCG consistently broadens the circle so that many young leaders and artists of color find a place for growth, for opportunity, and for mentorship. The organization has been and continues to be a launching pad: TCG was the place I found refuge when I began my professional life in the theater.”
— Jacob Padrón, artistic director, Long Wharf Theatre; and founder & artistic director, The Sol Project

TCG awards approximately $2 million per year in grants, subsidies, and scholarships to theatre companies, individual artists, and theatre practitioners. TCG is a re-grantor and works with dozens of organizations and foundations like the Howard Gilman Foundation, Hearst Foundations, the Doris Duke Charitable Foundation, the Andrew W. Mellon Foundation, Fox Foundation, and many others. These groups provide the resources that allow for the greatest possible impact; and TCG provides expertise in developing and administering grant programs. TCG staff are also frequently consulted by grantmaking organizations on a variety of topics from capacity building to work-life balance and, most notably, in Equity, Diversity & Inclusion.

FOR A FULL SLATE OF TCG GRANTS, GUIDELINES, AND IMPACT REPORTS, VISIT www.tcg.org, CLICK GRANTS OR AUDREV
FIELDWIDE LEARNING

A centerpiece of TCG’s national programming is its annual National Conference, one of the nation’s largest annual gatherings of theatre professionals, including artists, trustees, and many others. Members repeatedly report back about how important the TCG Conference is to them, in forging connections, exploring and examining field-wide issues, and developing practical tools for addressing their challenges.

The National Conference in Miami featured 200 speakers across 120 sessions, 175 member theatres represented, and 351 first-time attendees.

The second major event is the Fall Forum on Governance in New York City, the biggest gathering of theatre trustees in the country. The 2018 Forum focused on organizational culture and featured both expert-led sessions and peer-to-peer workshops, as well as dedicated networking time.

TCG’s distance learning opportunities include our new online community platform (TCG Circle, which averages 40,000 annual visitors) as well as blogs, teleconferences, and webinars. Teleconferences reflect discussion points selected by members and reach more than 120 different theatres, with topics geared toward a range of practitioners, from finance directors to managing leaders to marketing directors.

READ THE IN-DEPTH IMPACT REPORTS FROM THE NATIONAL CONFERENCES AND FALL FORUMS BY VISITING EVENTS ON www.tcg.org
PUBLISHING: BOOKS

TCG Books is North America’s largest independent trade publisher of dramatic literature featuring the work of over 250 playwrights and theatre artists. Total book sales have now topped 4,000,000 copies and our writers received $300,000 in royalties in 2018 alone!

TCG Books are carefully edited and each playwright has complete approval of every element of the book’s publication including typography and cover design. This process affirms the work of the playwright as an invaluable part of the nation’s literary heritage belonging prominently in universities, libraries, and bookstores across the country.

“TCG is so important for playwrights at a time when trade publishers are not publishing plays alongside novels. They published an early anthology of my work when I didn’t have tremendous traction. It’s a way to get your voice out there and introduced to a larger audience outside of New York City.”
—Lynn Nottage, Pulitzer Prize-Winning Playwright

TCG Books represents the rich and growing diversity of all writers and commits to the life-long career of each playwright’s work, keeping all their plays in print. Each year TCG Books adds at least one to two new writers to its list, recent newcomers include Jackie Sibblies Drury, Heidi Schreck and Lucas Hnath. TCG has over 450 titles currently in print including 17 Pulitzer Prize-winning plays in its canon of work.

TO PURCHASE BOOKS AND FOR A COMPLETE LIST OF TCG BOOKS, VISIT OUR BOOKSTORE AT www.tcg.org/TCGBookstore.aspx

17 Pulitzer Prize-Winning Plays published by TCG Books
Playwright Lauren Gunderson, who lives in San Francisco, says the magazine is a crucial touchstone for anyone interested in theatre, who wanted a sense of belonging to a larger community than the one they could see from their window. “I used [AMERICAN THEATRE] to help me understand the landscape of American theatre and the diversity of theatre makers,” Gunderson says. “It helped me envision my career before I even had one. It also started a nationwide discussion about how to have a career in the theatre without living in New York City.”

“Based on the strength of the content, and the example of its intervention, I decided to make the entire September 2018 issue of AMERICAN THEATRE on sexual misconduct and abuse in the theatre, the kick-off reading and core requirement for my Theater & Society Now class at Princeton. The students will receive a copy on the first day of class and will be required to read the entire issue, cover to cover, in advance of the following class meeting.”
— Brian Herrera, Princeton University

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TCG BY THE NUMBERS

**FY18 INCOME**

![Income Breakdown](chart)

**FY18 EXPENSES**

![Expense Breakdown](chart)

**MEMBERSHIP**

- **26** Funder Affiliates
- **51** Business Affiliates
- **52** Not-for-Profit Affiliates
- **118** University Affiliates
- **500+** Member Theatres
- **10,000+** Individual Members

Plenary session at the 2018 Fall Forum on Governance: CultureMakers. Photo by Ryan Bourque.
WE NEED YOU!

TCG depends on an engaged community of supporters who choose to invest in our mission and vision for the national theatre field. When you give to TCG, you stand with a committed, diverse community of theatre-makers and funders who believe in the power of this art form.

Your generous support positively impacts our nation’s most treasured theatre artists and organizations every day. With your support, we...

- Award career-changing grants to artists and theatre companies
- Advocate in Washington D.C. for federal policies that secure and promote the performing arts field in the U.S.
- Publish exceptional dramatic literature, disseminating the voice of the modern playwright
- Lead critical conversations in arts journalism through AMERICAN THEATRE magazine
- Conduct vital arts research for our field, informing a course for the future
- Create platforms for thousands of theatre professionals to convene and connect, grow their careers, and transform the field
- And so much more!

Whether you are an artist or administrator; a funder or trustee; a theatre lover or theatre leader; it takes supporters, like you, to advance TCG’s transformative programs and nationwide impact.

Visit www.tcg.org/AboutUs/GivingOpportunities to learn about a range of giving opportunities and accompanying benefits designed to deepen your engagement with TCG and with the field.

BOOK SPONSORSHIP

Theatre Communications Group is proud to recognize Stephanie Ansin & Spencer Stewart, Paula Marie Black, Jujamcyn Theaters, Heather Randall, Judith O. Rubin, and The Vilcek Foundation for their generous support of the TCG Book Program.

2019 GALA

The Gala serves as TCG’s annual fundraiser to support vital programs and services to the theatre community. The event brings together theatre people from both the commercial and nonprofit sectors, including artists, producers, funders, trustees and more. The 2019 OUR STORIES Gala honored arts philanthropist and Chairman Emerita, Ingram Industries Inc. Martha Rivers Ingram; Pulitzer Prize-winning playwright Tony Kushner; and Broadway press agent and President of DKC/O&M Rick Miramontez. We also celebrated a range of TCG programs committed to advancing leaders of color in the field. The evening’s programming, directed by Tony Award-winner Michael Mayer, included special performances from Eva Maria Noblezada and Patrick Page (Hadestown), Ali Stroker (Oklahoma!), Beth Malone and Nico Muhly.
NATIONAL COUNCIL FOR THE AMERICAN THEATRE

Composed of leading trustees from member theatres across the country, the National Council for the American Theatre guides TCG’s programs on governance and board development, and serves as a “brain trust” for the organization. For information on joining the National Council, please contact Adrian Budhu, Deputy Director and COO: abudhu@tcg.org.

A BETTER WORLD FOR THEATRE.
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