



North Grenville Community Theatre

Note to members:

As we were preparing for the annual review of KPI finances, in a small meeting of our Treasurer, President, and reviewer of the past year's finances, we discussed the fact that we have about six active outreach programs that help support community groups. Our financial reviewer felt it would be advisable to profile this activity and confirm support for the strategy on these programs from members at the AGM.

I did not feel that we wanted to get into fine details on this, because we have delegated significant decision authority to our Executive, and we do not want to require a general meeting of members every time we want to make changes that fit within a general strategy. We have therefore prepared a strategy document on outreach for the 2026 AGM, and we will ask members to read this, and, if willing, approve the direction it provides.

Steve Wendt
President, KPI Inc., 2025-2026



North Grenville Community Theatre

Kemptville Players, Inc. Outreach Strategy for Community Groups, Non- Profits, and Charities

Background

We are a not-for-profit corporation that exists primarily to bring amateur theatre into our community. If things go well, audiences support us by buying tickets, and we are often in a position to return thanks to groups in the area, both in entertainment, and by helping others raise funds. In some years the total of financial support we provide in this way can be substantial. The purpose of this strategy is to provide overall guidance to the Executive as they manage the details.

Principles

- we need to survive as an organization, and it is our intention that our community outreach remains strictly restrained by what we can afford.
- in assessing fees with a local community group, we will take into account its status as a non-profit or charity.
- our decisions on which groups to support are influenced by previous experience with those groups, if applicable.
- in some cases groups support us, for example by providing meeting space, and that influences our interaction.
- we place priority on education and public engagement involving theatre.
- we recognize that our outreach efforts can be designed to promote NGCT/KPI and therefore add to our longer term success. This is especially applicable when we provide complimentary tickets early in a show, as that can increase sales later in the run by word-of-mouth.
- we anticipate that interested groups will find us in various ways, especially by information posted on our website.
- we recognize that our community outreach is strengthened when we work with other groups, especially regional theatre organizations.

At present the KPI/NGCT outreach components fit into about six categories.

1. Sponsored Learning such as workshops.

We want to encourage the development of theatre skills in our community, and so we sometimes operate or contribute to workshops and similar training events. For example, in 2026 we hosted a workshop on making masks for theatre, in cooperation with Odyssey Theatre.

2. Travelling Plays (Example – the Romance on the Road series)

Travelling Plays (most recently the Romance on the Road series and previously Bound By Stardust) have been offered to several local groups as a fund-raising opportunity. The opportunity for groups to get involved is advertised, and groups that have previously hosted get reminders when a new series is planned. The host venue is responsible for providing a venue, advertising, selling tickets, and such, so that NGCT can focus on providing the entertainment. Our intention is to not lose money on these plays, so a modest fee is generally agreed upon with the host.

3. Murder Mysteries

NGCT (and KPI) have been offering murder mystery entertainment to local groups for many years. Often the host combines our entertainment with a dinner package. Our practice is to allow members less demanding roles in a murder mystery than in a full stage play. Most of the contacts are established by word-of-mouth and follow-up from previous events. As with the travelling plays, the host venue is responsible for providing a venue, advertising, selling tickets, and such, so that NGCT can focus on providing the entertainment. Our intention is to not lose money on the murder mysteries, so a modest fee is generally agreed upon with the host.

4. Special Arrangements with groups

Our website has had the following statement since about 2023:

“Do you have a group that might want to negotiate a special rate? NGCT does like to work with other non-profits, seniors residences, and similar groups that would be interested in group rates, which would be negotiated on a case-by-case basis. NGCT would take into account factors such as the date of the performance (we would be more interested in shows with typically low ticket sales - such as opening night), the number of tickets in the package, the suitability of the facility for your group, the show we are offering, and past history with the same organization. If your group wants to start a conversation about a special group arrangement, send an email about that to info@ngct.ca” .

As of mid-2026, although we have been approached about special arrangements, none have occurred. The website implies a discounted rate, but we have never yet gotten to the stage of discussing the discount.

We note that in 2025 Phoenix Theatre in Ottawa held this kind of special arrangement with a local chapter of Grandmothers to Grandmothers Campaign (affiliated with the Steven Lewis Foundation), for the show dress rehearsal, and the charity retained all of the revenue from tickets they sold. We see that Odyssey Theatre had a similar arrangement for a regular performance with a charity in 2026.

We are proposing to do something new for us and offer a special arrangement along similar lines to our area Grandmothers to Grandmothers Campaign group for Fall 2026, and if that is successful, we could offer to do something similar with a different group in 2027. The charity

would receive a complimentary block of tickets, for opening night only. They would sell them through their own efforts, and retain the full proceeds.

5. Simple donations

In some cases the Executive simply makes cash donations to local groups, especially those that have helped us in various ways such as by providing meeting space.

We also donate complimentary tickets, as appropriate, when local groups want them as door prizes or as fundraising auction items. The hope is that these complimentary tickets will help expand our future theatre-going public.

6. Bursaries

KPI has been giving bursaries to students at local high schools for many years. For the fiscal year ending in 2026, we offered two bursaries in Kemptville, valued at \$300 each.

The bursaries are connected to ongoing education emphasizing theatre.

The Executive changed how the bursaries function in 2026, after a review of what other local groups are doing. We will now provide funds to the student rather than processing those through the schools. The selection of the student is still done by the school.

North Grenville now has more than two high schools and the Executive plans to extend the bursary offering accordingly.