

## Our Centennial Campaign begins. Here we grow!



### **Project Introduction**

Recently, we received a call from our longest-standing Season Ticket holder, Lois – a subscriber for sixty-eight years! She was saddened to tell us that she had to let go of her subscription at last: not because she was no longer interested in attending, but because she could no longer manage the theatre stairs. We were saddened too. This kind of disappointment is part of what has led to our new Centennial Campaign to help Schenectady Civic Players (SCP) dramatically update our theatre in the historic Stockade District of Schenectady.

The project will incorporate a state-of-the-art redesign that connects two adjacent properties owned by SCP, providing better lighting, improved pathways with snow guards, a gentle-sloped ramp entry into a brand new lobby, the installation of a new heating and cooling system, and, of utmost importance, a two-stop elevator, making SCP fully Americans with Disabilities Act (ADA) compliant.

With initial commitments of grant funding in place, we are now moving toward a full renovation that will enable us to provide quality cultural enrichment through local performing arts to thousands of new patrons who were previously unable to access the theatre – including, at last, an elevator.

And Lois will be invited to take the Honorary First Ride.

### **The Organizational History and Mission**

Founded in 1927 by Union College educators and with 501(c)3 status established shortly thereafter, SCP made its home in an old Masonic Temple in the historic Stockade District. This building (which SCP owns) was erected in 1868. SCP has called it home since 1928, making it the oldest continuously operated community theatre in the entire Capital Region, and one of the oldest in the country. Well over 400 shows have been featured on the SCP stage, each requiring nearly 100 volunteers to

produce. It is estimated that over 800,000 audience members have shared the theatre experience at SCP.

SCP's mission is to foster, promote, and nurture the natural talents of those interested in play production, stagecraft, and arts management, and to stimulate appreciation and participation in high-quality theatrical productions among the people of the Capital Region. As SCP improves upon an already exceptional theatre experience, we hope to continue to partner with youth and young adult programming for all students interested in theatre. We have provided countless training and development opportunities for new volunteers and students interested in careers in the



performing arts over the years, and with our new expansion hope to reach even more. This includes a workshop staged at the Playhouse for students enrolled in Speech Pathology Therapy. Local high schools and colleges have expressed interest and have been contacted to partner with SCP for internships and other opportunities at the theatre.

The newly renovated space will also be ideal for meetings, and there will

be multiple occasions for businesses and community groups to conduct trainings and host events, in addition to the great performances SCP will continue to bring you.

Our updated website, [www.civicplayers.org](http://www.civicplayers.org), has decades worth of archived photos from past productions for browsing, and this new online presence will be a key component in reaching out to supporters like you.

Several years ago, when SCP replaced and upgraded every seat in the theatre, the campaign consisted of one brochure and a letter of support. The response was overwhelming, to the tune of \$35,000. With that kind of support, we strongly believe the expense of this project can be easily rallied and managed. The Campaign will be part of Schenectady's Downtown improvements, bringing added vitality to an already growing and prosperous area. Our partnership with Proctor's Theatre and other private grant support are just two of the ways SCP is already moving toward big things! Being better and a bigger part of our community is what SCP's vision of this campaign is all about.

Join us.

Be a part of the history as we march toward our Centennial Birthday.

Bring artistic life to new generations.

Preserve a historic gem of our community.

Help give Lois a lift.

And grow with us for several more decades to come!



**Centennial Campaign  
Contribution and Pledge Form**

Schenectady Civic Players PO Box 927 Schenectady, NY 12301

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***The Longest Running Community Theater in The Capital Region...needs You!***

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**As always, any contribution to a charitable organization is tax deductible.**

- I am GE employee/retiree/spouse. GE will match my pledge. To do so, I'll call GET at 1-800-305-0669 or [www.gefoundations.com](http://www.gefoundations.com) to report the amount and SCP's Zip Code as 12301.**

**Pledge**

In support of Schenectady Civic Player's Centennial Renovation, I hereby pledge a total of \$ \_\_\_\_\_ to be paid over \_\_\_\_\_ year(s) beginning \_\_\_\_\_. My employer, \_\_\_\_\_ will match my contribution.

**Payment Method**

I have enclosed a check in the amount of \$ \_\_\_\_\_. (Please make checks payable to Schenectady Civic Players and indicate "Centennial Campaign" in memo section

Or charge \$ \_\_\_\_\_ To My Credit Card    Annually     Semiannually     Monthly

Card type \_\_\_\_\_ Exp. \_\_\_\_\_

Card Number \_\_\_\_\_ Name on Card \_\_\_\_\_

**Memorial & Tribute Gifts**

Please make my gift in recognition of \_\_\_\_\_

(Check one) Memorial     Tribute

Address To Whom Recognition Should Be Sent \_\_\_\_\_

***I hereby commit to the pledge and authorize the payment(s) indicated above:***

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_