

FUEL THE FIRE ANNUAL REPORT 2023-2024

**BURNING
COAL
THEATRE
COMPANY**

Where We've Been

Where We Are Now

Where We Go Next

Prepared by Abbe Fralix
Development Director
June 2024

LETTER FROM OUR BOARD PRESIDENT

You haven't lived until you've staffed the lobby of a theater for sold out shows, I now know! Watching the brave and unrattled stage manager pull seats out of nowhere and fill odd corners with two more, one more! Finally having to tell people we are literally out of room, and encouraging them to reserve for next week right now. It's all been an amazing rush, and thrill, and a wee bit of sadness of course for those left outside the stage. But how on earth have we gotten to this place?

The answer, simply, is your support through the Fuel the Fire campaign!

Over the last two years you have stepped up, tripling the supporters we have for BCT! Subscribers have grown by almost 400%! With this support, Jerry Davis has put on some of the most popular, the most highly reviewed or the most innovative shows in BCT history. It has been a thrill of a ride here inside the staff and Board. We've worked to hold on and say 'Yes!' to good ideas that this new support has enabled. So we want to say Thank You from the bottom of our hearts. We are so grateful to have you all along for this ride, sharing all this amazing work with you. It's fun, it's rewarding and as we implement more and more of the results from this campaign, it is an amazing rush, a thrill and a wee bit of sadness for those not inside watching the stage!

Pamela Shizand

Board President





MAINSTAGE SEASON

This season, Burning Coal presented works by great playwrights like Pinter and Stoppard, while exploring themes of family, loss, and self-discovery. Through the productions, we asked what it means to question our roles in societal and family structures and the lengths we are willing to go to carve out a place for ourselves in a world that is ever changing.

EDUCATION AND OUTREACH

Education has been and remains a mainstay of Burning Coal's commitment to bring literate, visceral theatre to the Raleigh area. This season, we partnered with 9 schools across eastern North Carolina to bring our Shakescenes, WillPower, and poetry residencies to students of all ages. At the theatre, we offered adult Shakespeare workshops in both the fall and spring, as well Jerry's annual Uta Hagan class.



COLLABORATIONS

Along with our own programming, Burning Coal has the unique opportunity of being able to partner with other theatre groups to offer performance space throughout the year. This year, we hosted 13 different companies, including:

- Agape Theatre
- Cirque Du Vol
- Odyssey Stage
- Pure Life Theatre
- Raleigh Charter High School
- Raleigh Village East



FUEL THE FIRE: 2 YEARS IN

When we began the Fuel The Fire Campaign in 2022, we could not have envisioned the outpouring of support from our community.

Two years later, our Fuel the Fire community consists of passionate theatre-goers and long-term donors, including you, who want to see visceral, literate theatre performed by local talent.

Not only do we feel your support and commitment through your financial contributions, but through the giving of your time attending Burning Coal productions and functions, volunteering, and spreading the word about our work to the ever-expanding Raleigh community.

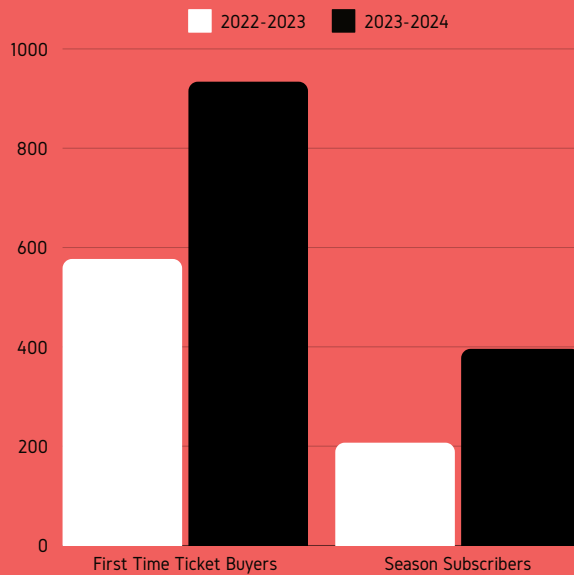
Thank you!



WHAT WEVE ACCOMPLISHED SO FAR

- Purchased a new light board in June 2023
- Hired Barry Jaked in August 2023 as our full-time Technical Director and Facilities Manager
- Increased production budgets by 23% per show
- Identified a new Marketing Assistant who will expand our marketing regularity and professionalism, to begin this summer!





SEASON SUBSCRIPTIONS

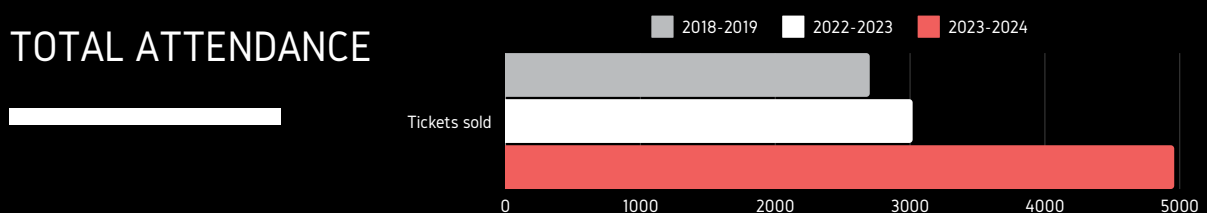
Our 2023-2024 season saw radical growth in the number of season subscribers--a 91% increase, in fact, from the previous year! As people continue to return to live events in a post-Covid world, it's invigorating and encouraging to know that they continue to seek out live theatre venues like Burning Coal.

NEW THEATRE GOERS

In our 2022-2023 season, over 500 people attended a Burning Coal production for the first time ever. This past season, we had 934 new ticket buyers spread out among our four mainstage shows--many of whom have since become repeat attendees.

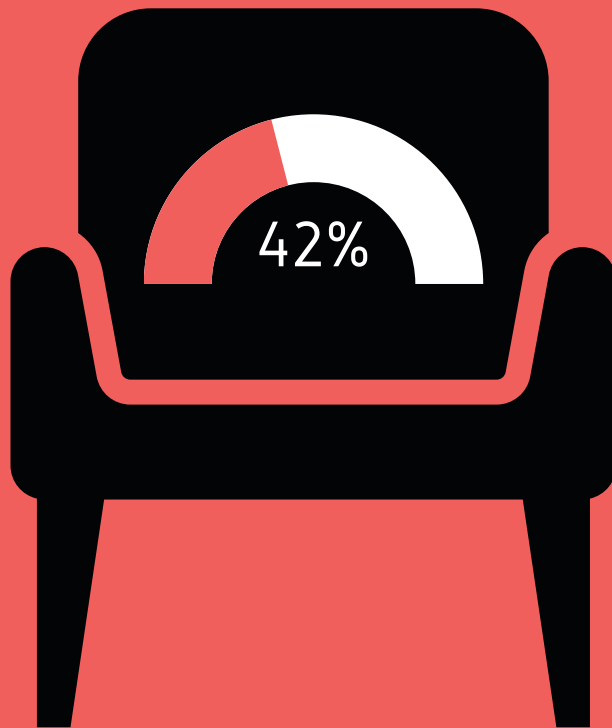


TOTAL ATTENDANCE



While the Covid years are still fresh in our recent memory, Burning Coal has not only regained our pre-Covid attendance, the 2023-2024 season saw record attendance at our mainstage productions with almost 5000 tickets sold!

We could not do this without the generosity of our sustaining supporters and Fuel the Fire campaign members. Your giving allows us to promote each production throughout the community to bring in new audiences.



INCREASE PRODUCTION VALUE

As we move into our 2024-2025 season and final year of Fuel the Fire, we are continuing our commitment to raising the value of your night at the theatre. This means hiring artists at the top of their craft--like Xinuan Li (set designer for *Mlima's Tale*) and Christian Stahr (music director for *A Little Night Music*) --and enhancing the audience experience from the moment you walk in the lobby door.

REPLACE AUDITORIUM SEATING

In April 2024, we introduced our "Take a Seat" campaign to raise \$25,000 to replace the 16 year old seating in the Murphey School Auditorium.

Initially conceived as part of Fuel the Fire, we made the decision to open Take a Seat to our general audience to help get over the finish line. Fuel the Fire campaign members with pledges of \$500+ have the special opportunity to have a plaque installed on a chair as a show of appreciation for your continued support of Burning Coal.

If you wish to take advantage of this special offer, please contact our Development Director, Abbe Fralix, for more information.

As of June 2024, we are 42% funded and are on track to have the new seating installed by the time our 2024 Mainstage Season begins in October.

FINALE

The Fuel the Fire campaign was designed to give Jerry Davis more time to focus on Artistic Direction ✓, expand the quality of what you see on the stage by increasing our production budgets ✓, and upgrade some 'hard' items, like the lightboard and new chairs ✓. YOU have made all of this happen!

Fuel the Fire Supporters

Alec and Georgia Donaldson	John and Terry Wall
Alexander and Carol Lawrendce	John Grudzien and Steve Coons
Amy Blackwell	John Sarratt and Kathy Klotzberger
Andrew and Gwen Whiteman	Judith Moore
Annie Lang	Kathleen Hall
Ashlee Quinones	Kathy Covert
Bryan and Carson Brice	Kay Dickersin and Robert Van Wesep
Carla J. Berryann	Larry Early and Renee Gledhill-Early
Carol Winter Household	Larry Meisner
Cecilia Zuvic Household	Laura Ford and Patrick Baryenburch
Charles Meeker & Terri McGaughy	Linda and Phillip Carl
Claudia Brown	Linda Davis
Connie and Robert Shertz	Linda Wharton
Curtis Kasefang and Sharon O'Neill	Lisa A. and Phillip L. Anthony
Daniel Wilkinson	Margaret and John Calcagni
David Ranii and Bonnie Tilson	Mark and Carol Hewitt
Deborah Keefe Household	Mark and Tricia Wilson
Don and Kay Hobart	Mary-Ann Baldwin
Don MacLane and Lorah Sebastian	Michael Feezor
Dorothy Lichtwardt	Michael O'Foghludha and Linda Daniels
Elizabeth and Joseph Kahn Foundation	Pamela Blizzard and Willis Lumpkin
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Eric and Kim Schneider	Paul Leone
Freedom Forum	Phyllis and Marty Demko
Gene Wojciechowski and Jane Florence	Ralph and Francine Roberson
Grace Gregson Household	Rebecca Crosson
Greer and Chuck Lysaght	Richard and Carol McNeel
Greg Paul and Mary Hart-Paul	Rick Labach
Gwynn Swinson Household	Rob and Linda Grew
Herbert Huene	Ruth Bromer and Joseph Huberman
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Jacobi and Jerry Daley	Susan Parry and John Montgomery
James and Linda Martin	Suzanne Kennedy Stoskopf
Jim Smith	The Hon. Nancy and Mr. Ron McFarlane
Joe Wolozy	Tom Phillips
John and Mary Nash Rusher	Wyrick Robbins

Season Sponsors and Grantors

Arts Access	Telepathic Graphics
North Carolina Arts Council	Tenth and Terrace
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Residence Inn	WCPE: The Classical Station
The Shubert Foundation	Wyrick Robbins
Smith Anderson	



Your generosity and ongoing support is crucial to the success of Burning Coal. You make the work you see on stage possible and we are so grateful. Thank you sincerely, and see you at the theatre soon!

Burning Coal Theatre is a 501(c)(3) not-for-profit organization. Contributions are tax-deductible to the full extent of the law.
Not-for-profit EIN: 56-1910148

Questions? Ideas? We'd love to hear from you!

Contact Abbe Fralix, Development Director
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Please email/call for estate planning information

burningcoal.org/donate



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