

# 21/22 Funding Priorities

Canada's Ballet Jörgen



# 2021/22 Season

Canada's Ballet Jörgen (CBJ) embarks on 2021/22 Season with an extensive and integrated approach to programming – Dance for All – that encompasses live, digital and hybrid programming.

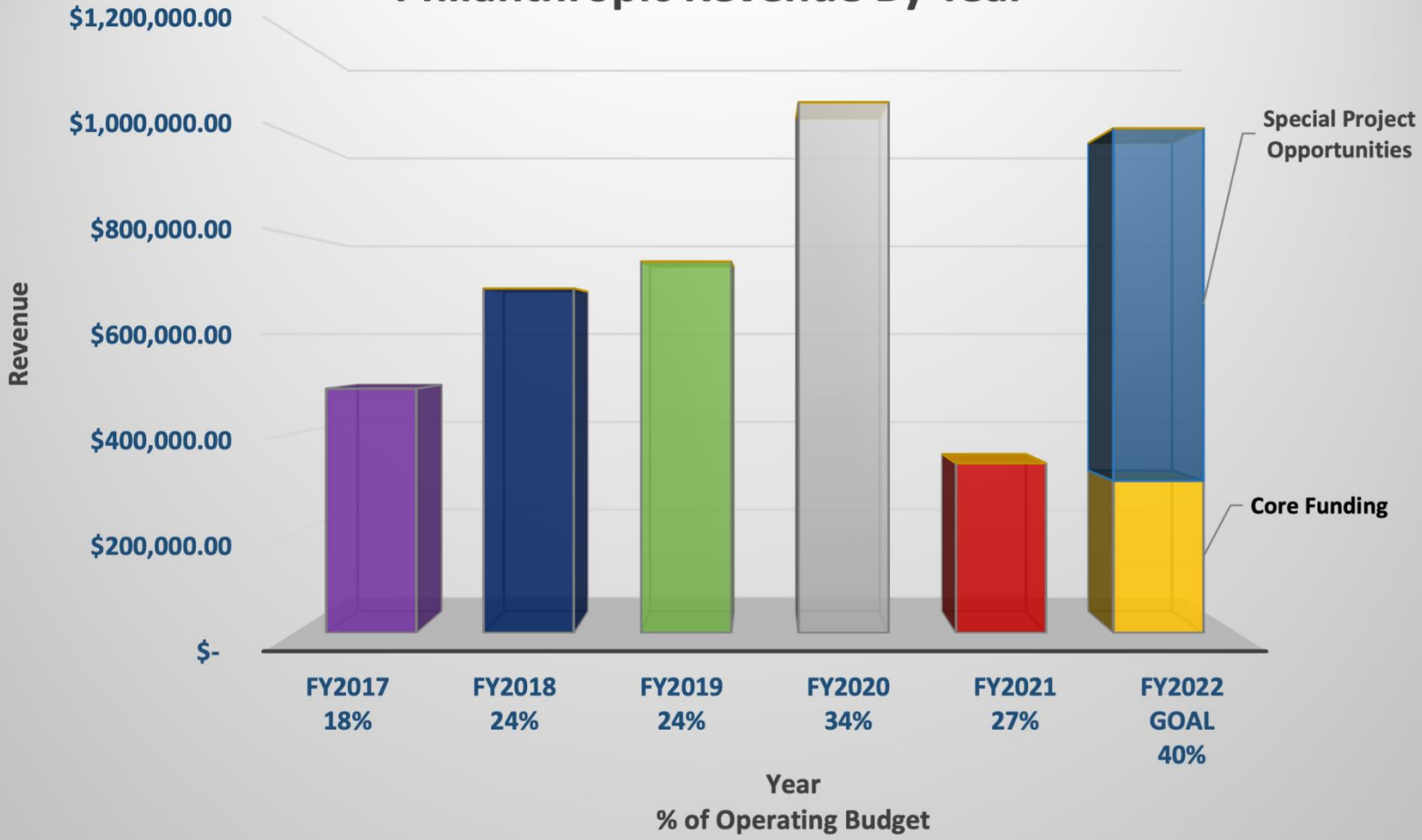
Dance for All aims to bring a broad range of dance experiences that are immediate, relevant, and engaging to the public at large as well as those for whom dance is a major passion. Through Dance for All, we want to support making dance more inclusive and accessible, sustain and connect communities, and enrich people's lives through positive and meaningful engagement with dance to improve their physical and mental health.

# CBJ's Priorities this year

Your support of CBJ's 2021/22 season will ensure that dance remains accessible to audiences and learners, and that there is an opportunity to dance for those who have trained so hard to perform.

We have set our priorities for dance creation, dance education and dance performance. Our plans assume this year will continue to challenge all of us to work under health restrictions. We are excited to share our plans with you and thank you for your support.

# Canada's Ballet Jörgen Philanthropic Revenue By Year



# CBJ's 2021/22 Themes

Philanthropic support is fundamental to CBJ: it comprises over 30% of the Company's annual budget and ensures that we can fulfill all elements of our mission.

As we embark on 2021/22 Season, we present our vision for the year along four themes:

Core Funding \$335,000

Special Project Opportunities \$708,000

**Total Funding Goal \$1,043,000**

Dance for All	Making Dance Accessible \$270,000
Dancers	Supporting Our Dancers \$107,500
Education	Making Dance Education Accessible \$150,500
Creating	Creating New Dance for Canadians \$515,000

# Making Dance Accessible

Funding Goal: \$270,000

## Project 1: Performances & Touring

Funding Goal: \$150,000



### Programming:

- *Creations In Isolation* Tour BC/ON/SK
- *Nutcracker: A Canadian Tradition* ON Tour
- *Romeo & Juliet* Tour QB/ON/BC/SK
- *Anne of Green Gables - The Ballet* Tour US/ON/NB/NS/PEI

Help us bring dance to over 40 communities across Canada and US.

Your support will help offset the costs of delivering dance performances – including travel, accommodation, production and artists' fees — and ensure the Company can return to theatres safely.

[DONATE NOW](#)



## Project 2: Atlantic Canada Programming

Funding Goal: \$50,000

## Making Dance Accessible

Funding Goal:  
\$270,000

In 2007, CBJ established an Atlantic home in Halifax. Today we deliver annual programming across all four Atlantic Provinces, supported by an Atlantic Council. With a commitment to showcase Canadian works, *Anne of Green Gables - The Ballet* premiered in Halifax in September 2019.

Your support will ensure *Anne of Green Gables – The Ballet* returns with performances in Nova Scotia, New Brunswick, and Prince Edward Island in May and June of 2022.

[DONATE NOW](#)

[Donate Aeroplan Points](#)

## Making Dance Accessible

Funding Goal:  
\$270,000

## Project 3: Western Canada Programming

Funding Goal: \$70,000

Canada's Ballet Jörgen is excited to announce its return to British Columbia and Saskatchewan!

*Creations in Isolation BC & SK October 2021*  
*Romeo & Juliet BC & SK February 2022*

CBJ is moving to serve Saskatchewan as a home province through a dedicated hub in Saskatoon. This means a commitment to delivering diverse programming and increased activities across the Province.

Your support will ensure a range of performances, education events and expansion of Saskatchewan programming.

[DONATE NOW](#)

[Donate Aeroplan Points](#)



# Supporting Dancers

Funding Goal: \$107,500

## Project 1: Dancer Sponsorships

Funding Goal: \$37,500+



**Dancer Sponsorship Program**

We are committed to raising funds to keep our dancers performing. A dancer sponsorship with minimum of \$2,500 donation will help us invest in longer contracts, expanded coaching, and increase our investment in essential health and career support.

Our goal is to get all of our 15 dancers sponsored.

[\*\*DONATE NOW\*\*](#)

# Supporting Dancers

Funding Goal:  
\$107,500



## Project 2: Apprentice Program Sponsor

Funding Goal: \$50,000

The Apprenticeship Program enables new dancers to gain the professional experience necessary to succeed technically and artistically and to launch their careers. Apprentices participate in performances, community events and youth engagement programs.

Many Apprentices go on to successful careers, including CBJ's Principal Dancers, Hannah Mae Cruddas and Momoka Matsui. Over the years, this program has been an essential catalyst for building the diversity of the company and overall dance talent nationally and internationally.

Support in the amount of \$50,000 for the Apprentice Program will create two apprentice positions.

[DONATE NOW](#)

# Supporting Dancers

Funding Goal: \$107,500

## Project 3: Mentorship

**Program** Funding Goal: \$10,000

**HBE Contemporary Mentorship Program:** Hanna Kiel and Human Body Expression (HBE) have partnered with George Brown Dance to offer a distinctive and comprehensive Contemporary Mentorship Program.

**Canada's Ballet Jörgen Mentorship Program:** CBJ's intensive professional graduate training program bridges the gap between graduation and beginning to work as an apprentice.



The support of \$10,000 will ensure three Mentorship positions in the 2021/22 Season.

[DONATE NOW](#)

## Project 4: Boys Who Dance Campaign

Funding Goal: \$10,000

The Boys who Dance Campaign provides opportunities for aspiring male dancers to be mentored one-on-one by CBJ's professional male dancers.

CBJ will raise awareness of the stigmas around male dancers through town hall discussions and provide resources for schools, libraries and community centres. The funding support will offset the costs of the campaign – including school programs, two town halls and seven mentorships.

We have developed this Campaign for all of the boys out there who want to dream big and become a dancer.

**Let's get our boys dancing because dance is for all!**

# Böys who Dance

abolishing stereotypes.



## Supporting Dancers

Funding Goal: \$107,500

[DONATE NOW](#)



# Making Dance Education Accessible

Funding Goal: \$150,500

## Project 1: Online Dance School Scholarships

Funding Goal: \$10,000



We are seeking to provide twenty scholarships of \$500 each to support our online students in their training as we build this education offering and ensure that education is affordable to all who wish to learn.

[DONATE NOW](#)

# Making Dance Education Accessible

Funding Goal:  
\$150,500

## Project 2: Virtual Dance Academy Expansion

Funding Goal: \$50,000

In November 2020 with the support of George Brown College, CBJ launched a **Virtual Dance Academy** – online dance classes and town halls. The program has been a resounding success helping to build an online educational community for dance students and dance schools across Canada.

With additional funding, we plan to increase the capacity of the Virtual Dance Academy to provide targeted programs at low or no cost to talented dance students who otherwise would be left behind. Particularly, we will add classes in French\* to support rural QC and northern NB communities where little or no dance training is available at all, and smaller communities where the students must travel to the nearest major cities to access dance training.

\*Over half of CBJ's website visitors use English as their default setting (56.94%), and a quarter of our visitors (24.13%) list French as their default language, making French our second biggest language demographic.

[DONATE NOW](#)

Making  
Dance  
Education  
Accessible

Funding Goal:  
\$150,500

## Project 3: Junior Company Scholarships

Funding Goal: \$15,000

The funding will provide ten scholarships of \$1,500 each to support students who participate in our Junior Company, a summer program designed to prepare dancers who have finished their training and are seeking employment in a professional company.

Widely recognized as a springboard to a professional career, the audition-only spots attract dancers from around the world.

Many **Junior Company** attendees go on to become apprentices and then full-time dancers with CBJ.

[DONATE NOW](#)

Making  
Dance  
Education  
Accessible

Funding Goal:  
\$150,500

## Project 4: Emerging Choreographer Support

Funding Goal: \$25,000

CBJ has had a long history of supporting emerging, diverse Canadian choreographers, with over 300 works “in the vault”. We are seeking to expand our support in the development of choreographic talent through a new **Choreographic Mentorship Program**.

The selected choreographer will work alongside Bengt Jörgen and other choreographers as they create new works. At the end of the program, the emerging choreographer will have an opportunity to create their own work with the Company.

Support of \$25,000 will enable us to sponsor one significant new work by an emerging choreographer, helping launch or accelerate their career and adding to our body of performance works.

[DONATE NOW](#)



# Making Dance Education Accessible

Funding Goal:  
\$150,500

## Project 5: Summer Intensive Scholarships

Funding Goal: \$20,000

The objective is to fund 10 scholarships, ranging from \$1,000 to \$4,000, for our in-person Summer Intensives. The specialized programs are offered to dancers of various levels and ages (9-18) to accelerate their skill development, and range in length from one to five weeks.

CBJ accepts dancers from a range of socio-economic backgrounds, and many of the dancers who participate in the Junior Company receive scholarships. CBJ is committed to providing equal opportunities for all aspiring young dancers, and these scholarships ensure no one is denied an opportunity for financial reasons.

The scholarship will help cover the costs of tuition and, in some cases, residence for the student.

[DONATE NOW](#)

# Making Dance Education Accessible

Funding Goal:  
\$150,500

## Project 6: Local Participant Program

Funding Goal: \$30,500

For young dance students, opportunities to work with a professional company are generally only available in the country's largest urban centres like Vancouver and Toronto. CBJ's **Local Participant Program** provides access to these critical experiences by offering performance opportunities for aspiring young dancers in smaller and underserved communities across Canada.

Each full-length ballet includes up to 15 age-appropriate roles for aspiring young dancers (ages 8-17) through the Company's free Local Participant Program.

Support of \$30,500 will offset the program costs including but not limited to coaching, rehearsal, and production expenses.

[DONATE NOW](#)

# Creating New Dance for Canadians

Funding Goal: \$515,000

---

One of our earliest choreographed works, *Romeo & Juliet* is back on our performance schedule. To update our work, we need to maintain and refurbish some set and costume components that first premiered in 1997.

*Romeo and Juliet* will be performed in Ontario, British Columbia, Quebec and Saskatchewan in the 2021/22 Season.

**Project 1: Refreshing a Classic: *Romeo & Juliet***

Funding Goal: \$75,000

**[DONATE NOW](#)**

# Creating New Dance for Canadians

Funding Goal: \$515,000

---

Debra Brown is an internationally acclaimed choreographer of Canada's Cirque du Soleil. Ms. Brown has been collaborating with CBJ, and particularly so over the pandemic, creating a new virtual work to engage the company's dancers. Her "Solo" piece created with CBJ dancer for *Creations In Isolation* Programme, premiered in North Bay, ON in November 2020.

**Project 2: Development of new Debra Brown Ballet**  
Funding Goal: \$90,000

**DONATE NOW**



# Creating New Dance for Canadians

Funding Goal: \$515,000

---

Mafa Makhubalo is a South African born choreographer and former member of Toronto's Collective of Black Artists (COBA).

Mafa has previously created works for CBJ's professional company and the Junior Company. CBJ was thrilled to work with him again for our "Creations in Isolations" Programme where he had his World Premiere of "First Movement" in North Bay, ON in November 2020.



[DONATE NOW](#)

**Project 3: Development of a new work by Mafa Makhubalo**  
Funding Goal: \$50,000

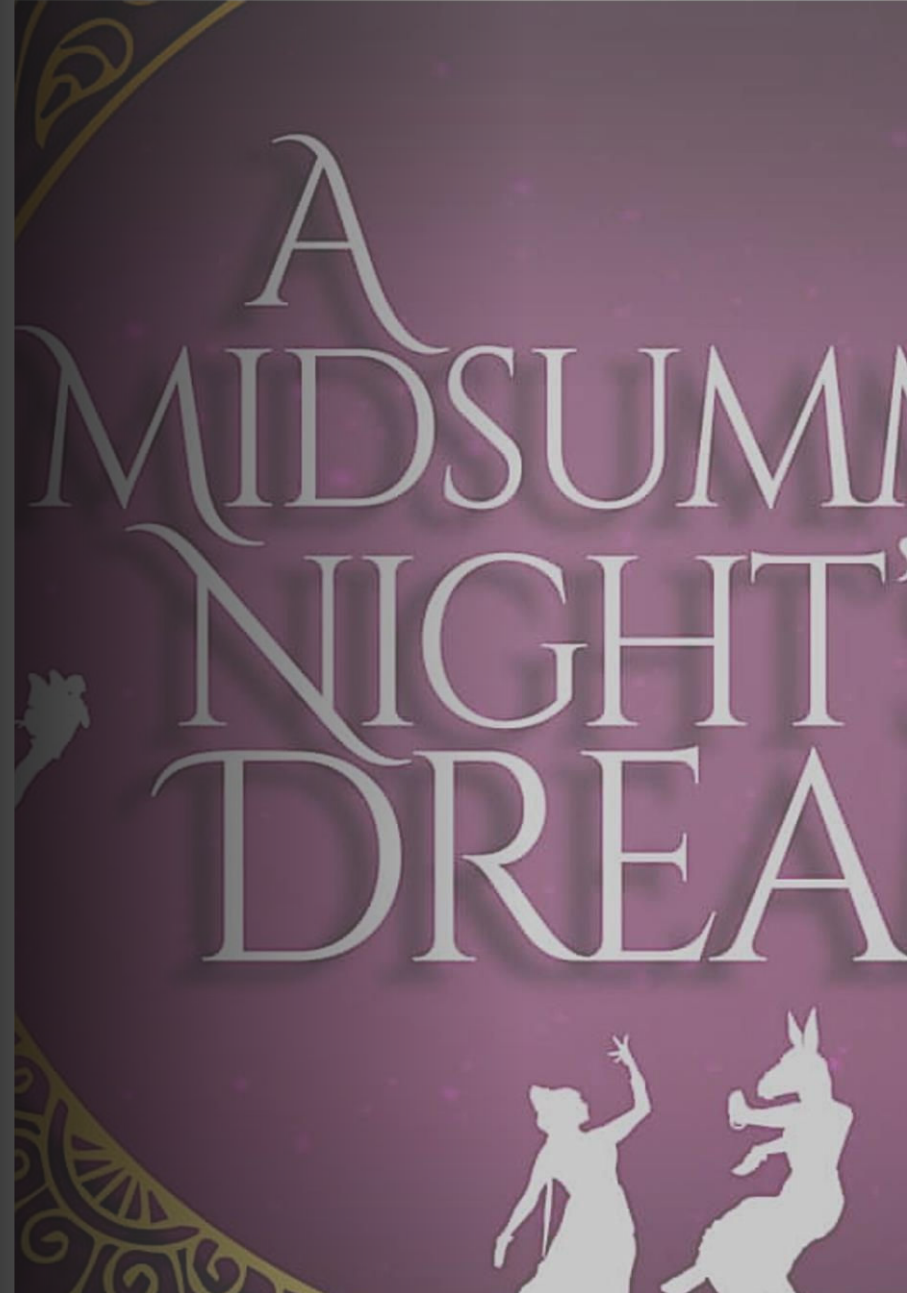
# Creating New Dance for Canadians

Funding Goal: \$515,000

Canada's Ballet Jörgen only performs original works created for the Company by Canadian and Canada based choreographers. We are excited to announce the development of a new major classical work, *A Midsummer Night's Dream*.

This timeless classic is missing from CBJ's repertoire, and developing it offers a major opportunity.

Importantly, as a shorter major classic, drawing full audiences in its own right, the work allows CBJ to pair it with contemporary pieces that we want to perform, as part of a rounded dance bill.



[DONATE NOW](#)

Project 4: Development of *A Midsummer's Night's Dream*

Funding Goal: \$275,000

# Creating New Dance for Canadians

Funding Goal: \$515,000

CBJ's diversity lends itself to short works that capture an idea or a unique set of physical traits of our dancers.

We will retain guest choreographers to create standalone pas de deux to showcase our dancers and add to education and performance tours to delight our audiences.

Each work will cost approximately \$5,000, and we seek to add five of them to our repertoire this year.



**Project 5: Development of Five New Pas de Deux**

Funding Goal: \$25,000

**DONATE NOW**



## View CBJ's 2019/20 Annual Report







Performance | Education | Community

Canada's  
Ballet JÖRGEN  
du Canada  
Dance for All

Thank you for your investment in CBJ's dance programming.  
Together, we make and keep Dance for All.