Celebrating women at The Old Vic on International Women’s Day, 2019
SOCIAL MISSION

The Old Vic has always been a theatre with a social conscience and our employability, education and talent development programmes inspire over 10,000 people each year.

SCHOOLS CLUB

Schools provides theatre tickets and a range of educational resources for free for 40 London secondary schools and 10 primary schools each year.

'It has been an amazing opportunity for our students to gain some real life experiences and an opportunity to allow students creative expression' Teacher

SUMMER SCHOOL

Summer School brings together a group of young people who over the course of a week, led by industry professionals, devise their own work.

'This experience has been so welcoming and safe and exciting and fun. I couldn’t have imagined it being as fantastically wonderful as it was' Participant

THE OLD VIC 12

Each year The Old Vic 12 offers emerging artists from a variety of specialist disciplines the opportunity to spend a season at The Old Vic developing their craft and extending their networks.

'I have never felt so supported and take confidence from knowing there is a whole team willing me to succeed and give advice. Every session is pushing me to be better and dream big' Clara McCafferty, Producer

BAYLIS DIRECTOR

The Baylis Director is an annual appointment to take a brilliantly gifted young director to the next stage of their career through a production on the main stage and a commission.

'I think the legacy of being the Baylis Director is that it’s the biggest stamp of approval you can have, the biggest sort of validation of years and years of working towards something' Joe Murphy, Director

FRONT LINE

Over 100 past placements have been offered through Front Line, The Old Vic’s in house scheme for 16-25 year olds, from the Boroughs of Lambeth and Southwark, to discover more about careers in theatre.

'Front Line gave me this once in a lifetime opportunity that I will always be thankful for' Participant

STAGE BUSINESS

To date 6,261 young people have taken part in Stage Business, a unique education programme designed to develop the skills needed to be more confident, more resilient and ultimately more employable.

'The progression the young people have made today is just amazing. We should never ever forget what this programme will have done. It’s shaping the future of the next generation.' Teacher

TAKE THE LEAD

Take the Lead is a project to empower young people to take ownership over their next steps in entering employment by using theatre techniques and creative workshops to build on five core skills: communication, self-management, self-belief, teamwork and problem solving.

'I’m slowly beginning to ask more questions in class. Since I have more self-belief, I have more confidence in my studies' Student

CONNECT

Connect is an alumni scheme bringing together our talented alumni to support them in network building and making the next step in their careers.

'Connect has created a strong sense of belonging and loyalty to the building that I haven’t experienced in any other scheme. It’s a truly remarkable and special thing that should be protected and celebrated' Martha Rose Witen, Producer
Here’s our to-do list…

01 Repair the roof and re-open bricked-up windows to fill the foyers with light

02 Make the front-of-house inviting and fully accessible throughout the day

03 Transform backstage areas

04 Create an OVNV studio

05 Establish an endowment fund

We need to raise a total of £50 million by the end of 2016

£30 MILLION to transform the building.

£20 MILLION for an endowment fund that will provide long-term financial security.
“There’s a sense of grandeur about this theatre. It’s monolithic, it’s got columns out the front and stands there almost looking like a museum. Yet historically it’s lovable and it has an iconoclastic reputation away from the West End, standing out on its own.

One of the things I like about the name the Old Vic is that it sounds like a pub. That’s a good thing about it.”

Matthew Warchus 2015
TOMORROW AT THE OLD VIC

PHASE 01: HISTORIC BUILDING
- Front of house remodelling
- Disabled access
- Increased foyer
- Increased toilet provision
- New box office
- Repair the roof
- Upgrade backstage technology

PHASE 02: THE ANNEX
- 100 seat performance space
- Education space
- Bars and foyer
- Work space

PHASE 03: REHEARSAL COMPLEX
- Two dedicated rehearsal rooms
- Kitchen, office and storage space
Phase 2: A Tiered Approach

Transformational Gift
Gifts of £1m - £12m gift would transform the shape of the campaign by providing substantial financial support to deliver the project.

The Founders
A group of like-minded, committed philanthropists who care about the arts, social mobility, and employability, and willing to donate a minimum of £100,000 each.

Grassroots
A grassroots campaign will run alongside the above approaches to secure the more familiar channels of funding, where we could expect to see a steady return on our applications and approaches.
Campaign Learnings

**Timing**
Make sure the ask is made at the right time.

**Phased Campaigns**
Bit by bit; break the project down into phases.

**Messaging**
Ensure it isn’t just about bricks and mortar, but about the projects within the new space and the beneficiaries of those programmes.

**Board of Trustees**
Make sure your board is equipped to tackle and secure large gifts.

**Fundraising Board**
Whether it’s a formal group meeting quarterly or an informal ‘coalition of the willing’, you will need additional support.

**Development Team**
Make sure you are staffed up to tackle the ambition.
PREVIOUS PARTIES

Our summer party 180 in 2017 was set at The Brewery, London, designed by Jonathon Tite and curated by Style and Culture. The evening was hosted by Rupi Kaur.

Guests have included Cate Blanchett (above), Amanda Warren, Jamie Demen and Luke Evans and Dame Judi Dench (below) – to name but a few!


PRESS & PR COVERAGE

In 2018, Vanity Fair was our exclusive Media Partner for The Coronation Ball. Appearing on their Instagram (31,000), website and UK August issue (Circulation 72,000)

We’ve also worked with Harper’s Bazaar for an eight page spread about The Old Vic and our 110th birthday, including Judi Dench, Paul McCartney and notable guests (above)

CURTAIN UP!

The Old Vic Summer Party 195 featured an in-store deal with Tallulah (right) and was present in The Evening Standard (online), The Mail Online and The Stage.

Below: Our 2018 Summer Gala featured in the 25 Magazine, Grazia, The Mail Online and many others with Total DTP: 8, 36, 774 and Total AVE £119,462.

Cate Blanchett leads story cast at Old Vic’s Edinburgh gala