

*Section 1. Organizational Information*Organization Name Mailing Address City State Zip Authorized Officer for this Grant
Individual's Email Address
Individual's Title
Individual's Phone Number
Have the grant funds been fully expended? Yes No

If "No," stop here and contact The Joanna Foundation for consultation.

*Section 2. Grant Summary*Start Date (date on p.1 - mm/dd/yyyy) Grant Amount Project Title Overall Purpose (select one)Operating support Matching funds Administrative/technical support Capital campaign Seed money/startup funds Facilities/equipment Specific project/program (insert title or one sentence summary below)Were major changes made to the project after the grant was received? Yes No

If "Yes," please explain why and summarize the changes as part of your Summary of Impact.

Section 3. Summary of Impact

Separately, using software of your choice, write a concise summary of how the grant helped achieve the objective of the request. For example, you may mention activities to date, progress toward milestones, participation by volunteers, partners or audience members, and/or significant achievements. You may use metrics to show change or anecdotal examples to illustrate impact. You may use bullets or lists. Describe the difference that The Joanna Foundation grant made to your organization in this time frame. We recommend one page of text or less. You may add items that showcase your work, such as a photo, graphic, chart, media article, testimonial, or link to a short video.

When you are satisfied with your draft, save your Summary of Impact in pdf format, attach any additions, insert your material after this page, and submit the combined file (consisting of this 2-pg form + your materials) as a single pdf file.



Summary of Grant Impact on Achieving PURE Theatre's Objective

Objective:

To eliminate cost as a barrier to participation, PURE Theatre offers two Pay What You Will (PWYW) performances per production, totaling 880 seats or just over 10% of the available ticket inventory per season.

Methods:

1. No Minimum Payment: Ensured equitable access by not requiring a minimum payment amount.
2. Advertising: Actively promoted PWYW performances through the website, social media platforms, and email.
3. Consistency in Experience: Ensured PWYW ticket transactions matched regular ticketing processes, including pre-performance availability, online and box office sales, and offering post-show talkbacks, surveys, and discount promotions.
4. Early Access: Offered PWYW tickets prior to the performance day.

5. Broad Availability: Provided tickets both online and at the box office.

Anticipated Impact:

- Aimed to create an inclusive environment where all community members could see themselves represented on stage.
- Sought to attract new audiences and foster inclusivity by eliminating financial barriers.
- Emphasized the broad social, emotional, and health-related benefits of arts participation.

Results:

- The PWYW program reached 385 patrons, representing 44% capacity across all performances.
- Breakdown of attendance per production:
 - The Chinese Lady: 35 of 220 seats (16% capacity)
 - Atwater: 107 of 220 seats (49% capacity)
 - The Lehman Trilogy: 127 of 220 seats (58% capacity)
 - The Roommate: 126 of 220 seats (57% capacity)

Conclusion:

The grant successfully supported PURE Theatre's objective by supporting the implementation of the PWYW program, which facilitated broader access to the arts regardless of economic constraints. The initiative effectively welcomed new audience members and promoted inclusivity within the community.