



HOME IS WHERE OUR SONG IS

CRESCENDO

YOUTH SINGERS OF CALGARY CAPITAL CAMPAIGN



CAMPAIGN VISION

The Youth Singers of Calgary (YSC) is a dynamic and inclusive performing arts organization dedicated to nurturing personal and artistic excellence while enriching Calgary's cultural landscape. Since 1985, YSC has provided world-class education to thousands of individuals, shaping the next generation of performers and leaders.

To sustain this legacy and inspire future generations, YSC needs a permanent home.

CRESCENDO CAPITAL CAMPAIGN

In music parlance, "Crescendo" refers to a gradual and steady increase in loudness or force. Just like a crescendo, YSC is set to amplify its impact on the community. With your support, YSC's goal of owning and operating a dedicated art space will become a reality.

"The power of this place is that it's more than just a rehearsal space, more than a recording studio, **it's like a home for a lot of us.** We **gather** here, we **connect** here, we **work** hard here, we **sweat** here. This is where **growth happens** and this is where **community gets built.** There's no place like it."

- Dave Morton, Alumni & Parent



ABOUT YOUTH SINGERS OF CALGARY

Who is Youth Singers of Calgary (YSC):

YSC is Calgary's most comprehensive performing arts training and music education program, offering opportunities for participants of all ages and abilities.

Where YSC Operates:

YSC programs are housed at the ATCO Performing Arts Centre (APAC), a vibrant hub where young people come together to explore their creative potential.

What YSC Does:

Through high-quality performing arts instruction and experiences, YSC develops confidence, leadership, teamwork, and a passion for the arts in every participant.

YSC's Impact:

For over 40 years, YSC has impacted thousands of lives, from young performers and their families to the broader Calgary community.



What began as a choir of 25 singers has grown to include 15 choirs, reaching over 10,000 families in just 40 years. YSC offers inclusive programming, including STAR, where over 40 performers with cognitive delays explore the joy of singing, dancing and performing.





THE CHALLENGE

Through the Crescendo Capital Campaign, Youth Singers of Calgary (YSC) will bring its home into the public trust, making it a permanent community arts space in Calgary. To ensure long-term stability, affordability, and continued access for YSC and other community groups, YSC must fully own the ATCO Performing Arts Centre (APAC). Without this investment, the future of this vital arts space remains uncertain.

THE SOLUTION

With significant financial and human resources invested in renovations and upgrades, APAC has become a vital space for hundreds of performers, educators, and over 70 local arts organizations.

YSC is working to secure its future as a permanent, community-owned performing arts space by raising \$1.5M by December 2026. By eliminating the financial burden of loan interest payments, YSC can redirect funds into critical programs and facility improvements. APAC is a legacy—one that inspires creativity, strengthens Calgary's creative industries, and contributes to the city's cultural and economic growth.

ABOUT

ATCO PERFORMING ARTS CENTRE

ATCO Performing Arts Centre (APAC) is an 18,000-square-foot creative hub, proudly serving as the home of the Youth Singers of Calgary (YSC), with over 15 fully subscribed programs. APAC welcomes many other community groups, offering affordable rentals that foster artistic growth and collaboration. More than just a venue, APAC provides a home for hundreds of kids and a vibrant space where the performing arts can thrive.



Set Design & Props Workshop

A set and props workshop brings creativity to life, ensuring high-quality, custom-built elements that enhance storytelling and production value.



Recording Studios

APAC features a state-of-the-art recording studio, enabling YSC to produce high-quality recordings.



Studios

Spacious studios with floor-to-ceiling mirrors double as dynamic performance spaces, perfect for rehearsals and showcases.

Wardrobe Room

A dedicated wardrobe room for designing and crafting unique costumes that bring each performance to life.



Library

The music library boasts thousands of arrangements, including award-winning original compositions by YSC staff.



Offices

An office space fosters productivity, collaboration, and a professional environment tailored to support efficiency and creativity.



2009



YSC raised \$1.8M to renovate an empty warehouse and create a purpose-built dedicated community space with the support of government and donors.

2017



YSC raised \$1.9M to purchase their home, leaving a balance of \$1.2M. \$75,000/year are going towards interest payments.

2024



YSC re-launched the Crescendo Capital Campaign with the goal to raise an additional \$300,000 for a Capital Reserve Fund for ongoing stewardship of the building, bringing the total goal to \$1.5M.

2026



YSC to fully own and operate APAC, thereby cementing its status as a community resource for youth.

WHY NOW

The time to act is now. Youth Singers of Calgary (YSC) has built a vibrant arts community at ATCO Performing Arts Centre (APAC) but without full ownership, the future of this critical space remains uncertain. Securing a permanent home for YSC is vital for ensuring that the creativity, growth, and opportunity that APAC provides can continue for generations to come.

- **Maximizing Financial Resources:** Each year, a significant portion of YSC's budget goes toward interest payments. If YSC can secure ownership, these funds will be reinvested into the arts programs and infrastructure, benefiting the community in direct and meaningful ways.
- **Supporting Future Generations of Artists:** Now is the time to make an investment in future artists, leaders, and cultural advocates. The sooner we secure APAC, the sooner YSC can focus entirely on its core mission of fostering artistic excellence and community engagement without the burden of financial uncertainty.
- **Building a Thriving Arts Hub:** Calgary's cultural economy depends on a strong and sustainable arts community. A permanent APAC ensures that the city's arts sector remains dynamic and provides an inclusive space where collaboration and creativity flourish.
- **Creating a Legacy:** Investing in YSC and APAC today ensures that the legacy of music, performance, and community engagement will continue to thrive long into the future, benefiting Calgarians for decades to come.
- **Unite to Support the Arts:** YSC has invested significant time and resources to transform APAC into a thriving arts space.

Now, it's time for the community to join forces and provide the final support needed to secure this critical resource for Calgary's cultural future.



DONOR RECOGNITION

AT A GLANCE

Benefit	100,000+	50,000+	10,000+	5,000+
Customized Benefits	●			
Prominent Opportunities for Branding and Pageantry in APAC Studios	●			
Room Naming Opportunities	●	●		
Onstage Greeting at Show of your Choice	●	●		
Youth Singers Performance at Business Event of your Choice	●	●		
VIP Tickets to HEARTS OUT Gala	● 8 tickets	● 4 tickets		
Advertising Opportunity in YSC News	●	●		
Banner in Jubilee Lobby	●	●		
Dinner with YSC CEO	●	●		
Mainstage Show Program Ad	● Full Page	● Full Page	● Half Page	
Recognition on YSC Website	●	●	●	●
Invitation to Director's Reception	●	●	●	●
Social Media Post Thanking Your Company	●	●	●	●

Notes & Stars Legacy Wall

Malcolm Edwards, YSC Principal Choral Director for 22 years, composed a musical score "Music Makers" that adorns the wall in the largest studio of ATCO Performing Arts Centre. Current singers, alumni and friends are invited to support the capital campaign through the purchase of a Note, Star or special edition 40th Anniversary commemorative tile.

JOIN IN SUPPORTING YOUTH SINGERS OF CALGARY



The Shaikh Family
The Thomson Family
The Penner Family
The Tremblay Family

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