



Youth
SingerS



YOUTH SINGERS OF CALGARY CAPITAL CAMPAIGN

CRESCENDO

HOME IS WHERE OUR SONG IS



YOUTH SINGERS IS...
FUN
INCLUSIVE
PASSIONATE
ACCOMPLISHED
TRANSFORMATIONAL



ATCO Performing Arts Centre



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Invest in our home.

The goal of the Crescendo Capital Campaign is to bring the home of the Youth Singers of Calgary (YSC) into the public trust, making it a permanent community performing arts space in Calgary.

For the hundreds of kids, teens, and adults who use the ATCO Performing Arts Centre (APAC) each week, this building in Calgary's southeast has become a second home. It's a safe place where people can learn, grow, and express themselves through song and performance.

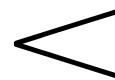
In music parlance, "Crescendo" refers to a gradual and steady increase in loudness or force. Just like a crescendo, Youth Singers of Calgary is set to amplify its impact on the community. With your support, this goal will become a reality!

We need your help.

Hard work and dedication transformed an empty warehouse into a vibrant, performing arts facility. Now, with your support, YSC can make it their forever home and ensure its availability and affordability to dozens of groups that use it now and for all who have yet to pass through the doors. Join our chorus of supporters.



cre·scen·do



Music. A gradual, steady increase in loudness or force.



Donor Recognition

As a 'Thank You' for your support, Youth Singers of Calgary is delighted to acknowledge your gift in the following ways

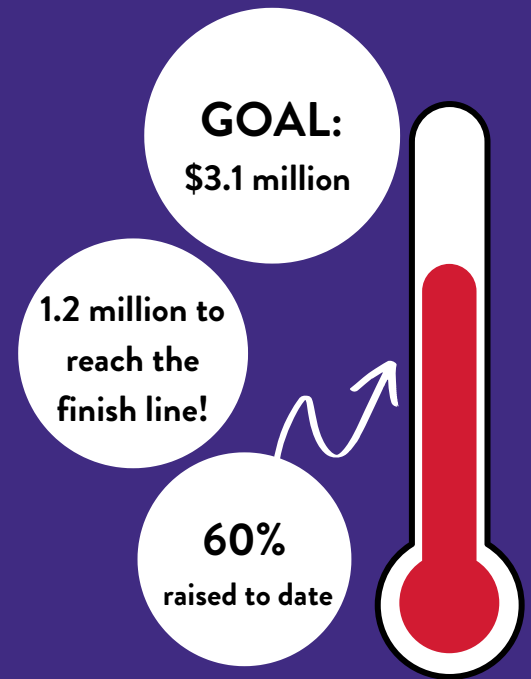
	\$100,000+ ROCK STAR	\$50,000+ RISING STAR	\$10,000+ SHOWSTOPPER	\$5,000+ DAZZLE	\$1,000+ SPARKLE	\$100 + SHINE
ROOM NAMING OPPORTUNITIES	★	★				
ON STAGE GREETING AT SHOW OF YOUR CHOICE	★	★				
YOUTH SINGERS PERFORMANCE AT BUSINESS EVENT OF YOUR CHOICE	★	★				
FULL PAGE AD IN CHRISTMAS OR SPRING MAINSTAGE SHOW PROGRAMS	★	★	★			
LOGO INCLUSION IN MAINSTAGE SHOW PROGRAMS	★	★	★			
HALF PAGE AD IN CHRISTMAS OR SPRING MAINSTAGE SHOW PROGRAMS	★	★	★	★		
SOCIAL MEDIA POST THANKING YOUR COMPANY	★	★	★	★		
LOGO & LINK ON YOUTH SINGERS WEBSITE	★	★	★	★		
TICKETS TO HEARTS OUT GALA	10	10	8	4		
CHRISTMAS MAINSTAGE SHOW TICKETS	10	10	8	4	2	
SPRING MAINSTAGE SHOW TICKETS	10	10	8	4	2	
NAME LISTED ON YOUTH SINGERS WEBSITE	★	★	★	★	★	
NAME LISTED IN MAINSTAGE SHOW PROGRAMS	★	★	★	★	★	★
TAX RECEIPT	★	★	★	★	★	★

*according to CRA guidelines



About APAC

In 2009, YSC opened the doors to APAC after investing \$1.8 million to renovate an 18,000 sq. ft. warehouse located just outside of Calgary's city centre. Membership and community partners converted the empty warehouse into a vibrant and much-needed arts space. Since then, an additional \$450,000 has been invested into facility improvements and amenities. APAC has proven to be a valuable and well-utilized community arts space for both YSC and many local and visiting community groups.



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 APAC.

Buy a "Note" for \$100 or a "Star" for \$250 on this wall and leave a legacy for you and your family members. This is a great gift idea for current members and alumni.

Youth Singers needs your support as we purchase our permanent home! Make your musical mark and help us realize our dream, **One Note at a Time!**

About

Youth Singers of Calgary

Since its inception in 1985, YSC has positively impacted the lives of over 10,000 youth, their families, and the arts community as a whole through a unique combination of music, theatre arts and dance. YSC shapes leaders, teachers and global citizens who in turn shape the communities they live and work in. As the needs of the YSC community have grown and changed, so has its programming. In addition to the core instructional and performing divisions offered for preschoolers through teens, adults and semi-professional groups, YSC has expanded its programming to create opportunities for people of all abilities.

Each year, over 500 people participate YSC's 15 divisions. Upwards of 100 performances are produced and presented each year; many of which are free and take place throughout the community. YSC offers a touring program to junior high, high school, and young adult singers where performers travel, perform in unique and historical venues enjoy cross-cultural experiences, and take part in show choir and concert choir competitions. An Alberta Education sanctioned credit program is also offered to high school students.

YSC benefits from over 35,000 hours of volunteer work each year in areas ranging from wardrobe, set design, chaperones, music library, video, administration, governance, photography, facility upkeep, fundraising, and so much more. YSC owes its success to the fantastic collaboration of artistic staff, admin staff and all those volunteers!



Inclusive Programs

The STAR program explores the joy of singing and dancing with youth and young adults with cognitive delays.

Day Time Choir is a pilot program that gives young people in alternative learning and home school settings the opportunity to sing, dance, act with their peers.

Testimonials

When asked what he plans to do after Youth Singers, [Jackson] states unequivocally, "I am never going to stop doing Youth Singers."

- Jackson Morton, STAR
Inspiration behind the
Special Talents in Arts & Recreation Program

"Where else would you see teenagers constantly lifting each other up and celebrating one another? Well, we do every single week at Youth Singers."

-Lisa Jemus, parent

"Youth Singers staff gave me honesty and trust and a safe place to be."

- Izaha Cochran,
SENIOR HI (7 yrs in YSC)

"I joined in 1996 as a performer in the SENIOR HI division. As a young teen experiencing the stresses and harsh realities of life, Youth Singers was a safe place to get away from it all, where everyone treated you like family and cared that you were doing OK. For many performers, the Youth Singers' ATCO Performing Arts Centre [and] its staff and volunteers still embody that place."

- Donald Jones, Choreographer

"I think at the Youth Singers of Calgary they are teaching us to be better leaders because they know that if they can make a difference in our lives, we can make a difference in someone else's life as well."

- Meghan Bell, performer



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For further information on giving and partnership opportunities, please contact the YSC development office:

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