

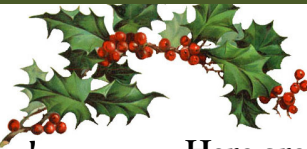


Count Basie Theatre Foundation

“Let’s Face It” Campaign

The Count Basie Theatre Foundation

December 2010



Happy Holidays from the Foundation!

The theatre has decked its halls and Red Bank is bustling with extra traffic thanks to the borough—free parking is available in municipal lots Dec. 11-26th. The holidays are upon us! Before the season gets too hectic, the staff at the Count Basie Theatre Foundation would like to wish you all a safe and happy holiday. These wishes are accompanied by sincere thanks for your continued patronage and belief in all that we are doing at the Basie.

Renovation/ Campaign Recap:

We are pleased to share that the restoration of the façade is complete and our new, electronic marquee is proudly displaying upcoming events. Although the exterior renovations are finished, our interior offices are still under construction.

Statistical Update:

Goal:	\$2,000,000
Raised to Date:	\$434,756
Percent of Goal:	22%
Number of Gifts:	137

We ask that during this season of generosity, you keep the Basie in mind as we continue to raise funds for the \$2 million, *Let’s Face It* campaign. As you know, theatre membership does help to cover operating expenses of this American treasure. However, our capital fundraising efforts are focused not only on preserving the Basie, but creating a safe, comfortable and welcoming site for all of our patrons to enjoy.

Here are some common questions from our members regarding the *Let’s Face It* initiative:

Why should I make a pledge to support the “Let’s Face It” Campaign?

This is part of a multi-phased campaign to benefit the Count Basie Theatre and to maintain performing arts programming in Monmouth County. For the past few years, the Basie has received support from only 8% of its member population and local businesses to accomplish our fund-raising objectives. This is the first time we are actively seeking support from our members and the community at large. Your gift will make a significant difference.

Can’t I just make a one-time gift?

Every member of the Basie community is being asked to consider making a pledge to support this effort. We are asking you to give serious consideration to making a multi-year pledge – in recognition of the importance of keeping our theatre a vibrant destination in the Arts Corridor of Red Bank. Funds raised through this campaign will allow us to preserve this national landmark and to continue offering the varied programming in an historic space; two key aspects which distinguish us from other performing arts organizations.

Remember:

1. It costs \$6 million annually to run the Count Basie Theatre
2. The Count Basie Theatre is a non-profit, 501c3 charitable organization
3. Ticket sales account for only 50% of funds needed to operate the theatre

For further information regarding ongoing fundraising efforts, please contact:
The Count Basie Theatre Foundation 99 Monmouth Street, Red Bank, NJ
Tiffany McDermott (732) 224-8778 x 115

This restoration is funded in part by The New Jersey Cultural Trust with project assistance by the New Jersey Historic Trust