



Count Basie Theatre Foundation

“Let’s Face It” Campaign

The Count Basie Theatre Foundation

January 2011

\$2 million in 2011:

Happy 2011 from the Count Basie Theatre. Leading up to the Christmas holiday, we have been fortunate to receive a number of pledges and gifts to the capital campaign. Most important, a generous donor has offered a \$100,000 challenge gift to assist with future contributions. From here on, new gifts and pledges will be matched dollar for dollar —doubling our proceeds!

One of our campaign targets for 2011 is to increase the number of pledged support for the Basie. Although the renovation of the façade is finished, the Foundation is working to fund various other capital projects on site. Pledged giving will assist with future projects and will contribute to the future of performing arts in Monmouth County.

Giving at every level is integral for our theatre and for the needs of the *Let’s Face It* campaign. Naming opportunities are available for numerous spaces in the theatre. These range from rehearsal studios, backstage dressing rooms, to our theatre lobbies.

Every pledge/gift we receive large or small will help keep the Basie a permanent fixture in Red Bank and to help us create a state of the art theatre offering unparalleled entertainment. Aside from our structural updates to the theatre, the staff of the Basie is constantly working to improve upon our current performing arts education programming.

Statistical Update:

Goal:	\$2,000,000
Raised to Date:	\$627,171
Percent of Goal:	31%
Number of Gifts:	160

Countless Ways to Give:

Are you new to capital giving, unsure if you want to make a long term, financial commitment to our organization? Fear not! The Basie is very flexible when working with our donors.

What about making a gift that costs *nothing* during your lifetime? Or giving a gift to the Basie that can guarantee *you* income for life? Did you know that giving a gift of stock may be more beneficial to you than donating cash? These alternative ways to give are accompanied by a variety of tax breaks and conveniences.

By working with our Foundation staff, we can bring a number of unknown giving vehicles to light. Our staff works with each of our donors according to their budget and with a pay schedule of their choice. We realize that many of our members are committed to a number of worthy organizations. However, a pledge to the Basie allows you to be more connected to our community and to be a part of Red Bank history. Another incentive to give is that you can see your dollars at work as the Basie renovations continue!

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

Renovation Reveal:

The Count Basie Theatre is proud to announce the date of the official reveal and dedication of the new façade on Saturday, January 29th. This event will also coincide with the Sharon Jones and the Dap Kings performance.

Upcoming Foundation Events:

On February 3, 2011, the Basie welcomes Broadway star and Tony Award winner Idina Menzel. Accompanied by the New Jersey Symphony Orchestra, led by Marvin Hamlisch. This promises to be a night of unprecedented entertainment featuring pop and Broadway favorites.

The Woodstock Nation comes to the Basie on Saturday, March 12th. Glen Burtnik and the Summer of Love Experience bring patrons back to celebrate the 60's playing memorable hits from the Beatles, Jimi Hendrix and the Association.

Both performances are benefit concerts presented by the Count Basie Theatre Foundation. All proceeds will be directed to the theatre's ongoing restoration and renovation. For ticket information or VIP ticket purchases; including a meet and greet/ performance receptions, please contact Rachel O. Warnick at rwarnick@countbasietheatre.org.

Save the Date!

The Annual CBT Gala is scheduled for Friday, May 6, 2011. That evening, the Basie turns into a speak-easy from days gone by ... join us on stage as we relive the days of poker, whisky and burlesque! Ticket information forthcoming.



(photo courtesy of Glen DiCrocco)



Photos: Basie patrons Wilson and Dolores Mohr with Carlton Lounge staffer Lauren Ruggerio.
(r) Scholarship recipient Allison LaRochelle with CBTF CEO Rusty Young.

Still Accepting Basie Stories ...

Our Basie Story page is up and running! As you know we are proud of the rich history that accompanies the Count Basie Theatre ... a presence in Red Bank spanning 84 years, legendary performances and our award winning performing arts program. Do you have an interesting tidbit or experience you would like to share? Know someone who does? Please visit our website www.cbtfoundation.org and click on "Get Involved" to submit your story.

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
www.cbtfoundation.org



Ring in the New Year at the Basie:

The Basie was fortunate to host friend and performer Southside Johnny and the Asbury Jukes at our annual New Year's Eve show. This year, the opening act featured students from the Basie's Rockit! program. Both groups kept the audience on their feet and rocked Red Bank into the new year.

The CBTF also hosted a celebration in the Carlton Lounge which offered members and their families a night at the theatre filled with give-a-ways and refreshments.

Another highlight of the Basie festivities was the drawing for our ticket raffle. Congratulations to our winners, Donna and William Pinamonti (theatre members since 2004), they received two tickets to EVERY performance in 2011! This year's raffle was a huge success! Thank you to all of our raffle participants.

As you know the Count Basie Theatre is a non-profit organization. Your support through membership and other fundraising events help maintain theatre operations.

CBTF Working to Continue Arts Education:

On November 28th, Rusty Young, CEO of the Foundation presented 8th grader Allison LaRochelle a scholarship for her continued participation with the theatre's Performing Art Academy and the Rockit! program. Allison joined the program in 2006 as a vocalist and bass guitarist.

This generous grant was made possible as a result of a contribution from the Carter Family Foundation. The scholarship will cover costs of a year's tuition and enrollment fees for the program.

Congratulations Allison!