



It begins with a moment...

A moment that can change the future.



You were moved by
a performance.
Do you remember that
performance and how
it changed you?

The performance that changes the life of a person is unique to each of us. For some it is a personal moment, something that moves us profoundly. For others it is being there to witness someone close to them – a child or grandchild perhaps – experience their own personal moment.

Such performances are transformational. When a person experiences them it can change their future, leaving an imprint that will last forever.

For many supporters of the National Arts Centre it was defining moments such as these that inspired them to create a legacy of support through their estate plan for the future of the NAC. Our donors share their passion by supporting the performing arts so that others can experience their own magical moments.

“The NAC collaborates with Canadian artists to tell Canadian stories. That is a legacy for the performing arts in Canada.”

Jayne Watson | CEO, National Arts Centre Foundation



PHOTO | Trevor Lush



“The vision of the National Arts Centre has always been to transform the Canadian performance landscape and allow our stories to be heard.”
Christopher Deacon | President and CEO, National Arts Centre

PHOTO | Dwayne Brown

Since its creation, Canada's National Arts Centre has become a fundamental part of the Canadian performing arts landscape.

Established during the explosion of pride and optimism that led to the celebration of Canada's 100th birthday, the NAC has grown to be more than simply the pre-eminent stage in Ottawa. By championing performance across the country, the NAC has established itself as the arts leader in Canada.

The NAC was the vision of many artistic figures in Canada that – like you – wanted to be moved by spectacular performances.

What started out as a modest proposal by local citizens to enhance the performance spaces in Ottawa, grew into a symbolic gift to all Canadians. This endeavor ballooned into establishing a national organization that envisioned celebration of the arts in Canada as its chief mission.

As the NAC evolved, our supporters shared this vision and helped build the Centre into the magnificent organization it is today. Along with the artistic professionals that built and developed the architecture and extraordinary programs, our donors partnered with the Centre, creating a pathway to establish the NAC as the leading national champion of performing arts in Canada.

With our donors as partners, we have come a long way since we began our artistic journey. Today the NAC is Canada's leader in producing bold new works and profound performances of extraordinary quality. It has been instrumental in bringing Canadian arts education across the country and in the NAC's 50th year, the first national Indigenous theatre department in the world was created.

With you by our side, we will continue the journey.

Make the transformational power of the performing arts part of every Canadian's life.



Canada is our stage. Those four words inform everything we do. The NAC has clearly defined its national role in Canada's performing arts, through partnerships and by assisting artists and companies throughout the country, bringing the best of what each region of the country has to offer to Canada's capital and beyond. The work of the NAC demonstrates the importance of live performance and the creation of moments that inspire us, transform us and leave us with a lasting legacy of the power of the performing arts.

Performance will continue to evolve at the National Arts Centre. Since 1969, the NAC has lived its mission to bring artistic productions to Canadians with a resident orchestra, English Theatre, French Theatre and now Indigenous Theatre. It is our supporters, in partnership with us, that will shape the cultural landscape of our country – today and in the future.

The NAC's commitment to the creation of new works represents the future of Canadian performance. Bringing those performances to the public – on our stage and on stages across the country – is the fundamental mission of our work. This mission is shared through the partnership of our supporters and donors like you.

The NAC has a goal to expand our education activities across the country. With the partnership of our supporters we will invest in programming that inspires young Canadians to develop their own love for the arts. It just takes one magical moment to spark a lifetime of passion.



Dream then believe

Since it was founded in 2000 The National Arts Centre Foundation has received over \$5 million in bequest gifts, life insurance and investment gifts all established by supporters of the NAC.

The NAC Foundation has established a legacy that will influence the future of the performing arts in Canada. Creating moments of inspiration will change lives, turning dreams into reality.



“The National Arts Centre will change Canadian performance so that our talent and our stories are shared throughout our country.”

Christopher Deacon | President and CEO, National Arts Centre

PHOTO | Fred Cattroll

In 50 years, the NAC will continue to transform and be relevant to all Canadians.

In the future, our leadership role will have been the catalyst influencing excellence in arts performance from coast to coast to coast. The NAC will have made the performing arts an important part of every Canadian's life in every region.

This leadership role will also be recognized throughout the world. Artists will perform classic works and create new and cutting-edge productions with emerging and established artists from across Canada, and draw the best performers from around the world to its stages.

The work of the NAC's creative partners will be a relevant voice, where the next generation of Canadian creators will have a place to develop their work. NAC's Indigenous performances will continue to showcase Canada's most talented Indigenous artists whose stories will enrich the narrative of Canadian life.

The NAC's arts education program will continue to be developed in partnership with inspirational local artists, passionate educators and dynamic arts organizations, and will strengthen arts education for children and youth in communities across Canada.

Alumni of the NAC's advanced arts training will be performing with orchestras in the world's greatest concert halls. The NAC's innovative digital learning platform will be the trusted resource for captivating and informative performing arts content. The continually re-imagined NAC building will be the centre for arts in Canada.

Your legacy will have created these moments of transformation. Moments of inspiration today transform our tomorrows, creating a future full of possibility.



MARVA BLACK & BRUCE TOPPING: A planned gift for the NAC is “our legacy to the arts”

Like many Canadians, Marva Black and Bruce Topping believe in making sound investments to secure their future. As retired educators from Ottawa’s school system, Marva and Bruce have invested countless hours and energy in guiding and teaching youth, gently inspiring them to become the best they can be. It has been a legacy of education and learning.

Part of this legacy has been providing students with plenty of exposure to the performing arts to allow that experience to be a moment in time to transform their lives.

“I always tried to integrate music and drama into the curriculum,” Marva says. “I saw the rewards – the wide-eyed enthusiasm in the kids as they got involved in the creative process.”

As a principal, Bruce made sure the performing arts had a place in his school by supporting talent shows for his students. “It allowed them to take a chance, go on stage and do something they could be proud of,” he says. The NAC proved to be an incredible resource for both Marva and Bruce. Marva often took groups of students to the NAC to expose her students to classical music. And she proudly brought the NAC’s *Musical Adventures in my School* program into her school, much to the excitement of the students, she says.



PHOTO | Aaron Bihari

“*Musical Adventures in my School* is one part of the huge educational impact the NAC has on children. It’s amazing. As educators, we know how important the arts are to young people.”

Neither Bruce nor Marva can imagine a life without the performing arts. This is what moved them to leave a gift for its future.

“Leaving something from our estate allows us to give future generations the opportunity to discover and be moved by the arts. It is a way to nurture their talent. Maybe some of them will perform on the NAC’s stages one day,” Bruce says.

“It’s our legacy to the arts. We want to ensure the NAC can continue to do its great work well into the future,” Marva agrees.

“We support everything the NAC does,” says Bruce. “The arts add to the enjoyment of our lives. We want to help keep the NAC going and give future generations that same opportunity.”

JENEPPER HOOPER: A legacy of passion for performance



In the 1970’s, Jenepher Hooper played a vital role behind-the-scenes at the National Arts Centre working in the Prop Shop and being involved in property construction under the supervision of Peter Horne for the 1973 productions of *Oh What a Lovely War* and *The Tempest*.

Jenepher loved the performing arts. This was especially true of theatre. That love never wavered over the decades. That is why she created a future gift to support the work of the NAC.

When Jenepher passed away in 2015, the **Jenepher Hooper Endowment for Theatre** was established to develop educational programming for the NAC. It helps to fund important study guides and learning modules along with subsidizing access for students to performances and educational pre or post performance chats and talkbacks with creators. It funds sending actors to schools, backstage visits, and other programming targeted to children and youth. Through her Will, she wants them to develop an interest in theatre specifically, and the performing arts in general.

The **Jenepher Hooper Fund for Theatre** supports similar initiatives as the Endowment, but the criteria will allow for larger investments to help bring projects to life.

Although Jenepher wished to make this type of future impact for the NAC during her lifetime, for her own personal reasons she chose to create these endowments through her estate. Jenepher found a way to fund her passion by leaving a legacy to the performing arts in Canada. Her vision was to fuel a passion for the performing arts in children by creating transformational performances.

Please partner with the NAC by creating a legacy gift

Today, more than 100 individuals have informed the NAC that they have created a gift in their Will to support our efforts to bring performance, creation and learning to Canadians. These gift commitments of all varying sizes include bequests, life insurance policies and endowment gifts, and will mean future support of over \$6 million to the NAC Foundation.

Creating tomorrow's moment of inspiration by creating your legacy gift today

Supporters of the NAC already know that when they make an outright gift of cash or securities, they see it being used right away and realize an immediate income tax saving.

Making a legacy – or a gift through your estate – means that you designate the gift to the NAC Foundation now, but we receive it in the future. Most legacy gifts are bequests: gifts established in someone's Will. Such a gift would allow your estate to realize tax savings in the future. Usually, these gifts enable people to make a more substantial contribution than they could during their lifetimes. That means a gift in your Will would have a deep impact on the future of the NAC and the performing arts.

After first taking steps to ensure your loved ones and heirs are cared for through your estate, a charitable gift designated through your estate to the NAC Foundation can be a truly exceptional way to create a legacy for the arts in Canada.

Different ways to give a legacy gift

Bequests

These are gifts made through an individual's estate and receive a charitable tax credit that can offset any tax owing. A bequest gift may be for a fixed sum, a designated percentage or portion of the residue of the estate after other specific bequests have been distributed and your loved ones have been provided for.

Life Insurance

Giving a new or existing insurance policy allows you to make a gift with only a small annual or monthly outlay. In addition, there is a tax credit available for immediate tax relief, therefore you will not reduce your family's share of your assets by this form of giving because you provide the funds through premium payments out of your current income. This type of gift also remains outside of your estate meaning that it will avoid probate fees.

Named Endowments and Named Funds

When a named endowment gift is created in support of the NAC, the principal amount donated is kept for an established time frame and only the income generated from the gift will be spent on the priorities established by the donor. The principal amount donated to a named fund is drawn down to zero over a period of years. Please contact the Foundation if you wish to designate your gift towards specific programs, performances or educational initiatives.

Any gift to the NAC is meaningful and important to us and we would be pleased to provide the information and resources you need as you consider and create your gift. Please do not hesitate to contact us so that we can work with you to make your legacy a moment that transforms your dream and the future of the NAC.

Creating your legacy for the NAC in your Will in 4 easy steps

- 1 Make sure the decision to give is right for you, then ask your advisor whether to give a specific amount or a percentage of your estate.
- 2 Give your lawyer our legal written name and other details of the NAC Foundation. These details are: National Arts Centre Foundation, PO Box 1534, Station B, Ottawa, ON K1P 5W1. Charitable Registration No: 86222 5927 RR 0001.
- 3 Instruct your lawyer to add a clause in your new Will or add a codicil to your existing Will that establishes your bequest gift for the NAC Foundation.
- 4 If you feel comfortable, tell us about your bequest. We want to know what your future legacy is for the NAC. We also would like to thank you, make sure we understand how you want your gift used, and (with your permission) list you with our other estate donors.



PHOTO | Andrée Lanthier



This is your moment.

The Emeritus Circle honours those who have informed us that they have made a future gift of support or memorializes those from whom the NAC Foundation has received a legacy gift.

The Emeritus Circle ensures that donors, who have made a charitable gift of this kind, are forever recognized as partners in our vision to transform the Canadian performance landscape. In addition, this honorary designation will serve to inspire others to consider their own meaningful legacies in support of the performing arts.

For more information

Please contact Christina Hunter Cadieux,
Development Officer
P.O. Box 1534, Stn B Ottawa, ON K1P 5W1
T | 1.866.850.2787 T | 613.947.7000 EXT. 324
E | chcadieux@nac-cna.ca
nacfoundation.ca

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Canada is our stage. Le Canada en scène.