



February 14, 2022

My Cherished Reveler,

Happy New Year and welcome 2022! As we celebrate another trip around the sun, I'd like to take a moment to highlight a few of our accomplishments during our 2021 show, La Sirène, and also to make an urgent request.

In spite of extraordinary challenges, we presented traditions previously unfamiliar to our audience, spanning a diverse cultural range. We tackled some of today's pressing social issues, treating them with utmost respect. We continue to expand our traditional message of community and inclusion through celebration. We brought together a pod of 100+ performers, writers, musicians, dancers, technicians, and crew without getting or spreading a single case of Covid-19. Our 2021 show was truly a runaway artistic success! Unfortunately, 2021 has also put us in a financial bind.

Throughout the turbulence of the past few years we have strived to be mindful stewards of our finances. In 2021, we managed to contain many of our costs. Offsetting those efforts, we had significant new costs to absorb such as the payroll expenses required by AB5. We also experienced a significant impediment to revenue: COVID. Pandemic protections meant that we could not achieve our ticket revenue goals - which were 27% below projected. Reduced revenues have thrown many theater companies into a financial crisis. We are no exception - we have very nearly exhausted our reserves.

Every year at this time, we ask for your support. We are in year 1 of a 3-year building plan under our new Artistic Director, Rene Collins. With your robust support, we will be able to build on the artistic success of 2021. Without it, we simply cannot continue past this spring. We need to raise \$238,000 in donations in 2022. If we aren't on track for that by the end of March, we will be compelled to go dark. We only met our donations goal last year due to several large "angel" donors. Overall small individual donations were way down. We need you back if we are to survive. Small donations matter a lot!

Now is the time to give as generously as you are able. We desperately need your help. **Please click here to donate online** or address an envelope and enclose your check, credit card, Apple stock certificates, or whatever you can muster and mail it at once! Send it to California Revels at 2501 Harrison St, Suite U8, Oakland, CA 94612.

Recurring donations help us year-round. Please share this link, and this appeal, with your other communities. The universal message of the 2021 Christmas Revels is too important to keep to ourselves.

A roaring Revels thanks to all who have donated, performed, supported, attended the live edition, watched the streaming edition, or otherwise contributed to the production. Personally, I am proud to have been a part of this particular show and will remember it fondly for years to come. As our first gift to you for your donation, we will share with you our beautiful, professionally-recorded show!

Please, thank you, and best wishes for 2022!

-Chas Schley

Longtime Revels performer, Board Secretary, and proud participant in the IDEA committee.

P.S. If you haven't seen the show and are unable to donate at this time, please send your contact info to [chas.schley@californiarevels.org](mailto:chas.schley@californiarevels.org) and we'll arrange a viewing for you. Even if you can't contribute financially, we would still like you to see La Sirène. We feel it's just that good!