

Dear Valued Cassidy Theatre Patron,

The Cassidy Theatre has always prided itself on creating a family atmosphere where great collaborations can thrive. Now that the Cassidy is an independent organization, our theatre needs its family – you - more than ever to face new challenges and keep our future bright.

As you know, in 2008, when the City of Parma Heights decided it could no longer fund the Cassidy Theatre, the theatre employees took bold steps to insure the future of the Cassidy by becoming a non-profit theatre company. This restructuring has been exciting, inspiring and refreshing – but also scary and challenging. We knew that becoming independent would entail some precarious financial situations and that has proven to be true. As we continue to produce great theatre and plan our next season, rising costs for operating expenses like insurance, security and equipment threaten to drain our resources from where they should be – putting on great shows.

We know that these are challenging times for you and your families, but we believe that it is during times like this when we need to wrap our arms even tighter around the performing arts to protect them from disappearing. Like many of you, we are tightening our belts and always looking at ways to do things differently to stretch every dollar further. Like other non-profit organizations, we are continually seeking support from a myriad of sources including foundations, grants, and corporations. We plan to be here for you, providing a familiar place for your creativity - to be a place where theatre comes alive and audiences can relax and escape into a show, whether an old, comfortable favorite or an innovative piece that makes us see life in a new way for a few hours. Additionally, we plan to keep our Youth Theatre programs strong - providing affordable theatre, music, dance and creative opportunities for the children of our community. You may even be one of those kids that started in a Youth Theatre class at Cassidy and continued to grow up performing on our main stage, or watching your own children grow in our program.

Keeping the Cassidy Theatre alive is a critical need, especially during these challenging times. Too often arts programs are the low-hanging fruit of budget cuts, but we believe art is a necessity, not a luxury. As a Cassidy Theatre patron, we ask you to consider what the Cassidy Theatre has meant to you and to consider a financial contribution of any size to help keep the curtain rising on wonderful shows for generations to come.

You helped us to build over 30 years of history. We intend to continue that tradition stronger than ever with our new, non-profit status. We invite you to support, at your own financial comfort level, our unique theatre family – the Cassidy Family, with your tax deductible contribution – and we promise to continue to make great theatre happen with you and for you for at least another 30 years.

With Love and Thanks,  
Cassidy Theatre Inc.