



Soulpepper
Annual Report
2024



A Streetcar Named Desire





Letter from Executive Leadership

2024 was a year of bold moves, big questions, and transformational work—on stage, in our community, and within the company itself. It marked the public beginning of a new chapter for Soulpepper, as we introduced our transformation plan, **Stories for a Stronger City**—a blueprint for reimagining the role of a theatre company in Toronto's civic and cultural life. This plan, built on years of internal evolution, now guides our programming, partnerships, and priorities as we navigate a rapidly changing world.

The early signs are promising. We welcomed over 15,000 new patrons in 2024 who have shown us that audiences are not only returning, but transforming—skewing younger, more diverse, and more engaged. *Three Sisters*, which took home the Dora Award for Outstanding Production, was emblematic of the kind of work we aspire to: visually stunning, deeply thoughtful, and powered by extraordinary artists. We were also thrilled to share works like *Casey and Diana*, *De Profundis: Oscar Wilde in Jail*, *Age is a Feeling*, *A Streetcar Named Desire*, *What the Constitution Means to Me*, and the return of *Billie, Sarah and Ella*—each offering unforgettable experiences to our audiences. Training and artist development remain central to our mission. We were proud to launch a new Academy cohort in 2024 and to welcome a new generation of young artists and audiences through *Alligator Pie*.

2024 also marked a major evolution in our collaborative work. We formally launched a Strategic Partnership with Crow's Theatre, sharing a belief in the power of collective effort to create ambitious, sustainable theatre, alongside our Creative Collaborative Initiative (CCI) with Musical Stage Company, Obsidian Theatre, Bad Had Theatre and the Fringe Festival. The CCI is an expression of our vision that the Young Centre becomes a hub of artistic activity, open and available to all.

Outside the theatre, we saw huge enthusiasm for the newly expanded Public Domain initiative. From our sold-out Community Movie Nights, to our jam-packed Election Party and bustling Doors Open programming, these gatherings underscored how hungry people are for connection, conversation, and a sense of belonging. Meanwhile, new traditions began to take shape through signature events like the Winter Village, which saw over 150,000 visitors, and the sold-out Bootlegger's Ball, which welcomed hundreds of new and returning supporters in a spirit of joy and generosity.

There is much more to do—and the road ahead will not always be easy. But thanks to the creativity and drive of our staff, artists, Board, and community of supporters, we feel the momentum building. Soulpepper is becoming a new kind of theatre: one rooted in excellence, powered by collaboration, and driven by the needs and dreams of our city.

With gratitude and excitement,

GIDEON ARTHURS

Executive Director,
Soulpepper Theatre Company

WEYNI MENGESHA

Artistic Director,
Soulpepper Theatre Company



A Message from the Board Chair

One of the many Soulpepper highlights of 2024 was the Dora Award for Best Production in the general theatre division – the equivalent of an Oscar for Best Picture. “Three Sisters”, with a brilliant script adaptation by Inua Ellams, and thoughtful direction by Mumbi Tindyebwa Otu, won the top award – one of several Dora’s for Soulpepper in 2024.

Wonderful as the awards are, they only tell part of the story of what has been a memorable year. Our new transformation plan, Stories for a Stronger City signalled that while artistic excellence continues to be at the core, we now do so much more. During the year, we launched the Creative Collaborative Initiative, an innovative partnership with four essential Toronto performing arts organizations – Bad Hats Theatre, The Musical Stage Company, Obsidian Theatre, and the Toronto Fringe.

In addition to those valuable new connections, Soulpepper and Crow’s Theatre announced an exciting new Strategic Partnership, incorporating joint season planning, an increased number of co-productions, and benefits for our respective subscribers.

Under the umbrella of Stories for a Stronger City, and in coordination with our new partners, we literally threw our doors open with the new Public Domain initiatives, which have included Movie Nights, the city’s Doors Open event, and for the first time, collaborating with the Distillery District on their popular Winter Village – for which we had eager attendees lining up for their free picture with Santa, and Instagram-worthy hot chocolate.

While many of the financial challenges in the sector have continued during the year, Management and the Board worked together closely to implement solutions. I am privileged to lead an outstanding voluntary Board of Directors, who are highly skilled and passionate about their love for the organization. And the Board, in turn, is fortunate to work with a terrific professional staff team, superbly led by Weyni Mengesha and Gideon Arthurs.

During the year, we say Good-bye to Board colleagues John Chang, Casey Chisick, Denise Donlon, Charmain Emerson and Jackie Moss – valued friends who had come to the end of their board terms. And we welcomed Julia Foster, Sarika Gundu, Judith John, Karey Lunau, Aaron Sanderson, Cindy Tripp and Yasmin Warsame. These new Board colleagues are already demonstrating how fortunate we are that they chose to volunteer their time to help Soulpepper continue to grow from strength to strength.

I look forward to seeing you at Soulpepper in 2025/26.

ROBIN CARDOZO

Chair, Board of Directors



The Master Plan

What The Constitution Means To





ARTISTIC ACHIEVEMENT

13 PRODUCTIONS, INCLUDING:

2 WORLD PREMIERES: *De Profundis: Oscar Wilde in Jail*, *The Big Easy: Music of New Orleans*

1 NATIONAL TOUR:
The Secret Chord: A Leonard Cohen Experience

3 CANADIAN PREMIERES:
Three Sisters, *Age is a Feeling*,
What the Constitution Means to Me

2 REMOUNTED PRODUCTIONS:
A Streetcar Named Desire, *Alligator Pie*



232 ARTISTS HIRED

**6 NEW PLAY
DEVELOPMENT
WORKSHOPS**



**3 INTEGRATED INTO
UPCOMING PROGRAMMING**



Three Sisters



PUBLIC DOMAIN GROWTH

62

EVENTS &
ACTIVITIES

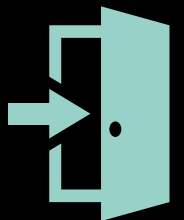
including community
movie nights, storytelling
events, free exhibits,
wellness programing,
dance classes, ancillary
programs and much more.

900 YOUTH ENGAGED
IN FREE WORKSHOPS

10,000 ATTENDEES
AT FREE COMMUNITY EVENTS

80% WERE FIRST-TIME
VISITORS TO
SOULPEPPER

TOOK PART IN
DOORS OPEN
TORONTO



150,000

WINTER VILLAGE ATTENDEES





De Profundis: Oscar Wilde in Jail

AUDIENCE IMPACT

62,500 ATTENDEES THROUGH OUR DOORS



AVERAGE AUDIENCE AGE DECREASED
FROM **64 TO 42 YEARS OF AGE**



15,000+ TOTAL AUDIENCE GROWTH
YEAR-OVER-YEAR



8,000+ NEW-TO-FILE PATRONS



EARLY INDICATORS THAT OUR STORIES FOR A STRONGER CITY TRANSFORMATION PLAN IS WORKING:



BOX OFFICE REVENUE IS PROJECTED TO INCREASE BY 76% year over year, and by 415% since 2022, with a 220% increase in tickets sold over that period.



55% OF OUR AUDIENCE MEMBERS ARE BRAND NEW to Soulpepper, and the average age of attendees is more than 20 years younger than our pre-pandemic demographic.



OUR BASE OF MAJOR DONORS HAS STABILIZED and we've added 3,000 new donors providing us with pipeline for future support.



THE 2025 SEASON INCLUDES 10 CO-PRODUCING PARTNERS, bringing an additional \$1.2 million in programming support.



PUBLIC DOMAIN EVENTS ARE DRAWING THOUSANDS of participants and generating strong buzz and significant earned revenue including over **\$330,000 IN CAFÉ SALES** during the 2024 Winter Village.



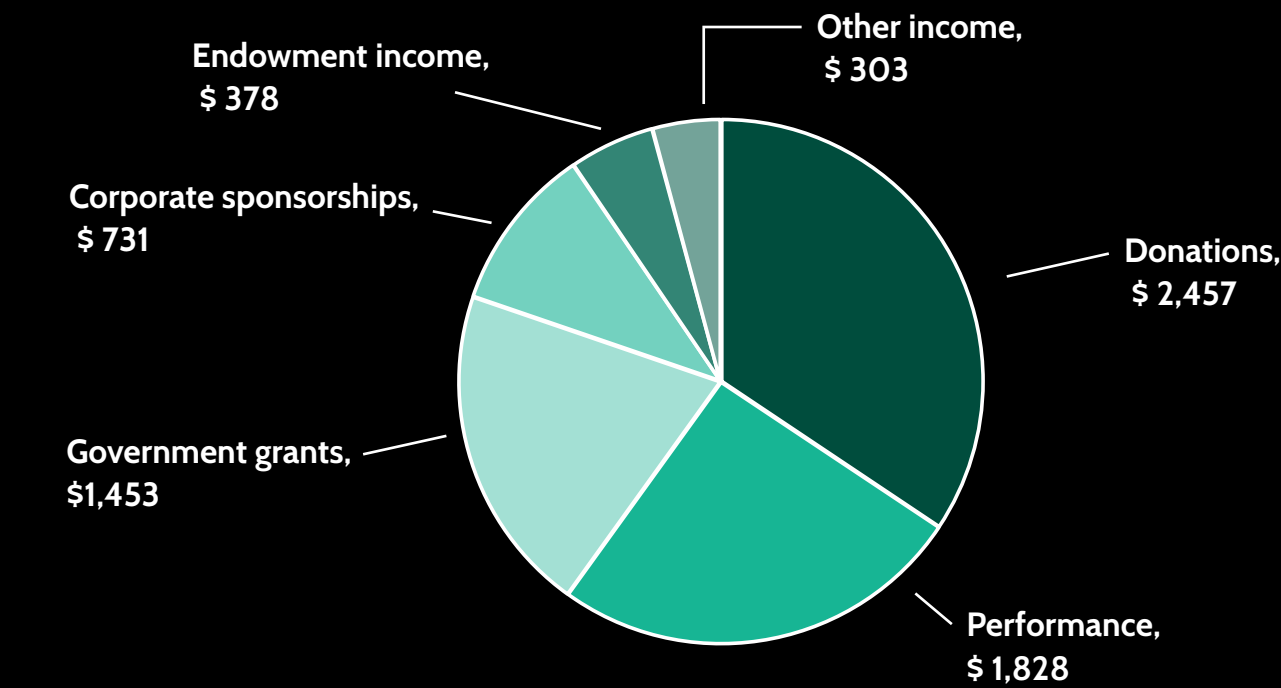
THE WINTER VILLAGE WELCOMED 150,000 ATTENDEES to the building over just five weeks.



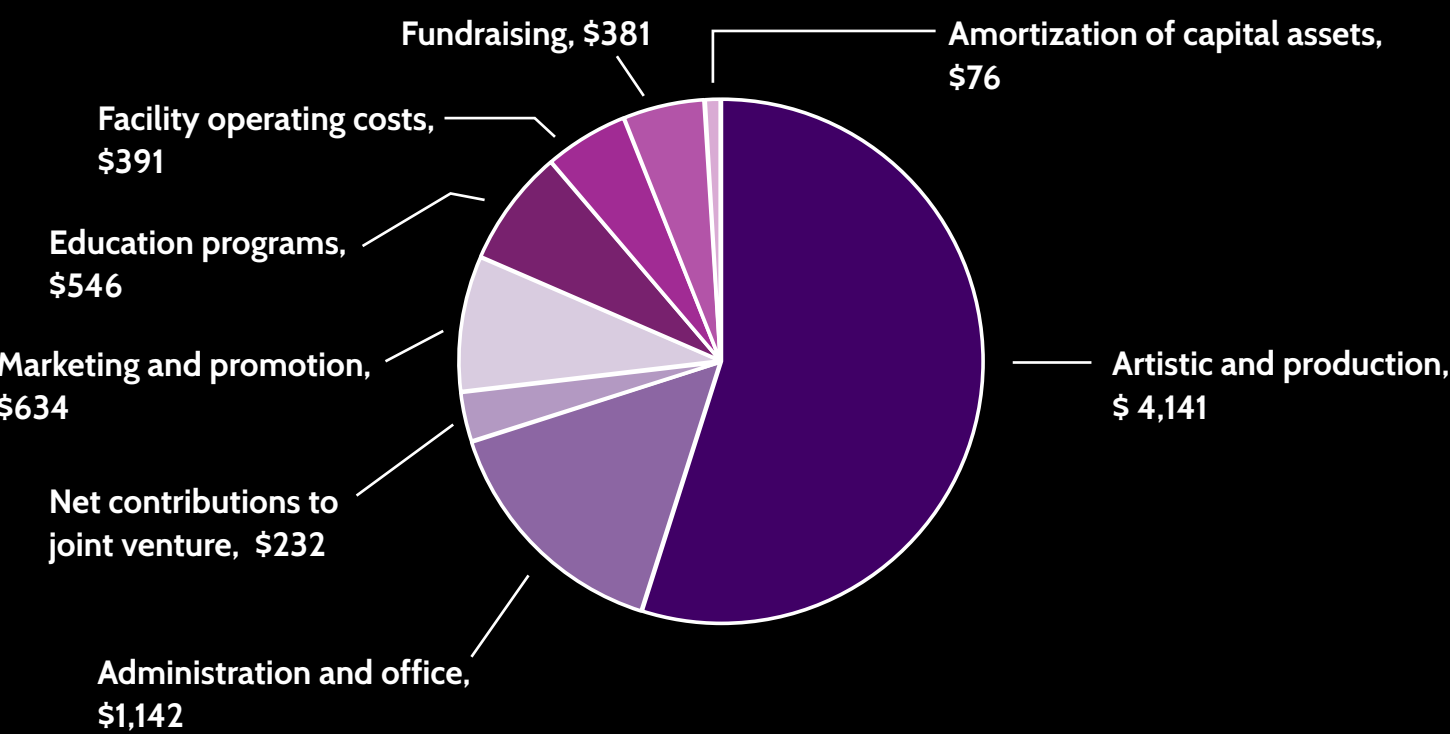


Financials

2024 Revenues (\$000's)



2024 Expenses (\$000's)



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\$200,000+

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\$125,000 - \$299,999

The Catherine and Maxwell
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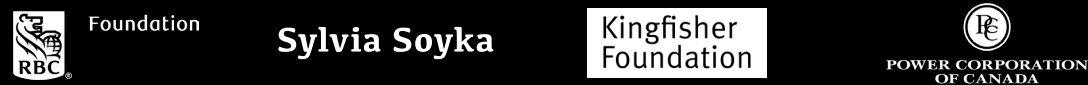
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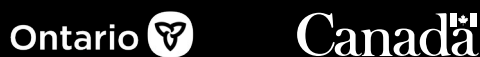
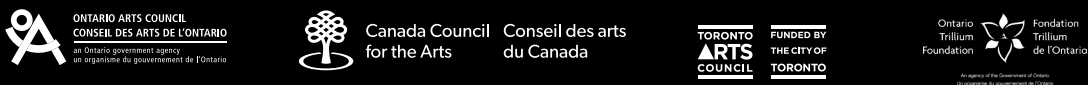
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