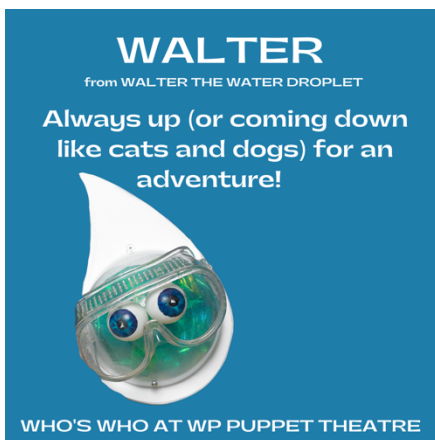
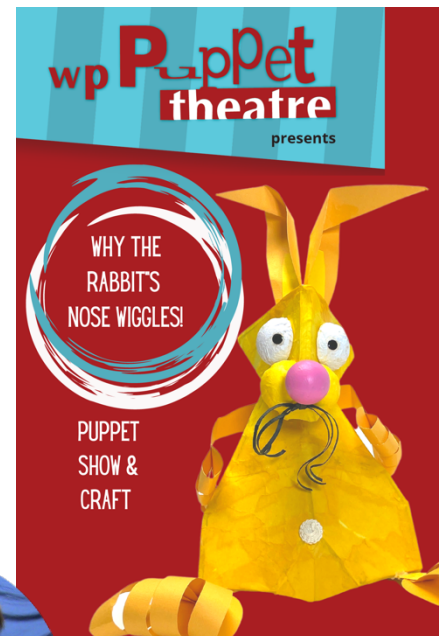
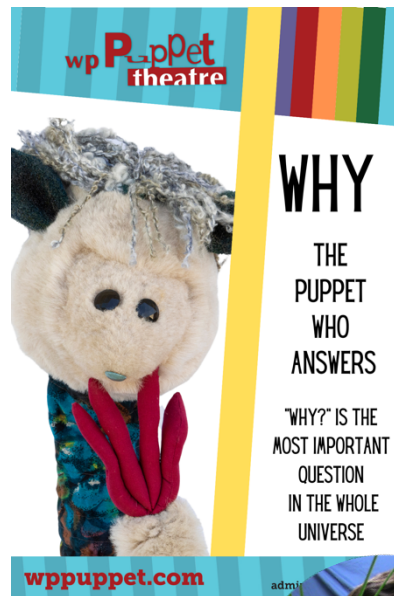


WP PUPPET THEATRE SOCIETY ANNUAL REPORT For 2022-23

Exploring Strategic New Directions



This year, more than ever, saw energies directed into pivoting and preparing for new directions in our programming. While we continued to deliver in person programming through workshops, shows and festivals we also completed our on-demand professional development program (VIEW Facilitator Training Course) and launched the Bakster and Bird on demand program. We also presented 3 public events, the Festival of Ideas and two Family Festival Days, piloting our plans for the Puppet Power Arts Series.

GOVERNANCE

Our Board of Directors welcomed a couple of new people and thanked others for their service. We met both online and in-person. Members assisted at our public events in both planning and on the day. Efforts for recruiting continue. We commissioned a report on potential new governance structures from the Hatlie Group. Strategic new directions are planned including examining a shift to a purpose driven approach. (See appendix for Strategic Planning document)

OPERATIONS

Geraldine was contracted to research global on-demand programming potential.

Jennifer developed Puppet Provocations to use selected recorded videos from past Puppet Power conference. These will be offered with educational activities in an on-demand program for youth.

We provided a token 2% raise, in line with teachers increases, to show appreciation of our permanent part time contractors.

Erin Prosser resigned in October 2022

Barb English resigned in June 2023

PROGRAMMING - KEY ACTIVITIES

- Wendy performed at her first ever Stampede Breakfast with Why the Rabbit's Nose Wiggles Rabbit's Nose at the Crescent Heights event.
- Barb delivered 'Frogsicles' as an online workshop for the Ontario Autism Association.
- Wendy delivered the Tube Worms program for the Vancouver Island Library system.
- In November we launched WHY – the puppet who answers program
- Festival of Ideas 2022 Puppet Power explored The Non-Human voice featuring Caws and Effect, by Mind of a Snail from Vancouver.

Recently Wendy (AD of WPTS) had a terrific time leading an online presentation with patrons of the Vancouver Island Library system. She screened a puppet show video called Tube Worms, which features lovely shadowy underwater puppets and a precocious Sally hand puppet. Then she went Behind the Scenes to show the puppets and props and share more ideas on making puppets for the dark – like blacklight and LED puppets. The audience, from all over the Island, Haida Gwaii to Ladysmith, had lots of questions and comments – “your puppets are awesome”, “the vampire squid was my favourite”, “My kid was clearly inspired”

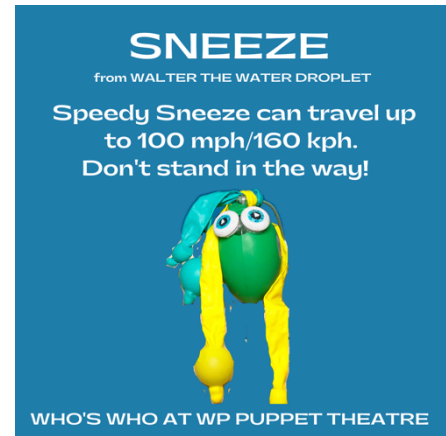
As WPTS strives to present fact-based science, together with puppet fun, it was thrilling to receive this feedback from someone who knows! “I wanted to write to Wendy and give her an A+ on her tube worm anatomy. I’m a deep-sea explorer and I’ve seen the ocean floor and hydrothermal vents, and her animals are perfect. I’m happy she’s sharing her love for the deep!”



- In December we ran puppet popup at the Market Collective. Many Snow Cows and other creatures were created.
- Barb organized the VIEW Gala at the Calgary Central Library for December 7. In front of 120 guests, including Councilor Andre Chabot, we shared the report on VIEW’s efficacy conducted by Dr. Kate Dupuis at the Sheridan Centre for Elder Research. An art show of VIEW was on display at the library trough the month of December.
- The VIEW Facilitator Training Course, completed by Barb and Suzanne Clease is accessible through the Centre for Excellence Therapeutic Recreation in Continuing Care Website.
<http://www.therapeuticrecreation.org/view>
- In January we were part of Chinook Blast Festival, making paper birds in the children’s section of the main library. We made the on-demand Gray Jay and the Magpie story and a free download in memory of its author Ken Lee.
- February 20, we screened the new 45-minute Bakster and Bird film at a Family Festival Day at the Pumphouse Theatre. With volunteers from Youth Central and Board members we filled the venue wit face painting (Julie Babineau) Green Screen Tech demo (Gil N’gai) Comic Booking (Nathan Millar) Brain Science (Michael McLaren-Gradinaru and Dr. Ford Burles), Contraption/Invention demo (Tam Godfrey) Author Lyndsay Wasko from Micetype as well as sugar cookies donated by Glenmorgan Bakery and hot chocolate.
- Wendy screened Bakster and Bird in three schools – a program that continues into 2023-24
- Kira attended the Foundations for the Future trade show and we were at the Calgary and Palliser Teacher’s conventions
- Barb and Leah Donald (ArtFelt) taught 2 Affirmation Puppet workshops for the Festival of Animated Objects. Wendy performed in the Dolly Wiggler cabaret. .



- June 4 was our Family Festival Day at Highland Park Community Centre. Wendy performed 3 seatings of our micro puppet show “Walter the Water Droplet”. Barb worked with Buchanan School students on water themed art work, and Kira coordinated Trout Unlimited, CAWST, Green Calgary, ALIDP (Alberta Low Impact Development Partnership) Calgary River Valleys to have exhibits and the Calgary Public Library bus. Youth Central and Winston Churchill HS volunteered. 147 people attended on the hot day. We connected with BTV which introduced new audiences (Indian community) to our work.



	2020-21	2021-22	2022-23
<i>Performances</i>			
Rabbit's Nose	3	3	4
Walter the Water Droplet			3
WHY			2
Presenting other companies		2	1
<i>Screenings: Bakster and Bird</i>			8
<i>Exhibitions VIEW</i>			1
<i>Workshops & Residencies</i>			
Activities where children create: Community/Schools/Family events	21	30	44
Adult – PD, VIEW, Puppet Power	52	63	15
Youth Workshops	0	0	1
Total number of events	76	99	79
Total number of online events	72	0	5
Total number of hours of workshops	106	155	108
Total audience number	2078	1853	5074
Total number of distinct clients	35	29	43

BOARD MEMBERS 2022- 23

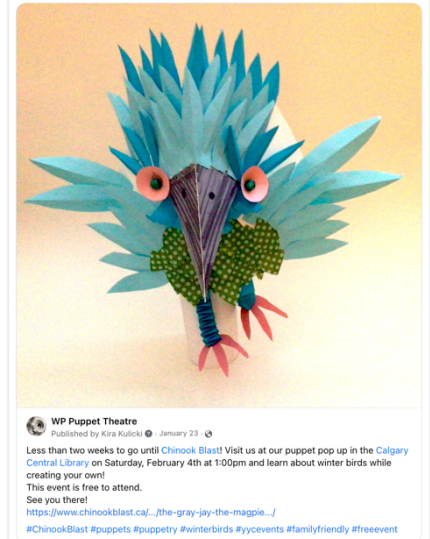
- President: Kyle D.Mack
- Treasurer: Antonia Ashade (resigned February)
- Secretary: Hong Feng
- Director: W. Passmore-Godfrey
- Director: Mirza Beg
- Director: Tammy Thomson (resigned March)
- Director: Urouj Rashid
- Director: Nathan Millar
- Director: Karen Morley



Our board members logged 126 hours of volunteer time for WPTS.
 Our total volunteer hours equal 983 hours.

KEY CONTRACTORS, STAFF & COLLABORATORS 2022 – 23

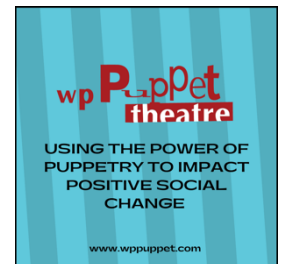
Barb English	Facilitator/Program Manager
Nik Harrinarain	Bookkeeper and Finance
W. Passmore-Godfrey	Artistic & Executive Director
Erin Prosser	Puppet Power//Program Manager
Suzanne Clease	VIEW Facilitator
Tori English	Graphic Design
Gil Ngai	Bakster & Bird Video & Editing
Geraldine Ysselstein	Global marketing research
Jennifer Frohlich	Puppet Provocation program developer
Kurtis Staples King	Bakster and Bird website
(did not complete contract)	



Thank you everyone, volunteers, staff, board members, teachers, students, participants, funders, peers and mentors for continued support though 2022-23. Special thanks to casino volunteers on October 4 and 5 2022!!

FUNDERS, SPONSORS AND DONORS

Special appreciation for the Calgary Foundation Neighborhood Grant, City of Calgary Friends of Chinook Blast, Alberta Foundation for the Arts, Calgary Arts Development, Government of Canada Canadian Heritage, Rozsa Foundation



WPTS YEAR	TOTAL EQUITY	NET OPERATING	TOTAL REVENUE	TOTAL EXPENSES
2022-23	150,268	43,248	226,982	183,734
2021-22	107,020	(77,868)	190,495	268,364
2020-21	184,888	83,194	266,589	183,395

@wppuppet
 @wppuppettheatre



<https://wppuppet.com>

MARKETING REPORT

WP Puppet Theatre
2.3K likes · 2.5K followers

wppuppet Follow Message

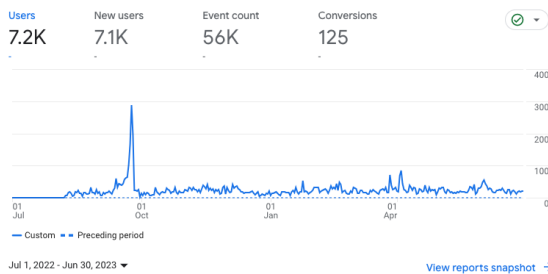
897 posts 973 followers 515 following

WP Puppet Theatre
Art
Using the power of puppetry to impact positive social change.
linktr.ee/wppuppet

Newsletter

- Monthly newsletter to 2,635 contacts
- Over 55% open rate
- 5 additional promo e-blasts
- 5 additional Bakster and Bird promo e-blasts
- 5 additional VIEW promo e-blasts
- Library promo launch
- Giving Tuesday Campaign
- 2 CBE teacher promo e-blasts

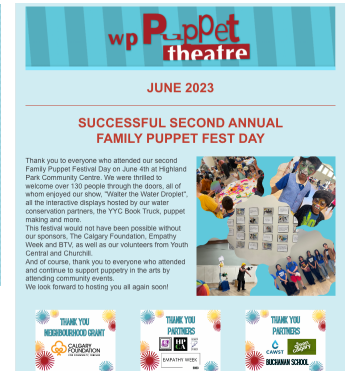
Website Overview



Page title and screen class	Views	Users
	17,179 100% of total	7,209 100% of total
1 About WP Puppet Theatre - WP Puppet Theatre	2,634	1,698
2 About - WP Puppet Theatre	1,424	856
3 Events - WP Puppet Theatre	1,187	887
4 Cat Festival and Market - WP Puppet Theatre	1,017	817
5 Upcoming Events - WP Puppet Theatre	504	362
6 Page not found - WP Puppet Theatre	386	267
7 ONLINE SHOP - WP Puppet Theatre	373	188
8 VIEW from the Inside - WP Puppet Theatre	356	252
9 VIEW Facilitator Training Course - WP Puppet Theatre	354	224
10 In person puppet shows - WP Puppet Theatre	307	227

Social Media

- 74 new Instagram followers
- 20.3% increase in Instagram engagement
- 250 new Facebook followers
- 2,300 Facebook likes
- \$155.00 spent on Facebook ads
- 22,057 reached through paid ads
- 84 new Twitter followers
- 24% increase in Twitter impressions



@wppuppet
@wppuppettheatre



<https://wppuppet.com>