



2024 Impact Report

Lighting the Way and Changing Young Lives



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ABOUT US

Geordie Theatre is Montreal's leading English-language professional theatre for audiences of all ages, entertaining and engaging the imagination since 1980. We deliver more than 200 performances each season and reach more than 41,000 young people and their communities annually. We are members of the Professional Association of Canadian Theatres (P.A.C.T.), Quebec Drama Federation (QDF), La Maison Théâtre, Conseil québécois du théâtre (CQT), Canadian Green Alliance, and ASSITEJ Canada.

MISSION

Geordie Theatre celebrates the art of theatre and its social impact by working with artists from various disciplines and cultural backgrounds to create works that are provocative, relevant and challenge the imagination of our audiences.

VALUES

Geordie Theatre values the diversity of its patrons, visitors and workforce, and is committed to making theatre that is inclusive and accessible to all members of society.

VISION

By inspiring dialogue between communities, children and parents, as well as teachers and students of all ages, theatre has the unique power to foster voices of the future and plays a crucial role in changing our world for the better.

GEORDIE'S PILLARS

Geordie Theatre creates, presents, and promotes theatre that engages young audiences and their communities.

Three principal pillars guide the company's artistic and administrative policies:



**CREATION +
DEVELOPMENT**

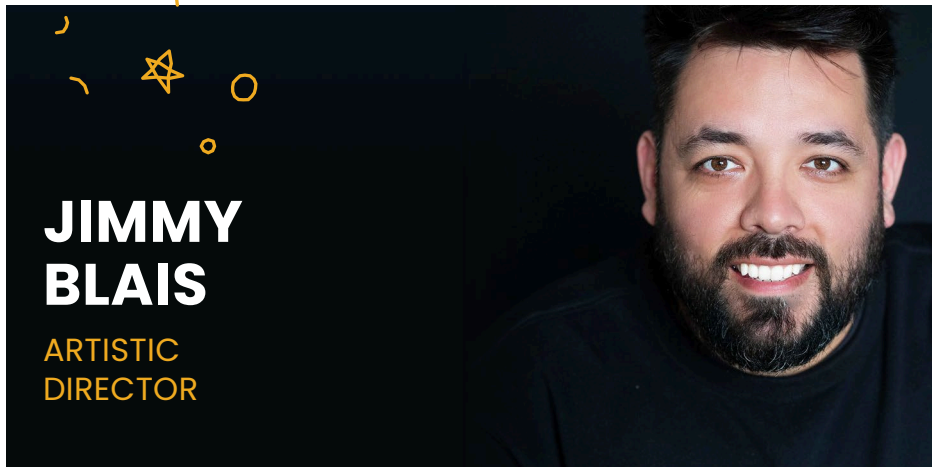


**PRODUCTION
+ TOURING**



**EDUCATION
+ OUTREACH**

These central tenets of our work encompass the philosophy that all children should be exposed to and given access to the arts.



At Geordie Theatre, live theatre doesn't just entertain—it transforms. In a world full of distractions, we offer something unique: real human connection. Theatre gives young audiences the chance to pause, reflect, and engage in conversations they aren't having elsewhere.

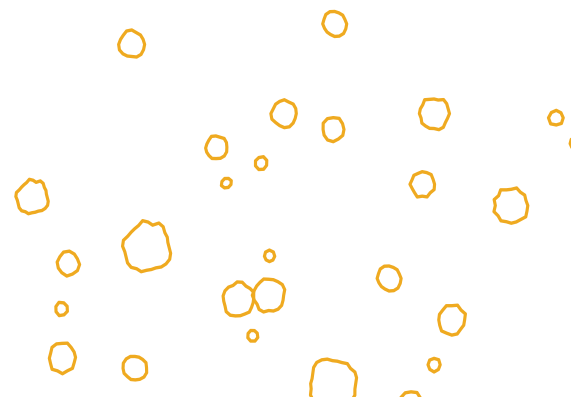
This year, **Other Worlds**, created with neurodivergent students from École Le Sommet/Summit School and Stephen Patrick Booth, embodied our belief that every young person deserves to see themselves reflected in the stories we tell. By featuring neurodivergent voices on stage and behind the scenes, we reinforced that commitment.

Our 2Play Tour expanded to new communities with **Perfect Storm**, encouraging students to confront their inner critics and perfectionism, and **Instant**, sparking important discussions on social media's impact on mental health.

But the experience doesn't end with the final bow. We extend the conversation through talkbacks, study guides, and family guides, ensuring the ideas raised on stage resonate long after the curtain falls. We don't just want young people to watch—we want them to think, feel, and grow.

Looking ahead, we're shaping the future of youth theatre by commissioning three new Indigenous works. These stories will reflect the diversity of our world, pushing the boundaries of what's possible on stage. As mental health and well-being become ever more critical, we remain one of the few spaces offering young people meaningful engagement with these essential topics—something that has the power to change lives.

Our 43rd season truly embraced the individual, making sure that our audiences, artists, staff, board, and supporters know that they are valued, respected, and celebrated. We reached pre-pandemic levels of young people, and we extended our 2Play tour by three weeks due to the demand! Our collaboration with Summit School was finally presented, after two cancellations due to COVID, and **Other Worlds** was incredible to watch with those students in particular. It was like a rock show! This season was also important from an office perspective. We built an admin agreement with the staff, rooted in Indigenous teachings, which was a wonderfully collaborative experience and has highlighted how we want to work as individuals and as a team. We have welcomed many groups to our PlayLab and have found having a rehearsal space next to the office space is so motivating and exciting. As always, we would not be here without you! We are truly honoured to be a leader in Theatre for Young Audiences, for having such a profound impact on youth and for all of the support of incredible folks and organizations. Thank you!



2023-2024 BOARD OF DIRECTORS

Cedrin Law
President

Faten Hodroge
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Past President

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CEDRIN LAW

PRESIDENT OF
THE BOARD OF
DIRECTORS

Geordie Theatre did great work this past season to continue to inspire young audiences through its contributions to the theatre community. I feel honoured and privileged to be part of a group that works so incredibly hard to have a positive impact for audiences of all ages while courageously tackling challenging subjects in an increasingly complex world.

For this upcoming season, Geordie will continue to entertain while being a platform for growth through its productions, the Geordie Theatre School and community initiatives. I am excited

to see how we will stimulate meaningful engagement and thoughtful dialogue that our audiences can identify with.

Cedrin Law

President of the Board of Directors
Board member since 2022



FATEN HODROGE

VICE PRESIDENT
OF THE BOARD
OF DIRECTORS

When people think of Geordie Theatre, they often recall their children's delightful school plays. While this is a vital aspect of Geordie's work, it only scratches the surface of their full story. As you explore this leaflet, you will be struck by the company's extensive travels, bringing theatre to underserved communities, and contributing to fair access to the arts for children in all areas.

For decades, Geordie has engaged Indigenous communities, recognizing early on the importance of sharing and connecting through theatre. For over 40 years, Geordie has helped young artists launch their careers and gain invaluable experience. Additionally, Geordie

carefully selects plays that spark important discussions to promote emotional well-being among children.

As you delve deeper into Geordie Theatre's impactful work, you will see their contributions and reach are far greater than they first appear. These untold stories drew me to Geordie, and they deserve to be shared with our community and donors.

Faten Hodroge

Vice-President of the Board of Directors
Board member since 2023

GEORDIE'S TIMELINE



GEORDIE'S REACH



**TOTAL
AUDIENCES
41,802**

● 2Play Tour Stops

AUDIENCE NUMBERS

**2PLAY
TOUR**

37,197

**MAINSTAGE
AUDIENCES**

2083

**GTS
YOUTH**

319

ONLINE REACH



**3100 Followers
Reach: 152,000**



**2290 Followers
Reach: 239,000**



1412 Followers



592 Followers



**61,000 Site Views
Users: 22,000**

GEORDIE'S IMPACT

THEATRE: A LIFELINE FOR YOUNG PEOPLE FACING ISOLATION

In today's hyper-connected world, young people are paradoxically more isolated than ever before. Despite constant access to social media and online interactions, many feel disconnected, invisible, and unheard. The toll this takes on their mental health is staggering—loneliness, anxiety, and depression are at all-time highs, and no one seems to be having the necessary conversations to address it.


At Geordie, we believe that live theatre holds the key to tackling this growing crisis. Theatre doesn't just entertain; it transforms. It gives young people a place to be seen, to be heard, and to connect on a deep, human level. When they step onto a stage or engage in a workshop, they are no longer alone—they become part of something bigger. Theatre encourages collaboration, trust, and empathy, providing a much-needed antidote to the isolation they experience in their everyday lives.

Our productions and programs create spaces where young people can explore their emotions, confront their fears, and build lasting relationships. In a world that often overlooks youth, we give them a voice. Through storytelling, we're opening the door to conversations that aren't happening at home or in school, helping them to process the world around them—and within them—in ways that no other medium can.

Theatre isn't just an art form; it's a lifeline. And for young people grappling with loneliness and isolation, it's the connection they so desperately need.

MENTAL HEALTH FOCUS

At Geordie, we are very aware of the pressures and challenges of this post-pandemic world, and how that affects young people but also the core team at Geordie. This year we enrolled the staff in a program called **NOT MYSELF TODAY**, which builds a greater awareness of mental health (which ALL of us have), reduces any stigmas and fosters a safe and supportive environment to be open and vulnerable with each other. It has been transformative for our organization and this year, we have all agreed to build our own process and will be using the **Braiding Sweetgrass: Indigenous Wisdom, Scientific Knowledge, and the Teachings of Plants** as the source text for our mental health animations moving forward. We also ensure that our touring gang has resources for some hard conversations they have on the road, and we bring in a mental health professional for them, as they are preparing to leave. The culture at Geordie is one of openness, care, and respect for the uniqueness of the individual. We know that learning from and supporting each other creates the most collaborative and productive environment.



* "Geordie is so much more than a theatre company -- it changes lives!"

- Geordie Supporter

GEORDIE THEATRE SCHOOL

"Our daughter has been going to GTS for 5 years and has enjoyed the wide variety of teachers who she says have all been kind, encouraging and helpful. She likes the freedom of being goofy and having fun in a space without judgment. It's been a great experience."

- Geordie Theatre School Parent

The 2023-24 season saw Geordie Theatre School grow to almost pre-pandemic activities and numbers, while continuing to address the ever-growing need for activities that promote playfulness, connection, and communication, not only for children in school but also for the general public.

Our roster of professional teachers welcomed new artists and our internship program saw an increase in applications, both of which allowed us to keep expanding the GTS regular weekend and evening theatre classes for youth, weekly after-school programs, specialty workshop series, customizable workshops for schools and community organizations, and special projects in collaboration with partner organizations.

This year, we solidified the role of the GTS Coordinator with the hiring of a new employee, Daniel Hickie, who had previously been a teacher at Geordie Theatre School. This addition allowed GTS to rework its relationship with teachers and strengthen the internship program. Most notably, the new GTS Coordinator contributed invaluable experience to the new GTS Camps, making that program grow at a rapid pace.

THEATRE CLASSES

Our public theatre classes overcame a few challenges, including lower enrolment for the younger age groups, as well as a last-minute shift to a new venue for our end of year GTS Final Cabaret, when our regular venue, Moyse Hall, discovered asbestos. But, even with these challenges, we culminated the year with 100 kids and teens participating in our weekly classes, and a room-full of proud parents for the GTS Final Cabaret. Our Teen Ensemble experienced a full year of guest artists and advanced weekly training, with a magical end-of-year showcase featuring published scenes and elements that they wrote themselves. Our weekly after-school programming at F.A.C.E. School continued to grow in popularity, causing us to open a second class for both the grades 1 & 2 and the grades 3 & 4. We also experienced overwhelming interest in our after-school classes at Pierre Elliott Trudeau School, with all three classes selling out in record time. We ended the year bringing in over \$80,000 in registrations and easily surpassing our targets.

WORKSHOP SERIES

Our GTS Workshop Series started its season with the return of our popular GTS Teen Shakespeare Intensive, which culminated in the teens performing before Repercussion Theatre's Cymbeline. Most notably, our Workshop Series started offering GTS Camps, which were an immediate success, starting with our 2-week Summer Camp in July, followed by a sold-out March Break Camp. Having a camp structure in place also allowed us to pivot quickly during the teacher strikes and offer parents support through our daily theatre camp, Flash Camp, which saw 30 kids over the course of the session.

GTS BURSARY

The GTS Bursary Program saw a rise of donations throughout the year, not only from parents of GTS students, but also from community organizations. This allowed us to almost double our GTS Bursary students, from 8 youth last year to 15 youth this year, while also deferring over \$3,700 to our 2024-25 season.

319

YOUTH SERVED
IN GTS CLASSES

\$81,000

IN GEORDIE THEATRE SCHOOL
REGISTRATIONS

2700

SERVED WITH COMMUNITY
AND SCHOOL WORKSHOPS

15

YOUTH ENROLLED THANKS
TO THE GTS BURSARY



GEORDIE THEATRE SCHOOL WORKSHOPS

SCHOOLS AND COMMUNITY ORGANIZATION WORKSHOPS

This year, the need from schools to bring creativity, connection, and fun into their classrooms continued to grow, with our number of workshop bookings in schools growing 18 to 26, allowing us to exceed our target by over \$10,000. We deepened our partnerships with École Montréalaise, Heritage Regional High School, ArtistsInspire, and Carlyle School, while making new connections with the CLC Verdun, Kahnawake Survival School, and Merton Elementary, to name a few. We continued to strengthen our partnership with the Dollard Centre for the Arts and support them in growing their numbers for three successful GTS sessions to youth in the West Island.

WORKPLACE WORKSHOPS

This year was difficult for Workshop Workshops, as we struggled to make connections in the business and corporate environments. This forced us to look at our promotional materials to rework how we spoke about, and promoted, the workshops. We began to create new material focusing on the ability of our Workplace Workshops to strengthen a team's essential soft skills, including teamwork, communication, critical thinking, innovation, and emotional intelligence. We are hopeful that this groundwork will lead to more bookings for the upcoming 2024-25 season.



"A workshop with Geordie Theatre is not just about theatre or theatricality. It is an opportunity to slow down and connect with yourself and with others. In our day to day lives, we are rarely if ever actually in the moment. The activities during the session allowed me to be vulnerable in the not-knowing and yet more strongly connected with others because of the trust we needed to have in each other." – Sywia Bielec (LEARN)





CREATION AND DEVELOPMENT

WORKSHOPPING NEW PLAYS

Each year, Geordie commissions and collaborates with playwrights to develop new work, ensuring we continue to tell the stories that resonate with the current reality of young people. This season, we workshoped two plays for elementary school students: ***Perfect Storm*** by Gillian Clark, which became part of our 2Play Tour, and ***Nohkom's Knick Knacks*** by Barry Bilinsky, developed in partnership with the National Theatre School of Canada. Geordie staff, actors, and stakeholders actively participate in the development process by engaging in conversations with the playwrights, providing feedback, and supporting their creative journey.

GEORDIE THEATRE FEST

In January, we held our annual Geordie Theatre Fest at La Maison Théâtre, providing a great opportunity to broaden Geordie's reach to French-speaking audiences. Geordie Theatre Fest featured performances from our 2Play Tour and free theatre workshops for youth. Before *Perfect Storm*, children and parents explored friendship, competition, and mutual support through theatre games and storytelling, reflecting the show's themes. The Fest offered a rare opportunity for the public to experience our touring shows, usually performed in schools across Quebec and outside of the province, and allowed the cast and crew to share their work with the Montreal community. The Geordie Theatre Fest plays a crucial role in the development process for playwrights, offering them the chance to see how their work resonates with a live audience. After months of touring, it provides a fresh perspective on the show, allowing playwrights to assess the impact of their work.

"Geordie is one of the pioneers responsible for empowering the minds, and more importantly the imagination of kids and adults alike through the magic of storytelling."

- Geordie Audience Member



BRINGING THEATRE TO SCHOOLS

2PLAY TOUR

What is Geordie's 2Play Tour?

Geordie programs two plays to tour to schools each year, across all 17 regions of Quebec, Ontario and the Maritimes. Running between September and May every year, Geordie's 2Play Tour is the longest running tour in Canada!

Study and Learn

After each performance, a live discussion is facilitated with the artists, encouraging students to ask questions, stay curious and learn more about the plays' themes. Each play is also accompanied by a comprehensive study guide for teachers to integrate core themes into their classroom, as well as a mental health guide for families and in-school support staff, to enrich social-emotional learning.

This Year

This year's 2Play Tour featured **Perfect Storm** by Gillian Clark for elementary school audiences, and Erin Shield's **Instant** for high school audiences.

Max and Kelsey's friendship is challenged in drama class, competing for the spotlight. **Perfect Storm** explores how to quiet one's inner critic by celebrating the success and specialness of a friend.

In **Instant**, Meredith posts musical covers online, constantly comparing the likes and comments to her classmate's clickbait original songs. Searching for fame in a world of instant communication drives everyone to make split-second choices that have lasting ramifications. This play explores digital literacy, online identity, and peer and parental pressures.

"The Geordie theatre team brought us an amazing, entertaining and high energy show. Students were engaged in the topic and had lots of fun watching and listening, even in their second language!"

- Teacher, Centre de Services Scolaire des Affluents

SCHOOL MATINEES

Every year, Geordie invites school groups to its Mainstage shows in Montreal. Geordie's Mainstage School Matinee Series offers specially reduced-rate tickets for groups from Elementary and High Schools, CEGEPs, Home School organizations, Pre-schools, and Daycares. Study guides and talkbacks are offered to all groups. Geordie also offers theatre workshops for students and teachers, tailored to the Mainstage show. This year, 1170 youth and educators enjoyed our school matinee performances of **Other Worlds**.

THIS YEAR

**37,197 AUDIENCE MEMBERS
ENJOYED A 2PLAY PERFORMANCE**

✧ **145 SCHOOLS VISITED**

✧ **5 PROVINCES VISITED**

✧ **203 PERFORMANCES**



PRODUCTION
+ TOURING

MAINSTAGE PRODUCTION

Geordie's Mainstage shows are annual productions that take place at Montreal venues for all ages. This season, we invited our local audiences to **Other Worlds** by Stephen Patrick Booth, a celebration of neurodiversity and neurodivergent voices.

Developed and presented in association with Summit School, Les Muses, Playwrights' Workshop Montreal, and La Maison Théâtre, **Other Worlds** began with the ideas of students at Summit School, delivered through drawings and stories, which playwright Stephen Patrick Booth used as inspiration, while also bringing his own humour, heart, and lived experience as someone on the autism spectrum.

Other Worlds invited audiences to experience a neurodiverse world not only through the story itself, but also through the acting, pacing, and design elements. All elements worked together to create a performance meant to connect with neurodiverse audiences, while also encouraging neurotypical audiences to see their world differently.

Seen by over 1170 students and educators, perhaps the most impactful performance was when the students from Summit School came to see the show, erupting into thunderous applause throughout the performance as they saw themselves in the characters of Riley and Kale.

2083 AUDIENCE MEMBERS
ENJOYED GEORDIE'S MAINSTAGE PRODUCTIONS THIS YEAR

"(Other Worlds) highlights how human diversity can thrive on stage, and most importantly, how the self-identity of the individual is always, positively impacted." – Correspondent with the English Montreal School Board



COMMISSIONING INDIGENOUS VOICES

This season, we proudly commissioned three Indigenous artists to create two new works for Geordie Theatre, in partnership with Playwrights' Workshop Montreal.

Barry Bilinsky and Iehente Foote were selected to develop a play inspired by monologues written by Kahnawake Survival School students during a Dramatic Writing workshop series we led in 2022-2023. The school sought to foster artistic expression without requiring students to focus on their indigeneity, resulting in a genuine reflection of young Mohawk voices—unfiltered, and wholly their own.

Additionally, Todd Houseman was commissioned to write **Nikanihk**, a play that explores Indigenous futurism. This piece examines cultural identity in an evolving digital world, with themes of preservation and authenticity at its core.

We hope these two plays will inspire deeper connections and conversations between our Indigenous and non-Indigenous audiences. We look forward to sharing the development of these new works with you!

UPCOMING NEEDS

For the upcoming season, we are committed to expanding our 2Play Tour to reach even more youth, particularly in Northern Indigenous communities. Alongside this, we're excited to present two remarkable mainstage productions. To make these initiatives a reality, we are concentrating on meeting three essential funding milestones.

Projectors – \$10,000

Both 2Play shows for the upcoming season rely heavily on video projections. With a demanding nine-month tour and over 200 performances, our current projectors are in urgent need of replacement. We seek \$10,000 to ensure the quality of our multimedia presentations for the 2024/2025 tour.

Bringing the 2Play Tour North – \$15,000

In April 2025, we will visit 6 schools, reaching 1,500 Indigenous students in Chibougamau, Nemaska, Waskaganish, Oujé-Bougoumou, and Eastmain in Northern Quebec. The terrain of gravel roads takes a toll on our vehicle, and the rising expenses for food and accommodation in Northern regions present additional barriers for our tour. We are seeking \$15,000 to help us cover these expenses, ensuring that our team can reach remote communities.

Production Sponsor – \$25,000

This upcoming season features two ambitious mainstage productions. **The Wolves** by Sarah DeLappe is set on an indoor soccer field and stars an all-female cast of 10, exploring friendship, mental health, and societal expectations in partnership with Imago Theatre. **Jordan** by Yvette Nolan, in partnership with Centaur Theatre, stars an all-Indigenous cast and is based on the story of Jordan River Anderson, the Cree boy who inspired Jordan's Principle, legislation that ensures equitable healthcare for Indigenous youth. We seek \$25,000 for each production to bring these important stories to life.

If you'd like to play a role in helping us meet these needs, please contact anna@geordie.ca.



FAMILY FAIR

This year, we proudly hosted our first annual Family Fair on August 26th in Parc George Étienne Cartier. This free outdoor event featured performances, workshops, games, and community exhibitors, offering families a full day of fun and learning – at no cost.

The Family Fair encouraged new connections and relationship-building, bringing neighbours together to strengthen our community.

Event highlights:

- ✧ An outdoor stage with cultural performances running throughout the day
- ✧ Geordie Theatre School workshops offering all-day theatre and art classes for youth
- ✧ Games, a bouncy castle, face painting, and balloon animals
- ✧ 19 local exhibitors providing educational activities on nutrition, physical, and mental health
- ✧ A BBQ with vegetarian options, with meals priced as low as \$3

We connected with over 250 community members during this event and raised \$9,600.

WITH GRATITUDE

It takes a village to create the powerful programming that Geordie develops on a yearly basis. We are so proud that you are part of our community and thank you for your dedicated support.

INDIVIDUALS

Your personal generosity propels our mission forward and builds a world where the arts are integral to future generations.

FOUNDATIONS

Your values align with ours, and your support gives us the strength to better serve our diverse community and increase our impact.

CORPORATIONS

Your investment in our work gives us hope in the power of collective action for the youth of tomorrow.

GOVERNMENTS

Your ongoing support allows us to bring the arts to communities across this land and develop our nation's creativity and resilience.

VOLUNTEERS

Your never-ending enthusiasm and dedication to Geordie Theatre energizes our organization and provides inspiration to all those in the theatre community. We are eternally grateful!

Interested in becoming a donor?
Contact anna@geordie.ca
or visit: www.geordie.ca/support-us/make-a-donation

**Thank you to our supporters
for your care and generosity!**

CORE FUNDING



SEASON SPONSORS



FAMILY FAIR SPONSORS



COMMUNITY PARTNERS



MEDIA PARTNERS



GEORDIE IS A PROUD MEMBER OF



STATEMENT OF OPERATIONS

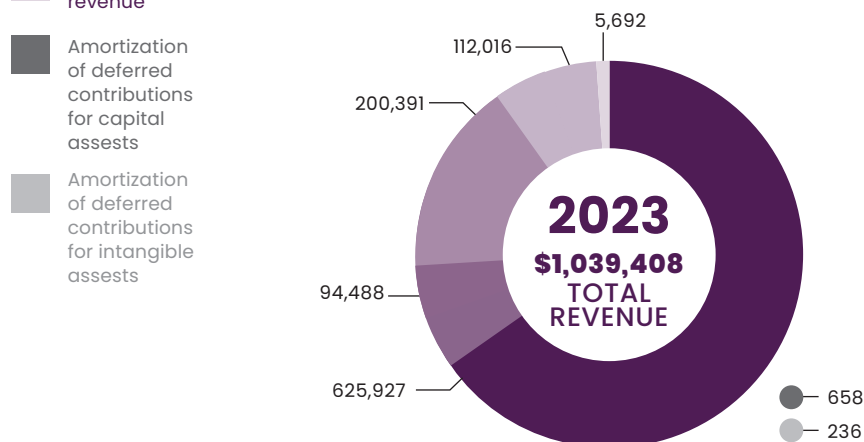
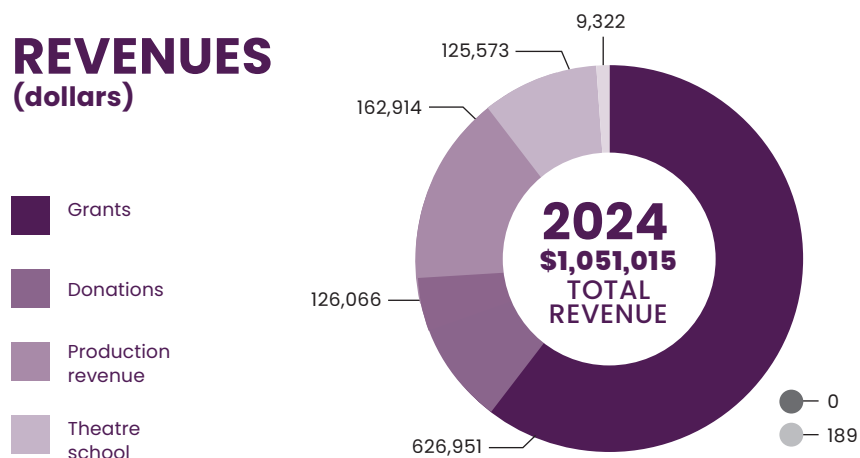
FOR THE YEAR ENDED JUNE 30, 2024

**EXCESS OF REVENUE
OVER EXPENSES**

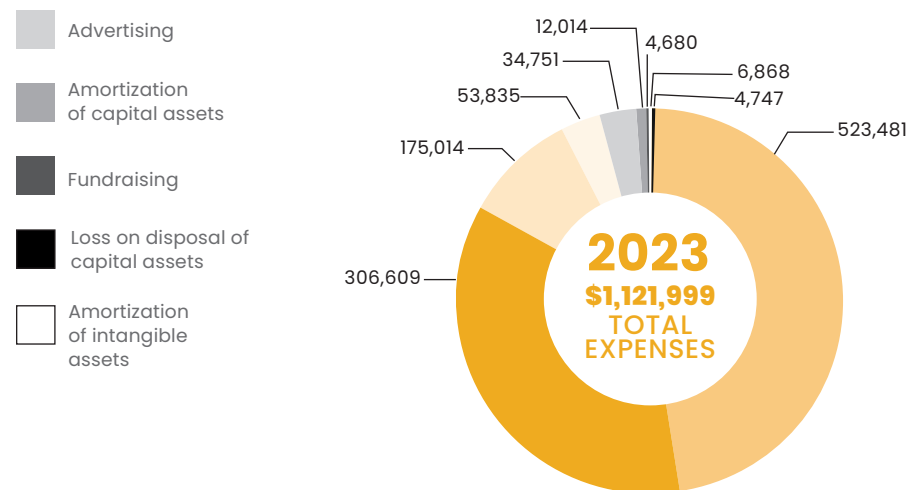
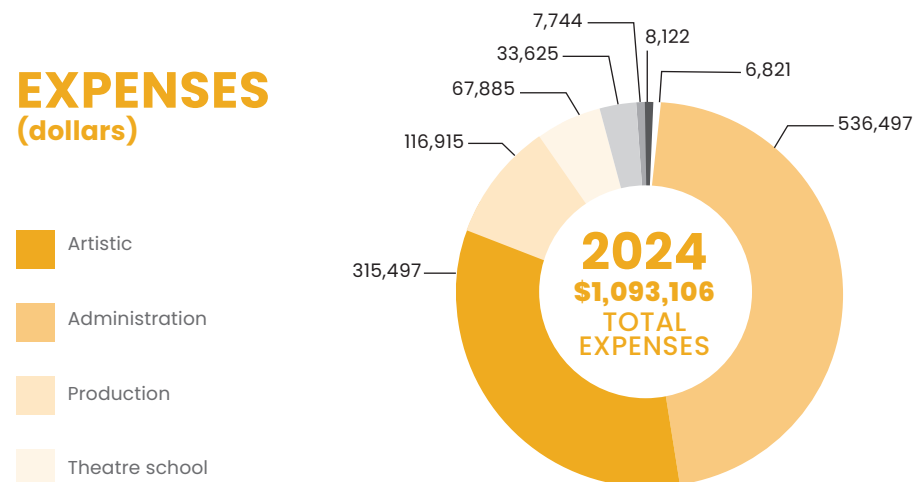
**2024
(\$42,091)**

**2023
(\$82,591)**

REVENUES (dollars)



EXPENSES (dollars)



TERRITORY ACKNOWLEDGMENT

Geordie Theatre is located on the unceded Indigenous lands of the Kanien'kehá:ka (Mohawk) nation of the Haudenosaunee Confederacy. Tiohtià:ke (known as Montréal) has existed as a meeting place of many First Nation peoples, including but not limited to the Abenaki, Anishinaabeg (Algonquin), and the Huron-Wendat.

We extend our deepest respect to the elders of these communities and to all Indigenous peoples who carry the history of this island's land and waters – caring for it and calling it home. We are honoured and privileged to share stories on this land.

We wish to also acknowledge that we are grateful to those seeking sustainable solutions to our global climate crisis, so that we may continue to inspire and challenge our audiences near and far.

CONTACT INFO

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REHEARSAL SPACE

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For more information about donations, sponsorship or other ways you can support Geordie Theatre, contact Anna Burkholder, Development Manager, at anna@geordie.ca



Charity #11893 6962 RR0001

 *"Geordie not only produces theatre, they create magic."*
Award Winning Theatre Artist and Geordie Audience Member