

NEXT | 50 CAMPAIGN

A \$500,000 Campaign To Honor Theatrical Outfit's 50th Anniversary

Join us in celebrating this theatre's impact over the last 50 years and the future that we will create by making your Next50 Campaign gift today.

THE CAMPAIGN

The Next50 Campaign will allow Theatrical Outfit to remain at the apex of the theatre industry, to create art that centers and supports Atlanta's theatre creatives, to bring national and international attention to Atlanta's art scene, to increase its impact on Atlanta's Downtown renaissance, and to share transformative art with audiences and communities around the country. For the next 50 years and beyond.

THE PURPOSE

To support continued artistic excellence through a **Creative Catalyst Fund**, and to provide long-term financial sustainability through a **Cash Reserve Fund**.

CREATIVE CATALYST FUND: POSSIBILITIES & IMPACT

- Produce Larger and More Ambitious Works
- Deeper investment in Made in Atlanta new works program with commissions (*Young John Lewis*, and now in process: a new adaptation of *Antigone*)
- Expand LAUNCHPAD (a "Made in Atlanta" new play festival)
- Increase Educational Programs (tours, school matinees, and our Rhythm & Revision program)
- Pilot New Ideas

CASH RESERVE FUND: POSSIBILITIES & IMPACT

- Greater Resilience to weather cash flow fluctuations
- Financial Stability to maintain the integrity of programs and operations
- Stronger Sustainability



Young John Lewis

A LEGACY OF EXCELLENCE

- 50 Years of some of Atlanta's finest and most compelling professional theatre
- Work that invests in, showcases, and nurtures the extraordinary talent of Atlanta-based artists
- Creative collaborations with nationally recognized artists including Terry Burrell, Danielle Deadwyler, Lauren Gunderson, Tom Key, Kenny Leon, Steve Yockey, and more.
- 290 Productions
- 250+ Awards and Nominations
- 700,000+ Audience Members



The Glass Menagerie

WANT TO LEARN MORE?

INTERESTED IN SUPPORTING THE LEGACY OF TO THROUGH THE NEXT50 CAMPAIGN?

Contact Tess Malis Kincaid, Development Director
development@theatrical.org

More information and donation link available at:
theatricaloutfit.org/support-us/next50-campaign/



The Revolutionists

THE NEXT50 CAMPAIGN HOST COMMITTEE

(as of 8/31/26)

Joyce Abrams
Bill and Peg Balzer
Christine Tryba Cofrin and David Cofrin
Thomas and Elizabeth Fowlkes
Tom and Beverly Key
Lauren Kiefer
Jessica Pardi and Bobby Lanier
Linda Sherbert