TELLING THE STORY
of the Natalie and Ashton Tenney Rehearsal Studio
and the flood of 2018
The Story begins with a Major Gift Opportunity

• In late 2016, Goodspeed’s Major Gifts Officer solicits a large gift from a long time donor.

• After many months of discussion, a large gift is settled on and directed to completely renovating Goodspeed’s primary rehearsal hall.

• Renovations begin in November of 2017 and conclude in March of 2018 just in time for the first show of the 2018 season, The Will Rogers Follies.
Ribbon Cutting Ceremony with Natalie Tenney and Michael Gennaro on August 29, 2018 during rehearsal of *The Drowsy Chaperone*

The cast of *The Drowsy Chaperone*
On the evening of September 25, 2018, heavy rain storms come through Connecticut. The lower Connecticut River Valley was hit particularly hard and East Haddam experienced flash flooding.
Thanks to this video which was posted the night of the flood, folks on social media begin to talk immediately.

The press department noticed --

and so did Producer, Donna Lynn Hilton, who was overwhelmed with FB messages of support and offers of help.

https://www.facebook.com/GoodspeedMusicals/videos/2109452796039447/
• As we all mucked around the rehearsal hall in boots and heavy gloves cleaning up and removing debris, we quickly knew that we were going to need all the help we could get.

• The Development Office, the Press Office and Producer, Donna Lynn Hilton, began a social media campaign to harness the outpouring of emotion and support from our social media followers.

• What follows are samples of the SOS Fund Campaign ....
SAVE THE STUDIO FUND:
Over eight inches of rain fell on East Haddam on the evening of September 25th causing significant damage from flash flooding. Thankfully the Opera House was not affected and the show will go on but our staff is busy cleaning up damage at other campus buildings. In addition to flooding in the Costume Shop, Scherer Library of Musical Theatre, Music Department and Actor Housing, there was significant damage to the recently renovated Ashton and Natalie Tenn... See More
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So many have reached out to ask how you can help – thank you - in response we have established the SAVE OUR STUDIO Fund:

A little goes a long way! Please consider donating $10, $25, $50 to the Save Our Studio Fund. To make a donation please click here: https://bit.ly/2N5f2RK Thank you for your kind thoughts and generous donations!
Facebook Live reporting was done by a UConn communications student as well as by the local NBC TV Station.
Instagram posts were widely shared as well.

478 Views
FACEBOOK CLEAN-UP UPDATE

UPDATE: Save our Studio Fund
18 Photos

0 People Reached 0 Engagements

Boost Post

Sarah Taylor, Chrissy Higgins Tabaka and 23 others 2 Comments 15 Shares
The Upshot

- The SOS Fund raised $53,043 from 215 donors
- 186 of those donations came online
- 82 donors were from Connecticut, 133 from out-of-state
- 148 had never donated to Goodspeed before and 80 of those had no ticket history

- Average gift = $114.48
- Average gift from online donors = $70.79
- Average gift from regular Goodspeed donors = $273.34
- 114 gifts came within the first five days after the flood
- Next 65 gifts came in the 30 days after
A huge THANK YOU to the patrons of Alley Theatre for their generous donations to our Save Our Studio fund!
Last month the wonderful team at Alley Theatre in Houston (no strangers to the devastating losses a flood can cause) decided to pass-the-hat after their performances of Twelfth Night. The community raised nearly $11,485.00 for the S.O.S fund to help cover our clean-up and restoration.
You deserve a standing ovation 😁😁😁

To the patrons of Alley Theater,
THANK YOU!

2,855 people reached
A HUGE Thank You to our neighbors at Mikes' Auto Service for their amazing Save Our Studio fundraising efforts! Owners Michael and Jennifer Mikulski collected $10 per repair order during the month of October to support our restoration efforts. Goodspeed appreciates the generous support of their clients and the entire Mike's team for raising $1,690 to help us save our studio!
January 10, 2019
The cast of *Devotion*, rehearsing for the Festival of New Musicals in the Natalie and Ashton Tenney Rehearsal Studio
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