

Objectives

The Cauldron creates more accessibility within the performing arts for both artists and audiences. The Cauldron actively pushes diversity, equity, equality and innovation in the performing arts through its shows and content creation.

OUR PRINCIPLES

I. PROMOTE DIVERSITY, EQUITY AND EQUALITY

We commit to challenging traditional casting and giving equal opportunity to performers of all ethnicities, ages, sizes, and backgrounds regardless of how a role has traditionally been played in the past. We aspire to be the change that we want to see in the industry.

II. PROVIDE OPPORTUNITIES

We commit to providing a space where new artists can hone their craft among professionals.

We commit to paying teachers the standard industry wage for coaching sessions given to the cast members of The Cauldron productions.

III. COMMUNITY OUTREACH

We commit to engaging with amateurs and hobbyists in the community and providing them with performance opportunities to enrich their lives.

We commit to working with schools and education programs to bring the arts to students across the Netherlands.

IV. EASILY ACCESSIBLE MUSICAL THEATER

Amsterdam is home to between 80,000-110,000 expats who all speak English as a common language, and yet there are only a small handful of theater companies that put on shows in English. We commit to engage with the expat community, and contribute to the arts economy by targeting an audience that currently doesn't have many opportunities to enjoy musical theater here. Simultaneously, we aim to enrich the musical theater scene for the Dutch audiences as well.

V. BRING A NEW ENTERTAINMENT MEDIUM TO THE NETHERLANDS

We commit to challenging ourselves to find new and innovative ways to present the musical theater art form and engage audiences in an interesting and immersive way.

Strategy

The Cauldron will produce a yearly program that is a mixture of education and entertainment. This will be achieved by means of a number of seasonal musical and theater productions.

Shows

We run a number of professional quality productions for diverse performers. We cast with an eye to groups of people that are marginalised and otherwise denied opportunities to develop their talents and perform. As a part of our shows, we also offer specialised coaching with the goal of delivering a high quality public performance, and with the goal of nurturing our existing talent pool, as well as expanding it.

Other Activities

We aim to increase the number of performance opportunities in Amsterdam; in order to achieve this, we have a branch 'The Cauldron Community' where enthusiastic and talented makers of theatre and arts are able to put on their own productions with the use of our platform, and with guidance from our core team. This gives enthusiastic people a chance to realise their dreams and gain experience of running productions with support from more experienced makers.

Method of Acquiring Income

Income for The Cauldron is generated in four ways; through cast fees (a fee cast members pay to benefit from coaching and to help with production costs of our shows), through ticket sales (sales of tickets for shows/showcases/other performances), by applying for funding, through fundraising events, and through donations. It is worth noting that our coaches and musicians all accept work with us knowing that income is only projected income, and is dependent on funds raised for an individual project.

Cast Fees

Cast fees are collected at the start of rehearsals for a show, after casting. These go towards paying for the coaches that increase the quality of our shows, and towards rental spaces.

Ticket Sales

Ticket sales are collected separately as audiences purchase tickets through our website for performances run by The Cauldron. These go firstly into paying off costs associated with running shows (rehearsal and theatre rentals, costumes, rights etc.), secondly to paying the production and artistic team for the shows, thirdly to the promotional and admin costs associated with running a large scale production, and lastly to musicians for the live music for musicals.

Funding

We often apply for funding to help cover the costs associated with running a production. These funds come from various sources; gemeentelijk funding, national funding, and international funding. The expenditure of these funds is often dependent on the administration requirements from the individual funds given, and we always comply with the funding requests and requirements. To see a list of funds we have received, [click here?](#)

Fundraisers

We run several fundraising events throughout the year, with our 'Musical Karaoke Night' and 'Jazz & Blues Spotlight' being an example. These are fun events where the community pays a ticket cost to attend and in return enjoys a night of musical fun. The costs of these are simply venue rental and admin costs for ticket sales with a low margin to cover.

Donations

Donations are raised in several ways, firstly through the aforementioned fundraising events. Occasionally, we receive larger individual donations for specific allocations of funds. For example, an individual is interested in seeing a performance of a particular show that we are putting on and will donate money to cover the costs of rights acquisition. In these cases, we will spend the money on the desired cost, however it is understood by all parties that donations are not legally enforceable to go towards specific causes.

Management and Use of Assets

Any excess money generated from our income is used to cover our administrative costs, and to increase the quality of our performances. By way of example, extra funds can go towards paying better stipends to the production team (director, music director, choreographer), paying musicians, on higher quality venues for our performances, on higher quality costumes, on paying extra teachers to coach our performers, on paying extra technicians, or costs like these. The only exception to this is in the above mentioned case where donations or funding have been earmarked for specific costs associated with putting on a production.

For Cauldron Community projects:

A Cauldron Community project is any project or show that is put on by members of the Cauldron Community where the founder and board members are not taking direct responsibility for producing the show or project themselves and **no financial risk falls on the Cauldron**. Board members of course can still be involved in Cauldron Community projects and still be on the production team for the shows but again, the entire financial risk AND excess funds are not given to the Cauldron account. The intention behind this initiative is to provide anyone the opportunity to utilize the Cauldron infrastructure and benefits of us already being a non-profit foundation and having a community to get people involved. The Cauldron only asks that money is contributed towards the monthly administrative costs, and any excess funds can be used to pay the production team for the project a better wage.