



STRATEGIC PLAN 2025–2030



TABLE OF CONTENTS

VISION

MISSION

MANDATE

VALUES

GOALS

Community Engagement

Permanent Space

Expansion of the Governing Body

Expansion of the Administrative Team

Diversification of Financial Sources

National and International Visibility

EKATERINA VETROV ARTISTIC DIRECTOR

“Our strategic plan isn’t just about growth; it’s about creating a legacy - a future where theatre empowers, educates, and inspires children around the world.”



VISION

A world where children are the creators of their present and future.

MISSION

KingDom Theatre empowers children and youth to become confident creators, compassionate collaborators, and global citizens through the transformative art of theatre. Based in Ottawa and inspired by cultural diversity, we unite professional artists, educators, and families to create original performances and learning experiences that celebrate creativity, foster understanding, and build community across generations and borders.

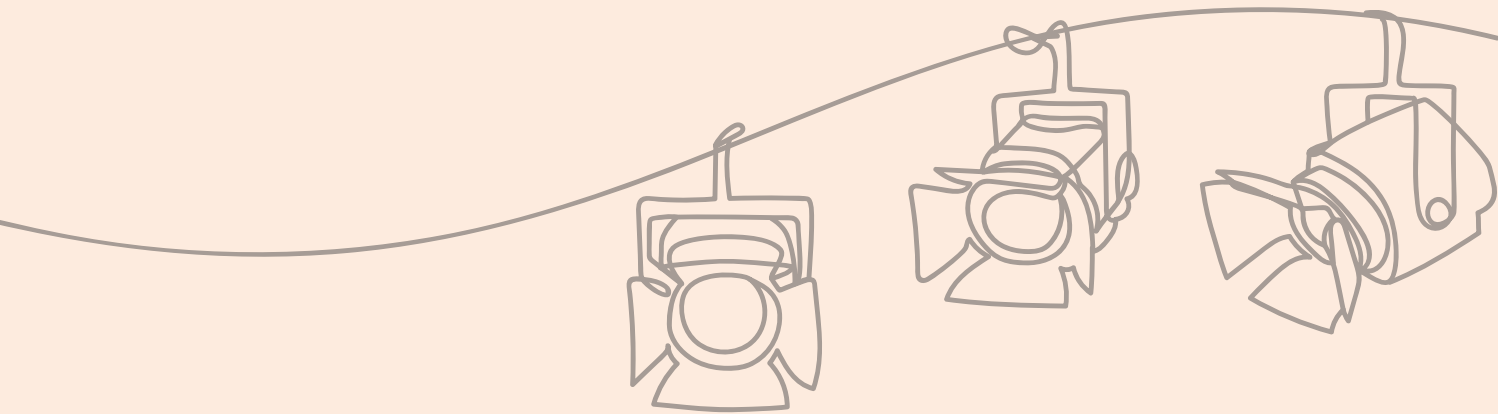
MANDATE

KingDom Theatre is an international theatre company based in Ottawa that brings together professional artists, educators, and engaged youth of all ages to create original performances which merge artistic experiences of diverse cultures. Our educational programming includes all elements of the performing arts disciplines aimed at youth, encouraging their development and training, and guiding them towards a professional level in their future careers. With its global vision, the company initiates collaboration and exchange with artists of all ages from around the world.

VALUES

- We BUILD our values and traditions around family.
- We CREATE an ecosystem where youth, parents, instructors work as a team.
- We ENGAGE youth and parents through artistic activities that help families to connect and strengthen ties across generations.
- We DEVELOP new pedagogical methods to improve communication skills and mental health of youth.
- We ENCOURAGE international artistic and cultural dialogue and exchange.





GOALS

COMMUNITY ENGAGEMENT

Initiate Dialogue with the Community

Establish regular dialogue with the community through surveys, forums, and workshops to understand their needs and vision for youth arts activities and education, their views on the present and the future of the youth arts, and the value of performing arts in their lives. Use this feedback to inform the development of new programs and performances that resonate with the community's aspirations.

Amplify Youth Voices and Challenge Perceptions of Youth Theatre

Prioritize projects that allow youth to create and lead original artistic content, proving that youth theatre can be professional, engaging, artistic, meaningful, and valuable. Focus on changing the perception of youth theatre by showcasing the depth and professionalism of their work through high-quality performances and projects at prominent venues and festivals.

Transform KingDom Theatre into a Cultural Hub

Make KingDom Theatre a cultural hub in Ottawa – a safe, inspiring space where youth can meet, exchange ideas, create, debate, learn, make change, and draw in audiences. This hub will foster creative collaboration, cultural exchange, and provide youth with the resources and opportunities to take an active role in shaping their community through the arts.

Foster Family and Community Involvement

Engage families and the broader community in youth theatre activities through open rehearsals, community performances, participatory workshops, and volunteer opportunities that connect families and community members with the artistic process.

Raise Awareness and Advocacy Through Education

Educate the broader community about the value and impact of KingDom Theatre's work by initiating conversations on how performing arts shape development, foster cultural exchange, and encourage social change. Provide informational sessions, public discussions, and presentations to explain the various ways community members can get involved – whether as volunteers, mentors, patrons, or collaborators.

Expand Community Engagement

Develop partnerships with local schools, community centers, and cultural organizations to provide accessible performing arts workshops, programs, and shows for underserved youth populations, particularly within immigrant and refugee communities.

Promote Cultural Diversity and Inclusion

Create performance opportunities that highlight the artistic traditions of diverse cultures, encouraging youth participants to embrace their heritage and share their stories while fostering understanding and respect for other cultures within the broader community.

Strengthen International Collaborations

Facilitate cultural exchanges between youth artists in Ottawa and international partners to enhance artistic growth and cross-cultural understanding.

Youth Leadership and Career Development

Design mentorship and leadership initiatives where older youth take on roles as assistants, mentors, or junior leaders within the company. Provide pathways for them to transition into professional theatre careers through internships, career workshops, and industry networking events.

PERMANENT SPACE

Define a tailored environment that meets the unique needs of KingDom Theatre, allowing the company to expand its programs and accommodate a wide range of youth from diverse backgrounds.

Establish a physical environment that includes multiple spaces that will serve the company's unique vision and values.

Provide a safe, reliable, and stimulating space for youth, fostering creativity, collaboration, and personal growth in a secure and welcoming setting.

Create spaces for international programs, offering an inclusive environment where local and international artists can collaborate, enriching both the company and community.

Strengthen KingDom Theatre's presence in Ottawa and beyond, solidifying its role as a cultural hub and expanding its influence on both local and international stages.

Encourage collaboration with arts organizations by offering a permanent space that promotes partnerships on local, national, and international levels, advancing the theatre's mission and broadening its impact.

EXPANSION OF THE GOVERNING BODY

Increase the Board of Directors membership by recruiting individuals with strong business acumen, cultural insight, and a commitment to the theatre's mission and vision.

Clarify Board functions and roles to ensure the Board actively supports and upholds KingDom Theatre's values, vision, and strategic objectives.

Develop fresh strategies and diverse opportunities by fostering forward-thinking ideas and initiatives that align with the evolving needs and goals of KingDom Theatre.

EXPANSION OF THE ADMINISTRATIVE TEAM

Increase administrative capacity by hiring additional paid staff to effectively manage and support the daily operations of a growing organization.

Delegate administrative tasks to efficiently address the logistical, operational, and developmental needs of the company, allowing for greater focus on strategic initiatives.

Enhance marketing and communications with dedicated strategies to expand outreach, build community awareness, and engage new audiences.

Design innovative fundraising strategies that align with KingDom Theatre's goals, providing sustainable financial support for programming and community initiatives.

Coordinate touring and international exchange programs to promote KingDom Theatre's work and foster global connections.

Partner with educational institutions to create a training ground for future administrative professionals, strengthening the company's team while supporting the arts community.

DIVERSIFICATION OF FINANCIAL SOURCES

Ensure sustainable funding to support KingDom Theatre's growth, mission, and commitment to accessibility.

Develop eligibility for operational funding by meeting established criteria, ensuring stable support for ongoing projects and administration.

Increase financial support for students from low-income families to make programs accessible to a diverse community of youth.

Maintain accessible pricing methodologies for all programs, upholding the company's commitment to inclusivity and affordability for participants.

Pursue diverse funding sources to guarantee fair compensation for resident and guest instructors, attracting high-quality professionals to engage with youth.

Secure funding for practicum and work placements to provide real-world training opportunities for KingDom Theatre's students and graduates, and post-secondary students in the arts and administrative roles.

Seek resources for international tours and programs, enabling youth to experience global artistic exchanges that enrich their perspectives and skills.

Establish long-term financial plans to secure a permanent home for KingDom Theatre, creating a stable foundation for continued growth and community impact.

NATIONAL AND INTERNATIONAL VISIBILITY

Enhance KingDom Theatre's profile nationally and internationally to foster diverse cultural exchanges and broaden youth opportunities.

Expand the company's presence across Canada and abroad by participating in national and international festivals, conferences, exchanges, and performance showcases.

Establish connections with global youth arts and performance groups to create a platform for multicultural exchange, promoting shared experiences and artistic collaboration.

Showcase outstanding Canadian youth performance art on national and international stages, demonstrating the talent and innovation of KingDom Theatre's youth performers.

Enrich local youth experiences by inviting youth performance groups from other countries, fostering artistic growth through exposure to diverse cultures and styles.

Increase touring opportunities to give youth performers the chance to present their work in new locations, gain visibility, and grow their confidence.

Expand annual festival and exchange program participation to offer youth ongoing exposure to global artistic networks and innovative theatre practices.



KingDom Theatre has been traveling around the world for over 10 years. We strongly believe that international tours and festivals offer children and youth invaluable opportunities to experience diverse cultures, perspectives, and artistic expressions. These experiences expand their worldview, fostering empathy and understanding beyond borders. Through these cultural exchanges, children learn that storytelling is universal, and that their voices have the power to impact audiences worldwide.

KingDom Theatre represented Canada and won multiple prestigious awards at international festivals in Japan, Italy, Germany, Finland, Spain, and the USA.

We invite you to support our journey, helping us provide these life-changing opportunities for youth artists, allowing them to connect, inspire, make an impact, and foster understanding across borders.

**JOIN US ON
OUR JOURNEY!**

www.kingdomtheatre.ca