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### **Mahaiwe Launches \$2.2 Million iMPACt Fundraising Campaign**

Great Barrington, Mass.— Beryl Jolly, Executive Director, announced that the Mahaiwe Performing Arts Center (MPAC) has today launched the iMPACt Campaign, a \$2.2 million fundraising effort designed to stabilize the not-for-profit's financial foundation, retiring all existing debt and building a cash reserve fund that will position the organization to invest in exciting artistic programming opportunities.

“The iMPACt Campaign is needed to keep the Mahaiwe’s vibrant marquee in downtown Great Barrington lit twelve months a year and allow us to continue providing outstanding education programs for children throughout the region,” said Mahaiwe Board Chair Maggie Buchwald. “With the organization’s financial situation stabilized and strengthened, the staff and board can focus all of their efforts on taking the performing arts center to the next level of excellence, enhancing and enlarging on Lola Jaffe’s founding vision, and maintaining current fiscal strength while building for a bright, secure future.”

Two and a half years ago, the Mahaiwe’s board, recognizing that a fluctuating economy, the cyclical demands of a performing arts institution, and its continuing debt load placed the institution in a vulnerable financial position, began to take steps to address those problems. The board identified a total of \$2.2 million in needs and began quietly to raise that sum. To date, the organization has achieved a total of \$1.4 million in gifts and pledges – 64% of goal – largely through the generosity of its board members. The public phase of the campaign invites participation from the broader community to support this important initiative.

This early success has already enabled the Mahaiwe to make significant headway on reducing its debt, making capital improvements, and bolstering its staff. The Mahaiwe needs to raise an additional \$800,000 in order to meet its debt obligations and establish essential reserves.

### The iMPACt Campaign

The \$2.2 million campaign goal will enable the Mahaiwe to:

- Enhance programming opportunities
- Improve cash flow management, and enable the organization to take advantage of strategic opportunities.
- Allow for investment in professional staff, resulting in increased earned and contributed income on an annual basis.
- Make needed capital improvements to the theater, including upgraded lighting, sound and projection equipment, improve safety features, and undertake critical maintenance projects.
- Completely retire all current debt, including the mortgage on the theater, and repayment of a private loan, making the Mahaiwe entirely debt-free and in a much stronger financial position going forward.

The Mahaiwe opened in its new incarnation as a beautifully restored performing arts center in 2005. It has quickly become a valuable cultural asset to the community, greatly enhancing the quality of life in, and having a significant economic impact on, the region. For more information about the iMPACt Campaign, please contact Mahaiwe Director of Development David Barrett at [dave@mahaiwe.org](mailto:dave@mahaiwe.org) or 413.644.9040 ext. 106.

### About the Mahaiwe

Located in downtown Great Barrington, Massachusetts, the Mahaiwe Performing Arts Center is the year-round presenter of world-class music, dance, theater, classic films, “Live in HD” broadcasts, and arts education programs for the southern Berkshires and

neighboring regions. The intimate jewel box of a theater opened in 1905 and has been in continuous operation for over 100 years. In 2005, the theater experienced a renaissance as a beautifully restored 681-seat venue to offer a broad range of cultural and community events. Today's "Mahaiwe Mix" of diverse, high quality programming strives to provide meaningful, memorable entertainment for all ages and interests. For more information, please see [mahaiwe.org](http://mahaiwe.org).

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