



TO OUR FRIENDS OF THE ASHLAND FIREHOUSE THEATER

Mark your calendar. The Ashland Firehouse Theater is opening for its Fall 2011 season on October 15th. Nine great movies will be shown every Saturday night (except November 26) through mid-December at Ashland's only community theater. After the New Year, we plan to show eight additional great movies during the spring of 2012.

Hold your Firehats! As operator and manager of the Firehouse, the Board of the Ashland Community Theater Foundation (ACT) has decided to take a bold, community-building step.

Admission to the movies will be free.

QUESTION: Free? How can the Firehouse Theater do this?

ANSWER: With your support. We believe that enough residents of the Ashland-Hanover community believe in our mission to step forward with donations that will enable us to license the films, pay our expenses, and open the Firehouse to everyone, regardless of their ability to pay.

QUESTION: How much is needed?

ANSWER: Our goal is to raise enough donations to take us through the 2011-2012 school year. We need \$5,000. If we fall short of that goal, we will run as many movies as we have with the funds we have. If we exceed our goal, we will reserve the excess toward the air conditioner we need to open the theater in the summer.

QUESTION: Is my contribution tax-deductible?

ANSWER: Yes. The Ashland Community Theater is a 501-c (3) non-profit corporation. Every dollar received goes directly for operation and support of the Firehouse Theater.

QUESTION: Are there levels of donors?

ANSWER: Yes. On the second page of this letter are the different levels of support, the "rungs of the Firehouse Ladder," from Firefighter to Chief. Choose the rung that fits your boot!

QUESTION: How do I contribute?

ANSWER: On the form on the second page you can decide your level of support. Make your check out to the "ACT Foundation" and mail to: ACT Foundation, 504 Duncan Street, Ashland, VA 23005. Please include the form along with your check.

ACT NOW! Questions or comments? Contact **Ragan Phillips** at 798-3429 or any Board Member:

Alan Abbott
Barbara Olin

Jennifer Chambers
Patricia Reagan

Dale Mann
Max Riederer

Michael Mudd
Phyllis Theroux

LEVELS OF DONOR SUPPORT

FIRE CHIEF

\$250 or greater

FIREFIGHTER FIRST CLASS

\$50 to \$149

ASSISTANT FIRE CHIEF

\$150 to \$249

FIREFIGHTER

Donations up to \$49

As a Donor, you may call in advance and reserve seats for any movie.

For any donation of \$250 or greater, the Firehouse Theater will be available **RENT FREE** to your business or civic organization or to your favorite school or charity.

For every \$75 you donate, you will receive a marvelous Firehouse logo coffee mug (mugs will be available at the theater on and after October 15th).

For any donation you will have the satisfaction of knowing you have helped keep the doors open for Ashland's only community theater... with FREE MOVIES for everyone!

NAME: _____ COMPANY: _____

ADDRESS: _____ EMAIL (optional): _____

_____ PHONE (optional): _____

DONOR LEVEL: Fire Chief Asst. Fire Chief Firefighter 1st Class Firefighter

COMMENTS: _____

Please make your check payable to: ACT FOUNDATION
Mail to: ACT FOUNDATION
504 Duncan Street, Ashland, VA 23005