

Excellence in the Arts : Entry # 437**Are you a 501(c)3 organization in good standing with the IRS?**

Yes

According to your 501(c)3 letter, in what town is your official office located?

Wethersfield

Where will your project be performed or exhibited?

Wethersfield

Will this activity occur after April 1, 2025?

Yes

Are you a recent grantee?

Yes

Enter your Report Code

Roberts2023

Organization Name

Time's Fool Company

Organization's IRS Tax ID #

852788241

Principal Contact Name

Amanda Broulik

Title

Executive Director

Emailinfo@timesfool.org**Phone**

(609) 658-1418

Address

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Wethersfield, Connecticut 06109
United States
[Map It](#)

Website<https://www.timesfool.org>

Excellence in the Arts : Entry # 437**Amount requested this application**

\$10,000.00

What is the organization's mission/vision statement?

Time's Fool Company is a professional theatre company dedicated to creating accessible, inclusive, and innovative theatre. We believe that art is a human right, and we work to achieve access through removing cost barriers and rethinking space. Our productions are either free or pay-what-you-can, and we produce in public, shared, and community spaces in the hopes that all will feel welcome.

Provide a brief history of your organization and its activities.

Time's Fool Company produced its first summer Shakespeare in 2021. (The Roberts Foundation was the first grant we received, and it was that support that allowed us to move forward with our first show!) That production, *Romeo & Juliet*, was presented to more than 600 members of the greater Hartford area. In 2022, we expanded our season by producing our version of *A Christmas Carol*, performed by one actor and one cellist. Last year, we expanded our summer Shakespeare to eight performances over a two-week run and saw 1,200 members attend that production of *A Midsummer Night's Dream*, with over 20% of our audience identifying as under 18 years old, and 56% of our audience coming in from outside of Wethersfield. This year, we are expanding our season further, offering four events: a Valentine's story slam about tales of love, our summer Shakespeare production of *Hamlet*, a new immersive production called *The Poe Show* running Saturdays in October, and our *Christmas Carol* in December.

In the four years since we were founded, we have established ourselves as an integral part of the Wethersfield community. In 2022, Wethersfield became a designated cultural district (only the third in Connecticut and the first in the Hartford area), and Time's Fool Company was credited as playing a large role in that designation.

We believe theatres need to do more than put on plays. We are always searching for ways to connect with the people in our community and help make our community even more vibrant and welcoming. This includes participating in local events, supporting other local organizations, and being involved in community planning discussions.

Describe the demographics of your audience/people served by your activities.

We serve two main groups: our audiences in the greater Hartford area and Connecticut artists.

As I mentioned, around 20-25% of our summer audiences identify as 18 or under. To share a testimonial, "Thank you so much for theatre outdoors for families—it's such a relief that I can bring four children without great cost."

We also employ on average 17 theatre artists, with around 90% of those artists being local Connecticut artists.

Describe your organization's governance.

The Time's Fool board meets every other month and attendance averages around 65%. Those who cannot attend follow up via email. No substantial change to leadership, but we have restructured our board so that everyone serves on one of two committees: fundraising/marketing and committee recruitment. We have also recruited four new board members since we last submitted.

Please describe the diversity of your board by gender and ethnicity/race. Use percentages.

Currently, our leadership is one-third global majority/BIPOC, and our board is 30% LGBTQIA+, 15% global majority/BIPOC, and 62% women. One member of our board also identifies as neurodivergent. We have regular DEI trainings and workshops during our board meetings, and leadership remains active on the Wethersfield Social Justice Coalition. We also have a youth/under 30 portion of our board so we can help grow the next generation of arts leaders.

What percentage of your board makes personal financial contributions to your organization?

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While we don't have minimum gift amounts or buy-ins to join our board, our board members are expected to make at least participation-level gifts during our summer campaign to show their support. Two members of the board are also business sponsors.

Project Name

Time's Fool Company presents Hamlet

Is this project related to the Visual Arts?

No

Project Description

This is the fifth year of our summer Shakespeare production! Based on audience surveys, we will be presenting Hamlet this year. We will run for two weeks (eight performances - August 6-16), and we're planning 1-2 shows as special nighttime lantern-light performances. We plan to hire at least 17 professional artists, including 1-2 Equity contracts.

This year we wish to hire an ASL interpreter for one of our performances, and continue to devise our productions around accessibility performance practices based on practices that support neurodiverse audience members. The actors introduce themselves before the show and are often aware of the presence of the audience and interact with them throughout the performance, creating a sense of equality and an understanding between the actors and the audience.

Our performance location has accessible bathrooms and parking and is near the sidewalk, drawing in many passersby each year.

Total estimated project budget

\$55,397.00

Project start/opening

07/15/2025

Project end/closing

08/16/2025

Project venue

The lawn between the Keeney Memorial Cultural Center and the historic Hurlbut Dunham House

Project town

Wethersfield

Admission fees, attendance, and activity details

FREE! Donations appreciated.

How do you intend to promote/market this project?

Posters, emails to subscribers, social media including paid ads, Wethersfield Farmers Market (we have a booth), other Wethersfield events like the Wethersfield Art Walk, Bicycles on Main, newspaper coverage and ads, possible radio (depending on budget), personal invitations, word of mouth.

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How is your organization going to use Roberts funding?

A \$10,000 grant would cover five artist salaries and our ASL interpreter, which is new this year.

How will Roberts support be recognized?

Logo placement on posters, listing in programs, recognition in email blasts, placement on website, verbal recognition during all curtain speeches, included in social media campaigns and promotional videos, and listing in annual report.

What is your organization's definition of artistic excellence?

We define artistic excellence by hiring paid professionals, connecting our process to research and scholarship, having a clear vision and concept, and through significant contributions to the vibrant artistic community in our region and impact on our community and the artists involved.

Artistic excellence means that everyone in the rehearsal room has a voice and is part of the process. We believe that the rehearsal room should be filled with love, kindness, generosity, insatiable curiosity, and a desire to make some simple magic. Magic in the rehearsal room translates to magic on the stage and magic for our audiences.

Artistic excellence means more than just words; it means actions. What are we doing to be more accessible and inclusive? What are we actively doing today and what should we be doing tomorrow?

It means being innovative and not afraid to take risks and truly challenge our audiences.

How does this project align with that definition, and how does it advance your mission?

This project represents our idea of artistic excellence in every performance practice. The most essential thing for us is constantly evaluating and improving. For example, we recently went through the ADA self-evaluation process and identified where we still needed to grow. We're a small organization, so we have to prioritize and make gradual but meaningful changes. We came out of that experience knowing that the ASL interpreter was the accessibility step we want/need to accomplish this year.

We are also growing our artistic excellence by pushing accessibility for our artists as well. We are strongly committed to DEI and work to hire artists who have traditionally been shut out of certain roles or opportunities. This includes artists of color, but expands further. For example, last year we worked with an actor who was six months pregnant, making sure the rehearsal room and the stage were safe and welcoming spaces for her.

How will your audience and the community benefit from this project?

Theatre transforms communities, builds empathy, fosters a sense of belonging, and gives people a safe space to reflect, be entertained, and perhaps be inspired to tell stories of their own. In increasing access, we seek to strengthen our community. Wethersfield and its surrounding areas do not currently have a professional theatre that performs free to the public or offers pay-what-you-can pricing. We are, to our knowledge, the only professional theatre of its kind in the Greater Hartford area. Studies show that watching live theatre with others lowers your blood pressure and decreases your risk of dementia, heart disease, and depression. In fact, Time's Fool Company was mentioned as one of the reasons why Wethersfield was one of "8 towns in Connecticut that are ideal for seniors" according to WorldAtlas.com. And in terms of economic development, studies also show that for every dollar we spend making theatre, 1.6 dollars is returned to the community.

How will this project be evaluated?

We measure success through audience numbers, number of local artists employed, diversity of our cast and crew, reviews, other press coverage, audience testimonials, survey demographics, and donations. We evaluate these OKRs throughout the process and at the end of each run.

We also evaluate our biggest challenges each year and determine steps to overcome them. One challenge from this past year

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is that our summers are getting wetter and more unpredictable. Last year, we had two rained out performances. We do have a rain location in the Keeney Center ballroom, but it's not as magical as watching Shakespeare outdoors under the trees and not many people attend. I mentioned before that we're going to be producing 1-2 lantern-light shows outdoors this year. We plan to make any indoor performance a lantern-light show in an effort to make these rained out performances as magical as the outdoor ones.

Cover letter

- [Roberts-Foundation-Cover-Letter-2025.pdf](#)

Board list

- [Times-Fool-Board-2024.pdf](#)

IRS 501(c)3 determination letter

- [IRS-Letter-Times-Fool-Tax-Exempt-Status.pdf](#)

Financial statement

- [2023-IRS-990-Filing-e-Postcard-View.pdf](#)

Last year operational budget

- [2024-profit-and-loss.pdf](#)

Current year operational budget

- [2025-Operational-Budget-Sheet1.pdf](#)

Balance sheet

- [Balance-Sheet-February-1.pdf](#)

Project budget

- [Hamlet-Budget-FY25.pdf](#)

Does your organization produce an annual report?

Yes

Annual report

- [2024-Annual-Report.pdf](#)

Has your organization adopted a strategic plan?

Yes

Excellence in the Arts : Entry # 437**Strategic plan**

- [2025-Strategic-Plan.pdf](#)

Grant Report

- [Times-Fool-Company-Grantee-Reporting-Form-.pdf](#)

One note on FY24 profit and loss: We received a \$15k grant in December of 2023, which was used in 2024 but not represented in our yearly profit and loss.

Thank you for your past support and your consideration this year!

Have you contacted the Executive Director by email or phone to discuss this proposal?

Yes

Is your cover letter signed by your senior executive? on your letterhead? with your official office address?

Yes