

Project Proposal

NOSTALGIA SENIOR THEATRE RENOVATION



Project Timeline: 6 Months
Project Budget: 13 262 USD

Project Abstract

International Humanitarian Union Catharsis, the one of the first NGO organizations founded in the Republic of Georgia in 1990 and the largest nationwide charitable complex centre of emergency, social and senior care is seeking support for its Nostalgia Senior Theatre's 6-month renovation project with the total budget of 13,262 (thirteen thousand two hundred sixty two) US Dollars.

Being the only institution of its kind in the country, the Nostalgia Senior Theatre plays a key role in developing the field in the Republic of Georgia. Since its establishment in 1993, the venue has never had a day-off; no weekends were considered at all; so we could not afford to manage even a very basic cosmetic renovation all these years. So, it is obvious that the venue requires a full rehabilitation after its 2-decade+ long theatrical season. This 6-month long project aims to completely restore and renovate our theatre's facility. Project's Budget of 13262 USD combines the costs of Stage Curtain, Track and Stage lighting systems, Auditorium chairs, Stained glass windows, Billboard, Chandeliers, Wall lighting, and Promo photographs.

Statement of Need

Situated at the lobby-level of our social complex's 3-story building the Nostalgia Theatre is the most traditional meeting point for all our beneficiaries, their visitors and guests. This is a fully equipped small-size 60-seat auditorium with stage and backstage, theatrical curtain with track, wings, dressing and green rooms, theatrical and stage lighting, PA system, etc.

Nostalgia Theatre monthly hosts up to 15 theatrical plays, concerts, poetry and literature, and other artistic events performed by our senior artists as well as by invited artists and groups. Our venue's one-month artistic program combines 6 to 8 theatrical performances, 4 to 6 concerts, 4-6 literature, and poetry events; furthermore, there are special musical events designed for all public holidays, etc. The other dates usually are reserved for the rehearsals and all-type special events; there is almost no gap in-between. Furthermore, there are groups of traditional and popular music as well as the chorus formed at the theatre by its own forces and talents. Events by these musical groups are the most actively visited by our disabled and older residents. They constantly discuss and argue on who is the most talented of the groups and choruses.

All this data creates a clear view of our small theatre's monthly schedule and daily load. During its 25-year operation, the venue has never had a day-off, no weekends were considered at all; we could not afford to manage even a very basic cosmetic renovation all these years. So, it is obvious that the venue requires full rehabilitation after the 2-decade+ long theatrical season. The stage, curtain, track and stage lighting systems have entirely exploited their resource limits, 60 chairs of the auditorium have become non-repairable and must be replaced all etc.

This project aims to completely restore and renovate our theatre's facility as well as to order and install new technical equipment. There are all the tasks, works and, unit and overall budgets given and described within Project's Budget Summary table below; the costs are calculated and given in GEL as well as in USD; the table provides also some basic details of our suppliers and service providers.

General Overview

Although, Catharsis Union combines and manages many different departments and projects and, the volumes and scales of our past and current projects often lead to a wonder of our foreign colleagues, on the contrary, international rankings of the Republic of Georgia in the scope of researches of senior care and aging thematic are some of the lowest; because of this reason, all the works and activities done by Catharsis Union are still remaining in a singular measurement in the field, thus sadly lacking experience of study either research partially or even entirely. So, we always do our best in exploring the field, all available international lore and experience and, in the scale of our capabilities, do always try improving our health care, senior and social services and bringing them to the international standards as close as possible.

So, accordingly, this project can be presented for the review only in relation with the international experience because of the above-mentioned issue with research and study of the field domestically. Many world's governments, universities, and health-care institutions are seeking to determine whether the arts have a quantifiably therapeutic effect on people with age-related disabilities. The connection between engagement in creative, artistic activity and physical as well as mental and emotional health was not often recognized. Many researchers agree evidence seems promising that the arts can improve cognitive function and memory, bolster a person's mood and sense of well-being, and reduce stress, agitation, and aggression. But many previous studies have been too limited or poorly designed to say for sure. Recent studies, however, suggest that involvement in the arts, even listening to music or viewing paintings, supports physical, mental and emotional well-being and eases some symptoms of illness, including dementia.

The Washington Post reported in 2008 that a study of 300 people, age 65 to 103, revealed that those involved in arts programs, including singing, creative writing, poetry, painting and jewelry making, reported "better overall physical health and fewer doctor visits" than seniors who were not engaged in this manner. The arts group seniors also reported fewer falls and better scores on depression and loneliness scales.

In 2016 The New York Times has published a very interesting research which shares the most recent studies and views of the topic. According to the article, the arts in their myriad forms are enhancing the lives and health of older people — and not just those with dementia— helping to keep many men and women out of nursing homes and living independently.

Many different programs and studies showed that when older people become involved in culturally enriching programs, they experience a decline in depression, are less likely to fall and pay fewer visits to the doctor. The arts open people up, giving them new vehicles for self-expression, a chance to tell their stories. Social engagement, which nearly all the programs provide, has been repeatedly found in major population studies to prolong life and enhance healthy aging. Clinically, the programs have been linked to lowered blood pressure, reduced levels of stress hormones, and increased levels of the "happiness hormones" that are responsible for a runner's high.

There is extensive and robust evidence that engagement in meaningful activities, such as participation in the arts, contributes to a wide range of positive health outcomes including personal control, self-esteem, physical health, functional independence, cognitive function, and lower mortality rates. Participation also reduces health inequalities, promotes independence and reduces reliance on health services and the cost of providing them. Effectively translating new knowledge we create will improve health and social service practice.

This is how most of the world's senior theatre community describes this connection with the arts: - People used to retire at 60 or 65 and then, from the pension providers' viewpoint, conveniently died shortly afterward. Now they are living longer and longer and for many, nearly a third of their lives will be lived post-retirement. For some, this will be a golden age – good health, supportive family, and ample retirement income – but for others, there will be loneliness, a gradual loss of mental faculties, long term physical ill-health and a struggle to survive. Most will remain in their own houses but others will have moved to retirement villages or care homes.

So how do we slow the decline of mental health, find companionship and keep our spirits up? One answer is via community improvised theatre. Where do older adults fit into our world today? This question is currently one of great concern, politically, socially, and artistically. The growing field of Senior Theatre is one bold response.

Project Description and Background

Established at Catharsis Union in 1993 the Nostalgia Theatre holds a jubilee of 25th anniversary in 2018; it is one of the most successful and important projects implemented by Catharsis. The fact of its existence is a real pleasure and honor as well as a concern that by the end of 2016, Nostalgia Theatre still remains the only senior theatre functioning in the Republic of Georgia. This artistic unit of the Catharsis Union combines small but professionally designed and equipped theatre venue as well as the troupe of 25 amateur seniors performing repertory of 18 plays and over 40 comic sketches staged since 1993. Heads of almost all international organizations and accredited diplomatic missions were among the honorable guests attending our theatre's opening ceremony in 1993. According to our data, more than 287,600 people have visited and attended Nostalgia Senior Theatre's performances in the years of 1993-2016; these figures undoubtedly would be significant to note even if considering any professional theatre venue of a similar size.

The Theatre is directed by professional theatre director contracted by Catharsis Union. Director, who is responsible for stage adaptation of the repertory, performs other duties of actors' castings, organizing rehearsals, helping to publicize the production by giving interviews etc. The performances are produced absolutely the same way as they are staged in the professional theatre companies: our senior artists play, sing and record all the soundtracks wherever it is required by the scenarios. Each play is provided by a specific requisite designed and built at the venue. Nostalgia Theatre has its own wardrobe plot created with the support and assistance kindly offered by local academic theatres and Tbilisi Opera and Ballet Theatre.

Besides local performances, the Nostalgia troupe does perform its repertoire at many other venues and events as well. Our senior artists are often invited to perform at universities and high schools, charities and foundations, youth palaces as well as at dozens of other events and city holidays designed by Tbilisi Municipality etc. Moreover, local professional theatres, TV and film companies quite often have senior artists performing at their stage, TV and film productions.

Since 2005, the venue hosts our annual Super-Grandma and Super-Grandpa of the Year project which is traditionally announced at the Christmas play-competition and is widely covered and broadcasted by the country's major TV companies not only on New Year's Eve but all year round. Within this artistic project, participating seniors compete with each other in dancing, singing and other creative disciplines; the competent referee which represents an assembly of society's well-known figures reveals and introduces winners. All competitors are awarded with money and prizes.

Expected Project Results

As described in the Project Background section above, the Nostalgia Theatre runs day-to-day operation, there is no day-off considered within its monthly schedule which is fully booked of a variety of theatrical plays, concerts, poetry and literature, other artistic and special events as well as of regular daily rehearsals; all these activities are not just a part of our background but the expected results that the project aims to achieve by preserving and renovating the theatre's basic technical specifications to having it function successfully further decades!

The following statistics will definitely help to create a clear view of the significance and scale of Nostalgia Senior Theatre's activities through the language of figures.

- Nostalgia Senior Theatre is the only senior theatre company and venue functioning in the Republic of Georgia;
- 25 (9 men and 16 women) senior artists of Nostalgia troupe perform a repertoire of 18 plays and more than 40 comic sketches;
- Nostalgia Theatre has a regular audience of 120 seniors who are beneficiaries of Catharsis Union, their family members and friends;
- Up to 300,000 people have visited and attended Nostalgia's performances since its establishment in 1993;
- Widely broadcasted by the country's major TV companies, Super-Grandma and Super-Grandpa of the Year project has a TV audience of more than 1.5 million spectators;
- Being a very popular meeting point for our senior citizens and beneficiaries of Catharsis Union, Nostalgia Senior Theatre undoubtedly is the one of the most visited venues in Tbilisi where seniors come, meet and make new friends, share their stories, relax and enjoy new emotions and memories;
- There are several new plays considered for staging on to the theatre's newly assembled stage, thus enriching the repertoire of Nostalgia Theatre;
- One of the most significant innovations of the renovated Nostalgia Theatre will be launching its official website and joining the local professional theatres' network and more widely opening our doors to all loyal theatergoers.

It should not be a hard task to note that renovated theatre will more creatively and enthusiastically continue its active artistic living in the renewed venue. Regularly updated website would be the best source for providing news, details and other data on all the developments.

Implementing Organization

Established in 1990, The International Humanitarian Union Catharsis is a complex centre providing several types of emergency and social care services for socially vulnerable and unprotected population and, as of our more than two-decade-long experience, these services are crucial in most of the cases and areas. Services provided at Catharsis Union are available absolutely free of charge for any necessitous people.

The increasing rise in life expectancy and the associated growing number of elderly citizens pose new challenges to the society. In this regard, remaining and being healthy in old ages is one of the most important topics. We understand that human's desire for independence, dignity, and choice does not diminish as we age, so, it is very important for us that our seniors continue having a voice in their daily life. Our communities seek to support all of these desires by offering a wonderful array of services in a warm, family-like setting. We measure our success by our seniors' satisfaction. When they are happy, we are happy too. We always encourage interested residents and families to experience our community first-hand. We are confident when you meet the staff and residents you will truly feel like you have found a home. We support all ideas and projects to creating a living environment suitable for senior citizens.

The Union provides services of general medication and pharmacy, canteen, rehabilitation and relaxation centers, library, second-hand clothes' studio, etc. Furthermore, there are classical and popular music choruses, theater, internet cafe and chapel functioning at the Centre.

The building of the Catharsis Union is one of the beautiful houses located at Agmashenebeli Avenue, town's old district which used to be a German colony in the early XIX century and was fully renovated recently. Much of the area was built by German contractor Friederich Vezel in the 1880s. As a result of extensive restoration and renovation, the house of Catharsis was not only transformed completely but has acquired an additional French-roof type floor with a total area of 600 sq. m. The entire floor of mansard (French-roof) is considered to be a facility for the Union's newly launched hospice project.

In the years 1995-2008, Catharsis Union had managed several affiliated branches operating in six regions of Georgia caring of more than 1500 beneficiaries throughout the country.

"This is a place where you should come not just in case of hunger, instead, if you are hungry, thirsty, feel cold or lonely, or if you yearn to be with people ... then come and join us; together we will not feel loneliness anymore!" – tells one of the beneficiaries of Catharsis.

Project Personnel

As described in the Implementing Organization paragraph, Nostalgia Senior Theatre is one of the many other successful projects and services created and developed by Catharsis Union. The Theatre is a specific artistic unit and one of the largest departments of the Union managed under its own artistic and administrative infrastructure who are staff members of Catharsis and that is why the project is missing personnel salaries neither described nor indicated within its budget; caring of the venue is a primary responsibility of the team and its members occupying particular positions at the Union.

The venue management, alongside with administrative tasks and responsibilities, has over two decades of solid experience of great working relationships with all of our significant contributors and supporters, sponsor and donor organizations, media companies, governmental structures, etc. All the suppliers and service providers of this renovation project are our long-time community partners, friends, and contributors of Catharsis Union, so the project has got very special offers on all their products and services.

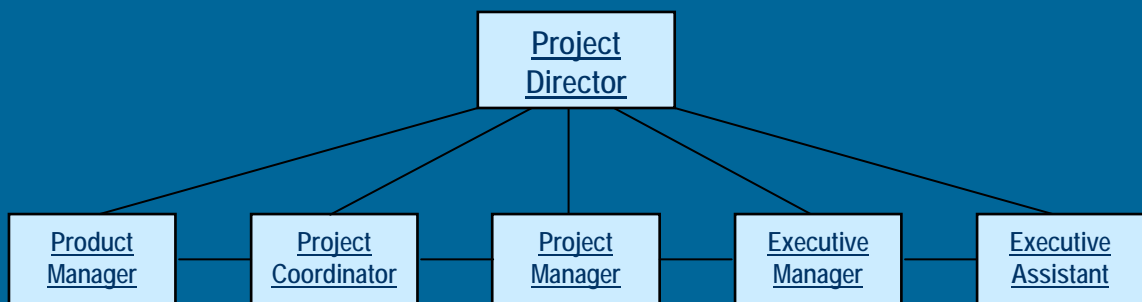
Our five-member managing group represented below is entirely responsible for Nostalgia Senior Theatre Renovation Project starting from the project proposal preparation process to the fund-raising and its full implementation – project coordination on a day-to-day basis.

Managing group of the project:

Nana Muskhelishvili (Deputy President of Catharsis) – Project Director
Guliko Romanishvili (Deputy President of Catharsis) – Executive Manager
Zurab Kharaidze (Supply Chain Manager of Catharsis) – Product Manager
Ilia Nishnianidze (Artistic Director of Nostalgia Theatre) – Project Coordinator
Mikheil Tsitsishvili (Project Manager of Catharsis) – Project Manager
Nino Papiashvili (Beneficiary of Catharsis) – Executive Assistant

Members of the Managing Group share tasks and responsibilities according to the Organizational Chart below.

Organizational Chart



Project Timeline Chart

Project Timeline represents a 6-month calendar of sequenced tasks and works of Area renovation (I, II, III), Stage renovation (II,III), Inventory purchase (IV, V), Auditorium chairs replacement (III, IV, V), Lighting system replacement (III), Accessory purchase (V), Stage curtain & Track installation (IV, V), Final inspections and Reporting at the completion (VI).

TASKS \ MONTHS	Quarter I			Quarter II		
	I	II	III	IV	V	VI
1. Area Renovation	Red	Red	Red	Blue	Blue	Blue
2. Stage Renovation	Blue	Red	Red	Blue	Blue	Blue
3. Inventory Purchase	Blue	Blue	Blue	Orange	Orange	Blue
4. Auditorium Chairs Replacement	Blue	Blue	Yellow	Yellow	Yellow	Blue
5. Lighting System Replacement	Blue	Blue	Black	Blue	Blue	Blue
6. Accessory Purchase	Blue	Blue	Blue	Blue	Grey	Blue
7. Stage Curtain & Track Installation	Blue	Blue	Blue	Grey	Grey	Blue
8. Final Inspections	Blue	Blue	Blue	Blue	Blue	Grey
9. Final Reporting at the Completion	Blue	Blue	Blue	Blue	Blue	Dark Blue

Project Budget

The budget volume parameters of our current projects vary from 15 to 726 thousand USD; in the cases of high-budget projects, considering and expecting grants from several sources might not only be a practical and shortest way, but even the only one available to fully realize the projects. So, approaching to co-funding opportunities in the most implementable and flexible way, our high-budget projects are simultaneously submitted to several international foundations and charity organizations with programs and grants focused on both the senior field as well as our geographical location.

Nostalgia Senior Theatre Renovation Project Budget of 14,466 USD combines the costs of the Curtain with Track (1,485), Stage lighting system (1,954), Auditorium chairs (7,611), Stage assembly (1,204), Stained glass windows (344), Billboard (86), Chandeliers (1,290), Wall lighting (342), and Promo photographs (150).

Project Budget summary table below accordingly represents all the tasks with unit and total expenses in national currency Lari as well as in USD; the table also provides some of the basic information of our suppliers and/or service providers.

N	Title of Work/Task	Unit Price GEL/USD *	Quantity	Total Unit Price GEL/USD *	Supplier /Service Provider
1	Stage Curtain	2486/840	1	2486/840	Curtain House Ltd. www.fardissaxli.com
2	Stage Curtain Track (with installation)	1909/645	1	1909/645	SP Kakha Ghonghadze
3	Stage Lighting System	5783/1954	1	5783/1954	Mifasi Ltd. www.mifsi.ge
4	Auditorium Chair	373/126	60	22380/7611	Savarceli Ltd. www.savarceli.com
5	Stage Assembly **			3564/1204	GG & Donors **
6	Stained Glass Window	509/172	2	1018/344	DIO Ltd. www.dio.ge
7	Billboard	254/86	1	254/86	SP Kakhaber Latsabidze
8	Luster (Chandelier)	1909/645	2	3818/1290	New Light Ltd. www.newlight.ge
9	Wall Lighting (lamp)	254/86	4	1012/342	New Light Ltd. www.newlight.ge
10	Promo Photograph	89/30	5	444/150	Photoplaza Ltd. www.photoplaza.ge
Grand Total ***				39256/13262	

Note: * – GEL / USD exchange rate as of 08.11.2019: **1 / 0.34**

** – Stage assembly – This particular task of the project is now excluded from the project as it was fully completed in 2019 with the financial support received from the GlobalGiving's global crowdfunding community and our local donors; so the sum of 3564 GEL (1204USD) is excluded from the Grand Total.

*** – All expenses of the project represented in the Project Budget Summary table include all local sale and VAT taxes.

Appendices

Enclosed are legal documents, certificates, financial audition, and letters of support. The copies of (1) National Registry Certificate, (2) Charitable Status Certificate and (3) Financial Audition for 2018 FY provided in Georgian all are accompanied with corresponding Google Translations; (4) all the three Letters of Support are provided in English.

All other additional materials of work-plans, drawings and computerized images with detailed technical characteristics and specifications are designed in Georgian; the English versions are available upon request.

The Legacy of the House of Catharsis Association

The building of the Catharsis Association is the one of the beautiful houses located at Agmashenebeli Avenue, town's old district which used to be the German colony Neu Tiflis established in Caucasus in the early XIX century. Fully renovated recently, much of the area has been built by German contractor Friederich Vezel in the 1880s.

... According to history, in 1763, Catherine the Great, the most famous Russian Empress of German descent, proclaimed open immigration for foreigners wishing to live in the Russian Empire. In 1803, grandson of Catherine the Great, Tsar Alexander I reissued her proclamation. In the chaos of the Napoleonic wars, the response from Germans was enormous. German immigration was motivated in part by religious intolerance and warfare in central Europe as well as by frequently difficult economic conditions. The declaration freed German immigrants from military service and from most taxes. Moving to Russia gave German immigrants political rights that they would not have possessed in their own lands. Religious minorities found these terms very agreeable, particularly Mennonites from the Vistula River valley. Their unwillingness to participate in military service, and their long tradition of dissent from mainstream Lutheranism and Calvinism, made life under the Prussians very difficult for them. Nearly all of the Prussian Mennonites immigrated to Russia over the following century ...

Caucasian-German communities prospered quickly which lead to a certain German influence in the Caucasus countries. In Tbilisi, you can still see the houses created by German-Georgian architects well-known of various styles of buildings. One can find here examples of classical, eclectic, pseudo-gothic, pseudo-Islamic, pseudo-renaissance and modern architecture.



CATHARSIS
The House Of Virtue

Legal Data

Legal Name:	International Humanitarian Association Catharsis
Legal Structure:	NPO (Non Profit Organization)
Description of Operations:	Social Care Complex Centre
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