

OKRE

In partnership with



Sister Act Charity Gala

Starring: Beverley Knight & Ruth Jones

The Financial Services industry and business community is invited to join the Congregation!

Where: Dominion Theatre, London

When: Wednesday 16th May 2024



1. Key Points About the Gala

- ✓ The money raised will help find and fund entertainment content with a **Kind Queer Heart** thereby improving Queer representation and visibility in media.
- ✓ We hope to assemble the Queer community and its allies from within the Financial Services industry and its service providers.
- ✓ We have 2,000 tickets for the performance of Sister Act on May 16th 2024.
- ✓ The Dominion Theatre will open the venue early, host parties-within-the-party and convert the foyer into a dance floor with a live band for the after party.
- ✓ The Gala is underwritten by Simon Ruddick, a Trustee of OKRE and Chair of the investment firm Albourne Partners.

2. Support of the event from the queer community



Give Out



**QUEER
BRITAIN**



**Diversity
Role Models**
Let's end LGBTQ+ bullying



**THE ANTONIA & ANDREA
BELCHER TRANS FUND**

3. Pre & After Show Entertainment



***Complimentary drinks for attendees dressed as Nuns**

4. Why a Kind Queer Heart matters

'There's nothing more powerful in the world than a good story'.

- ✓ Arguments rarely change minds.
- ✓ Humour and kindness engage the broadest audiences and create the greatest emotional investment .
- ✓ Visibility and representation may be best served when either sexual orientation and gender identity is not the central plot (**Schitts Creek**) or narratives take place without being centered around traumatic happenings (**Heartstopper**).
- ✓ The entertainment content that most successfully challenges toxic stereotypes, misperceptions and tropes is sung by the congregation, not preached to the choir.

5. Queer content breaks stereotypes

- ✓ **TV - Gentlemen Jack:** based on a true story, the humour and charisma of the lead character creates a substantial emotional investment centred around a lesbian relationship in early Victorian Yorkshire. Creator of award-winning HBO and BBC co-production, Sally Wainwright was supported by a grant from the Wellcome Trust.
- ✓ **Film - Supernova:** Colin Firth and Stanley Tucci's poignant portrayal of early onset dementia catching up with a couple of 20 years standing. They are gay, but that in no way defines them in the exact same way that so little else ever matters when faced by a life defining challenge. Who could begrudge them their love? This film was supported by a grant from the Wellcome Trust.
- ✓ **Games - Thirsty Suitors:** Highly anticipated narrative game coming in November called 'Hilarious, Surreal and Undeniably Queer'. Development of the game focussed on the dearth of both South Asian and queer narratives in games.

6. OKRE

- ✓ **OKRE** is a charity that spun out of the Wellcome Trust.
- ✓ It has a track record of funding popular and award-winning entertainment that makes us better informed and that shapes social awareness and perceptions
- ✓ **OKRE** encourages collaboration between entertainment creatives and those in research or who are living the experiences being portrayed

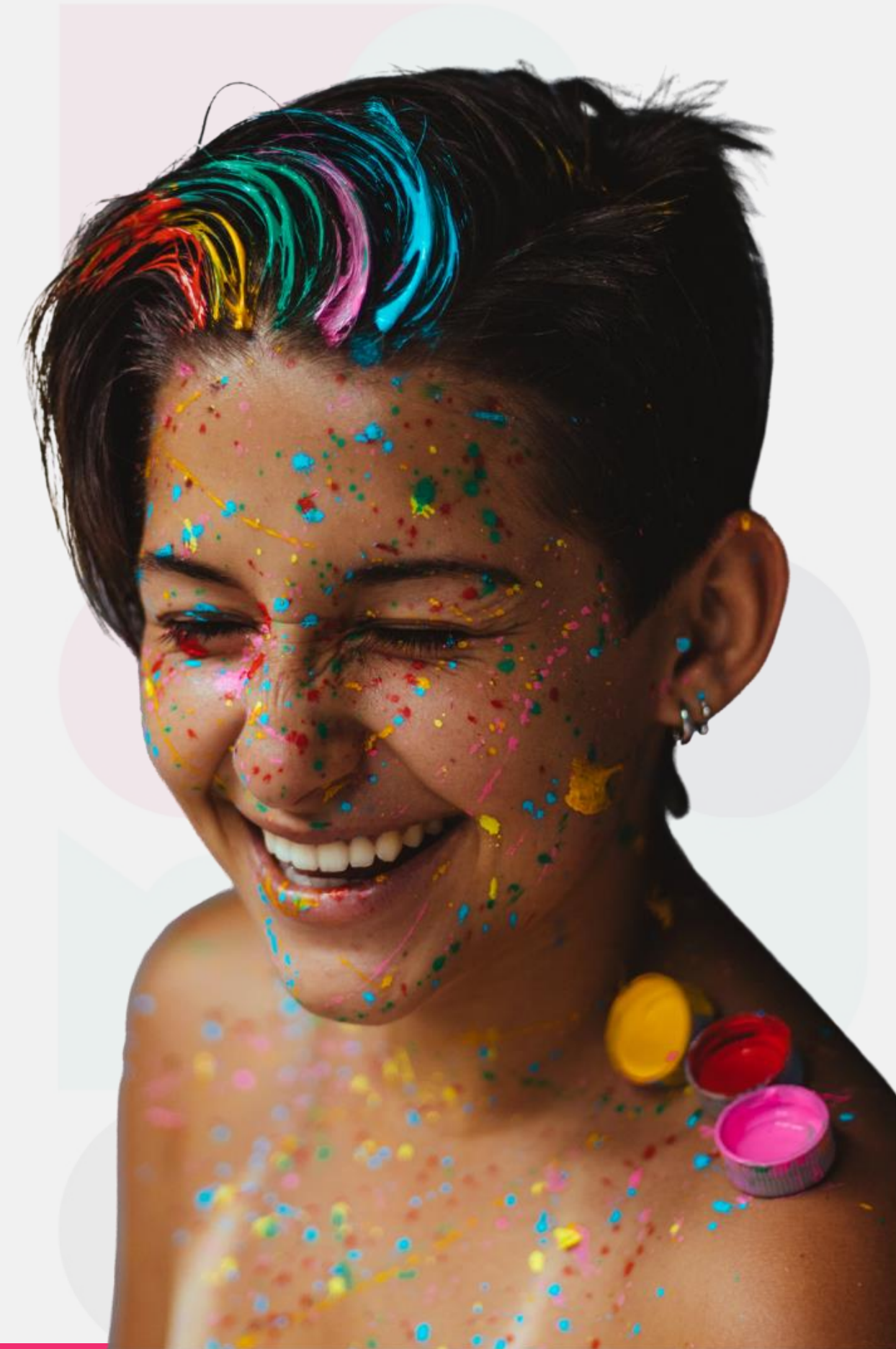


7. OKRE's role as a Venture Catalyst

- ✓ Entertainment industry is profit driven. It is inherently risk averse and relies on proven successes (projects and people) which leads to the same voices being commissioned again and again.
- ✓ **OKRE** provides higher financial risk support earlier for entertainment investments that solve for profit and **IMPACT**.
- ✓ Profit and **IMPACT** are highly correlated so these objectives do not conflict.
- ✓ Returns earned by **OKRE** are fully reinvested creating **COMPOUND IMPACT**. It's philanthropy, but with an Alternative Investment mindset.

8. LGBT Great

- ✓ LGBT Great is a global corporate membership platform of Financial and Professional Services organisations proudly working together to **improve the working lives of LGBTQ+ people.**
- ✓ In everything we do, we believe in lifting people up and helping others to succeed.
- ✓ We do this by making inclusion simple and easy to understand, by increasing visibility and building friendly workplaces.



9. The reasons to support the Gala

- ✓ Have a great night out at the theatre - meet, connect and thrive!
- ✓ Enhance your approach to supporting LGBTQ+ and Queer communities.
- ✓ Play a role in helping to improve representation and visibility in society.
- ✓ Supplement your CSR and Social Sustainability strategies.
- ✓ Tickets and donations have been structured to be tax efficient for UK based companies looking to entertain their employees.

10. Corporate Packages

All tickets cost £50, but the location of the seats is determined by (i) the suggested donation and (ii) the size of the block.

These are ranked as follows:

- suggested donation **£450 per ticket**, block of **50**
- suggested donation **£450 per ticket**, block of **20**
- suggested donation **£200 per ticket**, block of **40**
- suggested donation **£200 per ticket**, block of **10**

Option to be named as a Gala Partner.



11. Next steps

1. Please fill out the attached short form to Register your Interest.

2. Please confirm if need any further information to approve budget.



12. Contacts

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