

# Matching Grants - 2015

## **Opera Omaha Guild**

Opera Omaha's Educational Outreach

The Educational Committee's program presents interactive and informative after-school overviews of an opera production. At the end of the program, the children were asked to participate in a reenactment of the opera. We knew they were hooked when they wanted to know more and committed to attending a dress rehearsal. The program that lets children in grades 1-12 come away with a new sense of the "bigness" of the art form.

We would like to grow this program and the grant money will be used to offer tickets to the children and their immediate family members and help defray the cost of printing materials and costumes for the presentation, and to produce a video for the children to keep.

## **Undercroft Opera Company (Pittsburgh)**

"Everybody DESERVES an 'Operatunity" – *Madame Butterfly*

The mission of Undercroft Opera Company of Pittsburgh is to provide opportunities for volunteer artists from high school students, college students, graduate students and young and emerging artists who are beginning professional operatic careers. We perform in many assisted living communities and this year, we are highlighting several other underserved groups, including students at the Pittsburgh School for the Blind, the Boys and Girls Club and the Neighborhood Academy, a school whose families demonstrate financial need.

In preparation for the opera, each principal singer receives an individualized, free vocal coaching. They also meet in groups with the conductor to work on larger scenes. The chorus works with the Chorus Master and they are all volunteers. Volunteers are used in all stages of productions and in marketing. This grant will be used to hire an excellent qualified vocal coach and rehearsal accompanist.

## **Seattle Opera Guild**

New Membership and Marketing Materials

The purpose of these materials is to support Guild efforts to recruit new members and better communicate with Seattle Opera and other arts audiences about the benefit of Guild membership. Increased membership is beneficial to the Guild's fund raising program, and it will widen the pool of potential volunteers for involvement in Guild programs and leadership. All Guild members will be provided with new marketing materials, and Guild volunteers who sell raffle tickets (one of the Guild's major fund raising activities) will be oriented to the new materials to help distribute them during opera performances. We also plan to coordinate our efforts with Seattle Opera to assist in new member recruitment.

## **Peach State Opera (Lawrenceville, Georgia)**

Opera Impact: Engaging students in Participatory Learning

For its 2015/2016 production of *Don Giovanni*, Peach State Opera of Lawrenceville, Georgia intends to expand a pilot program to involve local area high school and college students as chorus members in its main stage productions. This will include up to three high school or college choruses. All Peach State board members will be involved as volunteers for this program. Each school will have volunteer assistants. They will serve as rehearsal assistants. This project increases the impact of this

opportunity as the students will not only hear and see opera, but will fully participate in a professional opera in a very hands-on-fashion. Around 65 students are expected to participate. The goals of the project are to raise awareness of opera and potential opera career opportunities as well as to introduce the art form to the students and parents. The grant will be used to for pianist, director, photography, and marketing.

**Skagit Opera Guild** (Washington)  
Young Guild Member Development

The matching grant will help in instituting an outreach program for young students to attend our opera performances with incentives provided to introduce them to backstage workings including technical duties alongside responsibilities of security and front house activities. Provide backstage tours to introduce them to theater protocol such as costuming, makeup and wig making. They will be trained in greeting patrons, sign up volunteers and gather information. A special brochure targeted at young members of the audience and to the schools to stimulate their desire to attend more opera with their friends. We plan to continue funding for students with an offer of inexpensive tickets. The new brochure will be titled SKAGIT OPERA WANTS YOU. We plan to market and distribute material such as posters, flyers and brochures. We hope these young volunteers will assist in fundraising events. We plan to also introduce children to opera at local libraries. We also plan to sponsor a young intern who is interested in a conducting career

### **Ogden Opera Guild**

Students to Dress Rehearsal of a One Hour Opera by Resident Artists at Utah Opera

We plan to send 120 students and 14 chaperones to the dress rehearsal of *Così fan Tutte* in March 2015. Twenty students from the Youth Impact program which serves disadvantaged youth from local schools will attend. Fifty students from Ogden City High School and fifty from Weber, Davis, Morgan and Box Elder counties will attend. We pay for all tickets. Our schools have abandoned the teaching and appreciation of music, and opera especially is a lost art. School children from our area would not be exposed to opera if not for our program. Ogden Opera Guild is the only guild that supports the Utah Opera.

The Ogden Opera Guild sponsors a one hour opera which is presented by Resident Artist of Utah Opera. The Resident Artists engage actively with music students and the public at the completion of the program in a Q & A session. The Resident Artist tour the state presenting these shortened operas. Printed materials are also distributed. This is the only one hour opera available to our area.

### **Against the Grain Theatre (Toronto, ON)**

Young Professional Volunteers

The matching grant will be used to grow and retain our volunteer base. For recruitment, we plan to combine our volunteer appreciation events with volunteer recruitment events. For example we are exploring a partnership with a local retailer to set up a private shopping event that can be used for both fundraising and volunteer prospecting. We also believe that well-trained and well-informed volunteers are engaged volunteers. We plan to invest more in training material and enhancements to our website to focus specifically on volunteers and volunteering. Lastly, recognition is critical. We are looking to create specific behind the scenes opportunities for volunteers to sit in on a rehearsal and interact with our artistic talent.

We plan to appeal to individuals who have not thought of attending opera. We have brought to our Board two individuals with track records of activating new sources of audiences, volunteers and donors. Against the Grain is a young Toronto opera company that has been growing steadily over the past 4 years with outstanding reviews.