

Matching Grants - 2016

AUSTIN OPERA GUILD (Texas)

Guild Marketing Collateral and Communications

The Guild plans to create a brochure about the activities of the Guild including social events, education, fundraising and volunteer opportunities. Other collateral needs include signage for the Guild's Boutique, which will be usable over the next several seasons. This is the 30th Anniversary of the company, which makes it the perfect time to reenergize the Guild's image and drive new members to join.

In addition to collateral, funds will be used to help maintain and train volunteers to use shared communications and membership technology, including Dropbox and Austin Opera's new patron database, Tessitura. Five to ten volunteers will be involved directly in the implementation of this project and will work closely with the company.

AGAINST THE GRAIN THEATRE, INC. (Ontario)

Deeping Volunteer Engagement

Interim volunteers perform nearly all of our critical operating functions including marketing and media relations, social media, fundraising, front of house management. This year, we intend to deepen volunteer engagement by inviting volunteers to an exclusive rehearsal for our production of A LITTLE TOO COZY in May 2016. This special rehearsal will provide an "insider" understanding of how a production is put together and how the work that each volunteer does contributes to the production. Our volunteers will be better equipped to communicate our mission and differentiation from commercial opera

CINCINNATI OPERA GUILD

The Show Must Go On, Connecting the Cincinnati Opera Guild to the Community

The Cincinnati Opera Guild seeks to recruit and train new volunteers and build the relationship with the community during the two years of renovation of the Cincinnati Opera home. During the renovation, we will be responsible for finding and renting alternative meeting spaces. In order to continue the work and recruit volunteers during this time, the Guild needs to update its brochures, directory and handbook. This project initiative seeks to support CO through its transition by maintaining and building its active Guild

ERWIN H. JOHNSON MEMORIAL FUND, INC (New York)

Erwin H. Johnson Memorial Fund – Programming 2016

For 27 years we have performed three concerts that have supported young artists, established talents and classical music with a fourth concert in 2012. In addition, this year we are promoting presentations of our SINGING IT FORWARD initiative, a program specifically written for elementary, middle and high school students to explore opera and classical music in the world around them, and perhaps inspire them to pursue this art form themselves.

Our Board of Directors of six volunteers and volunteer consultants meet four to six times each year to oversee planning of each event. We have an established Concert Committee that plans concerts. Directors and Committee members are all volunteers for these concerts.

The grant enhances our ability to offer our audience a diverse series of programs that would bolster attendance.

MUSKOKA OPERA FESTIVAL COMMITTEE (Ontario)

Eugene Onegin Project

The Muskoka Opera Festival Committee of volunteers has successfully organized the Festival since 2010 to support our mission of developing an annual summer program. Five key members establish a program. They are assisted in the implementation of the Festival by twenty other volunteers. To accomplish our goal this year we are running a program to train our volunteers in the production of an opera. *Eugene Onegin* will be presented on August 23, 2016. The trainee producer, one of our graduates, will be Daevyd Pepper. He will prepare the production in Russian, which requires many hours of coaching for the young singers. He is running a training program for singers that he is recruiting from the University of Toronto. There will be eight singers, a Russian coach and a Director. The project is planned for the opening night of the Festival. This is the seventh year of the Festival. The Mission of the Committee is to develop a broad summer program for all the arts, where eventually students will receive accreditation for their studies. With this project, we feel we are taking the next step in enabling our volunteers to support graduates of our initial six-year Vocal Festival. They will have an opportunity to learn with our graduates, more about producing an opera. The grant supports production and public relations expenses.

OperaNOVA (Virginia)

Treemonisha

Opera NOVA, a leader in the field of family operas, will present a condensed version of *Treemonisha*. Scott Joplin's opera takes place on an abandoned plantation in 1884 in Arkansas. Treemonisha is found abandoned by former slaves. She later questions her leadership abilities due to her young age, but the community supports and encourages her to lead them.

Before the performance teachers will prepare the students for the opera. The narrator will introduce the conductor and eight members of the orchestra. Each one will explain their role in the performance. Afterwards there will be a Q&A session.

Opera Nova will condense and perform the opera for over 3,000 school children as well as the Arlington community. It is our hope to convert this long-ignored opera by an African American into a frequently performed classic, spreading its message of education and reconciliation in operatic format. Twenty five volunteers will assist in many ways for the production. The grant will support production and education costs.

PORTopera (Maine)

Opera in ME Audience Development Program

To build awareness of PORTopera in the region and to increase attendance and support for the summer festival productions, eleven special events will be offered from May to July 2016. The events will be at selected locations such as Rotary Club, Baseball Park, library, brewery, art gallery, waterfront, farmers' market and summer theaters.

Volunteer staffers will distribute materials and information to promote attendance at the mainstage and young artist productions in July, will offer volunteer opportunities and will collect email addresses and demographic information for follow up. Twenty two Volunteer Ambassadors will be recruited from current supporters, local universities and events, social media. The grant will defray the cost of promotional and training materials to increase PORTopera's visibility and support within the community and with seasonal visitors and build audiences for our summer festival

SHREVEPORT OPERA

Mary Jacobs Smith Singer of the Year Competition

Shreveport's only national singing competition is held each spring and attracts singers from all over the country to compete for the title of Singer of the Year. With that title, an opera singer can increase the chance of being cast in the top opera houses in the world.

The grant will help with expenses for the judges and accompanist. Many contestants, whether or not they advance to compete in the final round, are hired by one or more of the judges for upcoming productions. Volunteer Guild members are available to educate, encourage and promote volunteer opportunities with the company and the guild.

TWIN CITIES OPERA GUILD (Minnesota)

Marriage of Figaro Educational Outreach and Production

In a unique collaborative project, we are partnering with Angels & Demons Entertainment to present a site specific production. In addition we will offer students an opportunity to learn about and see this production in dress rehearsal. There will be two dress rehearsals available to 70 student attendees and four shows. Volunteers will attend educational sessions and help guide students. Thirty more volunteers will sell tickets and coordinate activities when the project rolls out in July. A central component of this show is to stage the production in a turn of the century historical mansion where the action moves throughout the house, scene by scene. This program will be the first in many years where volunteers are directly coordinating all the education components with help from "Sprockets" staff. Our mission is to support high quality opera and music education for school children and the general public.

UNDERCROFT OPERA (Pennsylvania)

Don Giovanni-Dracula

In celebration of our 10th anniversary, we will boldly present a twist on Don Giovanni, featuring a newly adapted libretto that will connect the character of Don Giovanni to Dracula. This new production will feature from 85 to 100 volunteer artists, including principal artists, covers, chorus, orchestra and others. One hundred percent of performing artists are volunteers and 98% are local performers. This production will introduce new artistic elements to our organization in several ways. A team of volunteers has been working to adapt the English public domain libretto to integrate Bram Stoker's "Dracula" story. To highlight the production concept, projections will be used for the first time in Undercroft Opera's history, along with sophisticated lighting techniques to depict an 1890's Victorian setting.

The new libretto is in English, in order to cater to our audiences, particularly those who are new to opera. Also, the Dracula theme will bring freshness to the traditional opera and perhaps encourage new audiences while offering new ways for interested volunteers to participate in opera by literally helping to rewrite it. Tickets will be heavily discounted for students and children. Outreach concerts are scheduled for local retirement homes and a community park opening ceremony. Tickets will be made available to students at the Neighborhood Academy, a college preparatory high school for students whose families demonstrate financial need. The grant will support production costs.

January Awards

CAPITOL CITY OPERA COMPANY

Launch of Children's opera "BILLY GOATS GRUFF"

We perform a robust schedule of opera performances for children. We are looking for new ways to engage new volunteers to help drive the success of this program.

Volunteers will take an active part in participating and supporting by helping to fundraise, attend, and man the house when these performances take place. We believe that opera for children is a critical component of the development of future opera audiences and patrons, as well as serving as the first exposure to opera for future performers.

This show is very timely as the show is a story about bullying. It is aligned with our goal and mission providing educational performances and will give local talent an opportunity. This grant will enable us to mount the show sooner and also will give us the opportunity to offer free or discounted performances to under-served school districts with lesser funding levels for the arts.

KANSAS CITY LYRIC OPERA GUILD

Guild Marketing Communication

Guild membership has steadily declined over past four years. We are seeking funds to help with major marketing and communications efforts to retain and attract members to the Guild which will result in greater financial support for the company. Project will include development of a brochure and literature for education presentations, social events, our boutique and other venues to reach new people. We intend to build our social media presence with a website and other sites.

Our plan is to roll out the new marketing/communications plan in the second quarter of 2016. We will work closely with the opera company.

SAN DIEGO OPERA

Bolstering the Volunteer Ambassador Program by Reinvesting

SDO will have a Volunteer Corner at the Copley Symphony Hall and the San Diego Civic Theatre where performances will be held. Other methods of recruitment include connecting with low income students and families in the community. These recruitment events will be during the final performances of SDO's school programs at Hoover High and Memorial Preparatory. We will collect information for prospective volunteers thru a raffle to win tickets to see an opera. Background checks will be conducted for all volunteers who have direct contact with donors, artist, staff and all children participating in school programs. Then a training session will be held on May 16, 2016.

SDO will implement a mission-driven strategy by managing volunteers within three different types of volunteerism by level of commitment: Term, Task, and Micro. A point system will be implemented for volunteers and will provide incentives for volunteer engagement to show appreciation.

The purpose of this project is to bolster and reinvent the current Ambassador Program. On March 19, 2014, the SDO Board of Directors voted to close the company due to economic pressures. Following a change in leadership, there was an outpouring of support from the community. The current Board has worked to create a new model. Part of this model is reinvestment in developing a meaningful connection with all communities of San Diego. The SDO will work to ensure that its volunteers reflect the incredible diversity of the region.