

SAN FRANCISCO  
**OPERA GUILD**

GIVING VOICE TO POTENTIAL



Give Voice  
to Potential

Gift Opportunities:

How You Can Help

San Francisco Opera Guild

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# San Francisco Opera Guild: Giving Voice to Potential

San Francisco Opera Guild believes that the life lessons drawn from creative expression are the foundation of confidence and integrity. As we celebrate 70 years of offering enthralling, award-winning K-12 education programs and engaging community outreach programs, our continuing mission is to give voice to potential, extending the impact of opera and bringing it center stage into the life of the community.

At a time when funding is a challenge and the arts are hard to come by in many school settings, it is more important than ever to foster the innovative and creative hearts and minds of students. With the help of our donors and sponsors, we create programs that nurture the expressive nature in students, inspiring them to make positive choices and helping them grow into conscientious, sensitive and culturally aware adults. Through our fundraising and San Francisco Opera Guild's "A Gift for All Seasons" education fund, more than 50,000 students in 200 schools throughout Northern California find their voices each year, benefiting from the power of arts education as only opera can deliver.

When you give to the Guild, you support the Bay Area's school children, parents, teachers and the extended community.

You give voice to potential.



## Igniting the Spark

Opera is much more than the sound of music. It's a powerful educational tool, drawing on all aspects of human experience and infusing them with passion. Because it incorporates drama, music, design, history, culture, language and literature, Opera not only broadens conceptualization skills, but it also educates the whole child.

San Francisco Opera Guild's programs aim to foster the imagination, cultural understanding and abstract thinking, as well as nurture a lifelong passion for the arts. A talented and accomplished faculty works together to bring opera to life in the classroom and community in an exciting and innovative manner.

For elementary students, San Francisco Opera Guild makes operatic classics come alive with our Sing a Story and Opera à la Carte programs. Through Book to Bravo, the composer/librettist hats go on and students write and perform a short opera based on the classroom curriculum. Older students are able to explore their social and political sides through an artistic lens with Voices for Social Justice and Creative Opera Workshop.

Beyond the classroom, students of all ages can enjoy Student Dress Rehearsals at San Francisco Opera, as well as our wildly popular summer program now in its sixth year, the Summer Training Conservatory. The Guild also recently performed "How Andy Found His Voice," an anti-bullying piece showcasing gems from our classic opera repertoire, to nearly 3,000 students.

We also offer programs for adults, including informal panel discussions in which renowned artists and experts from the opera world share their insights and experiences. The opera experience becomes much more meaningful in the popular Opera Guild Preview Lectures, as distinguished musicologists guide and intrigue participants with details about the opera's story, its meaning, history, cultural influence and the composer's inspiration.



- [Sing a Story](#) regularly reaches 250 classrooms and 6,000+ students in the Bay Area, bringing to life classic stories such as: "The Magic Flute," "Das Rheingold" and "Hansel and Gretel."
- [Opera à la Carte](#) (Grades 3-8) reaches more than 120 schools and 42,000 students.
- [Book to Bravo](#) has helped students create almost 30 curriculum-based original operas reaching more than 2,500 students.
- [Student Dress Rehearsals](#) allow 2,200-plus students in grades 4-12 to see fully staged dress rehearsals of main-stage San Francisco Opera productions.
- [Voices for Social Justice](#) works with 30+ students, helping them to express their cultural viewpoints in music, in this pilot program.
- [Summer Conservatory](#) brings stellar training and performance opportunity to its students through three weeks of intense opera arts study.

Watch our video and learn more about the Guild's education programs.



*"Children need so much in so many areas... we could not even begin to address their enrichment needs without the kindness of organizations like the Opera Guild."*

— Bob Armstrong,  
Art Coordinator, Buena Vista Alternative School

*“Book to Bravo was not just a great artistic and musical experience, it gave my class an identity that served to keep them unified as a cohesive team all year. Building an opera where every student has a part crafted for them and all students sing together took us to another level.”*

*— Otak Jump,  
Teacher at Ohlone School,  
Palo Alto*



## Corporate Giving

Corporations and individual donors who support San Francisco Opera Guild provide vital financial support for outreach and educational programs reaching a cross-section of Californians of all ages, ethnic backgrounds and economic levels. San Francisco Opera Guild itself represents all age groups, and patrons range from large corporations to area-wide leaders of social, political and philanthropic organizations.

Corporate donors can benefit from the ability to effectively target and connect with this sophisticated, well-educated and influential audience from across the Bay Area and beyond, extending brand exposure and loyalty and offering the opportunity to network with Opera Association and Opera Guild Board members and patrons.

In addition to our standard sponsorship packages, we can tailor benefits packages specifically crafted to meet your company's business and corporate citizenship goals. Your donation may qualify your company for specific tax-deductible benefits.





## Corporate Giving

### Event Sponsorships

We offer exclusive sponsorships for our acclaimed events, as well as ever-appreciated in-kind contributions. More than 750 highly influential opera enthusiasts and prominent patrons attend our premier event, the pageant-filled Opera Ball that marks the season's opening night and that is covered by top tier media, including Town & Country, The Food Network, San Francisco Chronicle and US Weekly. Over the year, we also host exclusive signature events that offer our sponsors plenty of opportunity to extend the impact of opera in the community.

Whether you are a corporate or an individual donor, be assured that all net proceeds raised at events are used to help make a difference in the lives of more than 50,000 children.

### OPERA GUILD PATRON DEMOGRAPHICS

- 55% have post-graduate degrees.
- Most are extensive international travelers.
- Most regularly purchase luxury goods.
- About half have annual incomes over \$100,000.



## In-Kind Support

Your company's generous donations of goods and services dramatically reduce our costs of producing events – leaving more funds available to support our education programs. At the same time, we offer your company the opportunity to extend its brand with thoughtful acknowledgements such as:

- Significant logo placement in printed and online materials, as well as media publicity.
- Program listings as a prominent San Francisco Opera Guild sponsor.
- Invitations to exclusive events, including pre-event receptions and networking opportunities with our most distinguished patrons and media.



*"Guild programs bring out the best in my kids. It allows them to expand their horizons in ways I can't do."*

*– Julianne Beach,  
6th grade teacher, St. Thomas More School*

## Education Program Sponsorships

Our corporate partners also provide vital financial support by directly sponsoring specific education programs that align with their corporate citizenship goals. The table below illustrates how your support can help students find their voice:

CONTRIBUTION	IMPACT: WHAT YOUR CONTRIBUTION GIVES STUDENTS
\$2,000	<p><b>Sing a Story</b> in 11 classrooms</p> <p>Our award-winning classroom program for Grades K-3 features a teaching artist introducing a classic opera story, complete with singing, costumes and opera facts in an interactive class model.</p>
\$7,000	<p><b>Creative Opera Workshop</b> for five classrooms</p> <p>Teaching artists collaborate with teachers, making curricular connections to an opera that is being offered as a student dress rehearsal.</p>
\$10,000	<p>Ten student scholarships to the <b>Summer Conservatory</b></p> <p>Students, aged 10-17, are trained in opera, theater, musical theater and dance. The 15 day-program culminates in a group performance.</p>
\$15,000	<p><b>Opera à la Carte programs</b> for 15 schools</p> <p>This in-school program for Grades 3-8 uses Guild support material and costumes, while teachers prepare their students to work with opera singers in a stage production for their peers.</p>
\$25,000	<p><b>Voices for Social Justice</b> program for 10 schools</p> <p>A year-long residency during which our teaching artists team up with teachers to introduce how song has been an instrumental element in shaping societal change and, closer to home, how music can be a non-violent force in conflict resolution in the school, neighborhood and city.</p>



[Download our  
Education Brochure](#)





## Individual Giving

Our community depends on the Guild's award-winning opera arts in-school programs and you can play a vital role.

### The Guild's Endowment Fund: A Gift for all Seasons

Established in 1995, this fund presents a great opportunity for individuals to support our comprehensive opera arts in-school programs. Every cent of every dollar contributed to the Endowment Fund is placed in a professionally managed account. Interest generated provides ongoing financial support for our programs...today and for generations to come. Thanks to our generous patrons, the endowment fund is now valued at over \$1.5 million, well on its way to its goal of \$3 million.

### The Opera Guild Circle

Individual patrons who know how important the introduction of music can be in the lives of young children, older students and adults have always given generously to support San Francisco Opera Guild's music and outreach programs serving the Bay Area community. The Opera Guild circle program is designed to enable everyone to have the opportunity to contribute to our programs' success.



## Individual Giving

### The San Francisco Opera Guild Legacy Society

Give a lasting gift that costs nothing today — but will help generations of children in years to come. Many planned giving options help you give to the Guild without incurring capital gains taxes and can provide other tax benefits. Your thoughtful legacy gift can come in so many different forms of estate planning:

- A bequest in a will or trust.
- A beneficiary designation from a retirement or life insurance account.
- Gifts of stock or appreciated assets.
- Real estate or personal property gifts.

Please remember the Guild in your planned giving and help ensure the ongoing vitality of the Guild's education programs. In appreciation, we regularly recognize Opera Guild Legacy Society members in opera programs and as part of our events.

*For further information, contact:*

*Susan Malott (415) 565-3291 or [smalott@sfopera.com](mailto:smalott@sfopera.com)*

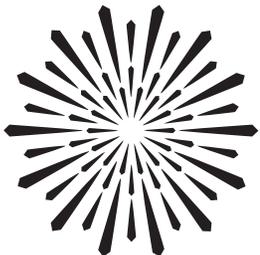


## 15 Things Kids Can Learn from Studying the Arts

1. How to form an opinion and express a viewpoint in creative ways.
2. That commitment to a project makes you feel great about yourself.
3. How to be an individual within an ensemble.
4. That practice makes better.
5. Greater compassion and sense of global community.
6. Active is better than passive.
7. How stories and their interpretation are an integral part of the human experience.
8. How to be heard.
9. How to listen.
10. That people think in different ways.
11. That one can find beauty in the tiniest moment.
12. How to say what you think and think what you say.
13. That actions have consequences.
14. That singing, acting and dancing are great ways to make life long friends.
15. That training gives our work integrity and letting go makes it art.



# Giving Form



**SAN FRANCISCO  
OPERA GUILD**

## Giving Levels

- \$100
- \$250
- \$500
- \$1,000
- \$1,500
- \$2,000
- \$2,500
- \$3,000
- \$5,000
- \$7,000
- \$10,000
- Other \_\_\_\_\_

For more information on our programs, find us online at [www.sfooperaguild.com](http://www.sfooperaguild.com) and check out additional offerings from San Francisco Opera at [www.sfoopera.com/education](http://www.sfoopera.com/education).

Please provide the following information so we may thank you for your gift and list you correctly in the program:

### Sponsor Response

Contact Person \_\_\_\_\_

E-mail Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Please charge my credit card:

Name on Card \_\_\_\_\_

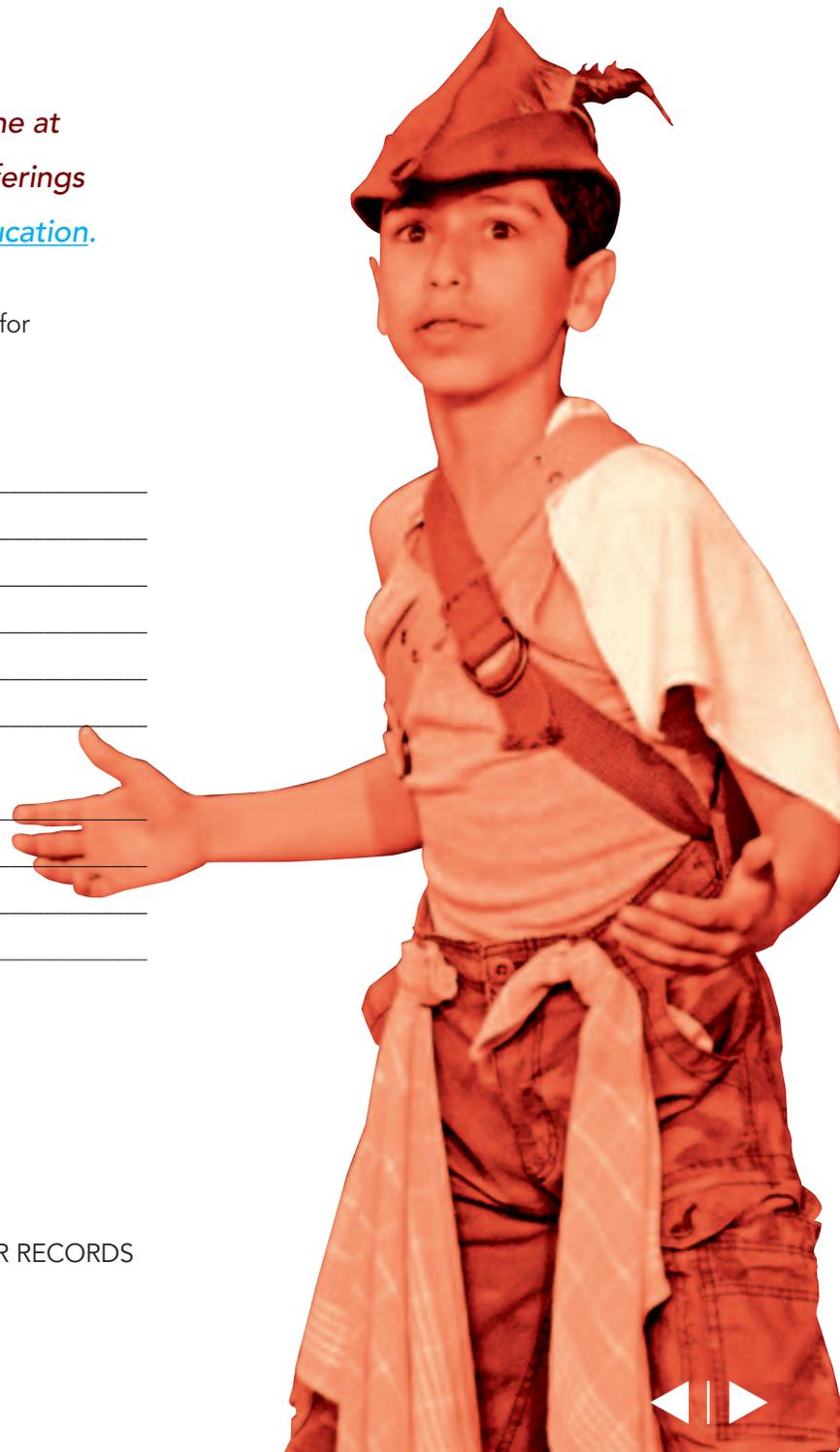
Credit Card # \_\_\_\_\_

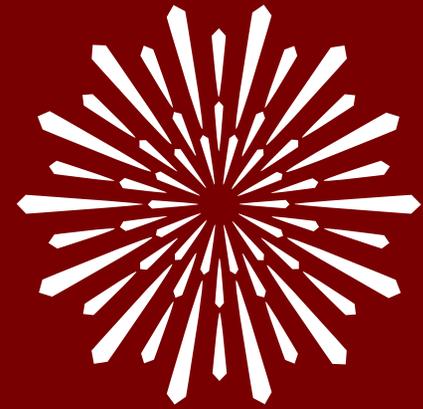
Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

- My check is enclosed.
- Please invoice me for the sponsorship.  
Please make checks payable to: San Francisco Opera Guild  
Send to: San Francisco Opera Guild  
301 Van Ness Avenue, San Francisco, CA 94102  
Fax: (415) 861-0242

PLEASE RETAIN ONE COPY OF THIS AGREEMENT FOR YOUR RECORDS





## SAN FRANCISCO OPERA GUILD

### GIVING VOICE TO POTENTIAL

San Francisco Opera Guild believes the life lessons drawn from creative expression are the foundation of confidence and integrity. Since 1939, we have acted on our beliefs by funding and developing award-winning outreach and education programs that extend the impact of opera, bringing it center stage into the life of the community. Through San Francisco Opera Guild's education fund, we ensure the continuation of educational programs that help students find their voice. Annually, more than 50,000 students in 200 schools throughout Northern California receive the benefits of arts education, as only opera can deliver them.

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