



SEATTLE OPERA
1963 FIFTY YEARS 2013

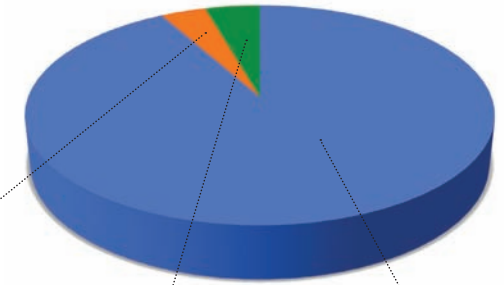
SEATTLE OPERA ANNUAL FUND **IMPACT REPORT 2012/13**



Giving Together. Creating Opera.

YOUR DOLLARS AT WORK

- GENERAL OPERATING SUPPORT
\$10,151,480
- EDUCATION AND COMMUNITY ENGAGEMENT
\$401,401
- YOUNG ARTISTS PROGRAM
\$489,364



YOU HELPED COVER AT LEAST 50% OF PROGRAM FEES FOR PARTICIPANTS OF ALL AGES



YOU SUPPORTED ESSENTIAL TRAINING FOR THE NEXT GENERATION OF OPERA VOICES



YOU ALLOWED US TO PRODUCE WORLD-CLASS OPERA FOR THE PACIFIC NORTHWEST

You make a big impact in our community by supporting Seattle Opera.

Magnificent performances on the mainstage amaze new and returning audiences. Accessible and engaging programs for participants of all ages flourish and grow. Your gift to Seattle Opera's Annual Fund has made a difference. In this Impact Report we are proud to share with you some of the accomplishments you have made possible.

Last season you joined more than 6,600 of your friends and neighbors to sustain opera for our community. As you will see on the following pages, gifts of all sizes make a difference at Seattle Opera. We are truly fortunate to count you among our most loyal supporters.

Seattle Opera has much to celebrate as we enter our 50th Anniversary season. With your help, we will continue to advance and sustain our mission. Thank you for continuing to play a role in creating world-class opera for Seattle.

William T. Weyerhaeuser
President, Seattle Opera Board of Trustees



"My son never talks about school at home, but he couldn't wait to give me updates on the opera he was writing!"

- Parent of *Our Earth* participant

500

KIDS AND ADULTS SANG AND DANCED AT OUR *CINDERELLA* OPEN HOUSE



13,163

STUDENTS EXPERIENCED OPERA THROUGH IN-SCHOOL PERFORMANCES OF *OUR EARTH*

87,107

PEOPLE ATTENDED AN OPERA PERFORMANCE AT MCCA W HALL





Seattle Opera provides the perfect space for all generations to share in the creative experience.
A mother and daughter explored opera together at our *Cinderella* Open House.

Bringing People Together

Judi heard her first opera at age seven. It was a KING-FM broadcast, and she was spellbound. She begged her mother for tickets, and off they went to Seattle Opera for the first time. They enjoyed the experience so much that her mother bought season tickets.

That was almost 40 years ago. Judi and her mother still share the same pair of seats. **More important are the years of shared evenings together, and the lasting bond that opera formed between mother and daughter.**



Cinderella Open House © 2013 Robert Wade

This season your support connected 708,750 people with opera through KING-FM broadcasts.



Life-Changing Experiences

David Miser, a stagecraft teacher at Shelton Schools, didn't know what to say. All of his students showed up to first period, on time, and they wouldn't stop chattering. They'd seen *La Bohème* the previous night through Experience Opera, and it was all they could talk about.

“It was interesting to hear how this production affected so many of them emotionally, even my big rough and tough manly guys. The live orchestra, sets, costumes, lighting and vocal performance was more than most could take in.”

The most telling sign of all: David's students started asking immediately if they could see another performance, outside of the school program. Their worlds had grown overnight – suddenly there was a whole new realm of opera they couldn't wait to explore.



Experience Opera © 2011, Alan Alabastro

More than 4,200 students attended a dress rehearsal during the 2012/13 season through Experience Opera.