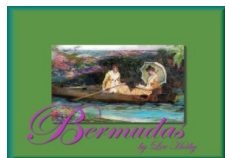




...opera in your own backyard!™



June 9-11, 2011

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Help us blossom and grow this Spring 2011

Last fall, Chelsea Opera took an artistic risk and did something it had never tried before. We produced a **21<sup>st</sup> century opera: Tom Cipullo's *Glory Denied***. If you saw a performance or read the reviews in either The New York Times or Opera News, you would know the risk was worth taking.

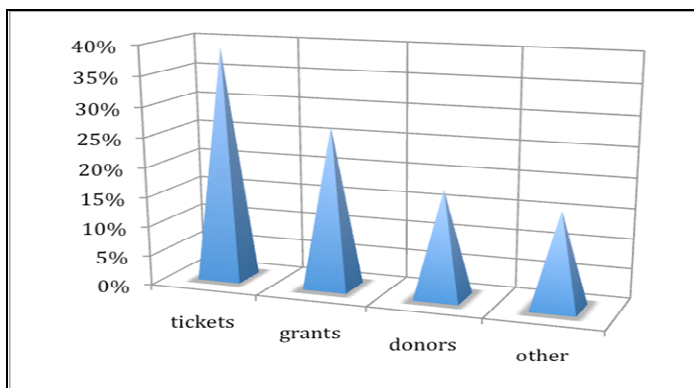
The Times called Chelsea Opera “enterprising” and the production “spare and affecting”. Opera News similarly declared the production “small-scale, high-impact”. Audiences were profoundly stirred, as one individual typically commented:

*I was so moved by last night's performance. I found the piece extraordinary, beautiful and devastating. The orchestra [was] glorious, soaring, tender and emotional - as if [it] were a soul, speaking directly to a soul. The singing was heart wrenching and gorgeous.*

As we near the finale of our seventh season with our June 9-11<sup>th</sup> productions of Lee Hoiby's *This is the rill speaking* and *Bermudas*, we want to thank YOU for being part of our vision. Whether as a member of our audience, a friend, a donor or company artist, YOU are a stakeholder and a most crucial part of what makes Chelsea Opera special. **It is for YOU that we have remained true to our mission:** providing opportunities to professional singers and bringing critically acclaimed quality productions of standard and new operas to the stage.

Because of YOU, we continue our commitment to producing “intimate and authentic” opera experiences with ticket prices that are affordable, despite being created on the most stringent of budgets. Our appreciation of your continuing support is especially great for what you have enabled us to accomplish.

**Here is a breakdown of how last year's revenue was raised:**



official airline of Chelsea Opera



Ticket sales contributed about 39% of revenue; foundation and government grants yielded 27%; raffle and other fundraising efforts brought in approximately 12%. **But the third largest component –18% – came from individual donor gifts – gifts of every level from \$50 to \$2,500.** In the coming year, as federal and New York State budgets are cut and funding opportunities continue to decline, we look to increase our percentage of revenue raised from our friends – someone just like YOU.

We pay tireless attention to keeping expenses to the bare minimum without sacrificing artistic quality. We also work diligently at holding the line on costs in part, by incorporating a wide range of in-kind gifts and donated services. The actual budget for our widely acclaimed production of *Glory Denied* totaled \$92,859. However, when calculating in donated goods and services and the many other factors that we work at to keep costs down, we were able to accomplish the entire production on a mere cash expenditure of \$27,279. So, you can see that your dollars really can accomplish amazing things.

### **Where do your dollars actually go?**

It takes extreme determination and hardcore perseverance to accomplish the same outcome for less money. Of our actual expenditures for *Glory Denied*, more than half was paid directly to the artists (i.e., singers and instrumentalists). Rehearsal and performance space rentals over four weeks cost \$4,870. Our design team and production staff accounted for \$3,275, with sets, lighting, costumes, and props costing \$2,720.

It is easy to see that a gift of \$2,500 would have paid for nearly all of the physical elements of the production. If you had given \$1,500, it would have covered performance fees for ten singers. A \$1,000 donation would have underwritten the fees paid to the lighting designer, set designer, lighting technician and stage director. A gift of \$500 would have paid the pianist for 20 rehearsal hours, and \$100 could have covered the cartage fee for the harpist or the timpanist or the percussionist.

### **In short, every single dollar you donate goes a long way and plays such a vital role.**

Chelsea Opera has been extraordinarily successful on the artistic front, as the reviews attest. These efforts have enabled us to generate a healthy percentage of revenue from ticket sales, even while keeping prices very reasonable. And while Chelsea Opera is still a relatively young company, we have been very fortunate in the funding received from foundations and government grants. But it is YOU, the individual donor, who is really at the heart of our effort.

Your support confirms that Chelsea Opera holds an important place in the cultural fabric of our city and we are so grateful for your past help in making each season possible. Now, we ask that you renew your support by making a donation today. We simply could not do all of this without the kind generosity of donors like YOU. **Your continued support is so important.**

We have two wishes and goals for this spring appeal: to increase the overall number of donors, and to ask that each donor increase his or her individual gift. You can help make those wishes come true! You can help us achieve our goals! Play a starring role. Consider giving that important gift of support today..

**Please take that moment now to make YOUR donation to Chelsea Opera.** Your gift – in any amount – will be put to good use and allow us to continue providing professional performance opportunities to talented artists while providing an affordable, intimate and authentic evening of opera for YOU.

On behalf of all we serve, thank you for your generosity and your commitment to Chelsea Opera.

Sincerely,  
Lynne, Lee, Larry and Carmine

PS: Make an easy on-line donation ([www.NYCharities.org](http://www.NYCharities.org)). But please don't wait. Make your gift today!  
Thank you!