



# Funds Distribution Report

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**Recipient Organization:**  
**Seattle Collaborative Orchestra**

**Address:**  
11743 19th Ave NE  
Seattle, WA 98125

**Contact:**  
<https://www.seattlecollaborativeorchestra.org>

**Organization's General Goals:**

The Seattle Collaborative Orchestra (SCO) is a diverse, multigenerational performing arts organization dedicated to diversity in symphonic classical music. SCO musicians include students, community members, and professionals who work together to create a unique and collaborative musical experience that includes a creative mix of traditional orchestral music, works by female composers and composers of color.

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<b>Date of Award:</b>	<b>Level:</b>
2018 Q3	\$5,001 to \$7,500

For more information, please read the attached report from Seattle Collaborative Orchestra.

8802 27th Ave NE  
Tulalip, WA 98271  
**TulipCares.org**



Tulalip Tribes Charitable Contributions  
8802 27<sup>th</sup> Avenue NE  
Tulalip, WA 98271-9694  
[msheldon@tulaliptribes-nsn.gov](mailto:msheldon@tulaliptribes-nsn.gov)

**Report for the SEATTLE COLLABORATIVE ORCHESTRA**  
**REPORT CODE: Q3 2018 14.2**

Wednesday July, 3, 2019

Dear Ms. Sheldon,

Enclosed are:

- Photographs of the Seattle Collaborative Orchestra

Our website is: <https://www.seattlecollaborativeorchestra.org/>

Thank you so much for the support you have offered the Seattle Collaborative Orchestra (SCO) this year. September 2018, we requested [REDACTED] for general operating support to hire an executive director and received [REDACTED] through your Charitable Fund Grant Application. This grant has been crucial for our organization this year and we are excited about the direction this support has offered us.

In January 2019 (starting in February 2019), we had the opportunity to hire Rachel Ciprotti as our Marketing and Development Specialist. Because we are still in the initial phases of our organization, we felt that we did not quite have the funds to merit an Executive Director position title, however we are excited by the trajectory our organization is headed and look forward to offering a more substantial role in the next few years.

We have been able to hire Ms. Ciprotti for approximately 10 hours per week for her services which have been transformational for our organization. Below describe our four 1-year organizational objective for the Tulalip Tribes Charitable Contributions grant and what we have accomplished:

1. SCO will hire an Executive Director and begin paying the Music Director an appropriate salary
  - SCO achieved both of these objectives with a change in title from Executive Director to Marketing and Development Specialist. SCO hired Rachel

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Ciprotti as our Marketing and Development Specialist and has been paid for her part-time services (approximately 10 hour/week) beginning in February 2019.

- SCO paid Music Director, Anna Edwards for rehearsal and concert hourly wage for the April 4<sup>th</sup> and 5<sup>th</sup> concert.
- 2. SCO will spread our program into underserved communities to foster a diverse population of talented student musicians who may lack access to musical opportunities
  - SCO Music Director visited five Seattle High Schools in the 2019-2020 season to offer free student tickets to SCO concerts and develop collaborative relationships with high school music teachers.
  - In November, 2019, SCO performed a joint encore performance with students from Cleveland High School and the hip hop violin duo Black Violin at the Paramount Theatre in Seattle
  - Going forward, we will continue to connect with local high schools and move our focus towards Seattle middle schools.
  - SCO will reach out to and develop partnerships with other established youth music organizations that work towards diversity in the arts to explore potential collaborations.
- 3. SCO will expand advertising and broaden audience community to enhance revenues through donations and ticket sales
  - SCO has created a one-year, three-year, and five-year plan for audience development.
    - Our first-year goals include:
      - Raising average concert attendance to 300
      - Broadening digital engagement of email list from 750 to 1,000
      - Expanding email/social media engagement:
        - Open rate over 20%, click rate 10% of opens
        - Social media followers from 950 to 1,500 (facebook, Instagram, twitter)
        - Streamline website content
      - Create annual Media Relations plan
      - Year-long audience communication outline, tailored around SCO concerts & events
      - Data management: CRM in place
    - Three-year – 2022
      - Audience size: average main concert attendance of 400
      - Digital Engagement
        - Email list growth to 2,500
        - Email engagement: open rate over 20%, click rate 10% of opens
        - Social media followers 3,000
      - Data management: using historical data to plan fundraising and marketing efforts
    - Five-year – 2024

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- Audience size: average main concert attendance of 600
  - Digital Engagement
    - Email list growth to 4,000
    - Email engagement: open rate over 25%, click rate 12% of opens
    - Social media followers 5,000
4. SCO will develop and diversify our board in order to support and implement our stated organizational mission and revenue goals to make the Seattle Collaborative Orchestra self-sustaining.
- SCO has recognized that board development with our goal of diversity going forward is critical. The board has recognized the importance of creating a recruitment process and clear orientation for new Board members for retention success. Therefore, this is a 2019-2020.....

During the past 6 months, Ms. Ciprotti has been critical for the direction and implementation of these four goals. It is clear that SCO is in the initial phase of structuring our organization and we need to have a leader who is familiar with the growth process of a young, healthy non-profit organization.

Total number of recipients impacted by the SCO organization in 2018 - 2019

- Total - 690
    - Orchestra (85 for April concert)
      - Professionals - 35
      - Community members - 30
      - Students - 20
    - High School Visits (5 schools approximately 30 students per class) - 150
    - Audience - April concert (February concert cancelled due to snow) - 455
5. Total number of recipients impacted by your organization
6. URL - <https://www.seattlecollaborativeorchestra.org/>

Again, thank you all so much for what you are offering to help support diversity in music.

Sincerely,

Anna Edwards, Music Director – Seattle Collaborative Orchestra