

Seattle Shakespeare Company

\$85,000 in 2011

20^{for}20 *stories years*



In 2010, Seattle Shakespeare Company (SSC) applied for a Pooled Fund Grant to increase, expand and solidify their state-wide touring efforts through the development of Regional Shakespeare Alliances, which created a “hub” of community partnerships in many regions of Washington. “We were motivated to bring Shakespeare to schools and communities across the state, recognizing that **Shakespeare is taught in curriculum from Walla Walla to Aberdeen – and that these phenomenal plays are best experienced in live performance**,” says John Bradshaw, SSC’s Managing Director.

Over the next three years, **attendance for SSC’s touring productions increased by 50%, and the productions reached more than 15,000 students in the final year** - all numbers that have been sustained beyond the life of the grant award. John says, “**The thorough vetting by WWF was invaluable**; that process provided a discipline that, frankly, most funders do not require – and it benefited us to strategically review what we were doing, evaluate, and, in some cases, adapt to improve the program.” Through the success of the expanded touring program, **WWF’s grant also enabled SSC to obtain other capacity building funds** from the City of Seattle and corporate sponsor Wells Fargo.

Of the long-term impact of the grant, John says, “Most of the young people attending our touring performances would never have had the opportunity to see Shakespeare performed live, due to geographic or financial constraints. **The grant award has made this not only possible, but has made these performances a sustainable, regular part of their lives.**”



Paula Butzi WWF member since 2008

Advisory Board Member of Seattle Shakespeare Company

Paula decided to join WWF after member Benita Staadecker gave her the “elevator pitch” about the organization. Paula says, “Her description of **WWF’s creative and effective way of assessing the impact of the grant was what convinced me** that this was an organization I needed to join.”

Though Paula and her husband were intermittent SSC attendees, her participation on the Pooled Fund Grant Committee inspired her to do more. She says, “After reviewing SSC’s application to WWF several years in a row and going on multiple site visits, I was so impressed with the steady and continued dedication their staff showed for the art on stage and their commitment to bring that art to the community at large that we became subscribers and donors. **When John Bradshaw asked me to be on the SSC Advisory Board, I knew, without a doubt, it was a group that I was proud to join!**”

Of her membership, Paula says, “**WWF has helped me to become better engaged with the organizations that we support and to learn how to effectively direct our donations in ways that make a positive difference.**”

Emily Evans WWF member since 2011

Immediate Past President, Seattle Shakespeare Company Board of Directors

Emily first heard about Washington Women’s Foundation while she was on the board of Seattle Shakespeare Company. She says, “My good friend Anne Repass invited me and our Managing Director to an overview of the Pooled Fund Grant cycle that outlined what it takes to ‘compete.’ **I was inspired by the smart, generous grants awarded after the rigorous competition and study, and we both set a goal of earning a grant.** We learned a lot in the process of applying several times and eventually were rewarded with a sizable grant - what a difference it made!”

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Emily eventually joined WWF in order to expand her learning beyond the arts. She says, "I especially like attending Discovery Days in November because it highlights all of WWF's funding areas, with updated and current news on critical issues. **Because I am more informed, I'm a better voter and smarter with my private giving outside of WWF.**"

Emily continues, "**My involvement with WWF made me a smarter board president for SSC.** I became more deeply invested in how SSC measured success and helped to develop specific indicators based on the results we wanted to see from various grants. I've also gained a deeper respect for the power of networking and building connections, a key element of WWF. **I continue to support WWF because I love being part of those great, big grants. Having seen what a difference it makes to a small nonprofit, it's such a thrill!**"



Michele Peltonen WWF member since 2009 Seattle Shakespeare Company Board of Directors

Michele stumbled on Washington Women's Foundation by chance through a grantee's website. She says, "**That fortunate moment led me to a world of philanthropy totally new to me!** I jumped right into committee work and haven't looked back. **Each grant cycle brings new opportunities to learn and to make an impact.**"

WWF played a major role in Michele's connection to SSC. Her first introduction to the organization was through watching an outdoor performance at Luther Burbank Park on Mercer Island with a group of fellow WWF members. Michele says, "I quickly became a fan of SSC, and I learned even more about them by serving on the Impact Assessment Committee after they received a Pooled Fund Grant. Through that experience, I really got to know about the fantastic education programs being funded by our grant. **When a WWF friend recruited me to SSC's board, it was easy to say yes!**"

Pat Walker WWF member since 2012 Advisory Board Member of Seattle Shakespeare Company

When asked what inspires her about WWF, Pat simply says, "**I love WWF! First and foremost, the power of intelligent, motivated women.** I also love the deep investigation into a variety of excellent work being done in the community. **I have learned so much!**"

Pat was delighted when SSC was awarded a Pooled Fund Grant Award. She says, "The grants awarded are always such wonderful examples of work being done for the benefit of the whole community. **In the instance of SSC, they create not just beautiful entertainment but a fun, educational introduction of the arts to kids. WWF gave SSC the chance to touch many more young lives. What a combo!**"

