

# STAGEBRIDGE

March 21, 2018

Hello, Stagebridge Student:

We are aware that rumors are flying around Stagebridge. This email is in response to those rumors.

We're sure you're aware that Stagebridge is experiencing serious financial difficulties. Tuition for our classes covers only about 1/3 of the cost of running the organization. The balance has always come from grants, donations, and small fees. But arts grants have diminished in the current political climate - and many funders have re-directed their focus toward programs that directly address equity and social justice.

Stagebridge is the oldest performing arts entity for older adults in the country, and is the leader in creative aging. We will celebrate our 40th anniversary in September. But, and here's the kicker: we may not make it until then without a large infusion of cash. For the last couple of years, because of increased offerings, both in classes and outreach activities, we have required an average of \$10,000 a week to pay rent, staff, teachers, insurance, utilities, and all other operational costs. Although that number will go down as we do some belt-tightening, we also need to rebuild a significant cash reserve.

To do this, we need your help. We're asking you to consider how important Stagebridge is to you:

- How would you engage your mind, body, and soul if you didn't have Stagebridge classes to go do?
- How important is the Stagebridge community, the camaraderie and friendships you've formed, the emotional support you receive?
- How much healthier are you mentally, physically, emotionally, because you have Stagebridge?

We want to assure you that Stagebridge is taking steps, both long and short-term, to achieve a sustainable financial footing. We will either curtail or suspend programs that cost more than they bring in, and we will, at least temporarily, eliminate classes that do not achieve minimum enrollment. We will also be asking those who can to pay closer to the actual cost of classes in the fall.

And then we're asking you:

- What can you do financially to help keep Stagebridge alive? The more you can give, the better!
- If you cannot afford to give much, can you give SOMETHING? Funders often look at the financial involvement students or members have in an organization, beyond tuition and fees. If nearly 100% of our students donate (\$10 would count), we stand a chance of larger grants in the next round.
- Who might you know? A person, a philanthropy, a board member or high-level executive of a Silicon Valley business, someone at Kaiser. You get the idea. We need

to broaden the base of our funders, and connection is key. Cold calls (although we will do them) are rarely effective. We need referrals.

If you can donate, here's how:

- Go to our website, [www.stagebridge.org](http://www.stagebridge.org), and click on the 'donate' button;
- Bring or mail a check to Stagebridge, attn: Jose Rivera, Executive Director;
- Contact Marcia Grossman ([marciaeg@aol.com](mailto:marciaeg@aol.com)), and she'll help you set up a monthly transfer from your bank to Stagebridge's bank.

Please get back to any of us if you have any questions. You can reach us at:

Tom Flynn, President: [tom2cash@aol.com](mailto:tom2cash@aol.com)

Nader Shabahangi, Treasurer: [nadersanfrancisco@gmail.com](mailto:nadersanfrancisco@gmail.com)

Marcia Grossman, Secretary: [marciaeg@aol.com](mailto:marciaeg@aol.com)

Joseph Grossman: [josephcg@aol.com](mailto:josephcg@aol.com)

Lynne Hollander: [savio@sonic.net](mailto:savio@sonic.net)

Claire Wahrhaftig: [cniw@comcast.net](mailto:cniw@comcast.net)

Thank you for taking the time to read this. And come to one of the Brown Bag meetings, April 10 or 12. More information will be provided. We look forward to seeing you.

Sincerely,

Stagebridge Board of Directors

Tom Flynn, President

Nader Shabahangi, Treasurer

Marcia Grossman, Secretary

Joseph Grossman

Lynne Hollander

Claire Wahrhaftig