



Boosting Nonprofit Entrepreneurial Capacity, Revenue & Mission Impact

FOR IMMEDIATE RELEASE

CONTACT:

Elyza Wylder, Communications Coordinator
Sarasota Opera
941-328-1322
ewylder@sarasotaopera.org

Sarasota Opera Selected to Participate in Entrepreneurial Opportunity

Margin & Mission Ignition, part of The Patterson Foundation's Nonprofit Thrivability initiative, strengthens nonprofit mission impact through earned-income strategies and implementation.

Sarasota, Fla. March 2, 2023 – Sarasota Opera will work to strengthen its entrepreneurial capacity and increase its mission impact with earned-income strategies developed and implemented through its participation in Margin & Mission Ignition, an opportunity presented by The Patterson Foundation.

As one of four regional organizations selected for Margin & Mission Ignition, Sarasota Opera will work with No Margin, No Mission, a social enterprise and national consulting firm engaged by The Patterson Foundation, over a 30-month process. No Margin, No Mission will work with each nonprofit to develop and implement business plans to generate revenue and support their efforts in the community.

“We are looking forward to building our capacity through participation on The Patterson Foundation's Margin & Mission Ignition initiative,” said Sarasota Opera's General Director Richard Russell. “By diversifying our revenue streams, we hope to strengthen our ability to present world-class opera to our community.”

Throughout the process, the organizations participating in Margin & Mission Ignition will come together to learn from and share with one another based on their experiences.

“We have learned that diversifying revenue streams does more than strengthen the financial viability of nonprofits — it can also build organizational capacity,” said Debra Jacobs, president and CEO of The Patterson Foundation. “Previous participants of Margin & Mission Ignition have developed and implemented earned-income plans that advance both their missions and impact. The Patterson Foundation is pleased to work with these four organizations who have demonstrated the leadership, willingness, readiness, capacity and culture for success.”

Margin & Mission Ignition is part of The Patterson Foundation’s Nonprofit Thrivability initiative. This initiative connects nonprofits with expertise and resources to learn concepts like strategic decision-making while adopting and implementing entrepreneurial principles to generate enough revenue to support and eventually grow their operations.

For more information about Margin & Mission Ignition, please visit thepattersonfoundation.org. Join the conversation on social media by using #TPFMarginMission.

For more information about Sarasota Opera, please visit SarasotaOpera.org.

ABOUT SARASOTA OPERA

Sarasota Opera is in its 64th Season of bringing world-class opera to Florida’s Gulf Coast. The company was launched in 1960 in the historic 320-seat Asolo Theater on the grounds of Sarasota’s Ringling Museum of Art. In 1984 the company moved into the former A.B. Edwards Theater—now the Sarasota Opera House. Since then, the company has gained an international reputation as one of the leading regional opera companies in the U.S. through initiatives such as the Masterworks Revival Series and the Verdi Cycle. The company’s Sarasota Youth Opera is the most comprehensive Youth Program in the U.S. The Sarasota Opera House, which underwent a \$20 million renovation and rehabilitation in 2007, has been called “one of America’s finest venues for opera” by Musical America. Since 1983, the company has been under the artistic leadership of Victor DeRenzi and administrative leadership of General Director Richard Russell since 2012.

Sarasota Opera is sponsored in part by the State of Florida, Department of State, Division of Arts and Culture and the Florida Council on Arts and Culture and the National Endowment for the Arts. Programs are paid for in part by Sarasota County Tourist Development Tax revenues.

Sarasota Opera • 61 N. Pineapple Avenue • Sarasota, FL 34236 • (941) 366-8450

SarasotaOpera.org

About Margin & Mission Ignition

Part of The Patterson Foundation's Nonprofit Thrivability initiative, Margin & Mission Ignition is an opportunity for nonprofits in our region to develop and implement earned-income strategies to strengthen mission impact. For more information about Margin & Mission Ignition, please visit thepattersonfoundation.org or join the conversation using #TPFMarginMission on social media.