



**TRANSCENDENCE**  
THEATRE COMPANY

## WHAT'S TRANSCENDENCE ALL ABOUT?

Transcendence Theatre Company is grounded in a clear vision and mission. Whether you are a volunteer, housing or business sponsor, donor, employee, performer or advisor, you have a right and an obligation to know these details so that you can knowingly support our goals and serve as a living example of their manifestation.

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### OUR VISION

Transcendence Theatre Company is a non-profit performing arts organization. It was formed in 2008 around a question posed by a handful of professionally-trained, theatre- and media-experienced artists frustrated by the isolating, competitive focus and unhealthy grind of the typical performing career. They asked: "Can a healthier, more connected and enriching community-based model for a successful theatre company be developed and succeed?"

Transcendence today represents an impressive "Yes it can!" answer to that question and a living example of what that question represents. At its core, the Transcendence vision is both comprehensive and simple – to live your best life ever with vigor and passion in all of its aspects – consciously choosing to maintain an attitude that is kind, loving, joyful and balanced on wellness in handling the ebb and flow of life's events.

A life is an adventure story; a true work of art. To be alive is to be part of a never-ending cycle of ups and downs, of fortunes both good and outrageous. While good fortune is seldom an issue, staying kind, loving and joyful in the face of, as Shakespeare puts it, "the slings and arrows of outrageous fortune" can be a challenge.

There is little point in suffering from the unpleasant, unpreventable things that happen to us that sometimes arouse our deepest doubts and fears. Yet, without a clear vision and focused, conscious choices, depressing feelings and destructive self-judgments can come all too easily.

We always are at choice! Challenges are opportunities to grow toward our full potential. To transcend is to go beyond the usual responses and assumed limits of life's events, to consciously choose wellness and balance, to realize more than you thought possible, ever moving toward your best life. And in so

doing, the positive energy we radiate inspires those around us to do the same.

How can such a unique vision be expressed as a Transcendence mission statement? A mission statement is a philosophical statement of the human and societal needs being met by, in our case, a non-profit performing arts organization. It explains *why* Transcendence exists; it expresses the values in which we believe and around which we do our work.

A common misconception is that mission statements express what an organization does, such as “It is our mission to provide . . .” That is a goal statement, not a mission statement. Any statement containing an infinitive phrase – to deliver, to serve, to provide – is a goal or purpose statement telling *what* the organization does.

By contrast, a mission statement explains *why* the organization does what it does. An effective mission statement provides a base for identifying deeply held beliefs and values, often in expressions such as “We believe ...” or “We value ...”

These expressions of *why* articulate the cause that inspires the organization’s many diverse supporters to develop a mutual relationship based on shared values and interests. As they realize how their interests are served by the work of the organization, their contributions become a process of mutual fulfillment of theirs and the organization’s needs.

To develop an effective mission statement:

1. Assert the dominant values the organization believes in and values.
2. Describe what conditions prevent fulfilling or achieving those values.
3. Describe how to alleviate those conditions.
4. Affirm that the organization challenges the conditions and carries out the alleviations.

## **OUR MISSION**

Transcendence Theatre Company believes in and values honesty, kindness and transformation, in inspiring each of us to fully engage, to go beyond the usual with insight and passion and live our best life ever and, in so doing, to positively impact the world in indelible ways.

When lacking clarity and inspiration, we sometimes forget how good life can be and settle for mundane or even negative experiences. At Transcendence, we value personal service as inspiration and making conscious choices that, as living examples, open us to a richer, fuller, healthier future through transcendent experiences – as expressed in our motto “Best Life Ever®”.

As a Transcendence supporter, you live under a subtle spotlight, not just during a performance event, but in nearly every waking moment. At some level, you are an embodiment of the Transcendence vision; admired and respected for the visible energy and values you bring to wherever you are. Transcendence invites you to rise fully to the challenge of living your best life ever.

## **OUR GOALS**

Transcendence does much more than create inspiring entertainment experiences. As a regional theatre company, Transcendence is, and is increasingly recognized as, something different - difficult to explain; easier to experience.

One not widely known aspect of that difference goes well beyond our stage performances. Broad and deep community service is vital to the Transcendence vision. Our many efforts and activities provide inspiring tangible support to Sonoma and the Bay Area regional community, as illustrated in the give back summary below. In the years since our founding, in manifesting our vision we have grown, succeeded and been welcomed here and in the wider theatrical world.

More far reaching, our goal is to create a sustainable organization with ever broadening reach, focused on inspiring theatrical performances, transforming individual interactions, especially with the young, engaging in deeply integrated community service, fostering personal/financial/environmental wellness, and creating new works and venues, all with a “pay it forward and invest in the future” perspective.

Our work is rooted in taking our vision to transformative levels as we strive to help make Sonoma a multi-faceted cultural nexus for the world. There is a unique and very real potential for Sonoma to become a true year-round theatre arts market. People of all generations come from across the country and abroad to experience the area’s many delights: natural scenic beauty, artisan food and wine experiences, glorious year-round climate, robust history, plentiful outdoor recreational activities & parks, first-rate lodging, spas, wedding venues and festivals. Sonoma ranks high on America’s list of favored communities.

The confluence of these many attractions meshes well with Transcendence, as we are becoming a regional theatre company with a national reputation. Our unique performance offerings add materially to the Sonoma visitor draw, as evidenced by USA Today ranking us #2 in its national “Outdoor Concert Venues You Shouldn’t Miss”. Nurtured carefully, Transcendence will have a vast and bright future.

Success is the progressive realization of a worthy ideal. As we realize these worthy goals we create a better world at every level, from personal to civic to global. We invite all members of the Transcendence family to manifest these ideals as we each strive to live our Best Life Ever.

## **Transcendence Gives Back**

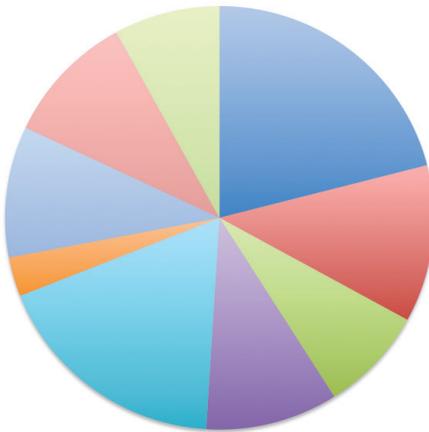
In addition to the \$4.4 million annually its presence adds to the greater Sonoma economy, Transcendence Theatre Company’s Full Circle Community Service Initiative, together with its more than 500 performing artists to date, has contributed:

- over \$450,000 of cash contributions to Jack London Historic State Park,
- over \$180,000 of free multi-venue show tickets,
- over 50 free performances for other non-profits, service organizations, retirement facilities and civic events,
- more than 28 free open-mic Skits Under The Stars events,
- summer training camps for hundreds of kids,
- annual service opportunities for over 350 dedicated volunteers
- 100+ community service partnership projects,
- over 70 paid professional internships,
- and ongoing interactive BGCSV youth arts & values training programs.

With the combined value of all these give backs already over \$1 million, in our 2018 season we will materially add to these TTC Full-Circle Community Service contributions.

Creating transcendent experiences that inspire us all to live the Best Life Ever and make a positive impact on the world.

## Transcendence Gives Back



- JLHSP Cash Contributions
- Free Tickets for kids at all show venues
- Free performances for service orgs
- Free Skits under the Stars events
- Summer kids training camps
- Volunteer service opportunities
- Community Partner Projects
- Paid professional internships
- SVBGC youth programs

### **TRANSCENDENCE** THEATRE COMPANY

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