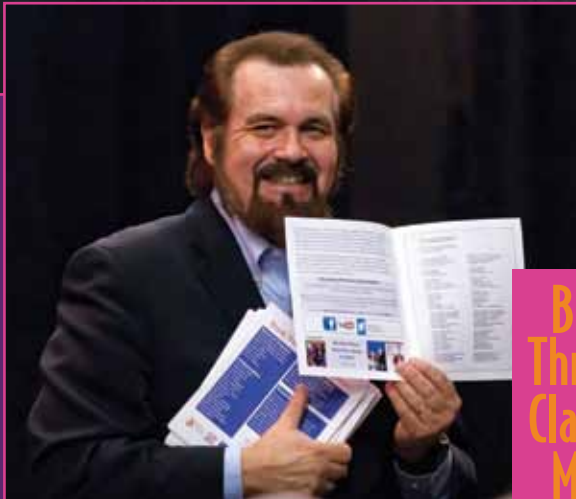


Annual Report

Fiscal Year 2014
July 1, 2013–June 30, 2014



Break
Through
Classical
Music !

The Discovery Orchestra teaches the listening skills that help people emotionally connect with classical music. We achieve this through live performances, intimate gatherings and media programs.



THE DISCOVERY **O!** RCHESTRA

50 Mt. Bethel Road • PO Box 4064 • Warren, NJ 07059 • 908-226-7300
www.DiscoveryOrchestra.org • info@DiscoveryOrchestra.org
George Marriner Maull, Artistic Director

Season Highlights

A variety of **In-Home events** were presented in stunning New Jersey homes—*Discover Holiday Song*, *Rhap Yourself in the Harp*, *Discover the Moonlight*, and *Discover Broadway*—all of which featured discovery explorations by Maestro Maull.

We were so pleased to honor **Jennifer & Lee Pierson, Dr. Saul Feinberg** and **JF Teleproductions** at our *Laughing with Rossini* Patrons' Dinner for their long-time support, educational impact and partnership. We successfully broadened the reach of our Patrons' Dinner, resulting in an increase in net proceeds of 350% over the prior year.

We put together a five-year **Strategic Plan** that is designed to make the Orchestra a model for how active music listening is taught and to become a leader in a national campaign in classical music listening. A Fundraising Plan was also developed to support the initiatives outlined in the Strategic Plan.



Our inaugural **Author's Luncheon** featured Tricia Tunstall, who discussed *El Sistema*, the focus of her book *Changing Lives: Gustavo Dudamel, El Sistema, and the Transformative Power of Music*. *El Sistema* is an international movement to transform the lives of children and communities through music.

As part of our **Outreach** efforts, Maestro Maull partnered with the Paterson Music Project, an *El Sistema* model program, and provided music listening lectures to this group of aspiring, young musicians. He also visited the CAMP YDP After-School Program in Paterson and the Newark Boys Chorus School and shared music listening programs with their students.

Twenty-nine of our **Discovery Orchestra Chats** were made available to Films Media Group (FMG) for distribution to schools and universities nationwide. We produced an additional thirty-one new Chats in fiscal year 2014, some of which will be distributed by FMG in 2015.



Our third television show, *Discover Vivaldi's Four Seasons*, was nominated for an **Emmy** in the Education: Program/Special Category. We were thrilled to be nominated even though we did not win!

We also entered into a national distribution agreement with **TOPICS Entertainment**, which has our three television shows available in retail and online outlets. Films Media Group also became the educational distributor of *Discover Vivaldi's Four Seasons*.

Our **social media** effort is growing by leaps and bounds! We have a strong presence on Facebook, Twitter, and YouTube where we post our weekly, free Discovery Orchestra Chats. We also began to utilize Instagram and Pinterest to share our mission on these platforms.



Who We Are—Transforming Listening, Enhancing Lives

The Discovery Orchestra is a music education organization that teaches the listening skills that help people emotionally connect with classical music.

Because of its ubiquitous presence in our society, music has become sonic background “wallpaper” to the other activities of our lives. Much of the U.S. population primarily experience classical music in this way and miss out on how enjoyable and engaging this music can be. The Discovery Orchestra responds by reaching audience members of all ages - from novices to classical fans - through live, media and online platforms, and actively connects them with this music.

The Orchestra serves New Jersey and the tri-state region through these live offerings: *Discovery Concerts*, *Discover More Music* explorations, *Intimate Afternoon* and *Evening*

In-Home Chamber Music Recitals, *Fall in Love with Music* Listening Courses, and Community Outreach Programs for underserved youth and seniors. Nationally, we reach millions of viewers through broadcasts and sales of our award-winning public television programs: *Bach to the Future*, *Discover Beethoven's 5th*, and *Discover Vivaldi's Four Seasons*. We also reach audiences through our *Discovery Orchestra Chat* videos on YouTube and in classrooms, and on other social media platforms.

The Discovery Orchestra receives support from businesses, corporations, foundations, individuals and the New Jersey State Council on the Arts. It is a priority to provide free and/or discount tickets to underserved constituents for most of our programs. Connect with us at www.DiscoveryOrchestra.org and 908-226-7300.

Leadership Message

STEPS FORWARD...

“One step forward and two steps backward.” Nonprofit and for-profit organizations alike sometimes characterize their current affairs in this fashion. However, when the opposite occurs—more steps forward than backward—and an organization’s mission is being fully funded and fulfilled in an impactful way, it can really build momentum! At fiscal year-end 2014, The Discovery Orchestra celebrates the forward impetus it achieved during the season.

We ended the year with a significant financial surplus. We ramped up the distribution of our educational Discovery Chat videos to classrooms and all three of our television shows to the home video market. We presented music listening sessions for the 2nd grade string students of the El Sistema-inspired *Paterson Music Project*. We were again nominated for an Emmy Award—this time for *Discover Vivaldi’s Four Seasons!* And we continued to introduce more and more people to the joys of active music listening utilizing music by Beethoven, Rossini and others, and through our *Author’s Luncheon* speaker, music educator Tricia Tunstall.

How have we achieved this? Simply put—it helps to have plans that work. The FY14 season saw the creation of new Strategic and Fundraising Plans that are truly functional.

They are the backbone of our operations and have helped to provide a clear roadmap of action steps to be taken in order for us to achieve the robust goals of our plans.

“Success breeds success” as they say. We look forward to more “steps forward” in the coming season!

Break
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Classical
Music



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Virginia Johnston
Executive Director



Stephen Reynolds

Stephen Reynolds
President, Board of Trustees



George Marriner Maull

George Marriner Maull
Artistic Director



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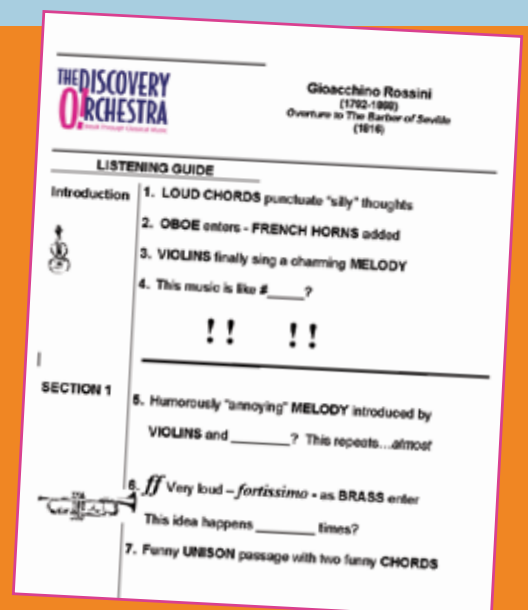
@AhaClassical
@CatchMaullaria

Pinterest

Instagram

Listen Better

To help you give your undivided attention to music as it unfolds, we provide Listening Guides at our events. A Listening Guide is a “visual road map” showing what to specifically listen for as the featured work is performed. Here’s a sample of our *Laughing with Rossini* Listening Guide.



Our New Strategic Plan

After a six-month process of reflection, analysis and outreach, The Discovery Orchestra unveiled a new five-year strategic plan in February 2014. The plan consists of six goals and 31 initiatives that, collectively, are designed to make The Discovery Orchestra a model for how active music listening is taught and a leader in a national campaign in classical music listening. The plan aspires to reverse the decades long decline in classical music education in the United States and to reach and teach the next generation of classical music enthusiasts.

The six goals in the plan are to:

- create an enduring collection of new educational media, including additional public television programs, Discovery Orchestra Chat videos and a game app for children
- expand the distribution and sales of media projects with new educational and cultural partners
- increase public awareness about the mission and work of The Discovery Orchestra and educate the public about the value and benefits of active music listening
- broaden our geographic and demographic reach
- make our live programs more impactful in connecting with potential partners and funders
- build the organizational capacity of the Orchestra

Many plan initiatives were implemented in FY14, and we look forward to continuing the work that will bring us closer to realizing these six goals.

Audience Feedback

It was the most unique concert I've ever experienced. First, the Amphion String Quartet played the last movement of Beethoven's String Quartet No. 3 in D Major. Then Artistic Director George Maull took over. Oh boy did he take over. The first half of the concert consisted of him leaping to and from the piano; assigning musical ideas to different parts of the audience and having them raise their hands when those ideas appeared; comparing a certain musical phrase to a Mexican hat dance; and explaining how Beethoven played with the ideas throughout the piece to create certain feelings in its listeners. Maull repeatedly asserted that classical music should be actively listened to, not just heard.

—Drew University Student Blogger



How do your patrons go to other concerts after they've been to one of these (Discovery Concert)?
—Discovery Concert Musician

I wanted to understand Cadence better. I came across these videos and have been amazed. It is changing the way music engages me. THANK YOU FOR EDUCATING ME! I will be listening to all of the Chats, absolutely!

—Discovery Orchestra Chat Viewer

At age 57, I had an awakening to the arts. I realized that something had been missing in my life. Your statements 'Music is one of the greatest sources of pleasure in my life,' and 'Musical pleasure is heightened by the amount of detail we perceive,' made a major impression on me. As a result, you have become my anchor for classical music.

—Fall in Love with Music attendee

Financial Statements

From FY13 to FY14, there were several key improvements to The Discovery Orchestra's financial position. Our net assets improved from \$7 to \$52,173, and total liabilities decreased from \$47,674 to \$9,946. The liabilities improvement was in part due to the full payback of the outstanding amount from Orchestra's Line of Credit. Another sign of our healthy financials was net cash provided by our operations. This improved from \$13,601 in FY13 to \$109,574 in FY14. Careful budgeting and two successful major fundraising campaigns helped to realize these positive trends.



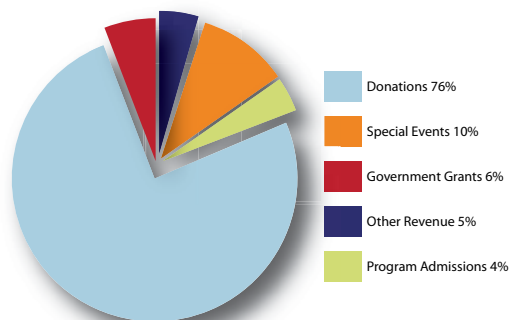
Kelli M. Christensen
Treasurer

Statement of Activities and Changes in Net Assets—Year Ended June 30, 2014

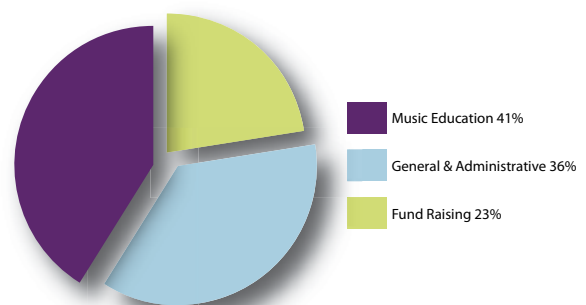
With Comparative Totals for 2013

Revenues & Support			Expenses		
	2014	2013		2014	2013
Donations	\$309,808	\$326,484	Music Education	\$146,248	\$208,904
Special Events	\$42,158	\$22,874	General & Administrative	\$130,330	\$128,400
Government Grants	\$22,914	\$25,460	Fundraising	\$81,335	\$59,140
Program Admissions	\$15,890	\$17,827	TOTAL	\$357,913	\$396,444
Other Revenue	\$19,309	\$8,242			
TOTAL	\$410,079	\$400,887	Increase (decrease) in Net Assets	\$52,166	\$4,443
			Net Assets (deficit)—Beginning of Year	\$7	\$(4,436)
			Net Assets—End of Year	\$52,173	\$7

2014 Revenues & Support



2014 Expenses



Accessibility

The Discovery Orchestra makes every effort to accommodate the needs of individuals with physical and cognitive disabilities for all its programs and activities as well as at its administrative office. Upon request, specific accommodations will be made subject to our available resources. Large Print Programs and Listening Guides will be available for our Discovery Concerts and in-home events.

Donors and Sponsors

We gratefully acknowledge the following contributors who generously supported The Discovery Orchestra during fiscal year 2014:

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Discovery Circle members have made a vital commitment to donate at least \$1,000 per year for 3 years.

Discovery Concerts and Discover More Music were sponsored by



Peapack-Gladstone Bank



The Frank and Lydia Bergen Foundation and Mr. & Mrs. Michael Kurak.

Intimate Evenings were sponsored by Mr. & Mrs. Sterling L. Pierson and PNC Wealth Management—Bridgewater, Millburn, Princeton & Red Bank.

Intimate Afternoons were sponsored by

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Discovery Orchestra Chats were sponsored by our Discovery Circle members and The George A. Ohl, Jr. Charitable Trust, and were produced by Midnight Media Group, Inc.

This program is made possible in part by funds from the New Jersey State Council on the Arts/Department of State, a partner agency of the National Endowment for the Arts.




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THANK YOU to all our volunteers who so generously gave of their time and talents. Your support contributed to a successful 2013–2014 season!



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Orchestra and audience photos courtesy of Debbie Weisman and Daniel Hedden. Annual Report Design by Palmer Uhl Design.



Bill Powers with his daughter Cyrene at our January Rhap Yourself in the Harp Intimate Afternoon.



Maestro Maull and the orchestra engage the audience at our Laughing with Rossini Discovery Concert.



Maestro Maull and pianist Roman Rabinovich "discovered the moonlight" at our March Intimate Evening hosted by Linda & John Quinn.



Our inaugural Author's Luncheon—Changing Lives—featuring author Tricia Tunstall (seated on right).



Maestro Maull interacting with the students of the Paterson Music Project.

Laughing with Rossini Patrons' Dinner



Discovery Award recipients Jennifer & Lee Pierson with Board President Steve Reynolds.



Maestro Maull with his mentor & Break Through Classical Music Award recipient Dr. Saul Feinberg and Saul's grandson, Kyle Murphy.



Impact Partner Award recipients Janet Shapiro & Jeff Friedman of JF Teleproductions.