

Annual Report

Fiscal Year 2013
July 1, 2012–June 30, 2013

Dear Discovery Orchestra Supporters, Partners and Friends,

Looking back at our season that ended June 30, 2013, we have a lot to be proud of as we promote our national music listening mission. We eliminated our deficit and are now in a stronger financial position for the future.

During FY2013 we made tremendous strides in broadening the reach of our educational programs. Several exciting distribution avenues were activated:

- Our third public television program, *Discover Vivaldi's Four Seasons*, began broadcasts nationwide, resulting in actual viewership of over 460,000 people last May and June—nearly half a million viewers in the first two broadcast months—including 34,408 people in New Jersey!
- Our previous public television program, *Discover Beethoven's 5th*, continued to be seen on stations nationally, including a local rebroadcast on NJTV with 19,634 New Jerseyans tuning in.
- We secured a home video market distribution agreement with Topics Entertainment whereby all three of our television shows will soon be available to the general public in such stores as Sam's Clubs, Costco and via online outlets.
- Films Media Group, our distributor to the school and library licensed educational market, added *Discover Vivaldi's Four Seasons* to its catalog.
- We produced 28 new *Discovery Orchestra Chat* videos to help more people access our brand of music listening education via YouTube.
- We expanded our local outreach to underserved communities by adding additional programs for seniors in the Warren area, as well as continuing to work with underserved youth in Paterson and Newark.

As always, we provided local impact with concerts at Drew University, the Wharton Music Center and several stunning private homes, featuring the music of Ravel, Gershwin, Rimsky-Korsakov and the Beatles, among others!

All of us at The Discovery Orchestra know that our name represents a growing community of individuals dedicated to music listening education. We are so heartened by the encouragement, excitement and generosity of our audiences and volunteers and want to express our gratitude to you for partnering with us to *really* connect people with classical music!

There are lots of stimulating and ambitious plans on the horizon. Join us at some current programs to find out more!

With our thanks and warm wishes,



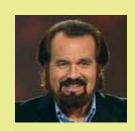
Kelli Christensen
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Virginia Johnston Executive Director



George Marriner Maull Artistic Director

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We gratefully acknowledge the following contributors who generously supported The Discovery Orchestra during fiscal year 2013:

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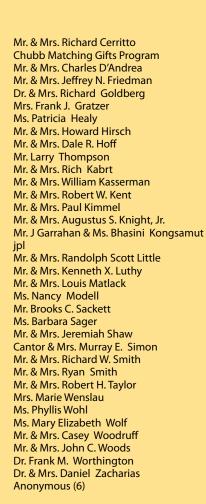
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Discovery Concerts and Discover More Music were sponsored by



Peapack-Gladstone Bank





The Robert Mills Foundation, 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 Mr. & Mrs. Sterling L. Pierson and Glenmede Investment and Wealth Management—Morristown & Princeton.

Discovery Orchestra Chats were sponsored by our Discovery Circle members and 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.





Financial Statements

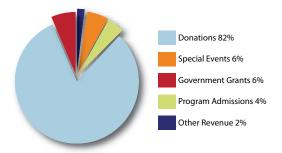
Statement of Activities and Changes in Net Assets—Year Ended June 30, 2013

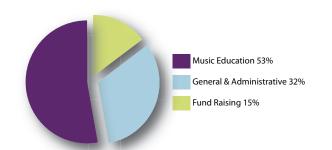
With Comparative Totals for 2012

Revenues & Support	t 2013	2012	Expenses	2013	2012
Donations	\$326,484	\$385,747	Music Education	\$208,904	\$317,220
Special Events	\$22,874	\$33,103	General & Administrative	\$128,400	\$131,032
Government Grants	\$25,460	\$25,460	Fund Raising	\$59,140	\$63,005
Program Admissions	\$17,827	\$18,841	TOTAL	\$396,444	\$511,257
Other Revenue	\$8,242	\$5,086			
TOTAL	\$400,887	\$468,237	Increase (decrease) in Net Assets	4,443	(43,020)
			Nets Assets (deficit)—Beginning of Year	(4,436)	38,584
			Nets Assets (deficit)—End of Year	7	(4,436)

2013 Revenues & Support

2013 Expenses





^{*} Discovery Circle members committed to donate at least \$1,000 per year for three years.

^{**} Mary Johnston Legacy Society members made gifts in memory of Mary Johnston.



Season Highlights

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

Audience Feedback

"You awakened my temporarily dormant classical music soul with your Four Seasons show. My life had become so busy. Now I know what was missing. Thank you for your ability to awaken our hearts."

Discover Vivaldi's Four Seasons viewer

"I've been a professional musician all my life, yet coming to your events these past years, I never fail to learn something new about the music!"

Discovery Concert attendee

Board of Trustees

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Staff and Consultants

Virginia Johnston, Executive Director Jeanne Maass, Events Director Diane Lester, Administrative Director Christine Brown, Partnership in Philanthropy Development Consultant Laura Ward, Public Relations Consultant Ennis Carter, Public Image Consultant

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. Please see a Discovery Orchestra staff member at the concert venue before the performance begins.



Artistic Director George Marriner Maull encourages the audience to listen during our Discover Gershwin Discovery Concert in April.



(L-R) Discovery Orchestra Co-Presidents Janis Vallone and Kelli Christensen join Artistic Director George Marriner Maull and Events Director Jeanne Maass in presenting the 2013 Discovery Award to Adam Psichos, representing Glenmede.



Classical guitarist Celil Refik Kaya mingles at the reception during our Intimate Evening, Discover the Fantasy of Guitar

Our third television show, Discover Vivaldi's Four Seasons, premiered in April, 2013 and was recently nominated for an Emmy for best Education Program/Special.

