

Our 30! Anniversary Celebration

April 30, 2017



The Honorable Thomas Kean, Sr., former NJ governor and advocate for the arts, was our Honorary Chair and Guest Speaker at our 30! Anniversary Celebration



Discovery Award recipients Judy Muscant & Hugh Clark with Board President Stephen Reynolds



Current and past staff and consultants



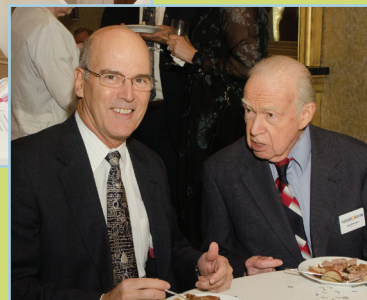
Current and past trustees



Artistic Director George Marriner Maull with Rena Fruchter, trustee Mary Horn, and Orchestra co-founder Brian Dallow



Celebration Co-Chairs Rachel Weinberger & Ed McGann (on right) with their guests



Annual Report

Fiscal Year 2017 • July 1, 2016–June 30, 2017

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.

Break Through Classical Music THE DISCOVERY ORCHESTRA

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

Season Highlights



The absolute highlight of our 30! Anniversary Season was our **Are You Hungary? Discover Brahms Discovery Concert** followed by our **30! Anniversary Celebration** at Drew University. The concert

featured 45 members of the Orchestra exploring Brahms' *Hungarian Dances No. 6 & 11*, which were performed at our inaugural concert 30 years ago.

Five musicians that performed with us were also with us at that inaugural concert!

We were happy to welcome, as our concert guests, 40 students and staff of the **Paterson Music Project**, an El Sistema program based in Paterson, NJ.



The celebration that followed in the Mead Hall mansion featured remarks by the **Honorable Thomas Kean, Sr.**, former NJ governor and passionate advocate for the arts. We were so pleased to honor **Judy Musicant & Hugh Clark** with our **Discovery Award** for their long-time support, service and generosity.

Our **Intimate Afternoon & Evening Recital Series** displayed an immense variety—all the way from the beauty of poetry and music paired together to the toe tapping fun of bluegrass with the **Todd Collins Stringband** in a restored barn! In between we were entertained by the incredible a cappella group the **GrooveBarbers** at *Discover Holiday Song*, and were mesmerized by **Mike Truesdell** at *Discover the Vibraphone*.



for streaming on **Amazon**, and are free for Amazon Prime members.

Sales of our **four television programs** by Films Media Group (FMG) for streaming to schools and universities nationwide totaled 5,472 for fiscal year 2017. Sales of our **Discovery Orchestra Chats** totaled 2,613. All four television programs are now available

The fall Discovery Concert, **Discover Mendelssohn**, featured two string quartets—the Aeolus and the American—performing Mendelssohn's *Octet for Strings*.

As part of our Outreach efforts, Maestro Maull provided music listening programs at the **Willow School** and for the aspiring, young musicians at the **Paterson Music Project** and **Newark Boys Chorus School**. Thanks to the generosity of a grant by the Ernst Wessel Foundation, Maestro Maull shared music listening lectures at the **Warren Public Library** and **Warrenbrook Seniors**, as well as for the residents at **The Chelsea at Warren** and **Bright View Senior Living**. Complimentary Discovery Concert tickets were also enjoyed by those seniors as well as the residents of **Mt. Bethel Village**, a residential program for adults with developmental disabilities.

Fall in Love with Music, our eight-part series for American Public Television, was broadcast over 1100 times in major markets across the US. The potential audience for those 1100 broadcasts? Over 66 million!



Dueling Pianists made a return appearance at our February Discovery Concert at Drew featuring the virtuosity of pianists **Ko-Eun Yi** and **Daniel Hsu**.

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Ms. Judy Musicant & Mr. Hugh Clark, Jr.
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Dr. & Mrs. Frank Gump
Dr. & Mrs. Joseph Mantell
Mr. & Mrs. Louis Matlack

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

TASC Campaign Gifts
The Frank & Lydia Bergen Foundation
F.M. Kirby Foundation
Mrs. Louis Hassell
Ms. Susan Head
Johnson & Johnson Matching Gift Program
Marotta Family Foundation of the Community Foundation of New Jersey
Mr. & Mrs. George Marriner Maull
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Dr. Vina Isaac & Dr. William Powers
Mr. Stephen Reynolds
The TASC Group
Ms. Alix Weisz
Josh & Judy Weston
Mr. & Mrs. David Williams

Volunteers

THANK YOU to all our volunteers who so generously gave of their time and talents. Your support contributed to a successful 2016–2017 season!

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

Planned Giving Program: The Maestro Society

During fiscal year 2017, we continued to seek planned gifts to support the long-term financial health of The Discovery Orchestra. We wish to share a posthumous 'thank you' to Christine McKenna, who passed away last February. Christine was an enthusiastic supporter of our work, an original Trustee when the Orchestra was founded in 1987, and our fourth Board President. She provided a significant bequest of \$125,000 from her estate.

While bequests are the most common planned gifts, there are many additional types that would not only benefit the Orchestra, but the donor as well. Donors can give from their assets and make larger gifts than they thought possible, often with significant tax benefits. Planned gifts we accept include:

- Bequests
- Annuities
- Trusts
- Appreciated stock
- Retirement plans
- Life insurance
- Real estate or other personal property

Two additional planned gifts have been secured to date from long-time patrons Judy Musicant & Hugh Clark, as well as Maestro Maull. If you are interested in learning more about joining *The Maestro Society* by making a planned gift, please contact Executive Director Ginny Johnston at 908-226-7300, x-15 or Ginny@DiscoveryOrchestra.org.

Donors

We gratefully acknowledge the following contributors who generously supported The Discovery Orchestra during fiscal year 2017:

Symphony Circle (\$50,000+)

The Estate of Christine McKenna
The Bill and Patricia O'Connor Charitable Fund

Maestro's Circle (\$25,000-\$49,999)

Mr. & Mrs. Michael J. Johnston
New Jersey State Council on the Arts

Concertmaster's Circle (\$10,000-\$24,999)

The Frank & Lydia Bergen Foundation
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Mr. Edward G. McGann

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Dr. & Mrs. Pang-Dian Fan
Ms. Gail Ferrone
Mr. & Mrs. Cary Hardy

Leadership Message

WHERE DOES THE TIME GO!

Memories from the founding of the Philharmonic Orchestra of New Jersey 30 years ago seem like events that happened only yesterday. 'Dog and pony shows' for prospective benefactors, envisioning and staging the first Viennese Ball, rave reviews of concerts that appeared in print newspapers, and those 80's hairstyles are just a few!

Our evolution to The Discovery Orchestra has been amazing to contemplate. We are very proud to have carved out our unique music listening education niche locally and nationally. And that singular achievement was made possible only through the vision and dedication of the many people who have accompanied us on our journey. Staff members, trustees, benefactors, musicians, educational and media partners, volunteers and our audiences, have all shaped and nurtured us through the past three decades.

We were so pleased to celebrate this milestone in special ways including: a retrospective video, the festive 30th Anniversary Gala with Honorary Chair, former New Jersey Governor Tom Kean, Sr. and the many celebratory blogs and photos posted on social media throughout the season. Additionally, we produced our signature Discovery programs for New Jersey audiences at Drew University's Concert Hall, private homes, the Visual Arts Center of New Jersey, the NJ Youth Symphony Music Center and at schools and community centers. Episodes of our eight-part series for American Public Television, *Fall in Love with Music*, were broadcast more than 1,100 times on stations nationwide and reached even more viewers via Films Media Group and Amazon Internet streaming.

What's next for The Discovery Orchestra? We will continue thinking creatively about how to reach the most people we can with music listening instruction. This includes our live events, but also our media presence, as well as developing a national reputation as thought leaders in mindfulness regarding music and the arts.

We know that cajoling people to engage with classical music is challenging, but responses like the following from a *Fall in Love with Music* viewer inspire us to continue this work as we begin our next decade:

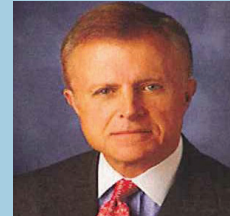
"I can enthusiastically say that this series is just what it will take to help convey the joy of listening and loving classical music to the next generation...I'm going to purchase this series for my children to share with their children. You know—it seems that Maestro Maull picks up and continues what Bernstein started in his Young People's Concerts on CBS."

Thank you for being a part of the journey of our first 30 years—we so appreciate your vital role in our successes...and hope that you will stay 'on board!'



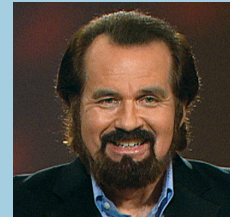
Virginia Johnston

Virginia Johnston
Executive Director



Stephen Reynolds

Stephen Reynolds
President, Board of Trustees



George Marriner Maull

George Marriner Maull
Artistic Director

Discovery Programs were sponsored by

The Frank & Lydia Bergen Foundation
F.M. Kirby Foundation
Summit Area Public Foundation
Mr. & Mrs. Michael Kurak
and



Intimate Afternoons and Evenings were sponsored by

Mr. & Mrs. Sterling L. Pierson



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



Programs were made possible in part by funds from the New Jersey State Council on the Arts.



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twitter @AhaClassical @CatchMaullaria



Our National Campaign for Music Listening— The TASC Group

Starting in January 2017, The Discovery Orchestra began a two-year engagement with the high-end New York City public relations firm, The TASC Group. The focus of our work together is a national music listening campaign that will share the Discovery methodology and Maestro Maull's thought leadership across a much broader audience.

The TASC Group is a boutique firm, providing personalized, hands-on PR and communications services. They represent inspiring and pioneering clients in social justice and advocacy, human rights, public and higher education, healthcare, life sciences, the arts, celebrity advocacy and more.

Our work with TASC through 6/30/17 has raised the Orchestra's profile and brand, and built a critical platform through which we are expanding our visibility on a regional and national stage. Highlights from our first six months included:

- 2 radio interviews with Maestro Maull on **WBJC Classical in Baltimore** and **KJZZ/NPR in Phoenix**
- A feature article in **Insider Louisville**, reaching nearly 25,000 readers
- A feature article in both the print and online versions of **The Star-Ledger** about our 30th Anniversary and current programs

Going forward the focus will be on partnering with other thought leaders in the areas of arts education, mindfulness and the joys of active music listening, through blogs, additional features, media interviews and lectures at respected regional institutions. More to come!

Audience Feedback

"Thank you so much for the opportunity to attend the Discovery Concert today. The students and parents really enjoyed the performance and interactive listening. They were answering the questions and making connections with their study at PMP. One bass student got to talk with the orchestra bassist and play her instrument! By providing a bus, you removed the barrier of getting to the event, which can be challenging."

—Elizabeth Moulthrop, Paterson Music Project Director

"My young violinists who were able to attend really enjoyed the concert (as well as their chaperones/parents). Your generosity in allowing them to attend The Discovery Orchestra events does a great deal in helping us (Morris County Chapter, The Links, Incorporated) as we teach them violin lessons and expose them to a greater vista of the magic of classical music."

—Vina Isaac, Discovery Orchestra Ambassador

"I discovered the Orchestra because my son (almost 11) has been composing piano and symphonic music for the last three years so I'm constantly searching for things to help him better understand music beyond printed scores and books. I found The Discovery Orchestra's Beethoven special on Amazon and decided to visit the website where I discovered the Chats. My son and I have worked our way through the first 52 chats and look forward to the rest. While we are too far away (Dallas) to see a live performance we've enjoyed these video chats greatly and we've both learned a lot."

—David Q., Discovery Chat and *Discover Beethoven's 5th* Viewer



Financial Statements

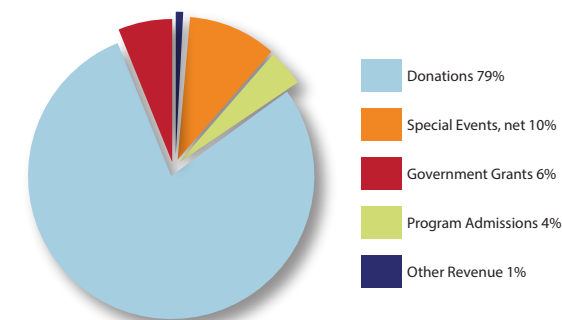
In light of our recent efforts to secure planned gifts for The Discovery Orchestra, we were especially pleased to receive a significant bequest from a long-time fan, former Board President and friend, Christine McKenna. We express our deep gratitude to Christine, posthumously, for her generous gift. This contribution provided a large increase to our net assets at fiscal year-end. Also of note, we paid down our Line of Credit in full by fiscal year-end. Overall expenses were down from the prior year due to no television production expenses.

Kelli M. Christensen
Treasurer

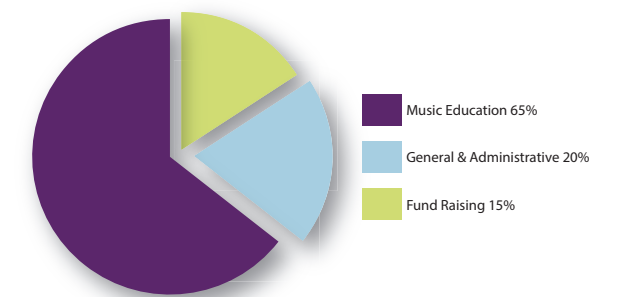
Statement of Activities and Changes in Net Assets—Year Ended June 30, 2017 With Comparative Totals for 2016

Revenues & Support		2017	2016	Expenses		
Donations		\$400,155	\$358,539	Music Education	\$238,136	\$340,540
Special Events, net		\$51,694	\$47,993	General & Administrative	\$71,929	\$87,737
Government Grants		\$28,006	\$25,460	Fund Raising	\$57,806	\$54,093
Program Admissions		\$18,314	\$15,821	TOTAL	\$367,871	\$482,370
Other Revenue		\$7,580	\$6,865	Change in Net Assets	\$137,878	(\$27,692)
TOTAL		\$505,749	\$454,678	Net Assets—Beginning of Year	\$30,877	\$58,569
				Net Assets—End of Year	\$168,755	\$30,877

2017 Revenues & Support



2017 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, and with two weeks notice, 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.