

Annual Report

FISCAL YEAR 2018
JULY 1, 2017–JUNE 30, 2018



Our 31st Season

Break Through Classical Music
THE DISCOVERY ORCHESTRA

George Marriner Maull, *Artistic Director*

Season Highlights

We definitely reached “outside the box” for our first **Discovery Concert** of the season by hosting the GrooveBarbers as they shared their *a cappella* virtuosity! They delighted attendees with their stellar harmonies and quick wit.



Our **Intimate Afternoon & Evening Recital Series** displayed an immense variety—the beauty of classical guitar, jazz at the holidays, cabaret in March and the American String Quartet in June!



The **Discover the Joy of Corelli Discovery Concert** thrilled audience members with an exploration of Corelli's *Concerto Grosso, Op. 6, No. 4*. We were happy to welcome to the concert, as our

guests, 40 students and staff of the **Paterson Music Project**, an El Sistema program based in Paterson, NJ.



Following the concert, the annual **Patrons' Dinner** featured a new location—the Conservatory at The Madison Hotel. Guests enjoyed a cocktail reception and dinner while bidding on NY Giants tickets and Sailing Lessons as well as taking a chance on our restaurant raffle and Wine Pull! We were so pleased to honor **Ellen & Dave Williams** with the 2018 Discovery Award for their long-time support, service and generosity. Our Fund-A-Need raised \$6,900 to provide bus transportation for school groups to future Discovery Concerts. Transportation will no longer be a barrier to attend our concerts!



As part of our Outreach efforts, Maestro Maull partnered with the **Paterson Music Project**, and provided music listening

lectures to this group of aspiring, young musicians. He also visited the **Willow School** and the **Winston School** and shared music listening programs with their students. Thanks to the generosity of a grant by the Ernst Wessel Foundation, Maestro Maull was able to present music listening lectures to **Warrenbrook Seniors**. Complimentary Discovery Concert tickets were also enjoyed by those seniors as well as the residents of **Mt. Bethel Village**, a residential programs for adults with developmental disabilities. The **Summit Area Public Foundation** also provided funding for lectures by Maestro Maull to residents of Summit, Maplewood and Chatham.

February's **Dueling Pianists Strike Again** Discovery Concert displayed the brilliance of pianists **Suejin Jung** and **Péter Tóth**.

Additionally, **Fall in Love with Music**, our eight-part series for American Public Television, has gone international! The show began distribution in Taiwan and Australia this past winter.

Sales of our **four television programs** by Films Media Group (FMG) for streaming to classrooms nationwide totaled 9,148 for fiscal year 2018. Sales of our **Discovery Orchestra Chats** totaled 4,209.



Leadership Message

ON THE HORIZON...

On the surface, fiscal year 2018 looked a lot like our recent seasons, with interactive *Discovery Concerts* at Drew University, a series of *Intimate Afternoon and Evening* recitals, *Fall in Love with Musical Masterworks* Listening Classes, *Outreach Sessions* for local community groups and a new, encompassing *Discovery Orchestra Chat* series on Dvorak's *New World Symphony*. Behind the scenes, though, the Orchestra's Board and staff embarked on a 9-month strategic planning process. This effort included reflecting on our evolution to a music education organization, noting our successes and taking a hard look at the challenges we face as a small classical music nonprofit organization. While it was a tremendous undertaking, this process was a fruitful experience for all involved. It helped us focus on *how* we can most effectively achieve our mission to help people profoundly understand, connect with and enjoy this art form.

Regarding the *HOW*...A recent study by *Arts Research* at Southern Methodist University indicates that symphony orchestras had "explosive average growth in virtual participation" over the four years of the study. For Arts Education organizations, "in-person touch points" dropped by close to 5%; however, combined in-person *and* virtual touch points increased by 170%—due to the dramatic increase in virtual engagement. Streaming and social media are likely driving both the decrease in live engagement and the increase in digital participation. This data happened to back up the conclusion we had reached at the end of our strategic planning process: The Discovery Orchestra will focus its resources to reach exponentially more and more people through digital programs.

An exciting development in FY18 aligned with our strategic shift: a partnership with WWFM The Classical Network. In fact, just as we finalized our strategic plan in the spring, two pilot episodes of our new educational radio program, *Inside Music*, aired locally and streamed *worldwide*. The station has tens of thousands of listeners daily!

Other highlights from the 2017-2018 season included significantly elevating Maestro Maull and the Orchestra's thought-leadership profile through articles written by George featured on high-profile online outlets including: *Bachtrack*; *The Violin Channel*; Arianna Huffington's *Thrive Global* website; the lifestyle blog *Pick the Brain*; and an in-depth human interest profile of George by *The Epoch Times*. And we were thrilled to continue to not only invite student music groups to our concerts but also provide bus transportation for them. Four groups joined us for *Discovery Concerts* at Drew University, and we plan to stay engaged with these student groups through special outreach initiatives as part of our new plan.

We know that "inviting people to the feast" of classical music can prove challenging, but responses like the following from a blog reader and subsequent TV show viewer inspire us to continue to find new paths to reach people with our mission:

"I have just discovered this program and am so glad I did! I have never watched anything like this that explains complicated music in an easy manner for active listening of great pieces of music...I watched 'Bach to the Future,' but am planning on watching others as well. It is so nice that the program is available through Amazon!"

Thank you for being a part of our work as we navigate the best ways to connect people to the joys of music listening!

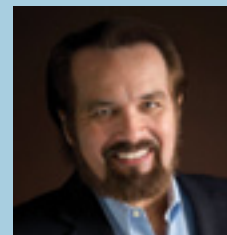
With our best wishes,



Virginia Johnston
Virginia Johnston
Executive Director



Stephen Reynolds
Stephen Reynolds
President, Board of Trustees



George Marriner Maull
George Marriner Maull
Artistic Director

Planned Giving Program: The Maestro Society

During fiscal year 2018, we continued to seek planned gifts to support the long-term financial health of The Discovery Orchestra.

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

If you are interested in learning more about joining *The Maestro Society* by making a planned gift, please contact Executive Director Ginny Johnston at 973-379-2200, x-15 or Ginny@DiscoveryOrchestra.org.

Audience Feedback



"Through their media programs and Maestro Maull's interactive musical exploration, The Discovery Orchestra is providing an invaluable resource for people seeking a deeper connection with music—something that has profound benefits for all. Their programs are accessible and engage classical music experts and novices alike and are an absolute delight to watch!"

—Andrew C. Wilk, Executive Producer, Live From Lincoln Center

"The Newark Artsmart students that attended had never heard anything like what they experienced at the The Discovery Orchestra concert. They were absolutely blown away by the music and were able to follow it on a much deeper level because of the explanations given in the first half. They learned so much, and we are so grateful to The Discovery Orchestra for giving these students such a wonderful opportunity to grow!"



—Tom Mulder, Artsmart Teacher/Mentor



"Thank you so much for coming to Paterson and doing the presentation for our students! Many of them were very excited when they realized that you're the same 'Mr. George' that they saw in concert just a few weeks ago. It's always a pleasure having you work with the PMP students and we're grateful for your constant support!"

—Shanna Lin, Director of Education, Paterson Music Project

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.

Core Values:

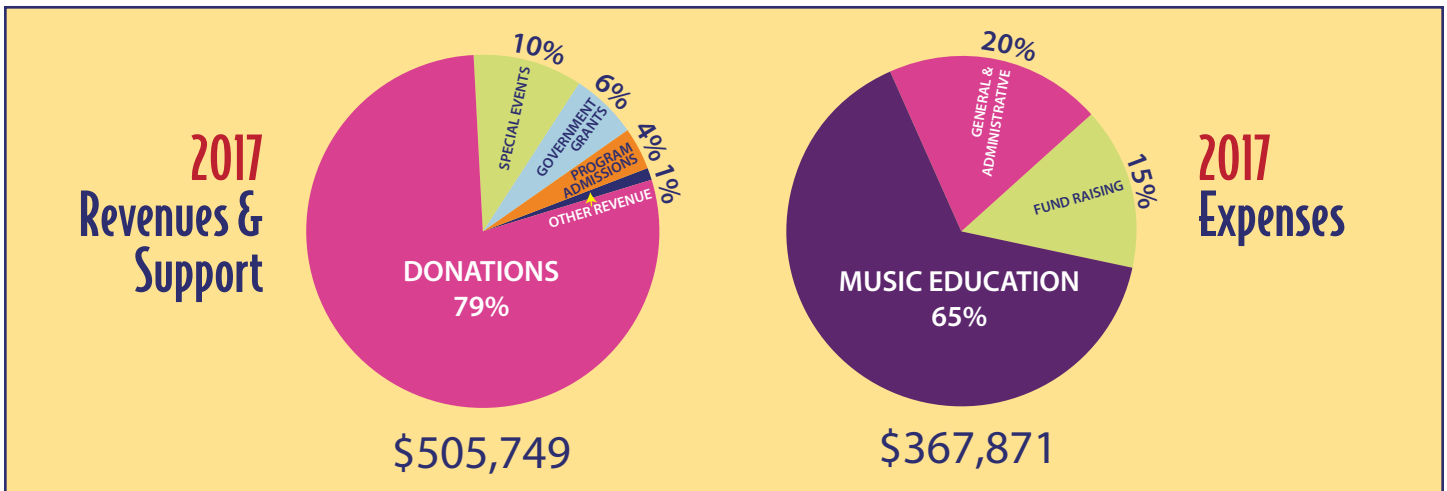
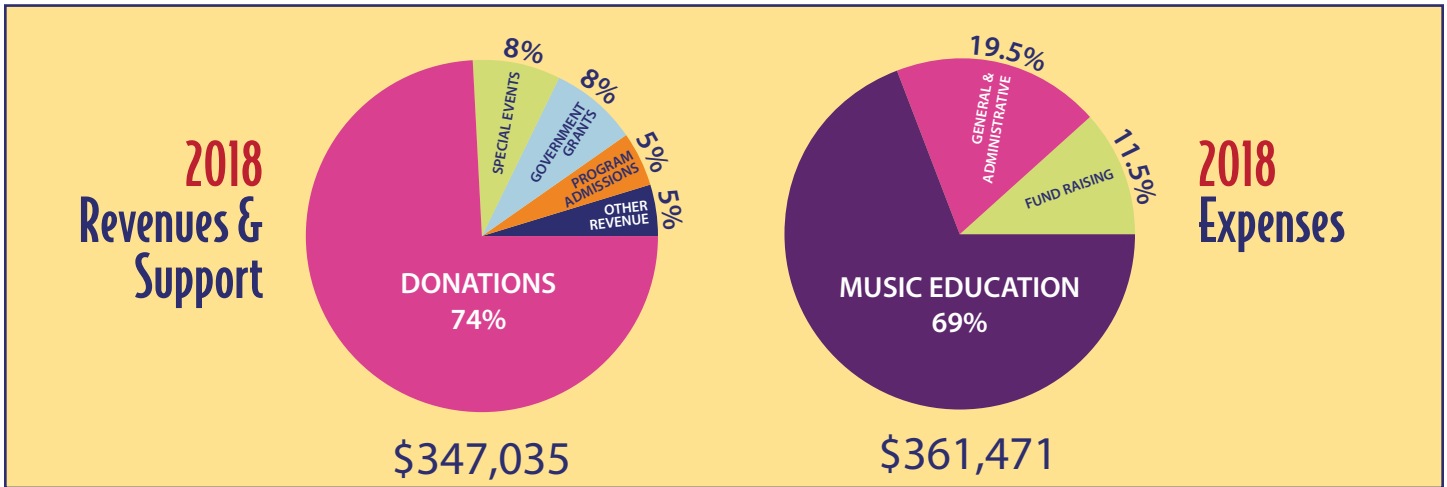
- **INTEGRITY:** in the pursuit of artistic and educational excellence, financial stewardship and relationships.
- **TRANSFORMATION:** by improving lives through knowledge and experiences.
- **ACCESSIBILITY:** by bringing Discovery Orchestra programs to people of all ages, backgrounds and abilities; and breaking down barriers to classical music.
- **INNOVATION:** in the use of unique program formats, communication methods and product distribution.
- **INSPIRATION:** in the fostering of emotional connections to and communal enthusiasm for classical music.



Financial Statements

A generous bequest in FY17 accounts for most of the difference in Revenue between FY17 and the lower FY18 number. Expenses, which declined slightly in FY18, exceeded Revenue by \$14,436 due primarily to an increase in Music Education expense associated with a two year public relations effort to promote a national campaign for music listening, the heart of our mission. This resulted in Net Assets declining at Year End to \$154,319. We did not need to draw on our Line of Credit in FY18.

Bill O'Connor
Treasurer



<p>Discovery Programs were sponsored by</p> <p>The Frank & Lydia Bergen Foundation</p> <p>Summit Area Public Foundation and Bill & Patricia O'Connor</p>	<p>Intimate Afternoons and Evenings were sponsored by</p> <p>Mr. & Mrs. Sterling L. Pierson</p> <p>Discovery Orchestra Chats were sponsored by the George A. Ohl, Jr. Charitable Trust and were produced by Midnight Media Group, Inc.</p>	<p>Programs were made possible in part by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.</p>
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Donors

We gratefully acknowledge the following contributors who generously supported The Discovery Orchestra during fiscal year 2018.



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The Geraldine R. Dodge Foundation
Mr. & Mrs. Michael J. Johnston
New Jersey State Council on the Arts

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

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

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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 2 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.

Orchestra and audience photos courtesy of Debbie Weisman and Daniel Hedden.

Annual Report Design by Palmer Uhl Design.

Volunteers

THANK YOU to all our volunteers who so generously gave of their time and talents. Your support contributed to a successful 2017–2018 season!

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Discover the Joy of Corelli

April 29, 2018



Budding musicians from the Paterson Music Project attend the Discovery Concert



Discovery Award recipients Dave & Ellen Williams with Maestro Maul



Fund-A-Need Host Brad Barton gets the crowd excited



Patrons' Dinner Chair E.J. Harrison (bottom, second from left) with his guests



Long-time patrons enjoy the event

