

Annual Report

Fiscal Year 2015
July 1, 2014–June 30, 2015

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.



George Marriner Maull, Artistic Director



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



Script-writing, production planning, fundraising, music licenses, “what to wear?”, where to film, contracts to sign—just a small part of the effort that went into planning the taping of our fourth television show **Fall in Love with Music**. By the end of fiscal year 2015,

the cameras were rolling!

We were so pleased to honor **Gail Whiting & John Schuler, Tricia Tunstall & Eric Booth, and Midnight Media Group, Inc.** at our *Discover the Magic of Mozart 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 18% over the prior year. Professional auctioneer **Nick Dawes** of *Antiques Roadshow* fame entertained and cajoled during our Live Auction.



Our second **Author’s Luncheon** featured Dr. Lisa Wong, who discussed the healing arts of music and medicine, the focus of her book *Scales to Scalpels*.

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

Thinking “outside the box”, we presented **Discover Brazil**, our fall Discovery Concert at Drew University, where soprano Nancy Allen Lundy and eight cellists gave a thrilling performance of a piece by Heitor Villa-Lobos. Our spring concert, **Discover the Magic of Mozart**, featured 45 musicians on stage, dazzling the audience with an exploration of *The Magic Flute*. An added surprise was the guest conducting appearance of Tina Mulhare leading the Orchestra through *The Radetsky March*.



Sales of the first group of 29 **Discovery Orchestra Chats** by Films Media Group (FMG) to schools and universities nationwide totaled 1,564 for the final six months of fiscal year 2015. We also produced an additional 19 new Chats in fiscal year 2015.



A unique variety of recitals in **Intimate Settings** were presented in stunning New Jersey homes and at the Visual Arts Center of New Jersey—*Discover Holiday Song & Spirit, Discover the Cello, Discover Brahms* and *Discover the Fiddle*—all of

which featured discovery explorations by Maestro Maull.

Our **social media** engagement is growing by leaps and bounds thanks in large part to the efforts of consultant **Laura Ward**. We have a strong presence on Facebook, Twitter, Instagram, Pinterest and YouTube, where we post our free Discovery Orchestra Chats.

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, Intimate Afternoon* and *Evening 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 as well as 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

A GAME CHANGER...

During our 2014–2015 season, we undertook a large project to realize a long-held “dream” of the organization—the professional video production of Maestro Maull’s *Fall in Love with Music* listening course. This eight-part public television series is based on a course that Maestro Maull has presented to thousands of individuals in New York, New Jersey, Pennsylvania, Connecticut and Kentucky in live lecture settings for over 30 years. With production commencing last spring, we know that the series will be distributed to *millions* of individuals through current technologies.

We expect the series to be a “game changer” on several fronts. First, it will leverage The Discovery Orchestra’s core concepts of music listening methodology found in Maestro Maull’s course by greatly extending its reach through televised distribution to a vast audience whose familiarity ranges from “classical-curious” to classical music expertise. The eight-part series is designed to be easily accessible, fun and engaging.

Second, it will enable the Orchestra to achieve its objective to broaden public awareness of its music education mission and work on a national scale. In doing so, we expect to dramatically alter and increase the demographic of enthusiastic classical music listeners.

And finally, it will be an “evergreen” product that has the ability to benefit future generations by teaching them how to deeply connect with classical music and to experience it in meaningful ways. Work on the production continues into our 2015–2016 season, and initial public television broadcasts will begin in the early spring of 2016.

Other highlights of fiscal year 2015 included Discovery Concerts at Drew University featuring the music of Villa-Lobos and Mozart, the recognition of special partners at the annual Patrons’ Dinner, and the return of the “conduct the orchestra” opportunity at our spring Discovery Concert. We were also thrilled to join with the Visual Arts Center of New Jersey to present two programs in their beautiful building, including a concert by the acclaimed American String Quartet. We continued our tradition of presenting intimate chamber music concerts featuring world-class artists in area homes. And, of course, we were thrilled to engage with the young musicians of the El Sistema-based Paterson Music Program and the Newark Boys Chorus to enhance their performance training with music listening sessions.

Most importantly, we want to take this opportunity to thank you—our supporters and fans—who help to spread the word about the value of active music listening in people’s lives. For you are truly our “game changers” by helping us help others to “listen better!”



Virginia Johnston
Virginia Johnston
Executive Director



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Stephen Reynolds
President, Board of Trustees



George Marriner Maull
George Marriner Maull
Artistic Director

Discovery Programs were sponsored by



The Frank & Lydia Bergen Foundation,
the Summit Area Public Foundation
and Mr. & Mrs. Michael Kurak.

Intimate Afternoons and Evenings

were sponsored by Mr. & Mrs. Sterling L. Pierson,
Christensen Tamburri Communications and



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.



This program was
made possible in part
by funds from the
New Jersey State Council
on the Arts.



Strategic Plan Progress

In fiscal year 2014–2015, The Discovery Orchestra successfully advanced a number of the goals in our five-year Strategic Plan adopted in February of 2014. The six goals in the Plan are: 1) create an enduring collection of new educational media; 2) expand the sale and distribution of media projects; 3) increase public awareness about the mission and work of The Discovery Orchestra; 4) broaden our geographic and demographic reach; 5) make our live programs more impactful in connecting with partners and funders; and 6) build the organizational capacity of the Orchestra. Many initiatives were pursued and achieved in FY15 to advance these goals:



- Developed artistic, production and fundraising plans for a new eight-part series for American Public Television, *Fall in Love with Music*
- Commenced taping of the *Fall in Love with Music* series
- Produced 19 new Discovery Orchestra Chat educational videos
- Expanded our reach through social media. Followers on our Facebook page jumped from 1,032 to 2,139, with new fans in the US, Venezuela and around the globe
- Added two new members to our Board of Trustees and several new community members to our standing and other committees
- Doubled our volunteer team for the Patrons' Dinner Committee
- Identified Chairs for our three new committees: Education, Marketing & Communications, and Strategic Planning

Progress continues on the goals and specific initiatives in our Strategic Plan, with the Strategic Planning Committee and Board of Trustees monitoring Plan progress and providing updates and revisions.

Audience Feedback

"Have you ever gotten a complaint post-concert from someone who couldn't get a melody out of their head? Well it's happened to me and I am NOT complaining about it! Maybe my favorite concert to date!"

—Discovery Concert Attendee



"I wish I could watch a Discovery Orchestra program on Oregon Public Broadcasting EVERY WEEKEND! Wow. Vivaldi's 4 Seasons filled me with awe. Thank you!"

—TV Viewer

"I had a great time playing. It is wonderful thing that you're doing to help rebuild the classical music audience."

—Discovery Orchestra Trombonist



"Congratulations on a fantastic concert. I was dancing in my chair."

—Music Educator

"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!"

—Chat Video Viewer



Financial Statements

From FY14 to FY15, you will notice an increase in both revenue and expenses. This was due to the pre-production and production work associated with our new *Fall in Love with Music* television series. We are pleased that these increases were directly related to program services in our efforts to reach exponentially larger audiences through media technology. Overall net assets increased slightly, and we did not need to tap into our Line of Credit through Peapack-Gladstone Bank during the season. Liabilities continued to be low and manageable. Careful budgeting and initial success with our *Fall in Love with Music* production campaign helped to continue these positive trends.



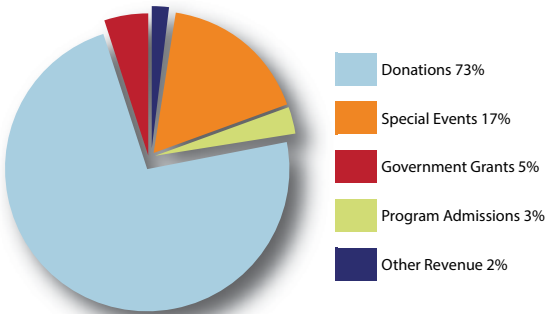
Kelli M. Christensen
Treasurer

Statement of Activities and Changes in Net Assets—Year Ended June 30, 2015

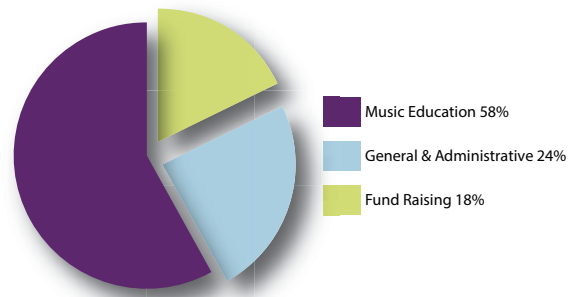
With Comparative Totals for 2014

Revenues & Support	2015	2014	Expenses	2015	2014
Donations	\$349,800	\$309,808	Music Education	\$273,481	\$146,248
Special Events	\$81,113	\$42,158	General & Administrative	\$116,767	\$130,330
Government Grants	\$25,460	\$22,914	Fund Raising	\$87,232	\$81,335
Program Admissions	\$16,003	\$15,890	TOTAL	\$477,480	\$357,913
Other Revenue	\$11,500	\$19,309	Change in Net Assets	\$6,396	\$52,166
TOTAL	\$483,876	\$410,079	Nets Assets—Beginning of Year	\$52,173	7
			Nets Assets—End of Year	\$58,569	\$52,173

2015 Revenues & Support



2015 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.

Donors and Sponsors

We gratefully acknowledge the following contributors who generously supported The Discovery Orchestra during fiscal year 2015:

Maestro's Circle (\$25,000+)

The Geraldine R. Dodge Foundation
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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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THANK YOU to all our volunteers who so generously gave of their time and talents. Your support contributed to a successful 2014–2015 season!



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Maestro Maull and the Orchestra explore **The Magic of Mozart**.

**Break
Through
Classical
Music**



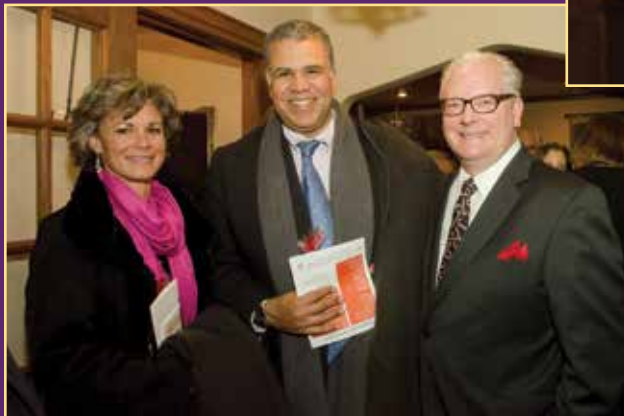
Midnight Media Group, Inc. receive our **Impact Partner Award**.



Dave Rimelis helps our guests **Discover the Fiddle** at our June Intimate Afternoon.



Break Through Classical Music Award recipients Tricia Tunstall & Eric Booth with Maestro Maull.



Our **Discover Holiday Song** pianist Mark Miller (center) with Kelli and Don Christensen.



Discovery Award recipients Gail Whiting and John Schuler with Executive Director Ginny Johnston & Board President Steve Reynolds.