

Break Through Classical Music
THE DISCOVERY ORCHESTRA

George Marriner Maull, Artistic Director

Annual Report ~ Our 36th Season

FISCAL YEAR 2023 • JULY 1, 2022–JUNE 30, 2023

Leadership Message: MAINTAINING THE MISSION, AUGMENTING THE AUDIENCE

Fiscal Year 2023 found us in Year 2 of our three-year Strategic Plan, which emphasized a) deepening our engagement with current patrons, b) reaching new audiences, and c) generating the financial and management support required. The year provided an exciting opportunity to build on past success through an exploration of new programming, events, and media.

Our 2022-23 Season began in memorable fashion, with the September 2022 taping of our sixth public television show: *Discover Saint-Saëns' "Organ" Symphony*. The program features 91 musicians performing before a live audience of 600. It premiered on WNET's ALL ARTS in April 2023, began national distribution by American Public Television in May, and received a Telly Award in June. In November 2022, the American String Quartet was featured in *Discover the Chevalier de Saint-Georges*, a live radio broadcast on WWFM – The Classical Network. In February 2023, Maestro Maull again partnered with the New Jersey Youth Symphony in a Discovery presentation of Florence Price's *Juba Dance*. And in April, we featured the rhythmic, evocative piano music of Spanish composer Enrique Granados, performed by Ruihan Zhang, at our Patrons' Dinner Gala.

Throughout the 2022-23 season, twice-monthly episodes of our *Inside Music* radio program were broadcast in our continuing partnership with WWFM, heard at 89.1 on the FM dial in New Jersey and online worldwide at wwfm.org. Five episodes of our popular video/podcast series, *Notes from Under the Piano*, were released, with the final episodes being prepared for release the following season. Our outreach

sessions with New Jersey music student and senior groups included Keys 2 Success in Newark, Jersey City PS#26, Newark School of the Arts, Rhythms for Life in Morristown, and Warrenbrook Seniors, providing engaging music listening interactions for 300 participants.

To address our second strategic initiative, we partnered with Social Impact Studios, an organization that helps nonprofit organizations expand and better serve their audience base, to focus on promotion and audience engagement. Through this collaboration, we successfully implemented social media and advertising campaigns for our television and media programs, as well as developed our new game app, *AHA! Classical*, which test-launched in April 2023. We again hosted a "Board Bootcamp" training session in May 2023 for other area nonprofits. And in continuing alignment with our Core Values – which include Accessibility and Innovation – our DEI Task Force provided guidance for programming and training opportunities.

Our loyal and very much appreciated individual patrons and foundation donors helped ensure that all of these efforts would continue through their generous support. We are also especially fortunate to have received continued substantial funding from the New Jersey State Council on the Arts, demonstrating a long-term commitment to our mission. Due to the support of our patrons and donors, as well as the thoughtful operating and fiscal leadership of the Board of Trustees and staff, the Orchestra is well-positioned to continue implementing its mission of helping audiences of all backgrounds to listen ... *better!*



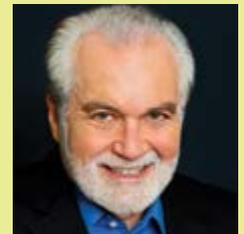
Rick Kaller
Rick Kaller
Executive Director



Rachel Weinberger
Rachel Weinberger
President, Board of
Trustees (FY23)



Susan Head
Susan Head
President, Board of
Trustees (FY23)



George Marriner Maull
George Marriner Maull
Artistic Director

Season Highlights



Discover Saint-Saëns' "Organ" Symphony

Our sixth television special was taped in September 2022 and released nationwide in May 2023! Audiences around the country have enjoyed Maestro Maull's illumination of this thrilling music.

Patrons' Dinner Gala A Taste of Spain

Guests enjoyed a fascinating exploration of the music of Enrique Granados and celebrated our Discovery Award honoree, Ginny Johnston, for her tireless service to The Discovery Orchestra.



Outreach

Our music listening outreach sessions expanded their participation this year, with students and senior groups benefiting from this crucial part of our mission.



Audience Feedback

"Wow, thank you so much for sharing this wonderful program. Maestro Maull is a true master of oral presentation and explanation. Clear and engaging, friendly but challenging. He drew in the on-site crowd – and me – to think and listen. I resonated with the way he "taught" the crowd through normal conversational speech ... thanks again for expanding my consciousness!"

– Discover Saint-Saëns' "Organ" Symphony television show viewer

"We listened with interest to your broadcast Saturday evening of the Bach violin concerto. Really enjoyed it and learning and hearing how J.S. Bach masterfully pulls threads of music through such a piece in so many ways!"

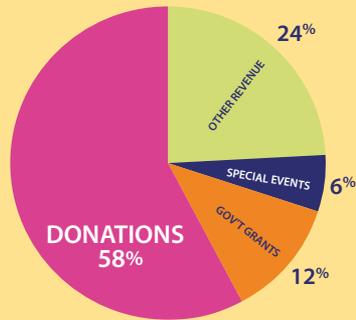
– Inside Music radio program listener

"Thank you! I thought the presentation was well done and the choice of music was perfect. I love the questions [Outreach Coordinator] Michael asked the students, as well as how he kept the students engaged throughout the presentation. He is excellent!"

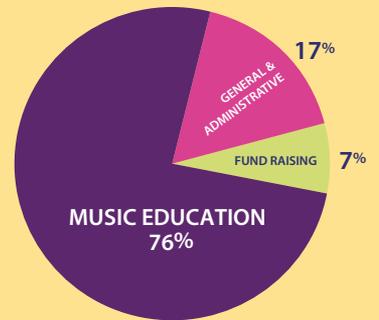
– Conservatory Director at the Newark School of the Arts

Financial Snapshot

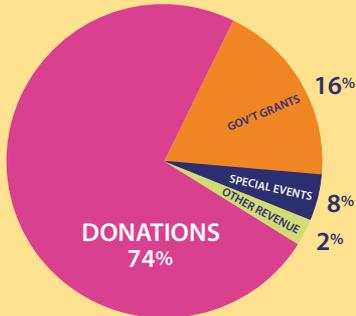
FY23
Revenues & Support
\$430,124



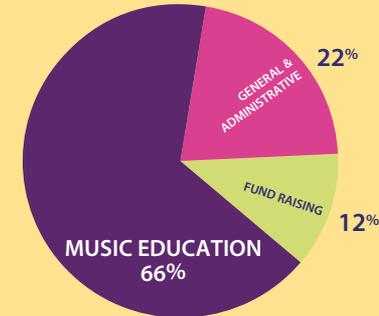
FY23
Expenses
\$672,802



FY22
Revenues & Support
\$313,668



FY22
Expenses
\$305,982



The FY23 Other Revenue includes \$93,509 of Employee Retention Credit funds.

The negative change in net assets in FY23 was due to the planned release of \$314,223 of restricted funds received in prior seasons. These funds were dedicated to cover production and distribution expenses for the *Discover Saint-Saens' "Organ" Symphony* public television program as well as some costs of our promotion campaign and game app development with Social Impact Studios.

A copy of the complete audited financial statements of The Discovery Orchestra is available at discoveryorchestra.org/financial-statements

FY23 BY THE NUMBERS

10

Community Outreach, Program, and Training Partners

1,278

Audience Reached: Live Events

86M+

Households Reached: Broadcast & Streaming Platforms (public TV, Amazon Prime, PBS Passport)

398K+

Facebook/Instagram Reach

297

Students/Seniors Reached: Live/Virtual Outreach Sessions

16K+

Audience Reached: DVD Sales, Radio Broadcasts & Webcasts, Films Media Group

102

Musicians Hired for Live Performances

\$253K

Donations

34K

Website Users

\$50K

NJ State Council on the Arts grant

PROGRAM SPONSORS

Kosloski Family Foundation

Ernst Wessel Foundation
George A. Ohl, Jr. Trust
Alfonso Finocchiaro



Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.

Donors

We gratefully acknowledge the following contributors who generously supported The Discovery Orchestra during fiscal year 2023.

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

Mr. Michael Johnston
Kosloski Family Foundation
New Jersey State Council on the Arts
David and Ellen Williams

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

Mr. Ravenel Curry and Ms. Jane Moss
F.M. Kirby Foundation, Inc.
Mr. and Mrs. George Marriner Maull
Mr. and Mrs. William O'Connor
Mr. and Mrs. Sterling Pierson
Ms. Virginia Johnston

Principals' Circle (\$5,000–\$9,999)

Mr. and Mrs. Elliot Dee
Mr. Alfonso Finocchiaro
Mr. and Mrs. B. Bruce Hogg
Peter R. and Cynthia K. Kellogg Foundation
Mr. and Mrs. Daniel Kopp
Mr. and Mrs. Robert W. Scott

Musicians' Circle (\$2,500–\$4,999)

Mr. and Mrs. Robert Hamburger
Ms. Susan Head
Dr. Barbara Keller, Burgdorff Foundation
Johnson & Johnson Matching Gift Program
Ms. Judy Musicant and Mr. Hugh Clark
George Ohl, Jr. Charitable Trust
Mrs. Marilyn Pfaltz
Mr. Richard Somerset-Ward

Benefactors (\$1,000–\$2,499)

Mr. and Mrs. George Allport
Mr. and Mrs. Charles Chapin
Mr. and Mrs. Brandon Clark
Mr. and Mrs. Katherine Conger
Ernst Wessel Foundation
Dr. and Mrs. Frank Gump
Investors Foundation
Mr. Dennis Estis and Ms. Phyllis Kessler
Drs. Shane and Jee-Hoon Krska
Mr. Edward McGann and
Ms. Rachel Weinberger
Mr. Douglas Munch and Dr. Jean Merrill
Dr. Vina Isaac and Dr. William Powers
Mr. Adam Psichos and Dr. Clelia Biamonti
Mr. and Mrs. Ferrill Roll
Mr. and Mrs. Jeremiah Shaw
Anonymous

Patrons (\$500–\$999)

Dr. and Mrs. Mark Cardillo
Ms. Vicki Carter
Mrs. Helen Cha-Pyo and Dr. Daniel Pyo
Citizens Philanthropic Foundation
Mrs. Nadya Geniush
Ms. Caitlin Haughey and Mr. Michael Albano
Mr. and Mrs. Richard Kaller
Mr. Rick Kaller
Mr. and Mrs. Michael Kurak
Mr. and Mrs. Andrew Lawrence
Mr. and Mrs. Bill Moyers
Mr. and Mrs. Thomas Mulhare
Ms. Jane P. Newton
Ms. Kathleen O'Neill
Mr. and Mrs. Bernard Picchi
Dr. Donna Pink

Mr. Stephen Reynolds
Cantor and Mrs. Murray Simon
Mr. and Ms. Ronald Smith
Mr. John Wargacki
Mrs. Carol Zipkin

Sponsors (\$300–\$499)

Ms. Sandra Braddy-Hall
Ms. Dyan Bryson
Mr. and Mrs. Raymond Grimes
Mrs. Mary Horn
Mr. and Mrs. Hewitt Johnston
Ms. Joyce Lin
Mrs. Patricia G. Luthy
Dr. and Mrs. Patricio Molina
Ms. Kathleen Murphy
Mr. and Mrs. Robert Sherman
Ms. Deborah Weinberger

Associates (\$200–\$299)

Mr. and Mrs. Howard Beroff
Mr. Kevin Brooks
Mr. and Mrs. Lawrence Brooks
Mr. and Mrs. Ken Browne
Ms. Cheryl Duncan
Mr. Dave Emmerling and Ms. Sandy Bochese
Ms. Ludmila Engelbach
Mrs. Renee Frank
Mr. David Geisler
Dr. and Mrs. Raziel Haimi-Cohen
Dr. Claudia Isaac
Mrs. William Kasseran
Mr. and Mrs. Victor Keremedjiev
Mrs. Nancy Lee
Ms. Ann Mulkern and Mr. Michael Hegarty
Ms. Pam Nardone and Mr. Bill Paladini
Mr. and Mrs. Frank O'Reilly
Mr. Robert Reichman
Ms. Sandra Sherman
Anonymous

Contributors (\$100–\$199)

Mr. Levent Bayrasli-Wofg
Mr. and Mrs. Dave Bennett
Ms. Alimah Boyd
Mr. Brian Braytenbah
Mr. and Mrs. Sheldon Bross
Mr. and Mrs. William Cahn
Mr. Richard Corash
Ms. Sondra Fechtner
Mr. David Geisler
Mr. and Mrs. Lou Golm
Mrs. Ann Herbert
Mr. and Mrs. Sal Iorio
Rev. Jean and Mr. Stewart Holmes
Mr. and Mrs. Rich Kabrt
Ms. Diane Lester
Mr. and Mrs. Hunter Lewis
Mr. Carl Malmstrom
Dr. and Mrs. Joseph Mantell
Mr. and Mrs. Paul Marini
Ms. Donna McNamara
Mr. and Mrs. Champ Meyercord
Mary, Pat, and Tom Oswald
Mrs. Marilyn Pfaltz
Ms. Barbara Sager
Mr. Stephen Sands

Mr. and Mrs. James Santiago
Ms. Charlene Step
Mr. Joseph Snyder
Mr. and Mrs. Vincent Termini
Mr. and Mrs. Dan Todd
Ms. Tricia Tunstall and Mr. Eric Booth
Ms. Marie Wenslau
Ms. Faye Zealand
Anonymous (2)

For a complete list of donors, please visit
www.DiscoveryOrchestra.org/annual-reports

Board of Trustees

Rachel Weinberger, *President*
B. Bruce Hogg, *Vice President*
Susan Head, *Secretary*
David A. Williams, *Treasurer*
Nadya Geniush
Caitlin Haughey
Patricio F. Molina
John P. Wargacki

Staff

George Marriner Maull, *Artistic Director*
Rick Kaller, *Executive Director*
Virginia Johnston, *Finance Director*
Christine Thorsen, *Project Manager*
Michael Avagliano, *Operations Coordinator*

Ambassadors

Sandra Braddy-Hall
Brian Braytenbah
Ken Browne
Tom Davison
Dave Emmerling
Dennis A. Estis
Elizabeth C. Gump
E.J. Harrison
Mary G. Horn
Vina Isaac
Michael J. Johnston
Jee-Hoon Krska
Judith Musicant
Steve Reynolds
Walter Schoenknecht
Sandra Brown Sherman
Richard Somerset-Ward
Tricia Tunstall

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

Orchestra and audience photos courtesy of Amanda Brown and James Orthmann. Annual Report Design by Palmer Uhl Design.



@DiscoveryOrch @CatchMaullaria