

# 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](http://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



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Rachel Weinberger  
President, Board of  
Trustees (FY23)



*Susan Head*  
Susan Head  
President, Board of  
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*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

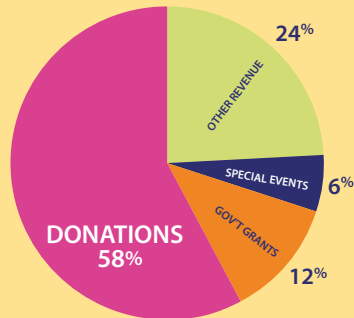
*"Thank you! I thought the presentation was well done and the choice of music was perfect. I love the questions [Outreach Coordinator] Michael asked the students, as well as how he kept the students engaged throughout the presentation. He is excellent!"*

– Conservatory Director at the Newark School of the Arts

# Financial Snapshot

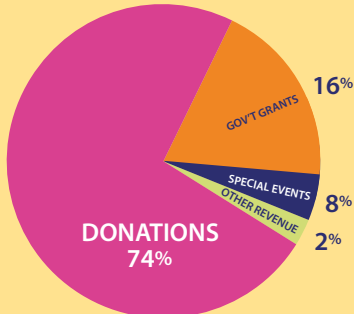
## FY23 Revenues & Support

\$430,124



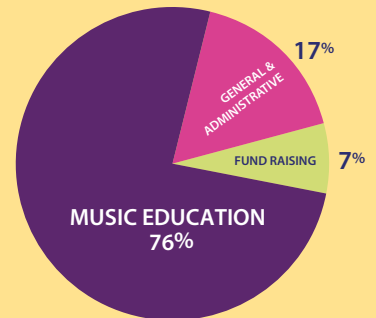
## FY22 Revenues & Support

\$313,668



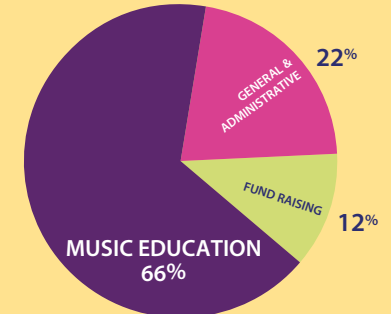
## FY23 Expenses

\$672,802



## 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](https://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.



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

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David and Ellen Williams

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*For a complete list of donors, please visit*  
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*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.  
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