

Break Through Classical Music  
**THE DISCOVERY ORCHESTRA**

George Marriner Maull, Artistic Director

# Impact Report

**OUR 37TH SEASON  
FISCAL YEAR 2024  
(JULY 1, 2023–JUNE 30, 2024)**

***TEACHING THE LISTENING SKILLS  
THAT HELP YOU DEEPLY CONNECT  
WITH CLASSICAL MUSIC***

**DiscoveryOrchestra.org  
120 Morris Avenue • Summit, NJ 07901  
(973) 379-2200**

# LEADERSHIP MESSAGE

Dear Friends of The Discovery Orchestra:

Fiscal Year 2024 was the final year of our three-year Strategic Plan, which emphasized deepening our engagement with current patrons, reaching new audiences, and generating the necessary financial investment to support these initiatives. The year provided an exciting opportunity to build on past success through the implementation of new programming, live events, and increased media presence.

Our 37th Season featured enthusiastic receptions of our public television shows, online content, and live programs. In the fall of 2023, we launched our *AHA! Classical* game app, followed by the premiere screening of a new short-form video: *Discover Mozart: Variations on a Familiar Tune*. We also presented an *Intimate Afternoon* in December featuring a holiday-themed harp program. Bi-monthly broadcasts of *Inside Music* on WWFM—*The Classical Network* ran throughout the season, including a special live-performance broadcast of Jessie Montgomery's *Strum* in February.

As of January 2024, four of our educational television programs were in simultaneous national distribution—a first for us—through American Public Television, and they were also streamed on PBS Passport and Amazon Prime Video. The reach of our live community engagement sessions provided to local partners increased this season, as we provided listening sessions for students and seniors in five New Jersey counties. And the Borealis Wind Quintet “wowed” us with their performances as part of our *Vive la France!* Patrons’ Dinner Gala in April.

Thank you for your continued belief in our mission—and for being part of our Discovery Orchestra family. As this Impact Report will demonstrate, your support is indeed making a difference!

With gratitude,



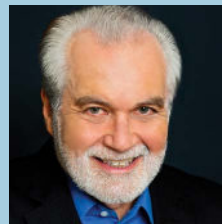
*Rick Kaller*

Rick Kaller  
Executive Director



*Susan Head*

Susan Head  
President, Board of  
Trustees



*George Marriner Maull*

George Marriner Maull  
Artistic Director

# FY24

## BY THE NUMBERS

**10**

Community Engagement and Program Partners

**460**

Students and Seniors Reached: Live/Virtual  
Community Music Listening Sessions

**21**

Musicians Hired for Live Performances

**828**

Audience Reached: Live Events

**21K+**

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

**16K+**

Downloads of "AHA! Classical" App

**782**

Broadcasts of our 4 TV Shows in National  
Distribution

**81M+**

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

**\$305K**

Donations

**\$58K**

NJ State Council on the Arts Grant

# SEASON HIGHLIGHTS

## Live Events and Media Programs

Program screenings, a live radio broadcast, and an *Intimate Afternoon* concert were live event highlights, and *Inside Music* and *AHA! Classical* provided new learning opportunities.



## Patrons' Dinner Gala

Guests enjoyed an exciting performance by the Borealis Wind Quintet and celebrated our Discovery Award honorees, Bruce and Carla Hogg.



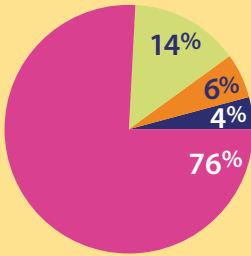
## Community Engagement

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

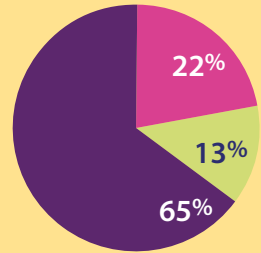


# FINANCIAL SNAPSHOT

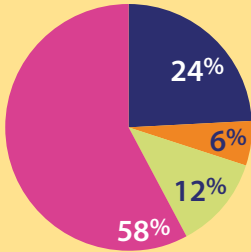
**FY24**  
Revenues & Support  
\$402,767



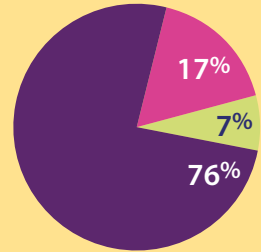
**FY24**  
Expenses  
\$411,971



**FY23**  
Revenues & Support  
\$430,124



**FY23**  
Expenses  
\$672,802



- DONATIONS
- GOVERNMENT GRANT
- SPECIAL EVENTS
- OTHER REVENUE

- MUSIC EDUCATION
- GENERAL & ADMINISTRATIVE
- FUNDRAISING

The small negative change in net assets in FY24 was due to a planned promotion campaign for the *Discover Saint-Saens' "Organ" Symphony* television show and game app development with Social Impact Studios.

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](http://discoveryorchestra.org/financial-statements)

## INSTITUTIONAL PROGRAM SPONSORS



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



**Kosloski Family Foundation**

**Frank & Lydia Bergen Foundation**



**Ernst Wessel Foundation**

**George A. Ohl, Jr. Trust**



**GLENMEDE**



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*We gratefully acknowledge the following contributors who generously supported The Discovery Orchestra during Fiscal Year 2024.*

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Estate of Michael Johnston  
New Jersey State Council on the Arts

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

Mr. Michael Johnston

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Ms. Marie Wenslau  
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*For a complete list of our FY24 Donors, please contact our office.*

## AUDIENCE FEEDBACK

*"Today I watched Discover Beethoven's 5th, and it was marvelous! Maestro Maull and his talented orchestra gave me a one-hour thrill. I so appreciated the format of the program, and the Maestro involved all of us and taught us so much. When the program ended, I clapped loudly and shouted 'Bravo!! Bravo!!!' I will now be looking for other programs from your amazing orchestra. Finally – a show that is worth my time and gives me so much joy!"*

— Discover Beethoven's 5th TV show viewer

*"I'm listening to your encore presentation of "And the Piano Prize Goes to..." on Inside Music on WWFM. I came across it while working on my computer and listening to the radio. EXCELLENT... and I just discovered on WWFM's website there appear to be previous shows available to listen to. EXCELLENT!"*

— Inside Music radio program listener

*"The Discovery staff has a flair for creating an atmosphere where our children are excited to learn the intricacies of music, enjoy the different genres of music, and in the process, enhance their music appreciation acumen."*

— Chair of The Arts, Rhythms for Life (The Links, Morris County)

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George Marriner Maull, *Artistic Director*

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[www.DiscoveryOrchestra.org](http://www.DiscoveryOrchestra.org)

*Photos courtesy of Amanda Brown Photography. Design by Palmer Uhl Design.*

