



**The Symphony Guild of Charlotte, Inc.**  
1515 Mockingbird Lane, Suite 406, Charlotte, NC 28209

**Mission Statement:** The purpose of The Symphony Guild of Charlotte, Inc. is to create, develop and promote an interest in symphonic music in the community of Charlotte and the surrounding metropolitan area and to provide financial and volunteer support to the Charlotte Symphony Orchestra Society, Inc., the Charlotte youth symphonies and symphonic educational activities.

May 12, 2009

As the end of The Symphony Guild's 2008-09 year approaches, I am pleased to report that the Board of Directors, Committee Chairs, and members continue to focus on The Guild's mission statement to promote symphonic music within our community and support the Charlotte Symphony and the Charlotte Symphony Youth Orchestras. Through the dedication of our membership, we have made a difference.

In lieu of a Designer House this year, we had several new fund-raisers. For the first time, The Guild collaborated with the Charlotte Symphony in the production of "A Note-able Fanfare", a celebration of the 2008-09 Charlotte Symphony season. To open new doors for music and to celebrate The Guild's 60<sup>th</sup> year, The Guild organized a new venture "O'-ver-ture". This event had a three-fold goal: to raise awareness of our organization, to increase membership and of course to raise money for The Guild's projects. The Guild continues to explore new and different ways to raise funds to meet the challenges of these difficult economic times.

The standing committees met during the year to assure that The Guild continued to run smoothly. With the help of all of The Guild volunteers, much was accomplished for the Charlotte Symphony Youth Orchestras, the Charlotte Symphony, and our city.

On behalf of the Board of Directors and committee chairs, I extend to you, The Guild volunteers, much gratitude for your continuing commitment this past year. Many thanks for your support and encouragement during the year to keep the music playing in our community. It has been a privilege to serve as President of this outstanding organization.

Respectively submitted,

Cookie Parnell  
President 2008-09

**2008-09 ANNUAL REPORT**

**Enrichment Accomplishments:**

- Underwrote \$33,965 for a five-day resident camp at Converse College for 100 Charlotte Symphony Youth Orchestra members and coaches.
- Awarded \$11,250 in scholarships, tuition assistance, and private study need and merit

scholarships.

- Presented a full scholarship to a two-week summer camp at UNC School of the Arts jointly sponsored by the Wallenhaupt Family and the UNC School of the Arts.
- Received \$9455 in donations for the 22<sup>nd</sup> Annual Youth Festival. Richard J. Osborne was the Honorary Chair.
- Continued to sponsor the Young Artists Competition, held at Queens University where the regions top classical student musicians auditioned for both monetary prizes and the opportunity to play with the CSO or the CSYO.
- Musical Petting Zoo (MPZ) provided volunteers for 16 events at ImaginOn, five Lollipops concerts, one street festival, and one preschool. Over 3,000 children, teens, and adults were served.
- The 2007-08 MPZ won a Gold Book Award for Excellence and will be presented at the League of American Orchestras Conference in Chicago in June 2009.
- Volunteered at six school concerts attended by 30,000 students.
- Volunteered at the auditions for the Charlotte Symphony Youth Orchestras.
- Held Youth Festival at Ovens Auditorium.

#### **Fundraising Accomplishments:**

- Collaborated with the Charlotte Symphony to produce A Note-able Fanfare to celebrate the opening of the 2008-09 symphony season, netting The Guild almost \$16,000.
- Presented The Power of Women Fashion Show at the Mercedes-Benz of South Charlotte showroom with Fashions from Our Place and Nitsa's and jewelry from Perry's at South Park. Honorary Chairs were Linda Lockman-Brooks and Lucy Bush Carter. The project netted \$8,367.
- The Marie R. Rowe Award was given to Emily and Zach Smith.
- Partnered with Simon Night of Giving in a retail fund-raising event.
- Sponsored a recital.
- Restarted Gatherings, which included a scrapbook party, a chili party, and a Mediterranean Tea
- Held O'-ver-ture, which gave The Guild the opportunity to tell how we impact the community. Two hundred people attended, 32 people joined The Guild and \$20,000 was given in donations and pledges.
- Sponsorship Team revised the Fund-raising Guidelines.

#### **Management and Planning Accomplishments:**

- Long Range Planning: Worked on the tactical plans for 2009-10 and discussed fund-raising ideas for The Guild.
- Budget and Finance: Continued to review the finances of The Guild and prepared the budget for 2009-10.
- Reduced the storage units to one.
- Organized the materials for all committee notebooks.
- Continued to go through past records to see what should be kept.

#### **Marketing and Public Relations Accomplishments:**

- Developed new CSO playbill.
- Nine issues of The Horn were e-mailed to the membership. The final issue was e-mailed to the membership as a link to our website.
- Tri-folds were placed in local Realtors' Welcome Packets so newcomers could learn about The Symphony Guild.
- A pilot study was completed to determine feasibility of e-mailing Noteables in order to save printing and mailing costs.
- Three issues of Noteables were mailed to the membership; the final issue will be e-mailed.
- Regular use of the Community Events Calendar to promote Guild events.
- Regular use of WFAE.org and WDAV.org to promote Guild events.
- Sent Invitations to Olivia Fortsen of The Observer for event promotion.
- Developed and maintained relationship with Meg Whelen from the CSO for joint publicity endeavors.
- Developed relationship with ImaginOn publicity group for publicity purposes of MPZ.
- Continued update of Scrapbook with many photos taken of 2008-09 events.
- Preparing several power point presentations to highlight the work of The Guild.

### **Membership Accomplishments:**

- Printed 300 directories for Guild members, CSO, and to keep in office as needed; membership 236.
- Cards and acknowledgements were sent to members during the year.
- Initiated Guild 101 for new members: each new member was assigned a mentor, given a Guild logo bag with a notebook and "hints" from the New Member Chair. Combining information with social activities, Guild 101 held several meetings/dinners to inform new members about Guild activities and to let them know use the money we earn.
- Held four Guild coffees.
- For Volunteer Appreciation Month had Guild Night at the CSO for a classics concert and had a reception before the concert.
- The Fall Membership Meeting honored members who had been in The Guild for 25, 30, 35 and 45 years, 92 members and spouses attended the Holiday Party, the Winter Meeting was held at Bonterra, and the Annual Meeting and reception was held at Southminster Retirement Community.
- As of June 1, 2008, we had 16 new members. We added 36 new members during the year, including 30 from the O'-ver-ture luncheon.

### **Charlotte Symphony Support:**

Because The Guild did not have a Designer House this year, we did not make a pledge to the CSO. However, we are very pleased to be able to give the Charlotte Symphony \$25,000 for 2008-09. In addition, The Guild donated \$11,740 to the CSO through the sale of swag bags, balloon pops and the auction at Oscar Night.

**The Symphony Guild of Charlotte, Inc.**

*Volunteers Supporting Today's Symphony and Tomorrow's Musicians*  
A 501 (c)(3) Non-Profit Volunteer Organization