



# 2011-2012 Annual Report

At the conclusion of The Symphony Guild's 2011-12 fiscal year, I am pleased to report that the Board of Directors, Committee Chairs, and members continue to focus on the Guild's mission:

**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*

## Financial Accomplishments

- All net proceeds of our major fundraisers went to directly support the Charlotte Symphony and Youth Orchestras, and other education programs such as the Master Class, Young Artists Competition, and Musical Petting Zoo.
- All overhead costs, including staff, office, administration, and member events, were covered by member dues.
- We finished the year in the black, with net proceeds of \$1,200.

### Net Profit of Fundraisers & Events

Festival of Trees	\$ 4,300
Classical Idol	53,000
Youth Festival	900
Connections	1,400
<b>TOTAL</b>	<b>\$ 59,600</b>

### CSO/CSYO/JYO Support

CSO donation	\$ 25,000
CSYO & JYO camps	31,900
YO Scholarships	11,000
Other Education initiatives, net cost	1,800
<b>Total</b>	<b>\$ 69,700</b>

### A Reckoning of Volunteer Time

Our members gave a total of 13,200 hours of volunteer time, considered by some to be priceless and valued by experts at \$21 per hour.

Grand total of the value of our time: \$277,200.

## 2011-12 Accomplishments

### Charlotte Symphony Support:

The Guild was very pleased to make a cash donation of \$25,000 to the Charlotte Symphony.

### Education Accomplishments—Area VP, Donna Worstell:

- Underwrote \$30,500 for a four-day residential camp at Converse College for CSYO members and coaches, and \$1,400 for a JYO day camp.
- Awarded \$11,000 in scholarships, and distributed \$800 in named scholarships. This included Youth Orchestra tuition assistance, need-based private study scholarships for 15 Youth Orchestra members, and 3 merit awards.
- Established the Cookie Parnell Summer Scholarship Fund with the support of Cookie's family & friends. This initiative supports tuition aid for Youth Orchestra musicians attending summer programs. Awarded a total of \$1,060 to 2 students.
- Organized the Young Artists Competition for 58 of the region's top classical youth musicians, who auditioned for both monetary prizes and the opportunity to play with the CSO or the CSYO.
- Presented the 25th Annual Youth Festival, again held at The Knight Theater. Solicited \$5,400 in donations for our music education endeavors.
- Provided community outreach with the Musical Petting Zoo, which appeared at 12 events at ImaginOn, 1 at Independence Regional Library, 1 at Providence HS Band Booster street festival, 1 at Barringer Elementary and 4 Lollipops concerts. Established the highly mobile Mini-Zoo, which appeared at Festival in the Park, Chick Fil-A, a private party, and Classical Idol. Over 6,000 children, teens, and adults were served.
- Provided volunteer support throughout the year to the Youth Orchestras and at Youth Orchestra auditions in the spring.
- Sponsored, with the help of the Youth Orchestra Parents Association, a Master Class featuring cellist Joshua Roman and four Youth Orchestra students. Our contribution was \$500.
- Purchased and distributed 3,000 lollipops at Lollipops concerts.
- Volunteered at the Education concert, attended by local students.

Education Area Total Volunteer Hours - 7,000

### Fundraising Accomplishments—Area VP, Melissa Woolf:

- Successfully conceived, created and produced Festival of Trees and Classical Idol, two new fundraisers for the SGC within a 6-month execution window, and which focused on fundraising ideas that are relevant to a larger population than our membership and reach out into the community on different levels.
- Continued searching to find ways to use new technology to increase donor involvement and successfully used it for web bidding on Festival of Trees and audience polling/voting at Classical Idol.
- Reorganized the Sponsorship Advisory Team to be more relevant today, and began to research new database systems.

Fundraising Area Total Volunteer Hours - 2,000

### Management and Planning Accomplishments—Area VP, Sallie Moody:

- The Budget and Finance Committee continued to review the finances of the Guild and prepared the budget for 2012-13.
- The Policy and Procedure Committee began to revamp Guild job descriptions to reflect the needs of a new generation of volunteers.
- Hired a new Office Administrator who will take ownership of all administrative matters and ensure a smooth running organization.
- Closed the Guild “bricks and mortar” office in order to reduce costs by \$7,000 annually. Sorted and organized files, and donated all furniture and office items to members or charity.
- Researched, planned and implemented a virtual office scenario.
- Closed a large storage unit and downsized to a smaller one housing only files and basic supplies.
- Put guidelines in place to assure correct document retention.
- Placed our historical materials in the archives at the UNCC Special Collections.
- Started an online photo site to store our photos.

Management and Planning Area Total Volunteer Hours - 600

### Marketing and Public Relations Accomplishments—Area VP, Linda Weisbruch:

- Introduced Constant Contact email newsletters and e-blasts, resulting in 15,800 individual touches to a wide community via email.
- Redesigned the website to incorporate our new logo and new look.
- Expanded our Social Media, including Facebook, Twitter, and QR codes for cell phone scanners.
- Developed new logos for all the Guild education programs, two banners for Musical Petting Zoo, two Guild promotional banners, and PowerPoint presentations for Classical Idol.
- Instituted use of a master marketing plan.
- Collaborated with the CSO Marketing & PR teams to produce Guild ads for the CSO playbill, press releases highlighting Guild events and initiatives, and other cross marketing schemes.
- Promoted Guild events on the Community Events Calendar, WDAV and The Observer.
- Continued our relationship with ImaginOn publicity group for publicity purposes of Musical Petting Zoo.

Marketing & PR Area Total Volunteer Hours - 1,500

### Membership Accomplishments—Area VP, Kathleen Prokay:

- Managed renewals of 210 members.
- Produced a membership directory.
- Sent cards and acknowledgements to members during the year.
- Held four Guild 101 events for 30 new members, combining information with social activities. A highlight was Guild Trivia Night. Each new member was assigned a mentor.
- Invited interested members to a Mah Jongg event and luncheon, which garnered \$1,400.
- The Fall Membership Meeting highlighted Fundraising, the Holiday Party featured the finale of the Festival of Trees, the Winter Meeting highlighted Education and honored members with major Guild anniversaries, and the Annual Meeting featured a synopsis of this year’s achievements by the Vice-Presidents.

Membership Area Total Volunteer Hours - 400

## Other Accomplishments

- Received two Awards of Excellence from the League of American Orchestras Volunteer Council. Invited to present a 40-minute panel discussion of “Empowering Leadership at the Grassroots Level,” as well as two Round Table presentations at the LAO conference.
- The Ad Hoc Committee on Leadership continued to study how to structure the organization for future sustainability and leadership development. The committee enlisted the aide of a cadre of volunteers to research how other Guilds are handling this important issue.
- Secured a consultant to evaluate our organization and facilitate our annual leadership retreat, enabling us to assess where to our focus on our mission.
- Established a mechanism for online volunteer recruitment.
- Awarded Guild Endowment funds for Musical Petting Zoo mouthpieces and new promotional banners.
- Participated in a newly formed Youth Orchestra Task Force.
- Devised a new Nominating Committee structure to reduce the number of years a Past President is required to serve, and provide for a rotating committee membership.
- Secured Officers and Directors insurance.

Additional Volunteer Leadership Hours - 1,700

On behalf of the Board of Directors, I salute the Guild volunteers with much gratitude for their continuing commitment this past year. Through the dedication of our membership, we have made a difference. Many thanks for the support and encouragement of all 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,  
Lisa C. Phillips  
President 2011-12

**The Symphony Guild of Charlotte, Inc.**  
*Volunteers Supporting Today's Symphony and Tomorrow's Musicians*  
A 501 (c)(3) Non-Profit Volunteer Organization

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