



Annual Report 2012-2013

At the conclusion of The Symphony Guild's 2012-13 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.*

2012-13 Accomplishments

Charlotte Symphony Support:

The Guild was very pleased to make a cash donation of \$40,000 to the Charlotte Symphony.

Education Accomplishments (VP Donna Worstell):

- Underwrote \$35,460 for a four-day residential camp at Converse College for CSYO members and coaches, and \$1,400 for a JYO day camp.
- Awarded \$ 6,626 in scholarships, and distributed \$800 in named scholarships. Administered \$3,196 of Reemprise Foundation and power2give funds. This included Youth Orchestra tuition assistance, need-based private study scholarships for Youth Orchestra members, and 3 merit awards.
- The Cookie Parnell Summer Scholarship Fund, supported by Cookie's family & friends, funded tuition aid for Youth Orchestra musicians attending summer programs. Awarded a total of \$1,500 to 3 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 26th Annual Youth Festival at the Belk Theater. Solicited \$4,600 in donations for this event.
- Provided community outreach with the Musical Petting Zoo, which appeared at 23 events, including ImaginOn and Lollipops concerts. Over 2,600 children, teens, and adults were served.
- Provided volunteer support throughout the year to the Youth Orchestras and at Youth Orchestra auditions in the spring.
- Purchased and distributed 1,300 lollipops at Lollipops concerts.

Fundraising Accomplishments (VP Melissa Woolf):

- Produced the 2nd iterations of both Festival of Trees and Classical Idol, which focused on fundraising ideas that are relevant to a larger population than our membership and reach out into the community on different levels.
- Held third O'ver-ture Luncheon. This semi-annual "Ask" event not only focuses on raising funds but new members for the organization as well. This year's event yielded twenty new members.
- Continued searching to find ways to use new technology to increase donor involvement and successfully used it for web bidding on Festival of Trees, audience polling/voting at Classical Idol, and event promotions on Twitter.
- Launched a Fundraising Long Term Planning committee to study the feasibility of future fundraisers.
- Continued to push the Sponsorship Advisory Team to be more relevant today. Selected a new database system to allow for a more robust donor and membership tracking.

Management and Planning Accomplishments:

- The Long Range Planning Committee continued to study how to structure the organization for future sustainability and leadership development. It carried out an analysis of organization problems and developed solutions for future implementation.
- The Budget and Finance Committee continued to review the finances of The Guild and prepared the budget for 2013-14.
- The Policy and Procedure Committee continued to revamp Guild job descriptions to reflect the needs of a new generation of volunteers.
- Our new Office Administrator worked to take ownership of all administrative matters and ensure a smooth running organization.
- Successfully launched the Virtual Office and held a virtual training session at the annual retreat. Reduced admin costs by \$7,000 annually.
- Introduced Virtual Notebooks - a compilation all committee notebook information on the website. Created and introduced a Virtual Notebook Index to ease member access.

Marketing and Public Relations Accomplishments (VP Linda Weisbruch):

- Produced Constant Contact email newsletters and e-blasts, resulting in 16,000 individual touches to a wide community via email.
- Expanded our Social Media, including Facebook, Twitter, QR codes for cell phone scanners, and Instagram.
- 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 MPZ.

Membership Accomplishments (VP Mica Oberkfell):

- Managed renewals of 171 members.
- Produced a membership directory.
- Sent cards and acknowledgements to members during the year.
- Invited interested members to Connections to foster social engagement:
 - Symphony concert and cocktails.
 - Olive Oil Tasting event in Ballantyne.
 - Mah Jongg event and luncheon, which garnered \$1,400.
 - Daniel Stowe Botanical Garden tour and luncheon.
- The Fall Membership Meeting introduced the Guild events for the coming year and allowed for face-to-face connection between Guild project leaders and members.
- The Holiday Party featured the finale of the Festival of Trees.
- The Winter Meeting highlighted the ways members could get immediately involved (Passport to Spring - Do, Buy, Share) and honored both new members and members with major Guild anniversaries.
- The Annual Meeting featured a celebration of this year's achievements and an introduction to next year's fundraising events.

Other Accomplishments:

- Received the first-ever Best of the Best award given by the League of American Orchestras Volunteer Council for consistent excellence.
- Received three (of 8 awarded nationwide) Awards of Excellence from the League of American Orchestras Volunteer Council. Was invited to the LAO conference to present a 30-minute panel discussion of Comprehensive Communications, as well as presentations on Guild Trivia Night and Classical Idol, plus a Round Table presentation on online volunteer sign-ups.
- Awarded \$800 in Guild Endowment funds for Musical Petting Zoo instrument upgrades.
- Participated in the Youth Orchestra Task Force.
- Successfully implemented 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.
- Gave all funds raised to the Charlotte Symphony and youth orchestras. All administrative and membership costs were covered by dues.
- In a typical Guild year, our members give a total of approximately 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.

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 2011-13

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

338 So. Sharon Amity Road, PMB 308
Charlotte, NC 28211

symphonyguildcharlotte.org

The Symphony Guild of Charlotte, Inc.
 Financial Overview, FYE May 31, 2013

Gifts

Cash to CSO	\$	40,000
YO Camp	\$	36,860
YO Scholarships	\$	6,626
Other Education, Net Cost	\$	1,438
	\$	84,924

Administered Scholarships

Dr. Meg Hutchins	\$	400
Betsy Knight	\$	400
Cookie Parnell Summer Grants	\$	1,500
Reemprise, power2give	\$	3,196
	\$	5,496

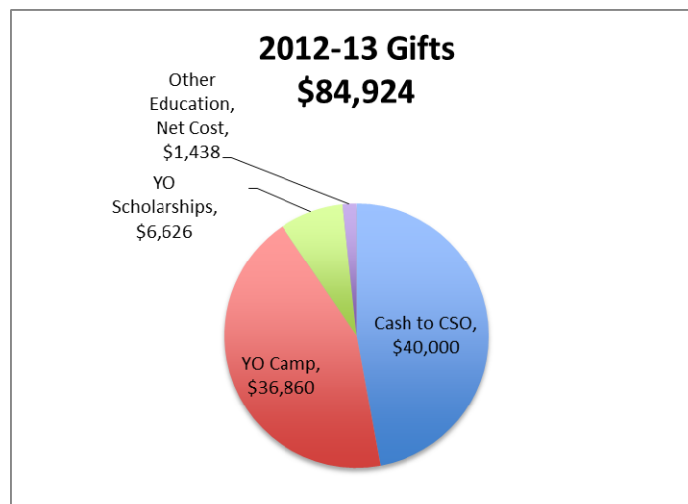
Guild Endowment Award

Musical Petting Zoo	\$	800
---------------------	----	------------

Current Balance \$ 136,335

Restricted Funds

Endowment	\$	47,201
Endowment interest	\$	5,488
Operating Reserve	\$	25,000
2013 Camp	\$	41,600
2013-14 Dues	\$	11,020
Music Ed, Scholarships	\$	3,793
Total Restricted	\$	134,102
Cash Available	\$	2,233



The Symphony Guild of Charlotte, Inc.
Financial Overview, FYE May 31, 2013

2012-13 Profit & Loss

Sources of Income	Net Profit	Gross Income	Expenses
Dues & Misc	\$ 16,453		
Classical Idol	\$ 49,855	62666	-12811
Festival of Trees	\$ 4,955	5735	-780
Gatherings	\$ 1,611	2578	-967
Overture	\$ 4,147	6270	-2123
From previous year	\$ 7,857		
Pledges	\$ 1,950		
	\$ 86,828		

Expenditures	Net Expense	Expenses	Income
Admin/Membership	\$ 15,035		
CSO donation	\$ 40,000		
YO Camp	\$ 36,860		
YO Scholarships	\$ 6,626		
Youth Festival	\$ 551	11961	-11410
Young Artists Competition	\$ 624	2364	-1740
Lollipops	\$ 76		
Musical Petting Zoo	\$ 187		
	\$ 99,959		