



# FOR THE LOVE OF MUSIC

COMPREHENSIVE CAMPAIGN

Dear Fellow Community Members,

When it comes to finances, I don't take risks. That's why I'm confident that my gift to Orchestra Iowa's ambitious campaign, **FOR THE LOVE OF MUSIC**, will lead to success. Let me explain.

The Orchestra hired professional consultants to conduct a comprehensive analysis of its operations. Spearheading the effort was the local firm, Amperage Marketing and Fundraising, and the distinguished orchestra authority Henry Fogel, Emeritus President of the Chicago Symphony.

Their research identified both strengths and weaknesses and provided action plans to advance the organization. Particular attention was paid to stakeholders' commitment to support the Orchestra for a major fundraising campaign. Overwhelmingly, participants approved of the initiative.

Our community is entrusted with the future of Orchestra Iowa, one of the cultural treasures of the Midwest. Standing together, we can say YES to the next century. I urge you to support **FOR THE LOVE OF MUSIC**. It's risk free.

Richard Minette  
President  
Orchestra Iowa Foundation Board

Dear Fellow Patrons of the Arts,

I am incredibly proud of Orchestra Iowa and its achievements! In 2023, we celebrated our 100th season with a sold-out Gala that exceeded fundraising expectations. And now we've hired the exceptionally talented Julia Sakharova as our new concertmaster and the experienced, passionate Eric Marshall to be our new CEO. The Orchestra's future is bright!

As we embark on this exciting journey, we need your support. Please consider joining me in contributing to this comprehensive campaign to secure Orchestra Iowa's future. Together, we can ensure that this treasured institution continues to thrive for another 100 years.

Lisa Rhatigan  
Chair  
Orchestra Iowa Board

# ORCHESTRA IOWA

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\*Ex-officio & non-voting.

\*\*Musician Representatives





# FOR THE LOVE OF MUSIC CASE STATEMENT

## Securing the Future of Orchestra Iowa

*"Don't you think we ought to have a symphony?" - Joseph Kitchin, 1923*

The simple question that started it all over 100 years ago.

In its first century, Orchestra Iowa has grown to one of the Midwest's premier orchestras. For over 100 years, the Orchestra has enriched the community through performance, education, and engagement. As we enter our second century, we invite you to help secure its future.

Our talented musicians, selected through highly competitive auditions, are led by Maestro Tim Hankewich, who inspires excellence in every performance. Behind the scenes, our dedicated staff ensures unforgettable concert experiences for all.

Beyond the concert hall, we proudly offer five unique youth education programs, serving over 14,000 students annually. These programs fill vital educational gaps and make a lasting impact.

We are deeply committed to making these opportunities possible and accessible. The cost of bringing it all to life is high - nearly three times what we earn in ticket sales. This is why we donor generosity is so vital!

Our **For the Love of Music** campaign will help ensure the present *and* the future of Orchestra Iowa.

### GOALS

#### GROW

Our endowment to \$10 million

#### DOUBLE

Annual support to Orchestra Iowa from individual donors

#### CONFIRM

100 Estate and planned gifts

### OUTCOMES

#### MAINTAIN

World-class music local and accessible

#### EXPAND

Educational programs in the community

#### SUSTAIN

Diverse performances for years to come



Together, we can ensure our community enjoys this vibrant symphony for generations.  
After all, don't **you** think we ought to have a symphony?



# ANNUAL IMPACT

A long-standing community partner, Orchestra Iowa is committed to delivering exceptional, diverse, and accessible musical experiences with impact throughout Eastern Iowa.



**50,000**  
**INDIVIDUALS**

experience music by  
Orchestra Iowa



**200**  
**PERFORMANCES**

held throughout  
the Corridor



**14,000**  
**STUDENTS**

participate in youth  
education programs



**3.7M**  
**DOLLARS**

economic impact to  
local communities

## PARTNERSHIPS ARE OUR LIFEblood

We believe collaboration encourages creativity and improves quality. We are proud to partner with numerous area organizations to help make programming accessible and impactful.

Academy SPS  
American Ballet Theatre  
Ballet Quad Cities  
Big Brothers Big Sisters  
Brucemore Historic Mansion  
Carnegie Hall  
Catherine McAuley Center  
Cedar Rapids Community School District  
Cedar Rapids Concert Chorale  
Cedar Rapids Museum of Art  
Cedar Rapids Opera  
Cedar Rapids Public Library  
Chamber Singers of Iowa City  
Chorale Midwest  
City of Cedar Rapids  
Coe College  
Columbus Junction Public Library

Community Foundation of Johnson County  
Coralville Center for the Performing Arts  
Gilded Pear Gallery  
Greater Cedar Rapids Community Foundation  
Hancher Auditorium  
Harmony School of Music  
Homeschool Iowa  
Iowa Arts Council  
Iowa City Public Library  
Iowa Public Radio  
KCCK 88.3FM  
Kirkwood Community College  
Linn-Mar Community School District  
Lone Tree Public Schools and Library  
Marion Public Library  
Mercy Medical Center  
Moms Demand Action

Mt. Mercy University  
National Endowment for the Arts  
North Liberty Public Library  
Paramount Theatre  
Prairie Creek Elementary School  
Revival Theatre Company  
Schultz Strings  
The History Center  
University of Iowa School of Music  
VenuWorks  
Vocal Artists of Iowa  
West Liberty Public Schools  
West Music

Orchestra Iowa is grateful also to its many individual donors and supporters, like you! Contributing approximately 25% of the annual financial need, individual philanthropic support is vital to Orchestra Iowa's existence.





# OUR FIRST CENTURY

Orchestra Iowa has been a part of the fabric of our communities for over a century, creating meaningful and enduring experiences through the power of symphonic music.

# AND BEYOND

Much has changed since 1923 when the Cedar Rapids Symphony debuted on April 13. What started as a community orchestra of volunteer musicians has grown into a top tier professional symphony. Orchestra Iowa provides an enriching resource to our diverse communities by contributing to Iowa's cultural vibrancy.

- 1923** The Cedar Rapids Symphony (CRSO) performs its inaugural concert on April 13<sup>th</sup>, under the baton of Joseph Kitchin.
- 1928** CRSO performs a season of eight concerts at Veteran's Memorial Coliseum. Tickets were just 75¢ or \$5 for a season subscription.
- 1939-1945** CRSO continued to play throughout WWII, making it one of the oldest, continuously operating symphonies west of the Mississippi River.
- 1952** Henry Denecke is appointed Music Director. Musicians and the Maestro are now paid for their services.
- 1970** Richard Williams becomes Music Director, ushering in a period of rapid expansion: doubling audience size, establishing a string quartet, and commissioning new music.
- 1976** CRSO holds its first concert at the newly restored Paramount Theatre. The concert features renowned pianist, Van Cliburn.
- 1981** Following a nationwide search, Christian Tiemeyer is appointed Music Director. The CRSO grows to become one of the largest orchestras in the state, performing eight pairs of concerts along with establishing a new two-concert youth series.
- 1990** CRSO establishes an endowment fund, helping to assure the continued growth and financial stability of the organization.
- 2004** CRSO and the Symphony School move into its new operational home at 119 Third Ave, where the organization remains today.
- 2006** Tiemeyer retires and a nationwide search identifies Timothy Hankewich as Music Director. New partnerships are established with IPR, IPTV, expanding the regional exposure of and participation with the organization.
- 2008** In June, a devastating 500-year flood destroys the CRSO's school, administrative offices and performance home, the Paramount Theatre.
- 2008** Maestro Hankewich greets audiences on the front lawn of Brucemore to open the performance season in September. Also unveiled is the organization's new name, Orchestra Iowa, embracing expanding significance of the organization.
- 2012** In November, following an extensive multimillion-dollar restoration, Orchestra Iowa reopens the Paramount Theatre to a sold-out performance featuring Harry Connick, Jr., his band, and the Orchestra Iowa musicians.
- 2018** Acclaimed pianist, Emanuel Ax, gifts Orchestra Iowa a week-long residency, concluding with a gala and sold-out performance with the Orchestra.
- 2020** The COVID pandemic shuttered performing venues, including Orchestra Iowa. Maestro Tim and a series of guests take to social media with a weekly Happy Hour, connecting with and entertaining patrons and music lovers around the world.
- 2020** In August, an inland hurricane (known as a derecho) sweeps through the Cedar Rapids and surrounding communities. The Orchestra's School, library, and Opus Concert Café sustain substantial damage. The community responded through the "Save Our Scores" fundraising campaign to support replacing of important musical scores.
- 2023** Orchestra Iowa marks 100 years! Celebrations include a formal gala, a new historical video documentary, and a permanent community musical installation, The SoundWave.
- 2024** Orchestra Iowa kicks off its second century, welcoming a new concertmaster, Julia Sakharova, in February, and a new CEO, Eric Marshall, in July.



# ORCHESTRA IOWA

## FUNDING OPPORTUNITIES

Your generous gift directly supports these four strategic priorities.



### ARTISTIC EXCELLENCE

#### SUPPORT OUR MAESTRO

Maintain top talent for the Music Director role; support the position's ongoing professional development.

#### ENCOURAGE ARTISTIC DEVELOPMENT

Fund new, world-renowned, and/or diverse guest artists and composers; explore new and meaningful performance repertoire.

#### FUND & MAINTAIN INSTRUMENTS

Purchase large, expensive, or rare instruments that expand our performance capabilities; provide ongoing maintenance for our owned instruments.

#### GROW OUR CONCERT SERIES

Sustain premiere, high-quality productions of a variety of musical genres; expand the orchestra's musical offerings; increase community engagement.

### EDUCATION & OUTREACH

#### INSTRUCTOR SUPPORT

Grow the Orchestra Iowa School by attracting and retaining instructors through competitive compensation and ongoing administrative support.

#### COMMUNITY OUTREACH

Sponsor fun, hands-on "Pied Piper" mini-concerts in community libraries throughout Eastern Iowa; introduce preschool-aged children to music and instrument families.

#### MUSIC IN THE SCHOOLS

Expand these informative, interactive performances to 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> grade classrooms in area communities to increase understanding of string, brass, and woodwind instruments.

#### YOUTH CONCERTS

Subsidize the cost of music education concerts in the Paramount Theatre for more than 3,000 students each year.

#### INSTRUMENT MAINTENANCE

Finance the ongoing maintenance of instruments used for the Fifth Grade Fiddles program across Eastern Iowa.

#### MUSIC EDUCATION SCHOLARSHIPS

Provide a diverse range of music education opportunities for students of all ages and skill levels.

#### ORCHESTRA IOWA CHORUS

Not every orchestra can boast of its own impressive chorus. Underwrite costs such as choral music, an accompanist, and rehearsals.





# OUTSTANDING MUSICIANS

## MUSICIAN COMPENSATION

Provide competitive wages and benefits to recruit and retain skilled musicians in all positions, especially leadership roles.

## MUSICIAN TRAVEL

Underwrite travel costs for the more than 50% of the Orchestra's musicians who reside in major midwest cities in surrounding states and travel to Cedar Rapids for rehearsals and performances.



# INFRASTRUCTURE & OPERATIONS

## BUILDING MAINTENANCE

Sustain the Orchestra's historic building, including HVAC maintenance, tuckpointing, and upgrades to electrical and plumbing; maintain Opus Concert Café appliances.

## TECHNOLOGY

Support tech improvements and related training; ensure regulatory compliance.

## MORTGAGE RETIREMENT

Eliminate debt; apply the savings to program enhancements.

## MUSICIAN CO-WORKING SPACE

Equip the new co-working space for musicians; allowing for remote work between rehearsals.

## STAFF DEVELOPMENT

Attract and retain staff with competitive wages, benefits, continuing education, and training.

## PRODUCTION EQUIPMENT

Ensure access to modern audio/visual needs, including Opus Concert Café, mobile performance, and recording technologies.

## CLIMATE-CONTROLLED INSTRUMENT STORAGE

Create a climate-controlled storage space to care for our valuable instruments and maximize their lifespan.



# THANK YOU

Thank you to the following donors for their generous gifts to the Orchestra Iowa Endowment

## **\$1,000,000+**

Leland^ ^^ and Peggy Smithson

## **\$500,000-\$999,999**

Richard and Candy Altorfer

Joseph M. Kacena\*

John^^ and Dyan Smith

## **\$100,000-\$499,999**

Anonymous

Cedar Memorial Cemetery & Funeral Home

CRST International

Rad and Joyce^ ^^ Finch

Phyllis J. Fleming\*

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Jeff and Kris Nielsen

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Stephen^ ^^ and Victoria West

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\*Posthumous Recognition

^Orchestra Iowa Board Member

^^Orchestra Iowa Foundation Board Member

+Orchestra Iowa Musician

•Orchestra Iowa Staff Member





# FOR THE LOVE OF MUSIC

**Thank you to these generous donors for their gifts  
up to \$10,000 to the For the Love of Music campaign**

Phyllis L Ammeter  
Robert and Ann Bromley  
Scot Brown and Julie Lammers  
Eugene T Clark  
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Richard and Sandra<sup>^</sup> Sublett  
Janet Thulin

\*Posthumous Recognition

<sup>^</sup>Orchestra Iowa Board Member

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+Orchestra Iowa Musician

•Orchestra Iowa Staff Member



# FOR THE LOVE OF MUSIC

## ORCHESTRA IOWA COMPREHENSIVE CAMPAIGN STATEMENT OF GIFT INTENT

In support of Orchestra Iowa's Comprehensive Campaign, I am/we are pleased to confirm my/our support as follows:

- ☐ I/We intend to increase my/our annual gift to \$\_\_\_\_\_ beginning \_\_\_\_/\_\_\_\_.   
 (month) (year)
- ☐ I/We intend to give a one-time endowment gift of \$\_\_\_\_\_.
- ☐ I/We have designated Orchestra Iowa as a recipient of the following planned gift(s):  
\_\_\_\_\_
- ☐ I/We would like my/our gift to remain anonymous.
- ☐ I/We would like my/our gift to be recognized through a naming opportunity of:  
\_\_\_\_\_

*(Please contact your Human Resources Department for details.)*

- ☐ My/Our gift is: ☐ in honor of or ☐ in memory of \_\_\_\_\_
- ☐ My/Our employer(s) \_\_\_\_\_ will match my/our gift.

The value of my/our gift may change depending upon circumstances. This statement of gift intent is not a binding commitment, & I/we retain the right to change or revoke this gift at any time or without notice.

Donor Name(s) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Donor Signature(s) \_\_\_\_\_ Date \_\_\_\_\_  
*(Required)*

\_\_\_\_\_ Date \_\_\_\_\_

*Contributions to Orchestra Iowa, a 501(c)3 nonprofit organization, are tax deductible to the greatest extent of the law.*